

Press Release

Canon launches 'Business Leap' competition to inspire innovation & boost business performance

- *Canon competition asks printers to submit formal business plan via its IpeX 2010 microsite*
- *The aim is to support digital print companies as they look to achieve long-term financial security through innovation and robust forward planning*
- *Total prize value will exceed £90,000 with the first prize being a fully configured, light production Canon imageRUNNER ADVANCE C9070 PRO digital press*

REIGATE, 09 February 2010. Further demonstrating its ongoing commitment to the professional print industry, Canon UK, world leader in digital imaging solutions, has today announced the launch of its pan-European 'Business Leap' Competition.

A third Canon Insight report named '*Redefinition of the digital printer*' highlights that many print service providers would not have survived the downturn without a digital printing capability. In response, Canon has launched a competition to both encourage printers to consider new ways to develop their businesses (or start new ones) and provide guidance in the creation of a comprehensive business plan.

The competition invites UK printers and entrepreneurs to submit a formal business plan for a commercial venture that involves digital printing. The plans will be scrutinised and reduced to a shortlist of finalists, who will then be individually interviewed by a panel of independent business consultants to select a winner and two runners-ups.

- The first prize is a fully configured, light production Canon imageRUNNER ADVANCE C9070 PRO digital press, which the winner will be able to retain for three years, along with a bespoke business consultancy package.
- The second prize will be a 44 inch Canon imagePROGRAF large format solution, which again the winner will be able to retain for three years, along with a bespoke business consultancy package.
- The third prize winner will gain the bespoke business consultancy from an industry expert.

Trevor Dodsworth, Head of Product Marketing, Canon Business Solutions, Canon UK, explains the rationale behind the competition: "It's clear that to secure their long-term

commercial future in the current economic climate, printers need to think about their businesses in a new way and take a more entrepreneurial approach towards customers and customer needs. The industry has shifted in the past few years and we are encouraging our customers to adapt to this change – to make a leap into the future of print.

“The Canon ‘Business Leap’ Competition will offer guidance in the preparation of a creative and comprehensive business case whilst providing an opportunity to win top-of-the-range professional products. I’d therefore urge any printer who is already using digital print or any entrepreneur looking to break into this industry to submit an entry.”

Those wishing to enter the Canon Business Leap Competition must register at the Canon Ipx 2010 microsite at www.canon-europe.com/ipex where they can download the entry form, to be submitted with any supporting documentation. The competition runs from 31 March 2010 to the end of July 2010 and the winners** will be presented with their prizes at an awards ceremony in Paris in October 2010.

-ENDS-

Editors Notes

*A full list of the participating countries will be published at www.canon-europe.com/ipex

** The decision of the judges is final and Canon will not enter into any correspondence with any entrant over the outcome of the competition.

About Canon (UK) Limited

Canon is a world-leading innovator and provider of imaging and information technology solutions for the home and office environments. Canon has a global philosophy of *Kyosei* - living and working together for the common good, which clearly demonstrates commitment to customers, staff and the environment shared by all.

Canon (UK) Ltd is the UK marketing and sales operation for the global company based in Tokyo, Japan. In the UK Canon employs around 1,800 people in various locations including Ireland. The main business focus for Canon (UK) Ltd is in two clearly defined market segments: **Business Solutions** covering both the office and professional printing environments (including: multifunctional printers, IT consultation, photocopiers, printers, large format printers, fax machines, document management hardware & software) and **Consumer Imaging** (input solutions: film and digital SLR cameras, digital still compact



cameras, camcorders, binoculars, calculators and scanners; and output solutions: Inkjet and laser printers, faxes, desktop all-in-ones and multimedia projectors). **Broadcast Division** is an extension of our product portfolio covering the supply and servicing of professional lenses and their accessories to the Television Broadcasting environment.

Further information about Canon UK Ltd is available at: www.canon.co.uk

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