



# The Informer

you can  
**Canon**

October 2005 - Issue 11

## The witching hour nears!



**W e l l  
S u m m e r  
h a s b e e n  
a n d g o n e  
a n d w e a r e  
f u l l f l o w  
i n t o A u t u m n . W e l l , a t l e a s t  
t h a t ' s w h a t I h a v e b e e n t o l d  
a s I c o u l d h a v e s w o r n i t w a s  
W i n t e r .**

The leaves will soon be falling and nights drawing in, a sure sign that bonfires and trick-or-treaters will soon be on their way followed closely by, dare I mention it, Christmas. In this issue we have the return of

'Techie Corner' kindly supplied by Technical Manager John Little, another new product that will on a special promotion for the month of October, the very popular caption competition that is gathering pace by the month and lots more info about C & G Business Equipment Ltd and our suppliers, Canon.

We have always strived to provide you with the latest in technology, up-to-date software and an ever-improving service schedule as we, you and the industry develops; and by constantly keeping you up-to-date with what is happening in our world I trust that we continue to do so. Your feedback is always welcome, and

the surveys that were returned were welcomed and appreciated, we will soon be announcing the results and putting into place any positive suggestions that you had.

I hope you enjoy the read, in the meantime try not to forget to have those treats ready on the night of the 31st or you could be in for a nasty surprise!

**Cheers**

**Aaron Bailey  
Managing Director**



## 'drag and drop' in to see us for a free consultation

As part of our latest product promotions, we at C & G Business Equipment Ltd are offering a free software consultation on Canon's iW Publishing Manager.

Call James now on 01452 332270 or e-mail him on [james@cgcopiers.co.uk](mailto:james@cgcopiers.co.uk) and arrange a suitable time to visit our showroom.

More detailed information on what the software can do for you and benefit your company when used in conjunction with your Canon multifunctional device can be found on page two of this issue, however here are the key benefits to you:

### summary

If you currently use, or are planning to purchase a Canon Multi-Functional printer then iW Publishing Manager is a must-have. It's a value-for-money document manipulation solution that ensures you, your department and your company look 100% professional time after time.

### Professional

- your documents look professional, you and your company look professional
- each print-out can be personalised using merged data

### Efficient

- replaces labour-intensive manual tasks with a few simple mouse-clicks
- saves time immediately and in the future, so that iW Publishing Manager quickly pays for itself

### Easy-to-use

- no training required
  - enables you to bring documents together from different Windows-based applications electronically as a single iWPM document
  - ideal entry-level document management solution for a broad range of companies

### Intelligent

- iW Publishing Manager is the only publishing software currently available from Canon which intelligently "reads" the finishing functions available on your chosen Canon printer



### iW Publishing Manager: typical uses for sales & marketing departments

#### Sales & marketing reports

Combine Microsoft™ Word, PowerPoint, Excel and image files into one iW Publishing Manager document for fast, efficient printing.

#### Product sheets

Produce a standard on-screen format for product sheets, and merge individual product information into each printed document. For example new product brochures such as Canon's iR 3100C/CN printer.

#### Market analysis

Merge market data and sales figures from a database into a formatted report.



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# Can I create professional looking documents by myself?

you can  
**Canon**

If you have ever had to create a document from different applications by physically collating the different pages, you will know how difficult it is and that the final output never looks as professional as you wanted. C & G Business Equipment Ltd is now delighted to announce that it can supply iW Publishing Manager from Canon, which makes it as easy as drag-and-drop.

## iW Publishing Manager

iW Publishing Manager enables you to merge different files such as Word, PowerPoint, Excel, PDF and even scanned pages into a single document and then move pages around into the order you really want. As it works in partnership with your Canon multifunctional device, all the finishing options such as stapling, hole punching and booklet making can be selected and shown on the screen. All these settings can also be saved with the document so creating extra copies is as easy as just hitting "print".

With its intuitive drag-and-drop interface it is so simple to use, you'll be creating documents in seconds that used to take hours with no need for training.

iW Publishing Manager can even create PDFs, so once your combined document is created you can send electronically to any destination.

When your documents look professional, so do you.

## Why iW Publishing Manager?

First of all, it will vastly improve the way your printed documents look. Secondly, it will ensure you work efficiently therefore saving you time and money. (Don't forget how well that will reflect on you, your department, and your company).

And finally, it's so simple to use. If you know how to use a standard office word-processing package, then you already know more than enough. You won't need training, so you can install it and put it to work immediately, using friendly and intuitive drag & drop features.

## All for one, and one for all

If you've ever had to scan, copy, collate, or print and compile a finished document consisting of multiple pages of Word here, a couple of slides from a presentation there, a spreadsheet and some images perhaps, all by hand; you'll know that these jobs take up valuable time that most of us just don't have. If you'd

Putting documents together  
doesn't have to be a struggle

Once you've used iW Publishing Manager you'll wonder how you ever managed without it.



rather do all of this on-screen through a few simple drag & drop commands, save the whole job (including all of the finishing instructions), and store it for future use, then take a closer look at iW Publishing Manager

## A new chapter

iW PM enables you to create chapters or individual pages, which can be moved around, for easy manip-

*Canon software enables you to bring documents from different Windows-based applications together as a single iW Publishing Manager document for professional finishing and printing.*

ulation. Lines, shapes and watermarks can be added to your finished file. So when it comes to printing, what you see on screen is what you get.

The ability to add annotations within the iW Publishing Manager document means that, if you are circulating something for review or approval before going to print, everyone can make their comments and suggestions clearly on-screen. And, if you do need to circulate

your document beyond your department, or post it on an internet or extranet site, one click will save it as a PDF file.

This flexibility makes iW Publishing Manager the most user-friendly document manipulation tool around.

## Perfect communications

With the ability to merge information such as names, addresses, sales figures etc. from a database into each printed document,

iW Publishing Manager helps you to personalise your communications with customers, partners, prospects and employees - a perfect way of enhancing your relationship with them.

iW Publishing Manager uses its intelligence to save users time, by limiting them to the finishing functions that are available on the specified, Multi Functional Printer. In addition to automatic collating, hole punching and stapling, you can select from an impressive range of finishes including saddle stitched booklet making, z-fold, staple by chapter or mixed paper sizes to name but a few.

iW Publishing Manager is compatible with Canon's innovative range of printers, which offer everything your business needs in black and white as well as affordable colour. Whatever the size of your organisation or department, Canon's cutting edge iW Publishing Manager software will enable you to simply create professional documents. You can create and merge documents from different windows applications such as: Microsoft™ Excel, and PowerPoint and because you don't have to physically collate them, the time savings can be huge. You won't just do things faster, you'll do them better, with less wastage - all without having to leave your PC or desk. Once you've used iW Publishing Manager to produce reports, proposals, tenders and newsletters you'll wonder how you ever managed without it.



For further information about  
iW Publishing Manager  
call James on 01452 332270  
e-mail [james@cgcopiers.co.uk](mailto:james@cgcopiers.co.uk)  
or visit the web-site at  
[www.cgcopiers.co.uk](http://www.cgcopiers.co.uk)



# techie corner...techie corner...techie c

This month we are going to look at paper size selection on Canon IR1600/2000 and Ir2200/2800/3300 and Ir2270/3570/4570 series of machines. It is very important that the correct paper is selected in the cassette otherwise it can cause paper jams in your machine.

IR 1600



On the Ir1600 and Ir2000 series of machines you need to ensure the arrow on the blue slider corresponds with the paper size in the cassette as shown left for A4.

Ir2200/Ir2800/Ir3300



For the Ir2200 Ir2800 and Ir3300 the blue arrow on the right hand side of the paper cassette should point to the corresponding paper size as shown left for A4.

To all our customers who took part in the customer satisfaction survey last month I would like to say a **BIG THANK YOU** The results will be published soon along with the name of the lucky winner of the prize draw.

Ir2270/Ir2870/Ir3370/Ir4570



On this Model as before the arrow on the cassette must point to the correct size paper shown on the dial.

## Canon Europe unveils Canon EXPO 2005 in Paris

**PARIS, September 16, 2005 – Canon Europe, world-leader in imaging and information technology solutions, will showcase its cutting-edge technology that is defining the present and will shape the future of imaging communication at a three-day exhibition to be held in Paris from October 5 to 7, 2005.**

14,000 delegates from across Europe have been invited to attend Canon EXPO 2005 in Paris, where Canon will demonstrate the ultimate imaging technologies for the office and home, brought together by the concept "See more. Create more. Be more". Delegates will be given an exclusive opportunity to see Canon's innovative technologies on display in eight zones - illustrating Canon's key business areas of consumer imaging, business solutions, medical and industrial products - within the exhibition centre

of the Grande Arche, located in the French business district of La Defence.

Among the extensive imaging technology solutions on display at EXPO will be:

- 'CrossMedia Imaging' - the core concept driving Canon's research and development in broadband - is a free and seamless inter-device collaboration that will lead the way people exchange ideas using images and information
- Display Technology - the latest display innovations for the home, entertainment industry and office
- Personal and professional imaging – the world-leading manufacturer of digital cameras brings together cutting-edge cameras for the consumer and professional with innovative and complementary printing solutions
- 'The office of the future' – a view of tomorrow's office environment will emphasise the benefits of integrated printing and document distribution, as well as the importance of colour in the workplace
- Professional print – three zones will show a range

of colour matching and workflow solutions designed to assist printers to differentiate their offering and maintain a competitive edge

- Medical systems – witness how Canon's fully digital X-ray products enables medical staff to provide enhanced levels of patient care through faster diagnosis
  - Life Science – detailed presentations will show how Canon's approach combines proprietary optical technology and precision engineering with biotechnology to enable advanced medical breakthroughs
- Canon Europe's president and chief executive, Mr Hajime Tsuruoka said: "Canon EXPO Paris is designed to demonstrate our commitment to delivering the ultimate in creative and empowering imaging technologies. It offers a platform on which we can showcase our products that have and will continue to set new standards for technology excellence and an opportunity to reinforce our corporate philosophy of Kyosei – "living and working together for the common good"."



# Make us laugh

Last month's lucky winner was Tim Patterson who topped the tree with:

**“Anna’s attempt to hide the fact that she had been using the services of R2D2 to process her work fell on deaf ears.”**



A bottle of Champagne will be heading your way Tim

## October's caption.

Every now and then the Service Department is allowed out for refreshments, however on this occasion John Little doesn't seem to keen to be sitting next to Steve!!

To enter this month's competition, let us know your most witty captions by e-mailing to [info@cgcopiers.co.uk](mailto:info@cgcopiers.co.uk) and you could be lucky enough to receive a bottle of bubbly courtesy of C & G Business Equipment Ltd.

The more the merrier, send in as many as you want but please try to keep them clean...if you can.



## Nick scoops first prize

C & G Business Equipment's James Fletcher took the short trip down the M5 recently to present Nick Kemp of Cabot Design, Wotton-Under-Edge with a bottle of bubbly for his winning entry in last month's caption competition.

Cabot Design is an independent UK based consultancy specialising in engineering analysis for the aerospace industry, offering specific expertise in structures engineering, stress analysis and Finite Element Analysis. Cabot Design also offers high level ongoing design support services to industry. Current clients include multinational corporations such as Airbus and Rolls Royce.

For more information call **01453 520333**

Or visit [www.cabotdesign.com](http://www.cabotdesign.com)



● James Fletcher with Nick Kemp of Cabot design

## Marketing Services

This Newsletter has been produced by CDA. For further information please contact Dean Enon on **01452 864943** or [deanenon@btinternet.com](mailto:deanenon@btinternet.com) for:

- PR Services
- Marketing
- Sponsorship Management
- Copywriting



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