

Call an IKON Account Team professional at 1-888-ASK-IKON

for more information on our complete line of commercial printing solutions designed to boost your business into digital.

Or visit us online at [www.ikon.com](http://www.ikon.com)

#### FACTS ABOUT IKON

The world's largest independent distributor of document management products and services, with annual revenues of over \$4 billion.

Approximately 25,000 employees in over 400 locations throughout North America and Western Europe.

A team of approximately 15,000 locally based IKON services professionals providing a high level of service and support.

A dedicated team of Professional Services specialists supporting connectivity, integrated solutions, advanced applications, and customized document workflow.

One of the broadest portfolios of products and services in the industry, from technology, to outsourcing, to document strategies and equipment lease financing.

Take **ACCACTION** with IKON.™

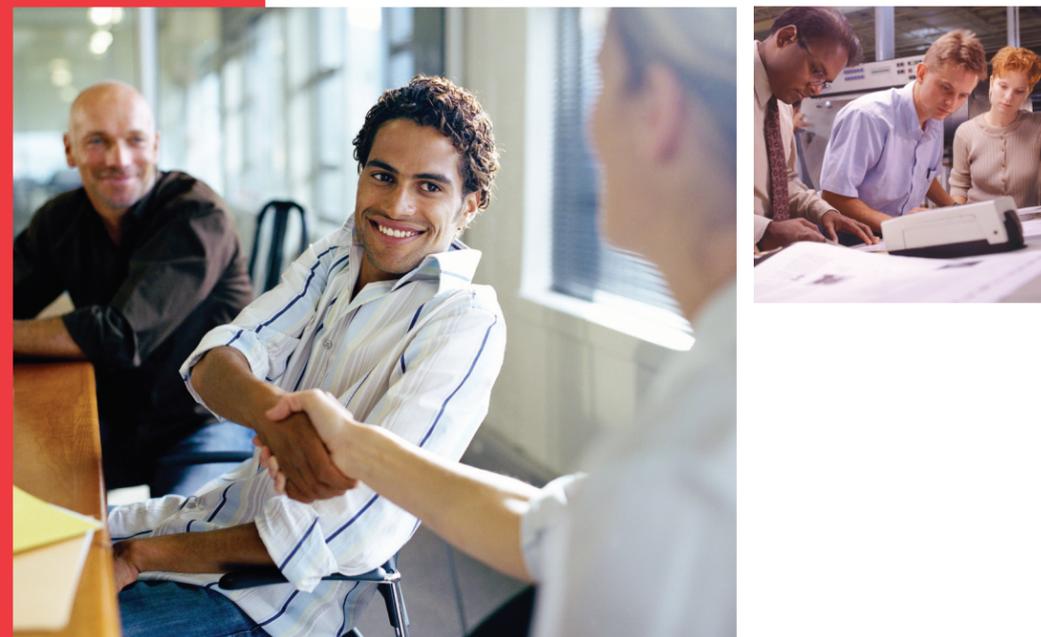


**A**chievable Results  
**C**omplete Products & Services  
**T**argeted Marketing Programs  
**I**ndividual Attention  
**O**ngoing Support  
**N**ew Digital Opportunities

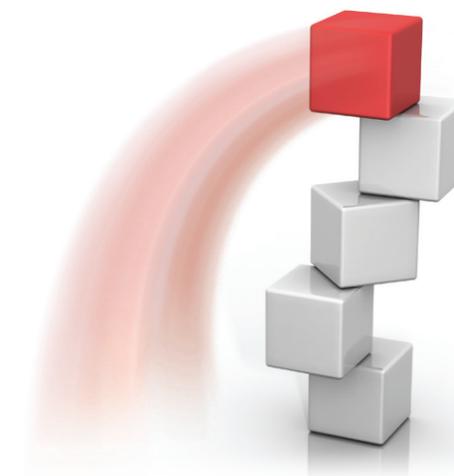
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Boost your business into digital.



Take **ACCACTION** with IKON.™



A little less talk...  
and a lot more ACTION.



**We don't just sell you a digital printer. We help you become one.**

IKON. A name you'll want to know, especially if you're thinking about adding digital print capability to your shop. As one of the industry's leading distributors of best-in-class digital color imaging and production technology, IKON is a more than \$4 billion a year company employing approximately 25,000 people in over 400 locations throughout North America and Western Europe. And it's these people - with the experience and knowledge of digital printing technology and applications - that make IKON truly unique. Our team has the commitment and step-by-step strategies you need to become - and remain - a profitable, highly competitive provider of digital print solutions.

**Words won't make you competitive. Action will.**

Let's face it, for your commercial print business to compete, you have to offer more non-traditional print solutions, such as digital printing, to meet the increasing time, quality and short-run demands of your customers. The sooner you act the better. If you wait, you risk seeing your existing customers flock to a printer who can meet both their digital and traditional print needs. Fortunately, you can take action with IKON right now. We have a plan to help you do it. One that offers you an easy, quick and effective way to boost your business into the digital age, letting you compete with the best of them. So enough talk. Let's act.



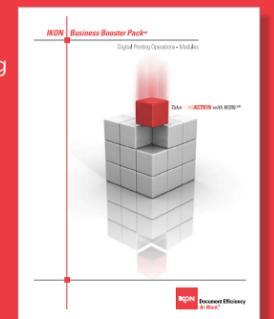
“An ounce of ACTION  
is worth a ton of theory.”

Friedrich Engels - German  
Social Philosopher

**IKON Business Booster Pack<sup>SM</sup>**

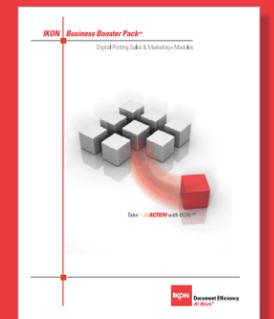
**DIGITAL PRINTING OPERATIONS MODULES**

- 1: Introduction to Digital & Variable-Data Printing
- 2: Design Considerations for Digital Printing
- 3: Color Management Considerations
- 4: Workflow Management
- 5: Digital Asset Management & Security
- 6: Binding & Finishing Considerations
- 7: Staffing Considerations
- 8: Common Operational Problems & Solutions



**DIGITAL PRINTING SALES & MARKETING MODULES**

- 1: Business & Marketing Plan Development
- 2: Planning a Successful Customer Event
- 3: Sales Management & Recruiting
- 4: Selling Digital Print
- 5: Selling Variable-Data Printing
- 6: Digital Print Application Development
- 7: Variable-Data Print Application Development
- 8: Measuring Variable-Data Printing Results

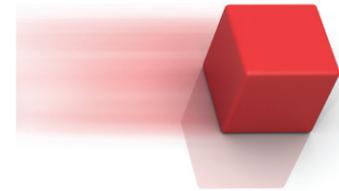
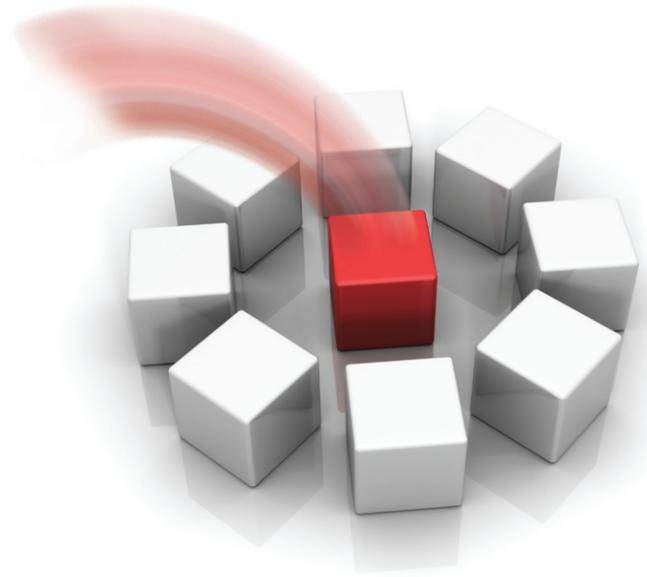


**DIGITAL PRINTING TOOLS & RESOURCES MODULES**

- 1: Marketing Materials CD - Examples & Templates
- 2: Objection Handling Scripts
- 3: Variable - Data Printing Software
- 4: Glossary of Terms



It's not a matter of if or when.  
But how.



**The IKON Account Team. Think of them as your digital personal trainers.**

IKON is distinguished by its people. That's because IKON people don't act like typical sales and service people. In fact, they're more like consultants or productivity experts that can continually coach you to greater levels of digital printing capability and profitability. To IKON, customer relationships are not a one-shot transaction, but a partnership that just keeps getting better. Over half of our IKON Account Team professionals have more than 15 years experience in providing digital print solutions. They get to know you. And they know how to get things done.

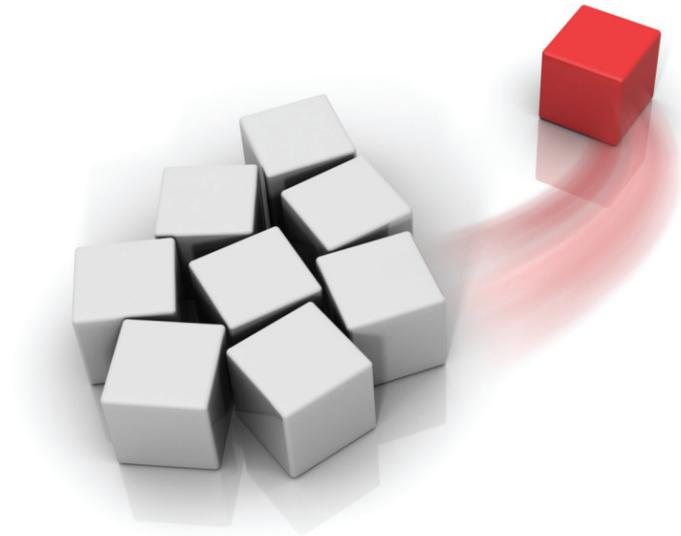
**The IKON Business Booster Pack<sup>SM</sup>. Go from print maker to print marketer. FAST.**

At IKON, we have what it takes to get your print business up to digital speed right now. The IKON Business Booster Pack contains everything you need to become more than just a shop that prints stuff. It helps transform you into a print marketer where you feel empowered to actively sell your expanded capability. The IKON Business Booster Pack is comprised of three comprehensive sections. The first is dedicated to effectively integrating digital printing into your operations. The second presents a detailed sales and marketing roadmap for creating demand for your new digital capabilities. The third provides tools and resources to help you get started quickly. But where does the IKON Business Booster Pack really get its boost? From IKON people. We'll be at your side, helping you step-by-step through every phase of your digital transformation. And we'll be there for you whenever you need us long afterward.

"It's easy to sit up and take notice. What is difficult is getting up and taking ACTION."

Al Batt - Writer, Speaker, Storyteller and Humorist

Digital printing.  
It's where the action is.



**The future of printing is digital. We'll make sure you're there.**

Numbers don't lie. The commercial print industry is not just changing, it's being redefined. Print customers want it better, faster, cheaper and on-demand. They also want their print investment to be more effective. That means more personalized communication to more targeted audiences. It all adds up to a massive migration of commercial printers from the strictly traditional offset production model, to one that satisfies their customers' needs using digital print technology. IKON is an independent distributor, not a manufacturer. We're uniquely positioned to deliver best-in-class digital print technologies from leaders such as Canon, Ricoh, Konica Minolta and HP, and best-practice services to fit your shop's specific needs and challenges.

**Going digital is a big decision. Let IKON give you a boost.**

Embracing digital printing technology for your shop is a big step. You might be apprehensive. But those who reach the digital "promised land" will find unprecedented business growth opportunity. IKON makes the decision easier by guiding you every step of the way. We do it with proven digital print products, highly experienced people and a long-term, customer-centric philosophy based on making your success our responsibility. Plus, with our IKON Business Booster Pack<sup>SM</sup>, we give you a step-by-step blueprint for propelling you into the digital future and beyond.

In the first 3 quarters of 2007, printers are selling digital output **6 times faster** than offset output.

Companies that generate a significant amount of digital print sales are, on average, **more profitable** than the rest of the industry.

Julie Shaffer - Director, Digital Printing Council of PIA/GATF

Average margins in **digital printing are 46%**, compared to 29% for litho.

InfoTrends The Evolving U.S. Digital Color On Demand Printing Opportunity

"The potential for control tends to exist at the point where ACTION takes place."

Louis A. Allen - Author