

## Océ Digital Inkjet Color Expert Guy Broadhurst Explains Importance of Predictable Cost of Inkjet Printing at Upcoming IMI Conference

*Job estimators, shop managers and print professionals can learn to maximize profits  
by accurate costing of digital color applications*

**June 3, 2010 – Trumbull, CT** – [Océ](#), an international leader in digital document management and delivery, today announced that digital inkjet color expert, Guy Broadhurst, will present at the upcoming Information Management Institute (IMI) Conference [“Digital Printing Presses: The Next Era,”](#) June 9-11, 2010. Broadhurst’s session, [“Inkjet Color Printing: Practical Uses & Predictable Pricing,”](#) will help print professionals avoid missteps and maximize profits when pricing new digital color applications. This session will benefit functional areas concerned with accurate job pricing, such as production staff, shop owners and management, and sales/order estimators.

“Digital color inkjet is new territory for print providers and provides tremendous opportunities for growing their business. Critical to profitably exploiting this technology is for users to clearly understand the value of color applications. As customers take on this new technology, they need to be aware of the factors that influence an accurate pricing model. They must consider things like paper, droplet size, coverage and volume-based calculations. There are many factors that contribute to cost per page, but once you understand them and factor them into pricing your products, the opportunities are significant,” said Broadhurst.

Guy Broadhurst has spent over 25 years in digital printing technology, and now serves as Vice President, New Products & Client Development, in the [Production Printing Systems division](#) of Océ North America. He has spoken and consulted extensively on the topic of calculating the true cost of inkjet printing and its importance for print service providers who are entering the market.

In his IMI session, “Inkjet Color Printing: Practical Uses & Predictable Pricing,” Broadhurst sets the stage for understanding inkjet opportunities and applications, and his session is heavily populated with actionable information and real-world comparisons. He will use coverage examples to illustrate the challenges facing print professionals in building accurate pricing models. Attendees will learn about common pricing misconceptions, total cost of ownership (TCO) building blocks, the importance of paper, costs of a color page today, and cost-per-copy comparisons. Broadhurst will also look at tools like job cost and TCO calculators, as well as [inkjet print systems](#) and [workflow software](#).

“I will cover practices and tools like [Océ TrueCost Software](#) that take the guesswork out of job costing. Session attendees will learn how to capture better job data for their daily production usage, as well as estimating and invoicing activities. The goal is complete management of color inkjet job manufacturing

through quoting/estimating jobs, reporting production actual job usage and trending, setting pricing parameters, and final job pricing,” Broadhurst said.

“These are techniques we share with our [Océ JetStream](#)® color inkjet customers to help them get the maximum business value out of their investment on a daily basis. They can tell exactly how much color ink and other printing resources are used with each print job.”

The [IMI Conference](#) takes place June 9-11, 2010 at the Radisson Resort Orlando-Celebration in Kissimmee, Florida. The IMI Conference will provide a comprehensive review of digital printing opportunities, requirements, challenges and potential solutions for major new applications plus those traditionally utilizing screen, flexographic, gravure and offset printing. For more information, visit [www.imiconf.com](http://www.imiconf.com).

**Photo Tagline:**

*Guy Broadhurst, Vice President, New Products & Client Development  
Océ North America, Production Printing Systems division*

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**About Océ**

Océ is a leading international provider of digital document management technology and services. The company's solutions are based on Océ's advanced software applications that deliver documents and data over internal networks and the Internet to printing devices and archives -- locally and around the world. Supporting the workflow solutions are Océ digital printers and scanners, considered the most reliable and productive in the world. Océ also offers a wide range of display graphics, consulting and outsourcing solutions.

Océ employs around 22,000 people, with 2009 revenues of approximately \$3.7 billion, operates in around 100 countries and maintains research and manufacturing centers in the Netherlands, the United States, Canada, Germany, France, Belgium, the Czech Republic, Romania and Singapore. Océ North America is headquartered in Trumbull, CT, with additional business units in Chicago, IL; New York City; Boca Raton, FL; Salt Lake City, UT and Vancouver, BC. North America represents over 37% of Océ's worldwide revenues, and employment is over 9,000. For more information about Océ, visit [www.oceusa.com](http://www.oceusa.com). Outside the U.S., consult <http://global.oce.com>.

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