



CANON SOLUTIONS AMERICA

CANON IX-SERIES MKTG Lab Sample

Open Kitchen - Print Specs

Open Kitchen is a fictitious food delivery service centered around a mission to connect customers to their kitchens, their food, and one another.

Included in this MKTG Lab kit are samples that demonstrate a customer's journey from awareness through post purchase with added variability in both text and images. The samples begin with a variable Launch Announcement Bifold Brochure, then a Recipe Booklet shipped in their first order complete with Recipe Cards, printed on synthetic stock, based on their chosen menu, then a Post-Purchase Postcard to follow up on their first box, and finally a Quarterly Newsletter Trifold.



SMART CHANGE STARTS HERE.

1-844-443-INFO (4636) [CSA.CANON.COM](https://www.csa.canon.com)

SAMPLE 1:

Launch Announcement Bifold Brochure

Size: 6x9" folded / 12x9" flat
Variability: variable text and images
Stock: Neenah Classic Linen 100 lb. Cover
Finishing: Fold in half



Front Options

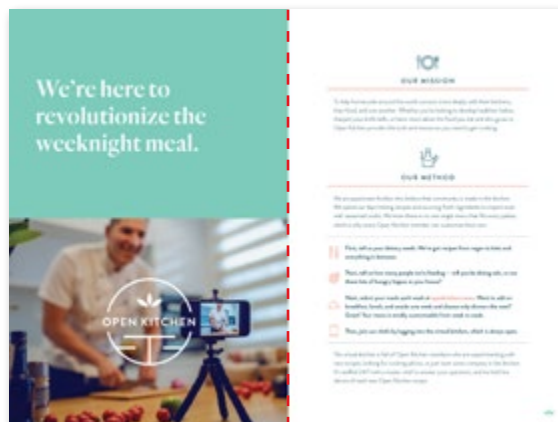


Variable text
Variable image option 1



Variable text
Variable image option 2

Inside Spread



Back Options



Variable text
Variable image option 1



Variable text
Variable image option 2



SAMPLE 2:

Recipe Booklet Folded Catalog with Inserts

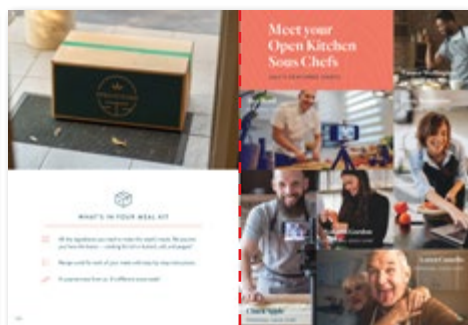
Size: 8x11" folded / 16x11" flat
Variability: variable text
Stock: Sappi EuroArt Gloss 100 lb. Cover
Finishing: Saddle stitch binding

Front

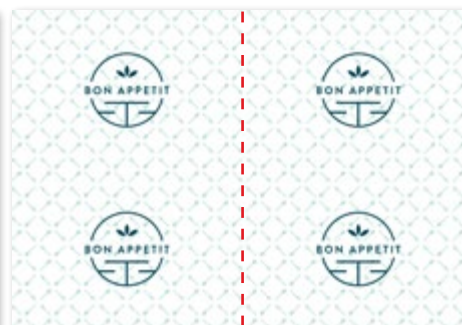


Variable text

Spread 1

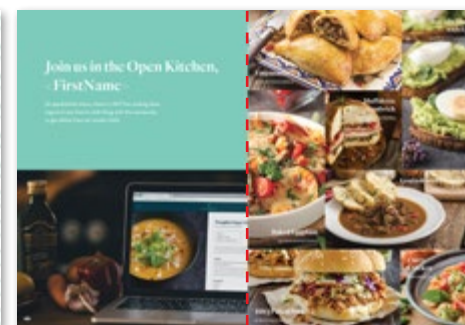


Spread 2



Glue dot placed on each icon to hold
recipe cards place

Spread 3



Variable text

Back



SAMPLE 2b:

Recipe Cards Inserts

Size: 6x4"

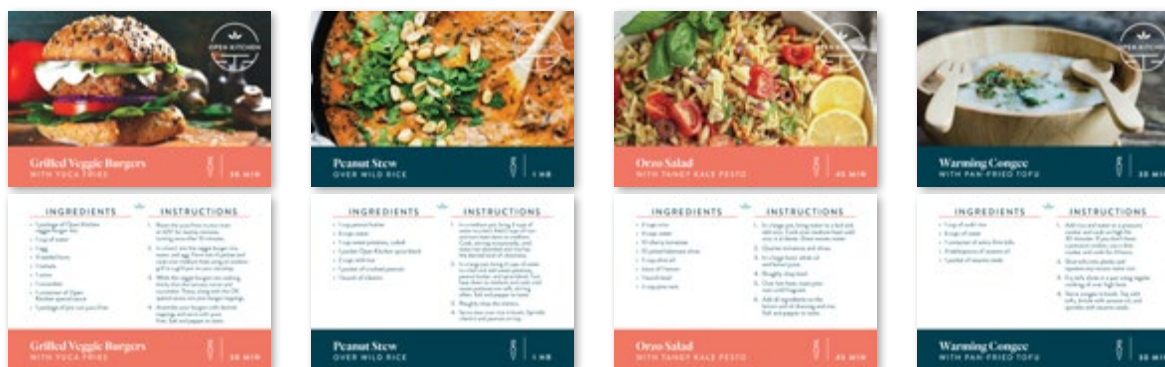
Variability: none

Stock: Nekoosa Synaps OM 111 lb. Cover

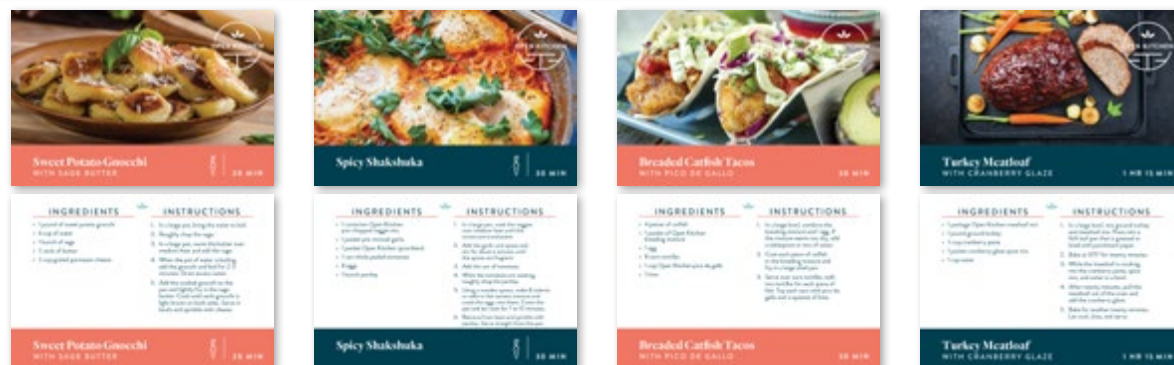
Finishing: Trim and affixed with glue dot to recipe booklet

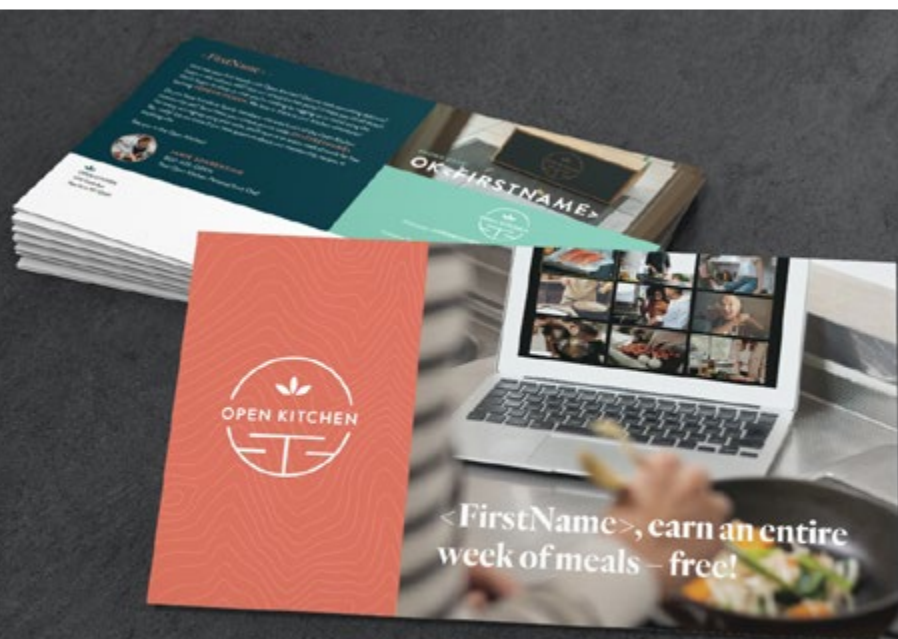


Front & Back Batch 1



Front & Back Batch 2





SAMPLE 3: Post-Purchase Coupon Postcard

Size: 11x6"
Variability: variable text and images
Stock: Neenah Classic Linen 100 lb. Cover
Finishing: Trim to size



Front & Back
Option 1

Variable text



Variable text
Variable Image Option 1



Front & Back
Option 2

Variable text



Variable text
Variable Image Option 2

SAMPLE 4:

Quarterly Newsletter Trifold Brochure

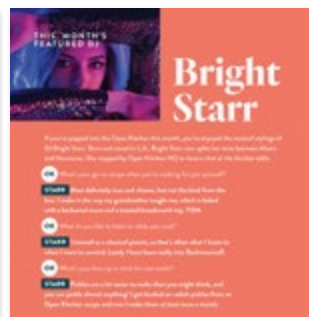
Size: 6x4"
Size: 6.5x6.5" folded / 19.375x6.5" flat
Variability: none
Stock: Sappi EuroArt Gloss 100 lb. Cover
Finishing: Spot gloss UV on front cover, trim, score and trifold



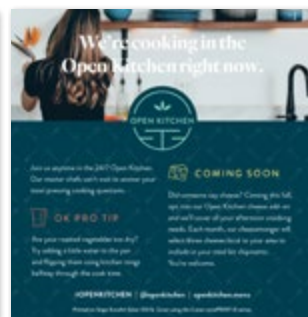
Outside Panels



Front - Left Panel



Right Panel



Back - Middle Panel

Inside Panels



Variable text