**Canon enhances Essential Business Builder Program with new themed learning and resource packages**

**LONDON, 22 May 2015** – [Canon](http://www.canon.co.uk/), world leader in imaging solutions, has enhanced its successful [Essential Business Builder Program](https://www.canon.co.uk/for_work/business-services/ebbp/) (EBBP) with the introduction of a series of new themed workshops and curriculum-based educational packages designed to guide and support customers along their journey of learning and business development. With a proven track record established over ten years, Canon’s EBBP provides customers with access to a suite of industry-leading guides, together with local educational workshops and independent consultants to help print service providers bring increased performance and profitability to their business.

New to the EBBP for 2015 is a series of themed workshops tailored to the needs of commercial printers and in-house print departments looking to adapt to market changes and take advantage of future growth opportunities.

Workshop topics will include:

* Digital marketing and how PSPs can maximise opportunities across new communications platforms,
* Business management – to identify existing business models and competitor offerings,
* Planning for change – separate dedicated workshops for in-house operations and graphic arts environments.

Central to Canon’s enhanced EBBP offering is a more tailored approach whereby key themes such as marketing, sales and business evolution have been bundled together to provide flexible and topical learning and development packages.

The programme has been further extended to offer ongoing reading, tools and templates as well as logical action plans to complement the workshop-based training which can be accessed via [Digital Dimensions](https://digitaldimensions.canon-europe.com/), Canon’s customer portal.

Customers can also benefit from the assignment of experienced, independent mentors who provide their expert knowledge and advice during the customer’s journey of leaning and business development.

“While EBBP has been providing customers with support for business growth for a decade now, we are constantly looking at ways to enhance our offering to ensure it remains ahead of trends and developments to give printers the best possible opportunities to adapt, diversify and continue to thrive,” says Andrew Harris, European & UK Professional Print Marketing Manager, Canon Europe.

“Our new themed workshops and packaged bundles have been introduced to maintain a topical relevance to reflect the latest market developments. The syllabus has also been devised in such a way that customers have the flexibility to join the programme at whatever stage they are in their own development journey.”

The In-house print operation of the Public & Commercial Services Union (PCS) is one of many customers that have seen the benefits of participating in Canon’s EBBP. Asad Butt, Print and Distribution Manager at PCS explains, “Thanks to Canon’s hands-on, tailored consultancy and mentoring, PCS implemented a number of innovative solutions that made a demonstrable difference to our business.”

Customers keen to find out more about Canon’s latest EBBP offering can sign up to Digital Dimensions on <https://digitaldimensions.canon-europe.com/> or contact their local Canon account manager.

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About Canon (UK) Limited

Canon (UK) Ltd is the UK & Ireland marketing and sales operation for the global company, Canon Inc., based in Tokyo, Japan and it employs 2,150 people.

Founded in 1937, with the specific goal of making the best quality cameras available to customers, Canon’s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers’ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice and this is embodied in its corporate philosophy Kyosei - ‘living and working together for the common good’.

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