**Canon to debut Océ ColorWave 700 at Sign & Digital UK 2015**

**Hall 17, Stand G10, Sign & Digital UK, NEC Birmingham, 24 - 26 March 2015**

**London, 6 March 2015 –** [Canon](http://www.canon.co.uk/) will be unveiling its latest high-performance wide format colour printer– the Océ ColorWave 700 – at [Sign & Digital UK 2015](http://www.signuk.com/). Focusing on the dual-powers of productivity and versatility, Canon aims to help printers excel in the growing sign, display graphics, interior decoration and wide format sectors.

The show marks the first opportunity to see the new model in action in the UK since its launch in February, and Canon is inviting visitors to see the new addition to the Océ ColorWave family1 produce a host of high-quality applications at impressive production speeds.

Meanwhile a compelling showcase of customer applications will be on show to demonstrate the creative possibilities of Canon’s broad portfolio of technologies and solutions. This includes samples produced on the ultra-high-speed Océ ColorWave 900, the Océ Arizona 318 GL and 480 GT UV flatbeds and Canon’s high-end imagePROGRAF 8400SE, a productive aqueous poster printer to complement eco-solvent and UV technologies output.

 Applications on show will include:

* Stylish kitchen splashbacks
* Innovative floor applications
* Eye-catching 3D art
* Imitation stained glass window glazing
* Printed wood for interior design
* Digital wallpaper

One of the customer applications set to be showcased at the event has been produced by German flooring company, Falquon. “Digital print has helped us to achieve a unique position in the premium laminate flooring market,” said Martin Prager, Director, Falquon. “Our experience with Canon and the Océ Arizona has given us the confidence that – though the learning curve may be steep – everything is possible with the right technology and the right partner.”

Also participating in the application showcase is one of Europe’s leading photo finishing companies, CEWE. “We’re sure that visitors to the Canon stand at Sign & Digital will be taken aback by our brand new and innovative CEWE 3D product, and what is possible with Canon’s Arizona technology. We’ve developed a revolutionary process that transforms photos from flat 2-dimensional images into beautiful 3-dimensional works of art – without the need for 3D glasses,” commented Duncan Midwood, Managing Director, CEWE Ltd.

“Sign & Digital UK is a significant event for Canon in the UK,” said Dominic Fahy, Business Group Manager Display Graphics Systems and Imaging Supplies, Canon UK. “It is always an exciting hub of creativity and ambition, with an engaging mix of people from across the sign, display graphics and wide format industry. We believe it’s the perfect platform to introduce the UK market to the new Océ ColorWave 700 which was developed, in part, from feedback gathered at previous Sign & Digital UK events.”

“Canon’s proposition aims to encourage visitors of the show to be more imaginative with wide format print and we’re anticipating another lively and inspiring event that will once again champion the thriving digital wide format market,” added Duncan Smith, Channel Director Wide Format Printing Group, Canon UK.

**– ENDS –**

**Editor’s note**

**1** For further information, please see the press release entitled [*Canon Europe announces two new Océ ColorWave printers for versatile wide format graphic art applications*](http://www.canon.co.uk/About_Us/Press_Centre/Press_Releases/Business_Solutions_News/1H15/Two_new_Oce_ColorWave.aspx)

**Media enquiries, please contact:**

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| **Canon (UK) Ltd** Paul Bodley t. +44 (0) 1737 220 343t. +44 (0) 7581 006 225 e. paul.bodley@cuk.canon.co.uk  | **AD Communications** Alexa Mills t. +44 (0)1372 464 470 e. canonproprint@adcomms.co.uk  |

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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