**Canon extends quality and productivity benefits of successful imagePRESS C10000VP to wider audience with launch of imagePRESS C8000VP**

**DÜSSELDORF, 1 March 2016** – Building on the success of its new 100-page-per-minute flagship, the imagePRESS C10000VP, which has now shipped in excess of 80 units to customers across Europe, [Canon Europe](http://www.canon-europe.com), world-leader in imaging solutions, is now launching the imagePRESS C8000VP production press.

Incorporating the same advanced technology as the imagePRESS C10000VP, the C8000VP delivers the equivalent combination of outstanding quality, predictable colour consistency and flexible media handling at constant speeds of up to 80 pages-per-minute. While this speed can be matched on certain media by the popular imagePRESS C800, of which over 3,250 units have been installed in Europe since its launch in July 2014, the imagePRESS C8000VP Series has been engineered for commercial and in-house print environments with much higher volume requirements, has a recommended monthly volume of 80,000 to 400,000 pages (four times higher than the C800) and supports a monthly duty cycle of up to 1.2 million letter images.

Offering all the image quality, colour consistency and productivity benefits delivered by the innovative technology that has made the C10000VP so appealing, the C8000VP also runs a wide range of media - from 60 gsm (uncoated) and 70 gsm (coated) up to 350 gsm - and delivers high quality output even on long-run or mixed media jobs, including speciality stocks such as vellum, film and synthetics.

Mark Lawn, Director, Professional Print Solutions, Canon Europe comments: “The imagePRESS C10000VP satisfies the needs of those customers who have substantially grown their print volumes and are looking for a press that is a significant step up from what they’ve been used to in terms of speed as well as quality and general productivity. However, there are many more PSPs who don’t need the 100-page-per-minute speed, but are looking for a press that will still provide the same high quality, reliability, consistency and media handling of the C10000VP; for those PSPs, the C8000VP is the answer.”

The high quality and consistency of output, reliability and media flexibility are also the factors highlighted by industry figures and delighted customers across Europe for the success to date of the imagePRESS C10000VP.

According to **Marco Boer, vice-president of digital printing research firm, IT Strategies, Inc**.: "Image quality is a subjective measurement; with that understanding, the output quality of the imagePRESS C10000VP Series is the best image quality I've ever seen from a dry-toner colour printing system in my 25 plus years in analysing digital printing technology."

**Eirik Andersen, General Manager of LOS Digital, one of the largest digital printing companies in Scandinavia**, commented: “After many years of experience with the imagePRESS, Canon again have made a quantum leap with the imagePRESS C10000VP. We were one of the first in Europe who ordered the imagePRESS when it was launched in 2007. We have constantly upgraded and replaced the equipment so that we have the latest at any time. When the C10000VP arrived, we got not only a much higher speed rate, but also a quality that surpasses anything I've seen. LOS Digital has a large number of machines from different vendors, and the Canon imagePRESS C10000VP stands out from all with regards to print quality. The C10000VP is also very stable in relation to colours - the last print is exactly the same as the first. And no other toner based machine can print so well on structured media. Clearly best in class!”

**Fred Feij, owner of Dutch commercial printer, Printservice Ede**, added: “Looking to strengthen our position in the commercial print market, we needed a resilient solution that could meet our needs in terms of print quality, production efficiency and flexible media handling. Integrated with the PRISMAsync workflow, the Canon imagePRESS C10000VP has exceeded those requirements. On the back of the investment, we are now 50 per cent more efficient, fulfilling orders quicker and without errors and winning new business, thanks to the broad range of premium products we can now cost-effectively produce to tight deadlines.”

Mark Lawn continues: “Customer feedback played a significant role in the development of the imagePRESS C10000VP. As a result, we have delivered an innovative press which, when combined with our expertise in inspiring and implementing intelligent new business models, gives our print service providers the ability and the confidence to be able to respond to the changing needs of their customers.

“The addition of the new imagePRESS C8000VP further enhances our extensive colour press product range and ensures we’re able to help customers of all sizes and volumes to deliver the same outstanding results on an incredible range of media and to a new level of high quality colour productivity.

“Through our ongoing innovation and investment in technology and service, Canon continues to demonstrate our commitment to supporting customers of every size and type to grow by unleashing print’s unique capabilities.”

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About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 116 countries and employing 19,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera 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’s corporate philosophy is [Kyosei](http://www.canon-europe.com/About_Us/About_Canon/Philosophy/Index.asp) – ‘living and working together for the common good’. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon’s products, solutions and services. Canon has achieved global certification to ISO 14001, demonstrating a world-class environmental management standard.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)