**Canon sets visitors on a ‘Path to Profit’ with wide format print at photokina 2014**

**London, 16 September 2014** – [Canon Europe](http://www.canon-europe.com/) is demonstrating how photographers can increase the profitability of their work and add an additional revenue stream to their business with high-quality, impactful wide format print on its stand at photokina 2014 (16-21 September).

As well as showcasing award-winning products from its imagePROGRAF range of wide format printers, Canon is launching a publication entitled ‘*The Photographer’s Path to Profit*’ – specifically highlighting how bringing print in-house can provide professional photographers with increased control over output quality, add value to their service offering, reduce outsourcing costs and enhance profit margins.

Canon is also sharing success stories on-stand, depicting the possibilities open to photographers with printed products from photobooks and canvases through to fine art and interior decoration, in addition to running live print demonstrations using a range of workflows to validate the ease of use and diversity of the machines.

“We are in a unique position in the market with a complete range of products spanning image capture through to digital output and the value in this proposition is unprecedented,” said Yuichi Miyano, Director, Wide Format Printing Group, Canon Europe. “Consistent reproduction quality, colour consistency and harmonious workflows are just some of the advantages, and at photokina we are demonstrating the opportunities that exist for photographers to capitalise on these and enhance the commercialisation of their work.

“Whether visitors are attending the show simply to find out about new products, or specifically looking to broaden their customer offering and grow their businesses, I would encourage them to come and see what we have to offer,” added Miyano.

During the six-day event Canon is showcasing the 12-colour imagePROGRAF iPF6450 (24”) and imagePROGRAF iPF8400 (44”) printers – built specifically for proofing, photo and fine art reproduction.

Over the past 18 months Canon has updated both its eight and 12-colour imagePROGRAF range, adding several noteworthy features such as an optional spectrophotometer, which subsequently led the range to be hailed ‘Wide Format Graphic Arts Printer Line of the Year’ in the 2014 Buyer’s Laboratory LLC (BLI) awards\*.

As well as featuring success stories of how leading photographers from the worlds of fashion, journalism and sports have benefitted from bringing wide format print in-house, *The Photographer’s Path to Profit* also includes a guide to some of the most widely used print applications in the professional photography space.

Visitors can obtain a download of the publication from Canon by registering on-stand at the show.

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\*The BLI *‘Wide-format Graphics Printer Line of the Year’* accolade is awarded to vendors whose product lines are judged to be the best overall in their respective categories based on a rigorous two-month evaluation process. Products in the wide-format category are assessed on reliability, image quality, ease of use, colour management, productivity and connectivity. Also taken into consideration is the breadth of the product line and its ability to produce quality products that cater to a broad range of customer needs.

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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