

## PRESS RELEASE

### New deals from Canon and ArtSystems

LFP distributor ArtSystems have teamed up with Canon Business Solutions to provide a range of large format solutions to cover every angle of the industry. The aim is to combine the strength of Canon's brand and exceptional large format printing solutions with the large format inkjet knowledge and expertise of ArtSystems in addition to their manufacturer partner support from leading names such as Contex, Summa, Onyx, Xativa and Best.

The range of total solutions encompass the pre-press, retail, graphics, CAD/GIS, proofing, cutting and finishing areas of the large format industry to produce high quality, high production and cost effective results. The product packages can consist of any combination of products such as printers, scanners, RIP and proofing software, cutters and laminators.

Market feedback from customers has confirmed that as buyer behaviour is changing, requirements for total solutions are frequently not being met as many offer the complete solution but few truly deliver – gaps are often found.

As a result of this Canon and ArtSystems believed they have identified a comprehensive offering that serve the needs of a variety of users into this industry. Ted Freer, ArtSystems Business Development Manager comments, "If you take the 'iceberg' scenario in that other companies offer what you can see above the water, we have gone deeper below the surface to ensure we are providing complete system responsibility. What this means is in addition to the range of hardware and software, upgrade paths are also available for future expandability, options for upgrading warranties and full technical support, training and service. Our total solutions exceed expectations and are designed for our customer's immediate and future needs".

Dilen Thakrar, Marketing Manager for Canon states, "Our business is all about empowering our customers with the solutions and support they need to be more productive and effective, this partnership will further strengthen this capability".

**Ends 305 words**

#### For further information

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#### About Art Systems

From its roots in 1987 Art Systems, the Nottingham-based specialist systems distributor and service provider, has seen significant growth in the past six years. The company serves the CAD/GIS, graphics, signage and AV markets (through specialist value added resellers) with large format imaging and printing solutions from market leading manufacturers such as HP, Summa, Mutoh, Onyx and Contex.

