

## CANON COPIERS HELP CANADIANS WORK SMARTER

*83 per cent Canadian office workers find Canon copiers easy to use after just two-minutes of use*

**MISSISSAUGA, ON, 10 April 2013** – When it comes to using a copier, simplicity is what Canadian office workers want, according to a research study conducted by Environics Research Group, on behalf of Canon Canada. The study pitted Canon against its top competitors in the copier segment and challenged Canadian office workers to complete common copier tasks. The result? More than half (55 per cent) of Canadian office workers prefer the ease of use of Canon copiers over Xerox and Ricoh copiers in the challenge.

The study had participants from Vancouver, Calgary, Toronto and Montreal perform everyday tasks on three copiers: the Canon imageRUNNER ADVANCE 4051, the Ricoh Aficio MP 5002SP and the Xerox WorkCentre 5755 – all models with similar printing speeds, size and functionality. All of the copiers were covered to conceal any branding and only the user interface screen was visible. The tasks, described by participants as “common”, “typical” and “simple”, involved basic walk-up tasks.

“The results of this challenge should be of note to all business owners who value productivity,” said Satch Hattori, Senior Vice President & General Manager, Imaging Systems Group. “Participants had to complete two different jobs on three copiers, and only 38 per cent were able to complete all the tasks. This really underscores, to us, the need to have simple to use copiers in the workplace.”

The office workers were interviewed after the challenge and many noted that simplicity is one of the main reasons that they would switch their office copier for a Canon

“The user interface on Canon copiers is award-winning, so we knew that our copiers would fare well,” said Hattori. “But the fact the 66 per cent of Canadian office workers choose Canon over Xerox as the easiest copier to use and then 79 per cent choose Canon over Ricoh as the easiest copier to use, was a proud moment for our team.”

Overall, four out of five (83 per cent) Canadian office workers found Canon copiers easy to use after just two-minutes of use.

For more information on the Canon Challenge and Canon copiers, please visit [Canon.ca/Simple](http://Canon.ca/Simple)

### **Methodology:**

Canon Canada commissioned Environics Research Group to conduct a single-blind research study to evaluate the ease of use of the following comparable office copiers: the Canon imageRUNNER ADVANCE 4051, the Ricoh Aficio MP 5002SP, and the Xerox WorkCentre 5755. The target population of this research was Canadian office workers aged 25 and older living in Vancouver, Calgary, Toronto and Montreal (the “Major Urban Centres”) who have some knowledge of using office copiers. A final sample of 154 completed hands-on evaluations with basic copier workflows followed by an exit survey. 33 participated in follow-up focus groups because they indicated the Canon copier is easiest to use. The final survey sample was weighted by gender and region to be proportionately representative of the target population. The margin of error for a survey sample of this size is +/- 7.9%, 19 times out of 20. Results of the follow-up focus group research are not statistically projectable to the population at large. This research study was conducted between September 10 and December 20, 2012.

**About Canon Canada Inc.**

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA celebrating its 40th anniversary, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

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