Module 1 Hub Hero

Labels: NEW

HIGH END PRINTER

Canon i-SENSYS MF450 Series [29]
Boost your business productivity with fast and efficient multi-functional black and white laser printers, featuring native cloud connectivity. [141]

CTA: REQUEST INFO >

Gallery >

Image

Notes:

Labels: Up to2 labels

Title = 40 characters with space and 30% for languages

Paragraph = 200 characters with space and 30% for languages

Main CTA: "REQUEST INFO"

HIGH END PRINTER	OVERVIEW	SPECIFICATIONS	SUPPORT
Canon i-SENSYS MF450 Series			**CTA: REQUEST INFORMATON**

Notes:

Title = 32 characters with space and 30% for languages

CTA: "Request Info"

Links: Maximum 6

Module 2 Key stats

200,000	10,000	40%	Unlimited
Leaflets per hour	Books per hour	reduction in printing costs†	Print length

38ppm A4 print speeds [25]

Cloud print and scan connectivity [34]

12.7cm colour touchscreen [26]

Secure PIN print & Verify System at Startup [44]

Notes:

Title = 30 characters with space and 30% for languages

Module 3 Key Proposition

A revolution in wide-format printing

Optimise productivity, quality and versatility with the innovative Océ Colorado 1640, featuring next generation automation capabilities. Ideal for signage and graphics.

Make easy work of mono printing and scanning [44]

The Canon i-SENSYS MF450 Series offers multi-functional devices designed to streamline workflows and integrate with the cloud, as well as offering a range of mobile access options. [181]

Cloud connectivity [19]
Print or scan from the cloud, with one -touch built-in connectivity to cloud storage services, including Google Drive, DropBox, and OneDrive. [141]

Mobile printing [16]
Conveniently print documents from your from smartphone or tablet with the Canon PRINT Business app, or via AirPrint (iOS) and Mopria (Android). [142]

Reliable security [18]
Protect your documents with Secure PIN functionality, which restricts access to printed sensitive documents, and avoid hacking or virus threats with Verify System at Startup. [173]

Image

Image	**Superior efficiency [**20] Super-fast print speeds, double-sided single-pass scanning and double-sided printing as standard ensure ultimate productivity. [125] **Customised workflows** [21] Automate everyday tasks such as printing stored forms, scanning to email, and copying documents with on-screen buttons and Canon's Application Library. [150]

Series Range

Meet the models in the Canon i-SENSYS MF450 Series range to find the ideal black and white multi-function printer for your business. [130]

Image	Image		
DESIGN **Canon i-SENSYS MF453dw** Streamline print and scan workflows with fast speeds, reliable security, and cloud connectivity.	DESIGN **Canon i-SENSYS MF455dw** Print, scan, and fax with outstanding speed and efficiency from a secure, connected device.		

Module 6 Download Content

Find out more about how the Canon i-SENSYS MF450 Series can evolve your business efficiency. [91]

BROCHURE	
Benefit Datasheet Discover the benefits of fast and secure printing and scanning from the connected Canon i-SENSYS MF450 Series. [109] CTA: Download Datasheet >	

Module 7 CTA

Want to know more about this product?

Discover how the Canon i-SENSYS MF450 Series can accelerate your business

REQUEST INFORMATION >

Series Products

Explore the Canon i-SENSYS MF450 Series to discover fast and reliable A4 multi-function mono printers. [101]

	Image **Canon i-SENSYS MF453dw**	Image **Canon i-SENSYS MF455dw**	
Print speed (A4)	38pm	38ppm	
Cloud connectivity	Built-in cloud print and scan from Dropbox, Google Drive and OneDrive	Built-in cloud print and scan from Dropbox, Google Drive and OneDrive	
Security	Secure PIN print	Secure PIN print	
Display	12.7cm colour touchscreen	12.7cm colour touchscreen	
Multi-function	Print and scan	Print, scan, and fax	
Single/double-sided printing	Automatic duplex printing	Automatic duplex printing	
Single/double-sided scanning	Single pass duplex scan	Single pass duplex scan	
Application Library	As standard	As standard	
Wireless connectivity	As standard	As standard	
	Specification >	Specification >	

Module 8 Related Products and Solutions

Accelerate your business productivity with speed, reliability, and connectivity from the Canon i-SENSYS range. [109]

Image	Image	Image
	Canon i-SENSYS MF550 Series High quality output at high speed, from efficient multi-functional black and white laser printers with advanced cloud connectivity.	
Canon i-SENSYS LBP630 Series High quality printing from compact single-function laser printers, with mobile connectivity and enhanced security.		**Canon i-SENSYS MF650 Series** Secure and reliable A4 colour multi-function printers with extensive cloud and mobile connectivity options.
	CTA: FIND OUT MORE >	
	CTA Request Info >	
CTA: FIND OUT MORE >		**CTA: FIND OUT MORE >**
CTA Request Info >		**CTA Request Info >**

Module 11 Explore further

Image	Image	
Technology for a more productive workplace	**Digital transformation: how digital technology is changing business**	
How does technology increase productivity in the workplace?	Making the use of digital tools a new organisational norm.	
CTA: Find Out More	CTA: Find Out More	

Module 13 CTA Sign off

Want to know more about this product?

CTA: REQUEST INFORMATION >

Range or Function Page Module

	Image
	Canon i-SENSYS MF450 Series [29] Fast and efficient multi-functional black and white laser printers, featuring native cloud connectivity as well as robust device and document security. [152]

Notes:

This section is for additional copy and information that is required for additional assets beyond the product web page. For example: Data sheet.

1. Positioning

Notes: Short sentence answering, 'Who is this product aimed at?'

Designed for small to medium businesses or individuals working remotely, the Canon i-SENSYS MF450 Series is compact, efficient, and productive.

2. Tagline

Body copy is a short intro to the product, summarising top benefits and technology. Don't say new nor latest to avoid quickly making this copy out of date. Summarise and avoid repeating the Module 3 - Key proposition, which is the Unique Selling Proposition.

Boost your business productivity with fast and efficient multi-functional black and white laser printers

3. Long Introduction – Unique Selling Proposition

This needs to sum up the Unique Selling Proposition:

Why should I buy this product?

Describe in one sentence what the SINGLE most important benefit (USP) for this product is. Why THIS product as opposed to any others on offer.

245 characters ONLY.

Make easy work of mono printing and scanning

The Canon i-SENSYS MF450 Series offers multi-functional devices designed to streamline workflows and integrate with the cloud, as well as offering a range of mobile access options.

4. Features and benefits

Cloud connectivity

Print or scan from the cloud, with one -touch built-in connectivity to cloud storage services, including Google Drive, DropBox, and OneDrive.

Mobile printing

Conveniently print documents from your from smartphone or tablet with the Canon PRINT Business app, or via AirPrint (iOS) and Mopria (Android).

Reliable security

Protect your documents with Secure PIN functionality, which restricts access to printed sensitive documents, and avoid hacking or virus threats with Verify System at Startup.

Superior efficiency

Super-fast print speeds, double-sided single-pass scanning and double-sided printing as standard ensure ultimate productivity.

Customised workflows

Automate everyday tasks such as printing stored forms, scanning to email, and copying documents with on-screen buttons and Canon's Application Library.

5. Propositions

N/A

6. New Technology Explained

N/A

7. Top Feature icons

- 38ppm print speeds
- Built-in cloud printing & scanning from Dropbox, Google Drive and OneDrive
- Secure PIN print & Verify System at Startup
- 12.7cm colour touchscreen
- Automatic duplex printing
- Single pass duplex scan
- Application Library
- Wireless connectivity

8. Range Listing

Canon i-SENSYS MF450 Series

Fast and efficient multi-functional black and white laser printers, featuring native cloud connectivity as well as robust device and document security.