

# B2B Product Web Page and Copy Document

## SUT Tier 1 Template

### PART 1 Web page copy

#### 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 to 2 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	CTA: REQUEST INFORMATION
	Canon i-SENSYS MF450 Series				

Notes:

Title = 32 characters with space and 30% for languages

CTA: "Request Info"

Links: Maximum 6

#### Module 2 Key stats

200,000

Leaflets per hour

10,000

Books per hour

40%

reduction in printing costs\*

Unlimited

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

Paragraph: 100 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]

Notes:

Title = 100 characters with space and 30% for languages

Paragraph: 300 characters with space and 30% for languages

#### 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 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]

**Notes:**

Title = 60 characters with space and 30% for languages

Paragraph: 250 characters with space and 30% for languages

Maximum 3 Paragraphs. Can add CTA above each paragraph if needed.

**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.

--	--	--	--

**Notes:**  
 Main Title = 100 characters with space and 30% for languages  
 Paragraph: 300 characters with space and 30% for languages  
 Title: 80 characters with space and 30% for languages  
 Paragraph: 160 characters with space and 30% for languages

**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 >



**Notes:**  
 Main Title = 100 characters with space and 30% for languages  
 Paragraph: 300 characters with space and 30% for languages  
 Title: 94 characters with space and 30% for languages  
 Paragraph: 160 characters with space and 30% for languages  
 CTA: Download Content



**Module 7 CTA**

Want to know more about this product?  
 Discover how the Canon i-SENSYS MF450 Series can accelerate your business  
 REQUEST INFORMATION >

**Notes:**  
 Title = 100 characters with space and 30% for languages  
 Paragraph: 300 characters with space and 30% for languages  
 CTA: Request Information

## Series Products

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

	Image  <b>Canon i-SENSYS MF453dw</b>	Image  <b>Canon i-SENSYS MF455dw</b>	
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	
	<a href="#">Specification &gt;</a>	<a href="#">Specification &gt;</a>	

Notes:

Main Title = 100 characters with space and 30% for languages

Paragraph: 300 characters with space and 30% for languages

Up to 5 products

Label Title = 60 characters with space and 30% for languages

Title: 160 characters with space and 30% for languages

Paragraph: 240 characters with space and 30% for languages

CTA: Full Specification

**Module 8 Related Products and Solutions**

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

Image



**Canon i-SENSYS LBP630 Series**

High quality printing from compact single-function laser printers, with mobile connectivity and enhanced security.

**CTA: FIND OUT MORE >**

**CTA Request Info >**

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.

**CTA: FIND OUT MORE >**

**CTA Request Info >**

Image



**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 >**

Notes:

Title = 100 characters with space and 30% for languages

Paragraph: 300 characters with space and 30% for languages

Title = 80 characters with space and 30% for languages

Paragraph: 160 characters with space and 30% for languages

CTA: Link to related product or solution page

Carousel: if it is more than 3 blocks. Maximum number of blocks: 12

## Module 11 Explore further

Image



### Technology for a more productive workplace

How does technology increase productivity in the workplace?

CTA: Find Out More

Image



### Digital transformation: how digital technology is changing business

Making the use of digital tools a new organisational norm.

CTA: Find Out More

Notes:

Title = 100 characters with space and 30% for languages

Title = 80 characters with space and 30% for languages

Paragraph: 160 characters with space and 30% for languages

CTA: Link to related product or solution page

Carousel: if it is more than 4 blocks. Maximum number of blocks: 12

## Module 13 CTA Sign off

Want to know more about this product?

CTA: REQUEST INFORMATION >


Notes:

Title = 100 characters with space and 30% for languages

Paragraph: 300 characters with space and 30% for languages

CTA: Request Information

## Range or Function Page Module

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

#### Notes:

The requirement for facets and attribute information only applies to products that will exist in the following Function pages (as other function pages have product numbers below the threshold to warrant filter functionality):

Digital Black & White Presses

Digital Colour Presses

Single Function Black & White Printers

All-in-one Office Colour Printers

All-in-one Office Black & White Printers

Desktop Scanners

All-in-one Wide Format Solutions

Photography & Fine Art Printers

Colour Plotters

Flatbed Printers

Signage & Poster Printers

UV Flatbed Printers

Select Facets and Attributes from the menu provided by the SEO team. Not a free text field, must be selected from pre-existing list. If a new facet or attribute is needed, this should be briefed to SEO.



## B2B Product Web Page and Copy Document

### PART 2 – Additional Copy for Data Sheet and other assets

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

This takes the form of 'This benefit thanks to this feature'. No specific character limit however must get the point across succinctly and clearly, based on enthusiastic, confident and clear from the Tone of Voice guidelines.

The first 3 (or 5 for hero product) are used on the web page, Multi-text Story module

### **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 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

Notes: this section is designed for Services and can also be used for hardware/software. Using this section means that usually the Features and Benefits section is not required. Also useful for benefits that encompass a number of ranges or products.

N/A

## 6. New Technology Explained

Notes: 500 characters maximum per technology. The number of technologies should be kept to a minimum. Accessible descriptions of the “new” technologies in the product - should not be used to describe pre-existing technologies. Ideally it is straightforward and easy to understand. Should not depend upon an understanding of Canon's other technologies.

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

Notes: enough of a list to put the product in context.

### **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.