



## PIXMA offers 'Back to School, Back to Work

Canon Australia today announced the PIXMA 'Back to School, Back to Work' promotion for 2011, offering PIXMA consumers fun, creative bonus packs for school or office to ensure they hit the ground running in the New Year.

SYDNEY, 6 January 2011: Canon Australia today announced the PIXMA 'Back to School, Back to Work' promotion for 2011, offering PIXMA consumers fun, creative bonus packs for school or office to ensure they hit the ground running in the New Year.

Between January 5 and March 31, 2011, consumers who purchase select PIXMA printers are eligible to redeem a Bonus School or Office Creative Pack valued at \$100, by simply logging on to [www.canon.com.au/PIXMA/Back-to-School-Work](http://www.canon.com.au/PIXMA/Back-to-School-Work).

The PIXMA inkjet range offers endless creative possibilities, from printing on CDs and DVDs to creating a captivating scrapbook – allowing consumers to truly unleash their inner artist! With fun and easy-to-use printing solutions, the whole family will be able to kick start this year with the right tools to help them achieve more than they thought possible.

PIXMA Brand Manager, Beryl Thomas said, "In adhering to Canon's ethos of connecting and engaging with consumers at every level, this offer is designed to provide students with the best products to help enhance their creative ability. At the same time, we want to set businesses and home office workers up with the best practical and creative solutions for their office needs."

With PIXMA printing solutions, small businesses can rest assured that their presentations and documents will look professional and seamless every time, without the down time of precious office hours spent standing by the printer.

Canon recognises that great presentation is as just as important as great content. PIXMA printers, along with Canon Creative Park templates, enable students and home office workers to accomplish more with their work through easy photo and document printing, and exciting product capabilities such as DVD printing and t-shirt transfers.

For more information, please contact your local Canon sales representative.