

# IMPACT



## Add color and deliver higher impact with Xerox

The best marketing collateral and print advertisements make excellent use of color. Isn't it time you invested in a color printer? Here are a few things to consider before going back to black.

### Color communicates

Color captures attention and helps guide the eye. Color can be used to excite the reader, drive them to key points in your presentation, and represent your products and services more professionally.

### Color connects

It's critical that your customers see a consistent identity on the web, on the street, on your letterhead. Bringing color in-house connects every piece of printed material back to your business.

### Color stays current

A color printer in the office affords marketing materials that are current, available on demand, and customizable. Short on space? Manage your collateral electronically and print only what you need. Keep it current and stay in control.

### Color is cost-effective

A color printer can quickly pay for itself by lowering printing costs and saving your staff trips to the copy shop. Keep your budget on track and your staff on task.

Looking for great color to add to your office? Here are a few Xerox printers that will transform your office to color seamlessly.

#### Phaser 8400

Delivering up to 24 color pages per minute and 2400 FinePoint™, the Phaser 8400 color printer delivers on time and under budget —starting at just \$999\*!



#### Phaser 6100

**REBATE OF \$100**

The Phaser 6100 color laser printer affords your office fast production at 21 monochrome pages per minute and great color quality when you need it.



#### Phaser 6250

**NEW PRICE + REBATE UP TO \$400**

The Phaser 6250 color laser printer delivers 2400 dpi color at the full-rated 26 pages per minute. Starting at \$1799\*, it's a great value for an office looking to bring professional color printing in-house.



## Cost per print — Phaser 8400 color printer versus copy shop



### Newsletter

15% Coverage

|                   |         |
|-------------------|---------|
| In-house          | 6.5¢    |
| Copy shop         | 89¢     |
| Savings (per 100) | \$82.50 |



### Business proposal

20% Coverage

|                   |         |
|-------------------|---------|
| In-house          | 10.3¢   |
| Copy shop         | 89¢     |
| Savings (per 100) | \$78.70 |



### Graphic file

32% Coverage

|                   |         |
|-------------------|---------|
| In-house          | 18.5¢   |
| Copy shop         | 89¢     |
| Savings (per 100) | \$70.50 |