



solid ink color printer

Competitive edge, solid advantage

Solid ink gives users all of the benefits of color laser without the laser baggage—patented color print technology that's efficient, effective, and envied in today's market.

Solid ink print technology offers a bold solution for small and medium businesses constantly working to improve their winning edge. Solid ink (SI) delivers brilliant print quality, high performance and incredible ease of use in a small desktop package.

Solid Technology

Solid ink is transferred at very precise temperatures to ensure premium print quality on all types of media. SI delivers denser, crisper text and very consistent color thanks to this remarkably precise ink application process.

Fact: SI has been a color printing technology from day 1. Color lasers are based on monochrome laser machines.



Ease of Use

No printing technology is easier to use than SI. Loading solid ink into the printer is as simple as opening the top door and inserting each stick to the matching ink slot. Further, aside from the solid ink sticks, only the Drum Maintenance Unit needs to be replaced. As a result, there's less inventory to keep on hand, and less waste.

Fact: SI is the only color printer in the industry allowing users to reload ink on the fly, mid-print job.

Fact: Color laser printers can have as many as 12 different consumables to replace; far more than solid ink.

Fact: Solid ink sticks are coded by color and shape, so it's virtually impossible to incorrectly load solid ink into a printer.



Powerful

The Phaser 8400 sets the industry record for fastest first page out time of 6 seconds. Coupled with color print speeds of up to 24 pages per minute, the 8400 continues SI's reputation as being the fastest for small, frequent print jobs. The Phaser 8400 offers 4 print modes for the utmost flexibility in quality and speed.

Fact: The Phaser 8400 delivers the fastest first page out time in the desktop color printer industry.

Six Points to Selling Solid Ink:

- Sharp, vibrant color quality
- 24 page per minute productivity
- Superior media flexibility
- Fastest first page out in the industry
- Unequaled simplicity
- Remarkably priced for the features





Brilliant Print Quality

The true trademark of solid ink is the ability to deliver incredibly rich, deep colors on virtually any media (including remarkable results on transparencies). SI also delivers very consistent page-to-page color quality, thanks to a print process that distributes millions of color dots evenly, rather than the application of toner clumps with laser.

Fact: Despite professional print quality and speed, the Phaser 8400 delivers a color cost per print that averages 90% less than traditional copy shops.

Efficient

Thanks to fewer parts, solid ink printers are more efficient. The new Phaser 8400 weighs in at a mere 60 pounds, with an overall size 41% smaller than the HP 4600. Compact, no-mess solid ink sticks follow suit, producing less waste and minimizing environmental impact.

Fact: The Phaser 8400 is 100% faster than it's closest in price-class competition*, and still offers a smaller footprint.



Phaser 8400

Competition



Durability by Design

Page for page, small businesses may run their office equipment harder than any other market segment out there. So SI printers are manufactured with a one-piece injection molded frame. These printers consist of only 3 major assemblies (print head, print drum, controller) resulting in a dramatically lower number of parts than traditional laser printers.

Fact: The SI Phaser 8400 offers a 60% higher monthly duty cycle than the HP 2500.

Simple, powerful, brilliant . . . and affordable.

There's no longer a doubt that any business can afford to add SI innovation to their office; the question is can they really afford not to?

Put your customers ahead of the rest with outstanding solid ink color printing performance; sell the new Phaser 8400 by Xerox.



XEROX

Worldwide Partner

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