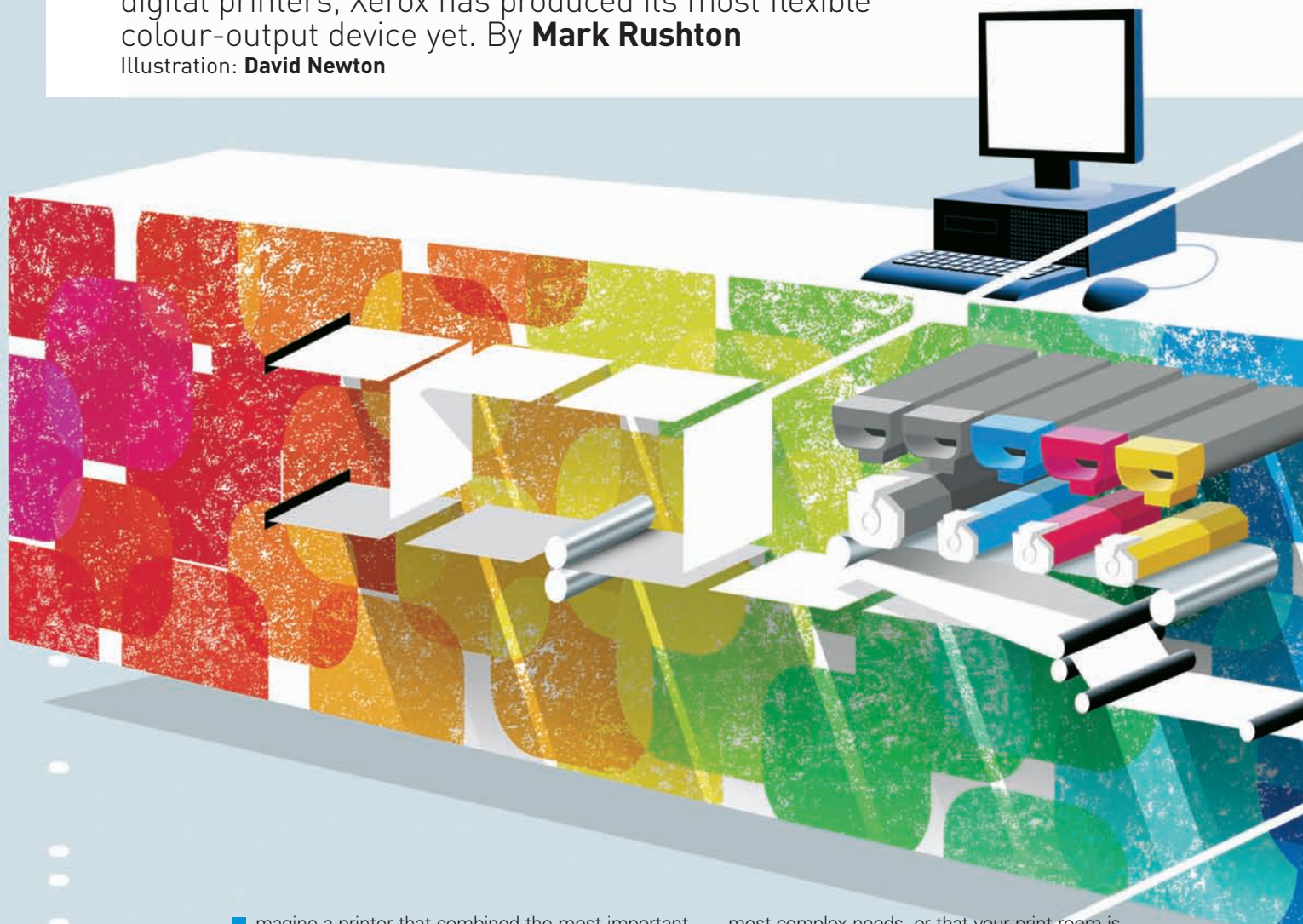


# Discover the new DocuColor

By enhancing the most popular features of the best digital printers, Xerox has produced its most flexible colour-output device yet. By **Mark Rushton**

Illustration: **David Newton**



Imagine a printer that combined the most important qualities of the DocuColor 8000 along with every machine in the DocuColor range – including the hugely popular 6060.

It could run on heavy, oversized and coated substrates, and adapt easily to stocks as heavy as 300gsm – without dipping below a speed of 33ppm.

It could print swiftly on both sides of paper and produce photographs at a crystal-clear resolution of 2,400 x 2,400dpi, while its 32-beam VCSEL technology would deliver brilliant sweeps of colour.

Imagine how this printer would enhance your business or update your print department. With it in your armoury, you could be confident you'll answer a client's

most complex needs, or that your print room is running more efficiently than it ever has in the past.

Intrigued? Then check out the DocuColor 5000. It's probably Xerox's most versatile colour-output device yet.

"The DocuColor 5000 will address the needs of even the most demanding customers," says Alan Clarke, Xerox's European Product Manager.

"We have harnessed the knowledge gained from existing devices, from the DocuColor 250 to the DocuColor 8000, enhanced it and applied it to the 5000. We have improved in all the important areas, which means image quality, speed when printing on heavy, oversized, coated and speciality papers, and adaptable and easy-to-use workflows."

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The DocuColor 5000 runs on heavy, oversized and coated substrates with crystal-clear resolution

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## SIX APPEAL: WHY THE DOCUCOLOR 5000 OUTSHINES ITS RIVALS

### HANDLES WELL

Prints easily on a full range of speciality papers – including coated and oversized – and can do so on duplex jobs

### KEEPS IT CLEAR

Crystal-clear print resolution of 2,400 x 2,400dpi

### LIKES THE HEAVIES

Prints perfectly on heavier stocks – as heavy as 300gsm – at a speed of 33ppm. Can also print on both sides of the sheet at up to 220gsm

### GUARANTEES CONSISTENCY

Fitted with benchmark 32-beam VCSEL technology that ensures unrivalled resolution and colour consistency

### UPGRADES EASILY

Good range of optional extras in both front-end and finishing products, including scanning, RIPs, stacking and stitching

### STAYS SECURE

Improved front-to-back registration, making it far easier for the printer to back up tight-fit jobs

Perfectly suited to printing catalogues, brochures, manuals, presentations, reports – in fact, any documents that use variable data – the DocuColor 5000 will fall into the production print bracket of the Xerox output range, which includes everywhere from a commercial printer or quick printer to corporate reprographic departments.

The DocuColor 5000 was developed with one overriding criterion: to allow a print operation to say yes to many more jobs – which is why it was designed to ensure that the increased speed and flexibility did not affect its quality.

“This is not just another new product,” Clarke says. “We’ve taken the quality that has been achieved on the 6060 and increased the production speed in key areas.

“The DocuColor 5000 will maintain a full-rated speed of 50 pages per minute on all media stocks from 60gsm up to 220gsm. It will also print on heavier stocks – as heavy as 300gsm – at a speed of 33ppm. And it can print on both sides of a sheet up to 220gsm. We’ve eliminated any problems we had in the past with difficult or heavy media. It will run a maximum sheet size of 320

x 488mm – that’s over SRA3 – from all trays. Two trays come as standard. Each holds up to 2,000 sheets, and there is an option to add a secondary feeder module, which will increase capacity by a further 4,000 sheets.”

The improvements on features in previous machines do not end there. The 5000 has the ability to load toner on the run; packs two black toner cartridges that are guaranteed to improve productivity; and uses Customer Replaceable Units that keep downtime to a minimum.

The front-to-back registration has been enhanced, too, making it easier for the printer to back up tight-fit jobs.

Xerox has also produced scanners and a choice of three great RIPs designed to fit the 5000. The former includes the FreeFlow Scanner 665, which provides 600 x 600dpi optical resolution and colour output, and allows you to scan to print and to PDF. The RIPs comprise FreeFlow DocuSP, Creo and EFI.

Convinced? You should be. As anyone who works with a DocuColor machine will know, the range is a guarantee of quality. And that quality just got better. ■

## BENEFITS OF THE DOCUCOLOR 5000

The DocuColor 5000 makes it even easier for digital print machines to handle offset transfer jobs. Although it’s geared to handle complicated variable data jobs, it can just as easily deal with work that would usually be directed to heavy metal offset presses. This is mainly because it has the ability to handle diverse stocks, something that offset presses had down to perfection. Add this to its speed, small footprint and stunning colour quality and you have an excellent tool to fire up your sales people... as well as your customers!

### WANT DETAILS?



For more information on the DocuColor 5000, speak to your local Xerox supplier or visit the Xerox website at [www.xerox.com/magazine](http://www.xerox.com/magazine)

The DocuColor 5000 adapts easily to stocks as heavy as 300gsm without dipping below a speed of 33ppm