

Seven secrets of peak performance

Even the best printing machines deteriorate... but there are ways of prolonging top performance. Xerox support service manager **Pascal Frappaz** reveals how to keep getting the best from your printer for longer

1 EDUCATE YOUR TEAM ON THE SUBSTRATE TYPES YOU USE

As the feature on paper in this issue shows, the most essential resource for any print business cannot be underestimated. It's worth educating staff, or visiting teams you might be working with, in the precise kinds of paper you use. Above all, stick to the substrate specifications outlined in the printer's manual – experimenting can mean paper jams, poor image quality, or worse, damaging the machine.

2 STORE YOUR MATERIALS CAREFULLY

This particularly applies to your paper supplies, which will deteriorate fast in a humid environment. All print-related consumables must be stored in a cool, dry room. We find that many reported equipment faults are caused by damaged or deteriorating stock.

3 RUNNING ON LOW SUPPLIES CAN DAMAGE YOUR MACHINE

In the same way as a car low on oil damages its engine, a printer that's run while low on consumables is at risk of severely damaging its inner parts. Before any print job, ensure that all the machines' supplies are replenished: fuser oil, toners, etc.

4 CONTROL YOUR COLOUR

Every printer has a colour calibration device. Check and amend this on a daily basis to ensure consistently high-quality colour reproduction.

5 CLEAN THE SCANNER WITH EVERY JOB

The scanner is a sensitive device. To ensure it works accurately, its glass must be cleaned frequently with the right, specifically designed fluid for your machine.

6 YOUR PRINT HARDWARE IS SENSITIVE TO ITS WORKING ENVIRONMENT

Not everybody realises the importance of a printer's environment. It's vital that it's stored and housed in the correct conditions. To ensure its longevity, keep it in a cool room – dry, clean of dust, and always away from smoke. Your Xerox representative will be pleased to help you find the best place for your machines.

7 REMEMBER THE PITFALLS THAT CREEP IN THROUGH EVERYDAY USAGE

Even in the best print rooms, you might see certain bad practices creeping in. Never lean or place heavy objects on a printer; avoid leaving the glass exposed... and don't hit the machine when it doesn't respond immediately! Put up a troubleshooting guide – with the Xerox phone number.



THE EXPERT: PASCAL FRAPPAZ

As the support service manager for Xerox production in France, Pascal Frappaz runs the team that responds to printer-problem calls from across his country. Put simply, nobody knows how to get – and keep – a printer up and running and producing top results better than him. A print expert with 15 years of experience, he began his career with Xerox subsidiary Servitique. There, he worked in computer maintenance before switching to customer support in 1996.