





# Productivity... in living color

In recent years, the growth of digital color printing has been dramatic, fueled by the desire to reach specific audiences through short runs and the power of color. You can answer that growing demand. DocuColor 5252 is an affordable way to enter the digital color marketplace with a solution that provides productivity-enhancing capabilities and the opportunity to add new services to your enterprise. You might be new to digital color, but at Xerox, we're not. DocuColor 5252 is founded on the heritage of outstanding digital color products such as the DocuColor 2000 Series. So as you enter the digital color market, you'll have all of our experience behind you... and unlimited potential ahead.

## Image Quality, Job Versatility, and Affordability

*We engineered DocuColor 5252 to affordably produce more jobs with greater image quality than ever before.*

### Where DocuColor 5252 excels...

- **Workflow flexibility**—Xerox provides a choice of three industry-leading color servers, assuring that DocuColor 5252 meets your workflow requirements.
- **Superior registration**—Provides tight front-to-back and color-to-color registration for outstanding image quality.
- **In-line finishing**—Supports an effective one-touch process that adds value to your documents.
- **Color management**—Seamlessly provides quality output for every user, from novice to expert.

### Digital Color printing redefined by Xerox

In designing DocuColor 5252, Xerox engineers were driven by the belief that digital presses should have outstanding image quality. They made sure that belief became reality by developing cutting-edge technology that ensures remarkable image quality—with crisp, clear text and vivid, true-to-life colors that jump off the page.

### Expanding your business opportunities: a simple reality

DocuColor 5252 works for you. With a wide media latitude, DocuColor 5252 lets you produce a broader range of applications. The ability to handle extra-heavy stocks (up to 12 pt./280 g/m<sup>2</sup>) and 12.6" x 19.2" (320mm x 487mm) for full-bleed 11" x 17"/A3 jobs means full-color brochures in a variety of finished sizes, video box covers, and point of purchase signage are now a simple reality.

### Investment in the bottom line

When you consider the cost savings gained through superior reliability, minimal operator involvement, and longer periods of unattended operation, it's easy to see how DocuColor 5252 can play a major role in your operation's efficiency.

### Choice of workflows

DocuColor 5252 was conceived and designed to make your entry into digital color easy. We make that possible through a choice of workflows to fit every environment and every need. Along with our own DocuSP® Color Server, Xerox has teamed up with leaders in the color technology industry—Creo™ and EFI®—to offer color server options to satisfy your unique requirements.

**Productivity...** Through a series of innovative technologies, DocuColor 5252 integrates into your workflow while elevating your productivity to new levels.

- A Optional Integrated Digital Scanner**  
DocuColor 5252's optional Digital Scanner captures and stores up to 300 11" x 17"/A3 full-color documents. New jobs can be scanned and programmed while the previous job is printing, so your productivity doesn't stall while you're scanning.
- B Decurling Devices**  
Three decurling devices, located within the print engine, consistently produce flat, uniform output.
- C Optional High Capacity Stacker/Stapler**  
The optional HCSS stacks up to 2,000 sheets, holds 250 sheets in its top tray, and places one or two staples in multiple positions in a document.



- D Trickle Charge Development™**  
Trickle Charge Development extends developer life to up to 100K impressions, and ensures longer-lasting, more consistent, high-quality images.
- E Digital Blanket™**  
The uniform, flat surface of the Digital Blanket reduces image quality defects and extends the range of substrates that are reliably supported.
- F Registration**  
It's no secret that precise registration is one of the keys to achieving total quality with digital color printing. The DocuColor 5252 addresses registration by centering the image on the paper rather than aligning it to one of the sheet's edges, common to previous generation printers. This enables significant improvements in sheet-to-sheet and front-to-back registration.



- G Enhanced High Capacity Stacker**  
The optional EHCS provides production stacking capabilities in a smaller footprint and at a more affordable cost.



### Media for productivity and image quality

Xerox offers a wide variety of digitally optimized paper and speciality media in a full range of weights and sheet sizes—coated, uncoated, high-end text and covers, parchments, decals, labels, and synthetics—plus a custom department for specific unique needs.

Xerox media is optimized to work with DocuColor 5252, ensuring that jobs run more productively and with outstanding image quality.

**Image quality...** Technology throughout DocuColor 5252—refined in thousands of satisfied DocuColor customer environments—results in outstanding color image quality.