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News from Xerox

FOR IMMEDIATE RELEASE

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XEROX iGEN3® DIGITAL PRODUCTION PRESS CUSTOMER REFERENCE SHEET

Since its launch at Graph Expo in 2002, the Xerox iGen3® Digital Production Press has met expectations as a growth engine for the graphic arts industry. Xerox iGen3 Press customers spanning the globe are discovering that the digital color press is helping their businesses generate volume and revenue, and that Xerox digital print technology excels at tasks not possible with traditional offset printing — such as short runs, quick job turnarounds and personalization — while providing outstanding print quality.

The customers listed below are an international sampling of businesses that have installed the digital press, and have seen first hand the Xerox iGen3's image quality, speed and versatility.

PLEASE NOTE: Growth goals below are estimates made by customers at the time press releases were distributed.

North American Customers:

Allied Printing – Ferndale, Mich.

- **Type of business:** Commercial printer
- **Key applications:** Marketing materials for a wide range of customers – including automotive and financial services companies and a Web-based marketing program. Will also transition short-run color jobs from offset
- **Quote:** “The image quality and color is comparable to offset - a huge benefit to sell to advertising agencies,” said Dave Bader, president and COO
- **Press release date:** 3/29/04

Automated Graphic Systems (AGS) – White Plains, Md.

- **Type of business:** Graphic communications company
- **Key applications:** Books, journals and directories for trade associations
- **Growth goals:** AGS expects to produce 500,000 pages per month with the iGen3 Press
- **Quote:** “Xerox has demonstrated the greatest commitment to the digital revolution,” said John Green, president and chairman of the board of the Printing Industries of America / Graphic Arts Technical Foundation (PIA/GATF). “Our customers are not only impressed with the image quality of the Xerox iGen3 Press, but they are also amazed with its capabilities. The technology is so advanced that it allows them to literally rethink their marketing strategies.”
- **Press release date:** 2/16/04

Bucks County Imaging – Newtown, Pa.

- **Type of business:** Full-service commercial digital printer
- **Key applications:** Newsletters, booklets, brochures, postcards, variable jobs, marketing collaterals
- **Growth goals:** To double digital print volume by the end of the year
- **Quote:** “As the printing industry continues to change, the iGen3 Press offers us maximum flexibility at a time when it is needed most,” said Neal Carson, owner. “Variable content, quick turnaround and smaller print quantities are critical in the markets we serve.”
- **Press release date:** 2/12/04

ColorCentric – Rochester, N.Y.

- **Type of business:** Commercial printer
- **Key applications:** Variable-data direct-mail pieces, short-run full-color published books, marketing literature and Web-based custom print applications
- **Growth goals:** To double revenue annually for the foreseeable future
- **Quote:** “Quality is not an issue with the iGen3 Press,” said John Lacagnina, founder. “That’s the final hurdle for full-color digital printing, and this is the first press to clear it. Its excellent color reproducibility is one of the most significant developments Xerox has brought to market.”
- **Press release date:** 12/22/03

Consolidated Graphics, Inc. – Houston, TX

- **Type of business:** Commercial printing company
- **Key applications:** High-quality, fast-turnaround digital color printing solutions, including short-run on-demand printing of personalized marketing communications
- **Quote:** “Rapid advances in technology have established digital printing as a complementary solution to our traditional printing services,” said Joe R. Davis, chairman and chief executive officer. “We identified Xerox as the most innovative and responsive partner for our digital color initiative. Through our agreement with Xerox, we look forward to becoming the premier provider of high-quality, digital color printing services in the commercial printing industry.”
- **Press release date:** 4/14/04

Copy Cop – Boston, Mass.

- **Type of business:** Printing and image services
- **Key applications:** Marketing, advertising and sales materials
- **Growth goals:** Expects the iGen3 Press will help increase revenue by at least 15 percent
- **Quote:** “As many businesses face smaller marketing budgets, they are seeking more ways to save money on high-quality, four-color documents,” said Paul Waldeck, chief operating officer. “With the iGen3 Press, we can capitalize on this growing demand by offering customers what traditional printers cannot — the advantage of ordering only quantities they need, when they need it — but with the same level of service and speed they have come to expect from Copy Cop.”
- **Press release date:** 9/10/03

Copy General – Sterling, Va.

- **Type of business:** Commercial printer
- **Key applications:** Full-color marketing pieces, calendars, and brochures
- **Growth goals:** Expects to expand its color production business from about 10 percent of total revenue currently to 50 percent this year. Also expects to boost the average number of color pages printed monthly to 500,000, up from 150,000 in 2002
- **Quote:** “We see digital color as the single major source of growth for our business,” said Ken Chaletzky, president. “The unparalleled print quality, durability, speed and variable data capabilities of the iGen3 Press allow us to better compete with offset and offer a host of new services to our customers, allowing them to be more effective and get a better return on their investment.”
- **Press release date:** 3/19/03

Data Supplies Inc (DSI) – Duluth, Ga.

- **Type of business:** Business communications provider
- **Key applications:** Point-of-purchase signs, personalized benefit guides and direct marketing materials
- **Growth goals:** DSI expects to run 400,000 – 500,000 pages per month on the press
- **Quote:** “We see an accelerated trend toward one-to-one direct mail marketing, and the iGen3 Press gives us the ability to help our customers lower their costs through personalized, database-driven applications,” said Jim Combee, president. “No other digital press can compete with the wide range of applications and the speed the iGen3 Press is capable of printing.”
- **Press release date:** 3/17/04

Digital Direct – Honey Brook, Pa.

- **Type of business:** Digital printer
- **Key applications:** Customized marketing campaigns for customers in automotive, financial, pharmaceutical and other industries
- **Growth goals:** Expects to double its color print volume by year-end
- **Quote:** “With its speed, versatility and image quality that is very close to offset printing, the iGen3 Press makes us more competitive and allows us to better meet customer demands for full-color, personalized marketing,” said Dave Mattingly, vice president of operations.
- **Press release date:** 6/22/04

Direct Mail Express (DME) – Daytona, Fla.

- **Type of business:** Marketing company
- **Key applications:** Personalized direct mail pieces
- **Growth goals:** Now able to provide customers with more four-color variable-data print offerings at more affordable prices
- **Quote:** “The challenge for Xerox was not just to deliver a new four-color digital press, but also to help us create a whole new market,” said Mike Panaggio, CEO. “They not only delivered - they exceeded our expectations. We don't see a press. We see a high-speed fulfillment product that offers incredible quality, speed and flexibility with limitless potential.”
- **Press release date:** 11/6/03

Foxfire Printing – Upper Marlboro, Md.

- **Type of business:** Full-service printing and fulfillment company
- **Key applications:** Point-of-purchase (POP) signs for retail stores
- **Growth goals:** Increased sales and lower labor costs for national retail chains
- **Quote:** "We've been developing our in-store sign program for several years to take full advantage of this press, and it is delivering precisely as we hoped it would," said John Ferretti, president and chief executive officer. "The iGen3 Press establishes a new standard for in-store retail sign production and shelf-level marketing that our competitors simply cannot match."
- **Press release date:** 3/26/03

GCOM² - Anston, Pa.

- **Type of business:** Digital marketing and print solutions company
- **Key applications:** Personalized marketing campaigns
- **Growth goals:** Expects to increase digital revenue by 50 percent in the next year
- **Quote:** "Our customers want a better return on investment from their marketing efforts, and the iGen3 press and its personalization capabilities will now allow us to do that," said Robert Smith, vice president and general manager, Digital Services Division. "With the iGen3 press, we can produce faster than ever short-run, customized, full-color marketing pieces that get better response results."
- **Press release date:** 12/6/04

Gilmore DocuLink International – Ottawa, Canada

- **Type of business:** Customized print and Web-enabled communications solutions
- **Key applications:** High quality, personalized direct mail
- **Growth goals:** The iGen3 has driven a 40% increase in the company's color digital print volumes
- **Quote:** "New technologies have always brought new opportunities for Gilmore DocuLink. Acquiring the first iGen3 Press in Ottawa puts us light years ahead of the competition," says Brian Wright, vice president of operations. "With the iGen3 Press, we have decreased turnaround times for our short-run offset printing from five days to one while increasing the quality of digital short-run color jobs."
- **Press release date:** 5/4/04

Gordon Bernard Company – Cincinnati, OH

- **Type of business:** Full-service commercial printer
- **Key applications:** Customized calendars
- **Growth goals:** Cut production costs by 20 percent on customized calendars and plans to more than double its general commercial printing business
- **Quote:** "The iGen3 Press will revolutionize our business," said Bob Sherman, president and owner. "It is revitalizing our calendar products and allowing us to produce short-run, personalized documents to expand our commercial printing business. We are now in a whole different ballpark in terms of what we can provide to the market."
- **Press release date:** 10/28/04

Hume Imaging Inc. – Toronto, Canada

- **Type of business:** Commercial printer and design
- **Key applications:** Digital book printing and 1:1 marketing solutions
- **Growth goals:** Expects to double its digital color print volume
- **Quote:** "Our mantra is to think outside the box, and the iGen3 Press opens new possibilities for us to offer unique one-to-one marketing solutions and other creative applications," said John Hume, president. "The iGen3 Press is the first digital press to rival and, in many ways, exceed offset printing in terms of speed, efficiency and quality of print. Our investment in the iGen3 Press will help us to double our digital color print volume through lower printing costs, reduced turnaround times and advanced digital capabilities."
- **Press release date:** 11/13/03

J & M Reproduction – Troy, Mich.

- **Type of business:** Commercial printer
- **Key applications:** Short-run digital jobs, personalized direct mail pieces
- **Quote:** "The iGen3 Press can do for quick-turnaround color and variable printing what the DocuTech did for black-and-white," said John Milanowski, owner. "I've been in the commercial printing business for more than 40 years, and the quality I see coming off the iGen3 Press is amazing."
- **Press release date:** 2/9/04

Lancaster Ultra-Graphics – Landisville, Pa.

- **Type of business:** Digital imaging service bureau
- **Key applications:** Postcards, posters, magazines and marketing collaterals for customers such as advertising agencies, medium to large corporations, and other printers
- **Growth goals:** The press is projected to double their digital print volume over the next year
- **Quote:** "Digital printing is the future of our firm," said Steve Husson, president. "The iGen3 Press is the vehicle we will use to succeed. After carefully evaluating the iGen3 Press, NexPress 2100 and the HP Indigo 3000, we chose the iGen3 Press for its print quality, productivity and favorable cost of operation."
- **Press release date:** 8/17/04

Madden Communications – Wood Dale, Ill.

- **Type of business:** Marketing communications company
- **Key applications:** Customized point-of-purchase display materials, such as signs and price cards
- **Growth goals:** Madden expects to run 800,000 pages monthly on the iGen3 Press
- **Quote:** "We run variable information jobs for our clients that have complex data, so we needed a press that could process that data and produce the output quickly," said Emily Farley, manager of prepress and production. "The iGen3 Press has incredible speed, can handle a wide range and size of paper, and produces the image quality that our retail customers demand."
- **Press release date:** 1/28/04

Mailmark – Canoga Park, Calif

- **Type of business:** Automotive direct marketing company
- **Key applications:** Personalized direct mailers
- **Growth goals:** Hopes to improve customer response rates and expand into new revenue-generating markets such as insurance and financial services with the iGen3 Press
- **Quote:** "We want the highest response rates in the industry," said Foster Johnson, director of marketing. "We don't see any other model that can be more effective in direct marketing

today than fully personalized, digital color printing, and the iGen3 Press is the best press to accomplish this."

- **Press release date:** 6/3/04

Progressive Impressions International (PII) – Bloomington, Ill.

- **Type of business:** Full-service marketing company
- **Key applications:** Marketing materials, direct mail pieces and sales collaterals
- **Growth goals:** Expects to more than triple its digital color printing volume within six months
- **Quote:** "With true one-to-one marketing, you can target specific customers with tailored messages at a precise time, making those messages more effective," said Jamie Huff, CEO. "The iGen3 Press allows us to create high-quality materials with a level of personalization we were previously unable to achieve."
- **Press release date:** 1/23/04

Print Management – Cincinnati, OH

- **Type of business:** Printing and design company
- **Key applications:** Personalized newsletters, customized direct-mail pieces and short-run color jobs
- **Growth goals:** Expects to triple its digital color print volume within six months
- **Quote:** "It's amazing how quickly you can drive up the print volume on the iGen3," said Brian Frank, executive vice president. "The press, combined with an all-digital workflow, gives us speed, quality and personalized printing capabilities that just aren't possible in an offset printing environment"
- **Press release date:** 9/8/04

Rapid Solutions Group – Melville, N.Y.

- **Type of business:** Digital communications company
- **Key applications:** Personalized full-color materials including enrollment and welcome kits, portfolio reports, and other mission-critical communications for the financial services and healthcare industries
- **Quote:** "To provide our customers with a competitive advantage in their markets, we are investing in advanced technology like the iGen3 Press to deliver high-quality digital color communications," said Gareth Hil, CEO. "Working closely with industry-leading equipment vendors like Xerox ensures we have the best tools and technology available to design and deliver communications with speed and precision."
- **Press release date:** 8/23/04

RGC Communications – Roselle, Ill.

- **Type of business:** Digital printing solutions
- **Key applications:** VI printing and direct marketing
- **Growth goals:** Expects to be able to triple its variable information print volume from 2.5 million pages in 2003 to more than 8 million pages in 2004
- **Quote:** "We have been offering variable information printing to our customers for more than 15 years, and the iGen3 Press will allow us to deliver more personalized documents at competitive prices and faster turnaround than other products on the market," said co-owner Rich Chlebos.
- **Press release date:** 7/31/03

Royal Impressions – New York, N.Y.

- **Type of business:** Graphic communications firm
- **Key applications:** Personalized, one-to-one marketing

- **Growth goals:** Increased its color printing revenue 15 percent during the past 12 months, and expects that its two iGen3s will increase its color output from 500,000 pages per month to more than 2 million within the next 12 months
- **Quote:** "The iGen3 Press allows us to expand our print offerings and capitalize on the growing demand for VI printing," said Christopher DeSantis, president. "It allows us to increase volume, develop more effective communication campaigns for our customers, and increase their return on investment."
- **Press release date:** 6/25/03

RP Graphics – Mississauga, Canada

- **Type of business:** Commercial printer and design company
- **Key applications:** Short run color, fast turnaround and unique personalized applications
- **Growth goals:** Expects to double its digital, color print revenue
- **Quote:** "For more than 25 years, we have embraced the latest technology to maintain our leadership position in the market and being one of the first to have an iGen3 Press in Canada is proof that we remain on the cutting edge in our industry," said George Mazzaferro, president. "I expect this investment to double our digital, color print revenue by enabling us to produce virtually any print job economically, regardless of quantity."
- **Press release date:** 10/9/03

Shamrock Printing – Marietta, Ga.

- **Type of business:** Commercial printer
- **Key applications:** Personalized direct mail pieces, brochures and postcards for customers across several industries, including automotive, education and insurance
- **Growth goals:** Expects to run 1 million impressions per month by the end of the year
- **Quote:** "If you look at the return on investment, personalized printing is a no-brainer," said Dennis Burke, president and CEO. "We see where marketing trends are going. The iGen3 Press brings us to the forefront of the printing industry and allows us to create high-quality customized marketing materials for our clients, which in turn helps them better reach their customers."
- **Press release date:** 3/17/04

Sir Speedy – Braintree, Mass.

- **Type of business:** Quick printer
- **Key applications:** Postcards, books, mini-posters, brochures
- **Growth goals:** Expects to print more than 1 million pages a month by year-end, doubling its color print volume
- **Quote:** "We've already had a multitude of new customers from a variety of industries coming to us because they've heard we have the iGen3 Press, and they want to print applications that just can't be done on offset and other digital machines," said Jim Corliss, owner. "The iGen3 Press provides unmatched speed and the best color quality I've ever seen, allowing us to grow our business by pursuing all kinds of new market opportunities."
- **Press release date:** 7/24/03

Social & Health Services – Rockville, Md.

- **Type of business:** Health communications
- **Key applications:** Educational, training and marketing materials for government clients
- **Growth goals:** Production of digital color pages is expected to grow from 850,000 last year to an estimated 4 million
- **Quote:** "Our goal is to help the client reach its audience with the most impact possible," said Ramona Arnett, executive vice president. "People respond better to color, and our clients wanted more and more of it, but they just didn't have the budget. With the addition of the iGen3, color printing is now affordable, so clients can shift jobs from black-and-white to color and still stay within their budget."
- **Press release date:** 4/29/03

SourceLink – Markham, Canada

- **Type of business:** Direct marketing company
- **Key applications:** Customized direct mail and customized communications
- **Growth goals:** Overall print volumes increased more than 20 percent with SourceLink's first iGen3 Press
- **Quote:** "We bought a second iGen3 Press because our clients tell us that they are impressed with its superior color capabilities, variable printing solutions and shorter turnaround times," said Kim Roseborough, president. "With the first iGen3 Press, we expected to increase our volumes by 10 per cent and have already surpassed that goal. Feedback from our customers and the dramatic increases in our volumes, prompted SourceLink to add a second to handle the growing stream of projects and to continue landing new business."
- **Press release date:** 4/15/03

Sumi Printing – Carson, Calif.

- **Type of business:** Commercial printer
- **Key applications:** Digital color, variable printing
- **Growth goals:** Expects 40 percent revenue growth
- **Quote:** "The decision to get the iGen3 Press was simple for us," said Roland Sumi, partner. "We felt if we didn't get it someone else would, and they would beat us to the punch. The iGen3's potential is huge. It will totally change our business."
- **Press release date:** 6/4/03

TBC Color Imaging – Teterboro, N.J.

- **Type of business:** Full-service digital printer
- **Key applications:** Digital books, full-color postcards and brochures
- **Growth goals:** Aims to increase monthly print volume to 600,000 by year's end; up from the 400,000 pages per month in September 2003
- **Quote:** "We have so much confidence in the reliability of this machine — it just keeps on going," said Chad Logan, vice president. "When we print a job on the iGen3 Press, our customers know that we are able to take those seemingly impossible turnaround times, meet their deadline, and the output will look amazing."
- **Press release date:** 9/25/03

TPMC – Lenexa, Kan.

- **Type of business:** Personalized marketing provider for the real estate industry
- **Key applications:** Personalized postcards, newsletters, magazines and brochures for real estate professionals
- **Growth goals:** TPMC expects the iGen3 Press to help double its personalized color printing business in about two years. TPMC currently prints 4 million personalized pieces per month
- **Quote:** "The iGen3 Press allows us to not only grow our business but also take personalization to the next level, provide full-color printing, and produce more valuable, cost-effective and relevant documents for our clients," said John Wendorff, president and chief executive officer. "The iGen3 Press lets us better target our publications and documents to specific audiences, resulting in increased readership and response rates and a stronger real estate agent-client relationship."
- **Press release date:** 8/20/03

The Print Network (TPN) – Torrance, Calif.

- **Type of business:** Business printer
- **Key applications:** Short-run digital color printing
- **Growth goals:** TPN increased their digital capacity to 90,000 color prints per week—the same volume that used to take an entire month to complete with two machines

- **Quote:** "The iGen3 Press prints with a look and feel of offset, making it easier for us to get our foot in the door with new customers and new markets," said Marshall Perkins, president. "That level of quality will really help us generate new revenue, compete with the larger printers and get higher profit margins to achieve profit goals. I believe we now have endless opportunities for what we can do as a business."
- **Press release date:** 2/19/03

The Printing House (TPH) – Toronto, Canada

- **Type of business:** Quick printing branch
- **Key applications:** Short-run color
- **Quote:** "This is a significant investment for our business, one that will allow us to deliver an even wider range of color products to our customers," said Earle O'Born, president and CEO. "TPH created the quick print market in Canada more than 40 years ago, and we are once again breaking new ground by being the first to offer the very latest technology of iGen3 Press to the Canadian market."
- **Press release date:** 8/26/03

The Strata Companies – Plymouth Meeting, Pa.

- **Type of business:** Full-service marketing firm
- **Key applications:** Customized marketing communications
- **Growth goals:** The company is aiming to grow revenue by 50 percent in 2004
- **Quote:** "For years we have been waiting for a solution to create customized, short-run, full-color documents with quality comparable to offset," said Jeff Sammak, president. "The iGen3 Press offers the superior quality, speed and cost-effectiveness needed to help Strata become a single source for marketing communications."
- **Press release date:** 11/13/03

Toppan Printing Company – New York, N.Y.

- **Type of business:** Commercial printer
- **Key applications:** Customized marketing campaigns and print-on-demand for clients in the financial services, pharmaceutical, manufacturing, advertising and healthcare markets
- **Growth goals:** Toppan expects to triple its digital printing volume over the next 12 months
- **Quote:** "The age of personalization is upon us," said Seishi Tanoue, president and chief executive officer. "It's not enough these days to just print - those that want to thrive in this business do more. Offering our clients personalized printing allows us to expand our digital business and take the next step to becoming a full-service communications provider."
- **Press release date:** 7/21/04

Xerographic Digital Printing – Orlando, Fla.

- **Type of business:** Full-service digital printer
- **Key applications:** Personalized and short-run jobs
- **Growth goals:** Expects digital printing business to grow as much as 60 percent in the next three to five years
- **Quote:** "The iGen3 Press allows us to be more than a printer," said Keith Kemp, co-owner. "With personalized printing we're not just producing a job, we can get deeper into our customers' business and actually help them grow revenue with customized marketing campaigns."
- **Press release date:** 9/30/04

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For more information on the Xerox iGen3 Digital Production Press, visit www.xerox.com/iGen3

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