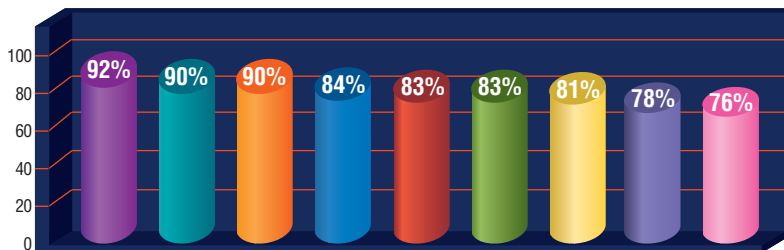


# Small Businesses Work Better With Color

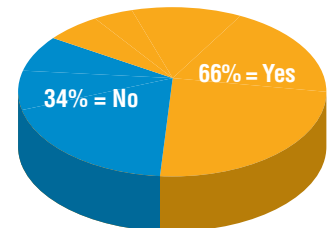
In a recent study of small businesses conducted by International Communications Research and Xerox, an overwhelming majority of respondents embrace the benefits of color. U.S.-based small businesses surveyed agreed that color does in fact have a positive effect on their business. The findings show that small business owners/ managers believe that color documents have a strong ability to attract new customers, make companies appear larger, gain a competitive edge, increase memory retention and enhance creativity.

## Benefits of Color Capabilities

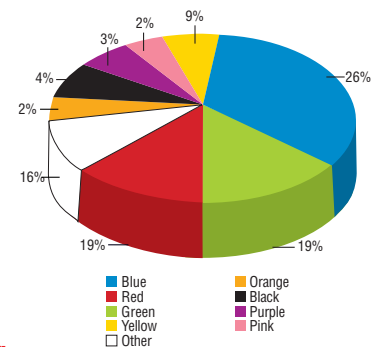


- 92% Believe color presents an image of impressive quality
- 90% Feel color can assist in attracting new customers
- 90% Believe customers remember presentations and documents better when color is used
- 84% Think greater consideration is given to color documents
- 83% Believe color makes them appear more successful
- 83% Feel color capabilities enhances employee creativity
- 81% Think color gives them a competitive edge
- 78% Report that color documents are easier to understand
- 76% Believe that the use of color makes their business appear larger to clients

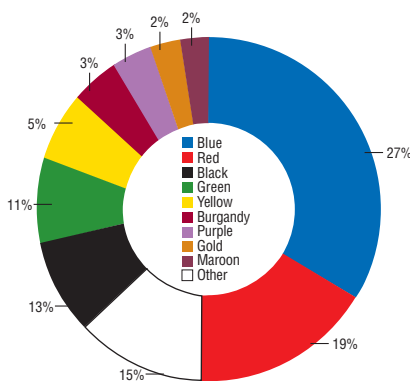
## U.S.-based Small Businesses' Ability to Create Color Documents In-House



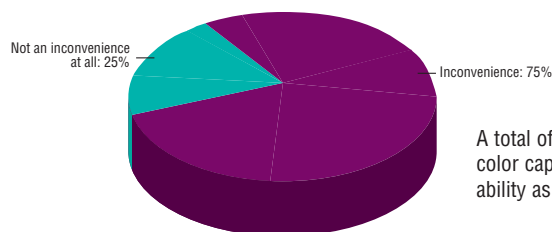
## Color that Best Describes Business Over Next 12 Months



## Most prominent color in company logo



## Perceived Inconvenience on not having in-house color capabilities



A total of 75% of companies with in-house color capabilities would view the lack of this ability as an inconvenience.

