



Do Urban Legends Affect Your Print Decisions?

BOB WAGNER

Are you among those who avoid re-using plastic water bottles, because you have heard that they break down over time into dangerous, carcinogenic compounds?

If so, I'm sorry to inform you that you've been spoofed by an urban legend — a false or distorted story that is usually believed to be factual by those who spread it. According to the International Bottled Water Association, the widely distributed and seemingly authentic reports that plastic water bottles cause cancer were actually based upon flawed research.

Urban legends persist because they seem plausible, and, in our hurried lives, we don't always have time to check the facts. Most urban legends are harmless, even amusing. But some can lead to less-than-optimal choices about important issues — including print-buying decisions.

That's why Xerox Corporation recently published *A Formal Investigation into the Urban Legends of Digital Color Printing*, a 40-page book that creatively confronts — and dispels — the four most common objections to digital printing: that the image quality isn't good enough, that digital printing is too expensive, that the available papers are too limited and that we don't have the data for variable information printing.

The book corrects each of these urban legends — describing their origins, laying out the actual facts and offering tips for optimizing results and avoiding pitfalls. In the process, the book debunks beliefs that offset presses are the only real option for high-quality color printing, while promoting a range of new digital printing applications that boost relevancy, client results and return on investment when compared to offset.



The book does this by asserting that:

Today's premier four-color digital presses actually achieve a larger color gamut than most four-color offset presses, and image quality compares favorably with offset on nearly every application.

While per-page print costs are higher for digital printing than for offset as runs grow longer, the added value of print-on-demand, variable-information (personalization) and deep integration with automated ordering and workflow systems can more than make up the difference.

Digital print-compatible papers and substrates can be found for nearly any application a creative designer wants to produce.

Highly effective, results-generating personalized communications can be developed with minimal data sets and straightforward creative processes, making variable information printing an effective approach that can be very easy to use.

Whimsical illustrations by veteran illustrator Jeff Moores — most incorporating a Sherlock Holmes-like cartoon-character he created — help make the “case report” a quick and enjoyable read. It is printed on a Xerox iGen3® 110 Digital Production Press.

BOB WAGNER is vice president of Xerox Creative Services Business. He can be contacted at robert.wagner@xerox.com. To learn more about what's in the book, *A Formal Investigation into the Urban Legends of Digital Color Printing*, and to order a copy, visit www.xerox.com/creative/urbanlegends.