



# The Inkjet Opportunity

Rise above commoditisation  
with inkjet transformation.



50%

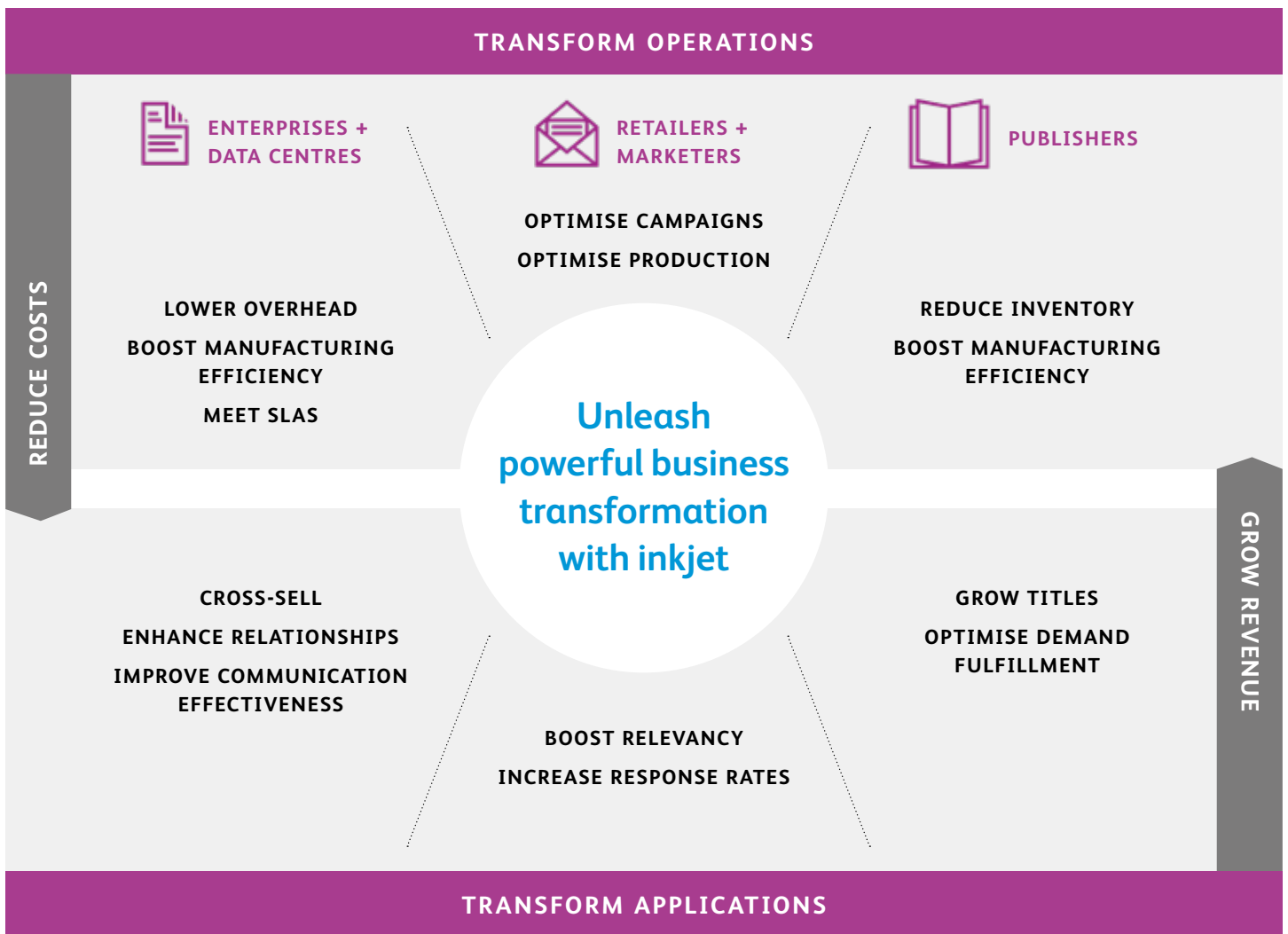
of digital  
colour pages  
are produced  
on inkjet,  
according to  
Keypoint  
Intelligence<sup>1</sup>



Production inkjet technology has travelled a long way in recent years, expanding its appeal and, in turn, capturing half of the digital colour pages produced globally.

# Inkjet on the rise.

**Inkjet is more capable than ever.** With stunning image quality improvements, increased media latitude, and built-in operational efficiencies, inkjet is more than a print technology. It is at the centre of a transformational ecosystem designed to overcome many of today's print manufacturing challenges.



# Liberate yourself from trade-offs.

Inkjet is an essential strategic component to your organisation precisely because it does what other print technologies can not. On its own or as part of a hybrid operation, inkjet ensures you are agile and ready for continually emerging opportunities.

## INKJET LOWERS RUN COSTS

Using blank rolls of paper for white paper-in printing saves money versus creating – and warehousing – offset preprinted shells for overprinting. In addition, inkjet has per-page costs approaching offset.

## INKJET BOOSTS PRODUCTIVITY

Pressure for increased competitiveness has driven more aggressive lead times. One inkjet device can often replace multiple Xerographic presses, streamlining workflows to produce more jobs in less time while saving space – and reducing overhead costs. Inkjet also bypasses the time-consuming processes required for offset press setup, unlocking more productive shift time for commercial print operations.

## INKJET OPENS UP NEW APPLICATIONS

There are some needs only inkjet can answer profitably:

- Incorporating customised full-colour marketing content on high volumes of communications
- Creating large ROI-driving personalised and triggered direct mail campaigns
- Improving time-to-market for targeted publications
- Producing short-turn, high-volume jobs cost-effectively
- Transforming catalogues from static offset to personalised, revenue-driving pieces

These new applications – and more – have helped many print providers reinvent themselves with inkjet.

HIGHER PER-PAGE COST



### CUT SHEET XEROGRAPHY

Productivity champion for low volume variable and/or short-run static print manufacturing  
Pushing the boundary on specialty effects  
Broad media support



### INKJET

Productivity and cost champion for high volume variable print manufacturing

**High performance**      **Cost-optimised**  
**Sweet-spot quality**      **Expanding media range**

LOWER PER-PAGE COST



### OFFSET

Productivity and cost champion for high volume static print manufacturing  
Minimal personalisation via overprint  
Extensive specialty effects and media support

**Looking at inkjet for the first time?** You're likely planning to move or consolidate volume from offset or cut sheet Xerographic devices, which requires some unique operational considerations in addition to functional ones such as ink, media, and colour management.

### MIGRATION CONSIDERATIONS

**Workflow needs to scale.** A move to production inkjet could mean producing up to 20 times the volume of existing Xerographic devices in the same shift. The entire workflow from job input to finishing and fulfillment may need to be enhanced to support these increased volumes.

**Colour plays a bigger role.** Inkjet removes the need for offset colour shells so monochrome variable data and colour content can print together, saving time and money.

This also presents an opportunity to redesign documents so monochrome data is presented in colour, capturing more attention and boosting effectiveness.

Adding colour to a shop that's only ever dealt with monochrome is a big step – one that can be made easier with the right support. Dynamic composition tools and professional services can work together to blend consumer data with colour content, unlocking higher-value communications.



Inkjet lets you move from being a commodity to necessity – from a legacy cost-per-piece mindset to more value-based pricing.

**Time-to-print is improved.** This is a big driver behind the move to inkjet, helping shorten lead times and implement last-minute changes more easily. High inkjet speeds provide significant flexibility when it comes to meeting shrinking turnaround times.

**100% personalisation potential.** Inkjet lets you deliver personalisation across an entire page instead of being confined to a 4- or 8-inch strip with a digital head on offset.

**Data management skills will be needed to support increased personalisation.** Analysis of consumer data can help determine the logic required to generate customised offers based on each individual's history and preferences. Software drives the composition of these offers into print-ready files, creating a smooth stream of production.

Changes in workflow and tracking can also be necessary to ensure that the correct pieces are printed, finished, and delivered based on SLAs and marketing program needs.

# Harness emerging opportunities.

Inkjet removes steps in the print manufacturing process, making it the ultimate efficiency engine. And with 100% personalisation capability, inkjet also ensures you're ready to unleash new levels of value-driving differentiation.

## REDUCE COSTS WITH INKJET

Many print providers see production inkjet as a way to re-evaluate their business and transform operations to drive cost out. This could be via consolidation of equipment, elimination of pre-printed forms, workflow automation, an increase in productivity, or a decrease in run costs, waste, and inventory.

### Transaction

#### Eliminate Pre-Printed Forms

Operational efficiencies can be achieved by removing pre-printed statement and invoice forms. A white paper-in approach removes the need for offset shell production and costly warehousing.

#### Maximise the Mail Stream

Compile marketing offers into transactional communications already destined for the mail stream, eliminating shells and reducing costs associated with sorting and multiple mailings.

### Direct Mail

#### Eliminate Pre-Printed Forms

An expanding range of inkjet media makes a white paper-in approach viable for more direct mail jobs, removing the need for offset production and costly warehousing of pre-printed forms.

#### Optimise Production Economics

Inkjet delivers high volume and quality with attractive economics across a range of papers, making it easy to deliver high-value, full-colour variable communications – cost-effectively.

### Books + Publications

#### Run Low-Cost Book Media

Inkjet reliably runs the majority of 40-90 gsm trade book media, keeping paper costs within expected ranges while delivering crisp quality.

#### Eliminate Warehousing and Mitigate Risk

For publishers, profitability depends on the ability to effectively manage book demand. Inkjet enables right-sized production runs to optimise run costs with technology flexibility.

### Catalogues

#### Leverage Offset Media with New Ink Sets

As inkjet technology capabilities have broadened to support offset coated media, production runs can be optimised to deliver image quality rivaling offset at a compelling cost per page.

#### Do More with Less

To reduce paper and postage costs, cataloguers are moving away from large, often costly generalised runs in favor of smaller, targeted catalogues that deliver maximum impact.

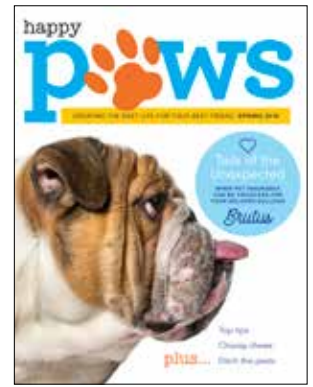
### Commercial Print

#### Optimise Run Lengths

Inkjet technology unlocks opportunities to right-size run lengths to virtually any page count, reducing waste and associated costs when compared with offset.

#### Reduce Manufacturing Steps

Offset presses require specialised operator skills and extensive setup. Not so with inkjet technology. Presses are ready to run within moments and can be operated simply.



## GROW REVENUE WITH INKJET

The other bottom line benefit of inkjet is revenue growth, which often requires re-engineering offset jobs to leverage variable information, adding relevance and value. This transformation can open the doors to new work and new growth.



### Integrate Marketing Content for New Revenue

By treating the white space on statements such as a billboard, complementary products and services can be promoted. This leverages an idle asset to generate revenue.

Your skills can also unlock opportunity in adjacent markets...

TRANSACTION DATA  
EXPERTISE CAN TRANSFER  
TO PERSONALISED  
DIRECT MAIL



### Move from Personalised to Personal

Relevance is the key to direct mail success. Personalisation is more than including a recipient's name and address – it means tailoring imagery, messaging, and offers to that specific individual to drive higher response rates.

PUBLISHERS HAVE THE  
INFRASTRUCTURE TO PRODUCE  
MULTI-PAGE CATALOGUES



### Boost Engagement with Personalised Publications

Magazines can be personalised in a variety of ways to better engage readership and meet the goals of publishers and advertisers. Segment-specific content, data-driven personalisation, and personalised ads can all drive value – and new revenue.

COMMERCIAL PRINTERS  
CAN ADD VALUE TO STATIC  
CATALOGUES WITH INKJET  
PERSONALISATION



### Drive Orders with Segmentation and Targeting

More and more brands are opting to send customised catalogues that reflect an individual consumer's past purchases or seasonal items in geographic regions. One retailer saw a 51% higher average order value with this approach versus static catalogues.<sup>1</sup>



### Add Valuable New Applications

Applications such as direct mail, magalogs, and hybrid communications give commercial printers who adopt inkjet easy ways to add personalised value without sacrificing the quality consumers expect.

# Take personalisation to new heights.

Today's inkjet is so much more than just cost-effective. It is an agile tool ready to help foster deeper relationships between consumers and the brands they interact with.



**84%** of millennials willingly spend time looking at their physical mail.<sup>1</sup>

**81%** of consumers still open their daily mail, while blocking out most digital messages.<sup>2</sup>

**79%** of companies that exceeded revenue goals have a documented personalisation strategy.<sup>3</sup>

**75%** recalled a brand directly after receiving direct mail, but only 44% could after seeing a digital ad.<sup>4</sup>

## ACTIVATE A RICHER CONSUMER EXPERIENCE

**Increasingly, consumers expect seamless connection across all their touchpoints with a brand.** Companies have been supporting multiple channels of consumer engagement for years – web, print, digital, and email. Integrating these multiple channels into a continuous experience takes consumer interactions to a deeper level of engagement and value.

Inkjet can play a critical role in this omni-channel approach. With the ability to manufacture 100% personalised content rapidly and cost effectively, inkjet lets brands maintain a flow of highly relevant physical communications that complement – and even integrate with – the branded interactions consumers have in the digital realm.

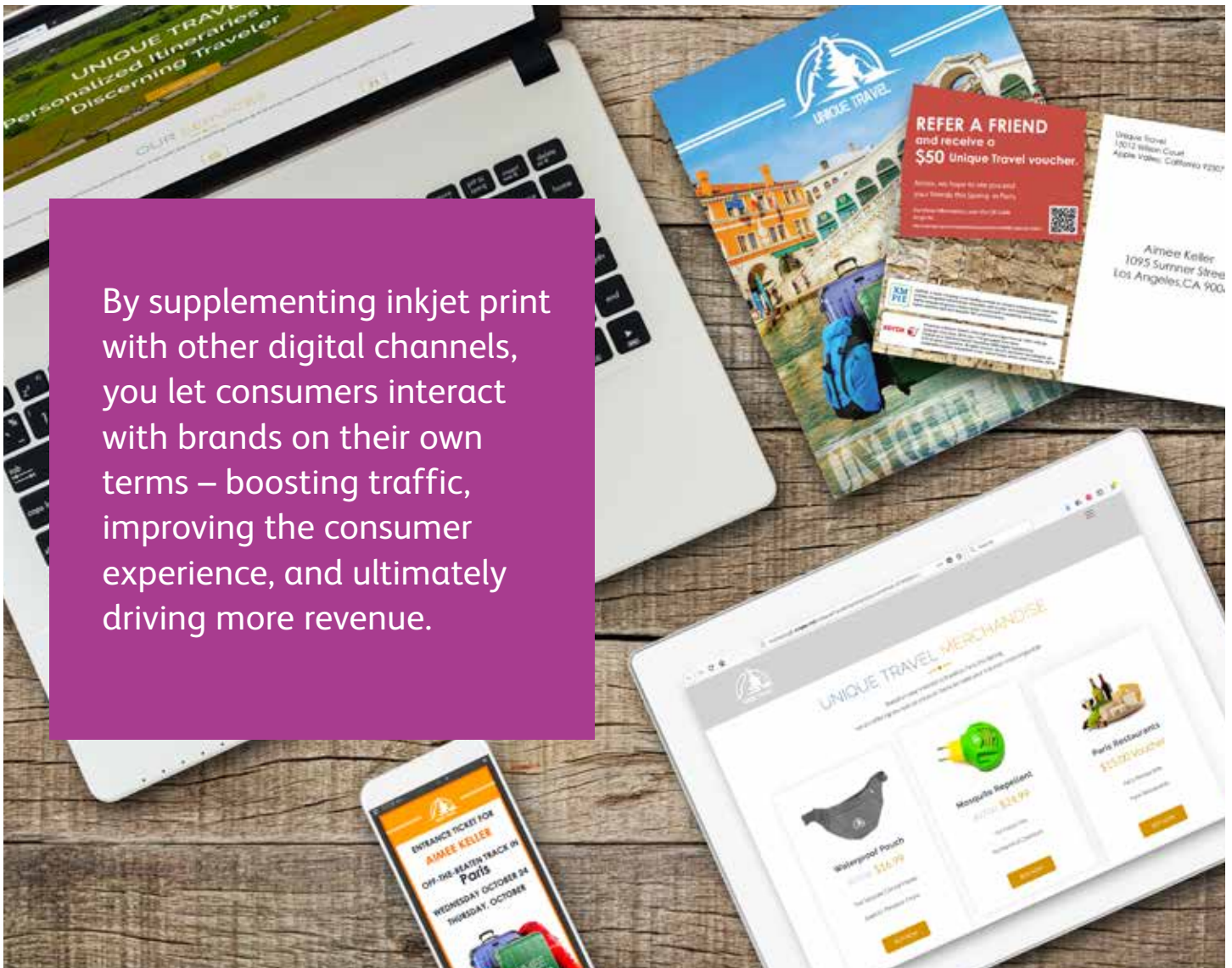
## UNLOCK PURPOSEFUL PERSONALISATION

**Triggered direct mail takes omni-channel value even further.** It connects in a meaningful way to an action a consumer has recently taken, such as visiting a landing page. This particular behaviour launches an automated process that generates a relevant direct mail piece for that person. The communication goes out quickly, within 24 to 48 hours, while the action remains fresh in the consumer's mind.

With its advantages of timing and relevance, triggered direct mail significantly enhances the consumer experience, bridging the digital/physical brand experience and encouraging the next step in a buying journey.

1. USPS Mail Moments: 2016 Review, March 2016. [https://www.uspsdelivers.com/wp-content/uploads/2016/11/Still\\_Relevant-A\\_Look\\_At\\_How\\_Millennials\\_Respond\\_To\\_Direct\\_Mail.pdf](https://www.uspsdelivers.com/wp-content/uploads/2016/11/Still_Relevant-A_Look_At_How_Millennials_Respond_To_Direct_Mail.pdf)  
2. <https://www.usps.com/business/promotions/direct-mail-brochure.pdf>  
3. <https://www.ama.org/resources/White%20Papers/Pages/2017-personalization-development-study.aspx>  
4. <https://i.marketingprofs.com/assets/images/daily-chirp/170420-infographic-direct-mail-vs-email-full.jpg>





By supplementing inkjet print with other digital channels, you let consumers interact with brands on their own terms – boosting traffic, improving the consumer experience, and ultimately driving more revenue.

**EXPAND BEYOND COMMODITY PRINT WITH HIGHER-VALUE COMMUNICATIONS**

Communicate

Break through clutter

Build relationships

Full lifecycle management



**Print**

**Personalise**

**Omni-channel**

**Trigger**

70-80% open or glance at every piece of mail they receive

70% more likely to open if personalised (InfoTrends 2015)

9% of mail drives online behaviour (Royal Mail, 2018)

Up to 20% response to customised mail sent 24 hours after website visit (DMA)

# We make it easy to unleash the transformative power of inkjet.

Each of our inkjet solutions is designed to maximise operational effectiveness while helping you add tangible value. Our flexible, scalable presses make it easy to get started and grow with inkjet. They let you automate image quality adjustments on the papers you use today, while being small enough to fit on most shop floors easily.

## Xerox® Brenva® HD Production Inkjet Press



The versatility of cut sheet with the economics of inkjet. Engineered for quality output at the lowest possible cost.

### FULL COLOUR ON UNCOATED PAPERS:

#### Sheet-fed inkjet

**Rated speed:** Up to 300 A4/letter sized images per minute

**Resolution:** 600 x 600 dpi, 2 bit

**Media size:** Min: 177.8 mm x 254 mm (7.0" x 10.0"); Max: 364 mm x 520 mm (14.33" x 20.5")



## Xerox® Rialto® 900 MP Inkjet Press



The productivity of continuous feed inkjet with the operational simplicity of cut-sheet digital.

### FULL COLOUR ON UNCOATED PAPERS:

#### Roll to cut sheet

**Rated speed:** Up to 64 m/min (210 feet/min); 431 A4 (458 letter) sized images per minute

**Resolution:** 600 x 600 dpi, 2 bit

**Media size:** Min: 210 mm (8.26") wide; Max: 250 mm (9.84") wide

## Xerox® Trivor® 2400 HD Inkjet Press (mono)



Maximum 510 mm web speed for highly productive mono printing; scalable platform architecture gives an easy path to colour.

### MONOCHROME ON UNCOATED PAPERS:

#### Roll-fed continuous feed

**Rated speed:** Up to 200 m/min (656 feet/min); 2694 A4 (2863 letter) sized images per minute

**Resolution:** 600 x 600 dpi; 1200 x 600 dpi (option); 360 x 600 dpi (option); VHQ mode (option)

**Media size:** 510 mm (20") web width; 474 mm (18.67") printing width

## Xerox® Trivor® 2400 HD Inkjet Press (colour)



Maximum capacity in a minimised footprint – the perfect balance of cost, quality, and productivity in one adaptable 510 mm web system.

### FULL COLOUR ON UNCOATED PAPERS:

#### Roll-fed continuous feed

**Rated speed:** Up to 168 m/min (551 feet/min); 2263 A4 (2405 letter) sized images per minute

**Resolution:** 600 x 600 dpi; 1200 x 600 dpi (option); 360 x 600 dpi (option)

**Media size:** 510 mm (20") web width; 474 mm (18.67") printing width

## Xerox® Trivor® 2400 HF Inkjet Press



510 mm web printing delivering offset-like quality on traditional offset coated media without the use of primers, precoatings, or treatments.

### FULL COLOUR ON COATED PAPERS:

#### Roll-fed continuous feed

**Rated speed:** Up to 76 m/min (250 feet/min); 1024 A4 (1090 letter) sized images per minute

**Resolution:** 600 x 600 dpi; 1200 x 600 dpi

**Media size:** 510 mm (20") web width; 474 mm (18.67") printing width; offset coated (matte, silk/satin, gloss), uncoated, inkjet treated

# Transformation in action.

Read more about these and other successes on our [Colorful Heroes](#) page at [xerox.com](#)

## Drive client loyalty and revenue with direct mail

**Trivor® 2400 Inkjet Press**

**DOCAPOST**  
France

### Opportunity

International beauty retailer Yves Rocher knows that consumers respond when brands get personal. Following an initial purchase, they send a personalised postcard that urges re-purchase.

### Transformation

DOCAPOST helps many clients reach consumers in physical and digital ways. They know that timely personalisation delivers significant results. Hyper-personalisation aligns products and prices to consumer

profiles. For Yves Rocher, they combined personalisation software and Xerox presses to send personalised postcards that drive sales. A scratch-off layer tempts readers to uncover a unique offer. About 90M cards (up from 14M in 2011) annually, a true omni-channel approach. Product personalisation delivered a performance boost, and this is a critical strategy to increase foot traffic to increase sales. Mailing to current customers reduces sales acquisition costs. The success of the personalised postcards led to expansion into other divisions.

## Migrate to a brighter future for statements

**Rialto® 900 Inkjet Press**

**ARISTA INFORMATION SYSTEMS**  
United States

### Opportunity

In business for half a century, Arista Information Systems is a trusted high-volume transactional print provider who knew they needed to explore true on-demand full-colour printing to stay competitive.

### Transformation

Meeting Arista's challenges meant much more than purchasing a new printer. It was a total re-imagining of how the company produces accurate, affordable bills and

statements. Before, Arista printed offset shells, then used laser printers to add variable information, and sometimes collated an additional promotional statement insert presentment.

After purchasing two Xerox® Rialto® Inkjet Presses and consolidating equipment, operators can run a single, integrated full-colour statement with variable data and promotional messaging all in one pass. No storage. No collating. And, the printed piece matches the PDF for electronic presentment.

## Bring costs down and production up for publications

**Brenva® HD Production Inkjet Press**

**THE INSTITUTES**  
United States

### Opportunity

As one of the largest publishers of professional training materials, The Institutes puts its digital presses through their paces. Reducing costs while increasing capacity – without compromising quality – was a strategic must-do for this powerhouse producer.

### Transformation

The Xerox® Brenva® HD Production Press was a natural solution. Its speed and low cost of operation checked the productivity boxes The Institutes needed while a look, feel, and workflow approach familiar to their Xerox® iGen® Presses made their transition simple. Better yet, they were able to reduce supply costs by over one hundred thousand dollars a year and position themselves for future growth without adding labour or personnel.

We're Xerox. We help you work better by combining people, processes, and technology in more efficient and cost-effective ways.

## Automate your physical and digital workflow

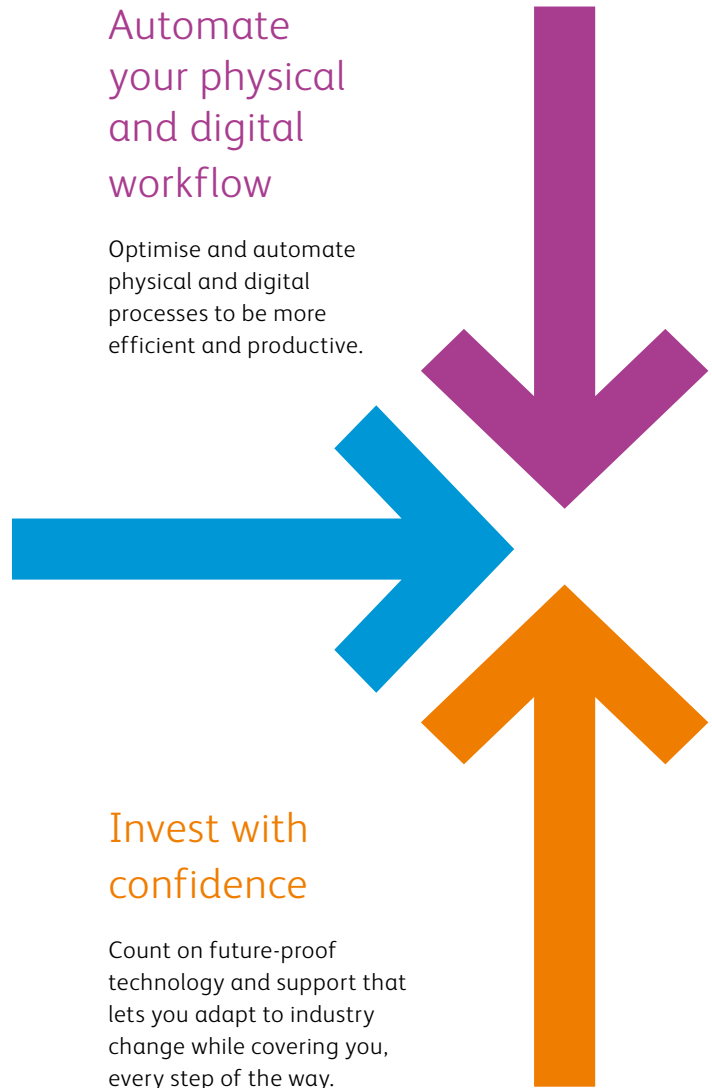
Optimise and automate physical and digital processes to be more efficient and productive.

## Expand beyond commodity printing

Take advantage of new growth opportunities and position yourself for the long term.

## Invest with confidence

Count on future-proof technology and support that lets you adapt to industry change while covering you, every step of the way.



To find out more, visit [www.xerox.com/inkjet](http://www.xerox.com/inkjet)