The Inkjet Opportunity

Rise above commoditization with inkjet transformation.
Production inkjet technology has travelled a long way in recent years, expanding its appeal and, in turn, capturing half of the digital color pages produced globally.

50% of digital color pages are produced on inkjet, according to Keypoint Intelligence\(^1\)

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1 Keypoint Intelligence – 2017 Production Digital Printing Market Trends
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 center 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 organization precisely because it does what other print technologies cannot. 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 customized full-color marketing content on high volumes of communications
- Creating large ROI-driving personalized and triggered direct mail campaigns
- Improving time-to-market for targeted publications
- Producing short-turn, high-volume jobs cost-effectively
- Transforming catalogs from static offset to personalized, revenue-driving pieces

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

**Color plays a bigger role.** Inkjet removes the need for offset color shells so monochrome variable data and color content can print together, saving time and money. This also presents an opportunity to redesign documents so monochrome data is presented in color, capturing more attention and boosting effectiveness.

Adding color 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 color content, unlocking higher-value communications.

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

**Data management skills will be needed to support increased personalization.** Analysis of consumer data can help determine the logic required to generate customized 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.

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

Inkjet removes steps in the print manufacturing process, making it the ultimate efficiency engine. And with 100% personalization 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.

<table>
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<tr>
<th>Transaction</th>
<th><strong>Eliminate Pre-Printed Forms</strong></th>
<th><strong>Maximize the Mail Stream</strong></th>
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<td></td>
<td>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.</td>
<td>Compile marketing offers into transactional communications already destined for the mail stream, eliminating shells and reducing costs associated with sorting and multiple mailings.</td>
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<tr>
<th>Direct Mail</th>
<th><strong>Eliminate Pre-Printed Forms</strong></th>
<th><strong>Optimize Production Economics</strong></th>
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<td></td>
<td>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.</td>
<td>Inkjet delivers high volume and quality with attractive economics across a range of papers, making it easy to deliver high-value, full-color variable communications – cost-effectively.</td>
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<tr>
<th>Books + Publications</th>
<th><strong>Run Low-Cost Book Media</strong></th>
<th><strong>Eliminate Warehousing and Mitigate Risk</strong></th>
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<td></td>
<td>Inkjet reliably runs the majority of 40-90 gsm trade book media, keeping paper costs within expected ranges while delivering crisp quality.</td>
<td>For publishers, profitability depends on the ability to effectively manage book demand. Inkjet enables right-sized production runs to optimize run costs with technology flexibility.</td>
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<th>Catalogs</th>
<th><strong>Leverage Offset Media with New Ink Sets</strong></th>
<th><strong>Do More with Less</strong></th>
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<td>As inkjet technology capabilities have broadened to support offset coated media, production runs can be optimized to deliver image quality rivaling offset at a compelling cost per page.</td>
<td>To reduce paper and postage costs, catalogers are moving away from large, often costly generalized runs in favor of smaller, targeted catalogs that deliver maximum impact.</td>
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<th>Commercial Print</th>
<th><strong>Optimize Run Lengths</strong></th>
<th><strong>Reduce Manufacturing Steps</strong></th>
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<td>Inkjet technology unlocks opportunities to right-size run lengths to virtually any page count, reducing waste and associated costs when compared with offset.</td>
<td>Offset presses require specialized operator skills and extensive setup. Not so with inkjet technology. Presses are ready to run within moments and can be operated simply.</td>
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</table>
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.

Move from Personalized to Personal
Relevance is the key to direct mail success. Personalization 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.

Boost Engagement with Personalized Publications
Magazines can be personalized in a variety of ways to better engage readership and meet the goals of publishers and advertisers. Segment-specific content, data-driven personalization, and personalized ads can all drive value – and new revenue.

Drive Orders with Segmentation and Targeting
More and more brands are opting to send customized catalogs 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 catalogs.1

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

1 Reppa Customer Test
Take personalization 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.

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% personalized 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 PERSONALIZATION

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 behavior 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.

84% of millennials willingly spend time looking at their physical mail.

81% of consumers still open their daily mail, while blocking out most digital messages.

79% of companies that exceeded revenue goals have a documented personalization strategy.

75% recalled a brand directly after receiving direct mail, but only 44% could after seeing a digital ad.

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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

Personalize

Omni-channel

Trigger

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

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

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

Up to 20% response to customized 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 maximize 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.

FULL COLOR ON COATED PAPERS:
Roll-fed continuous feed
Rated speed: Up to 250 feet/min (76 m/min);
1090 letter (1024 A4) sized images per minute
Resolution: 600 x 600 dpi, 2 bit
Media size: Min: 7.0” x 10.0” (177.8 mm x 254 mm); Max: 14.33” x 20.5” (364 mm x 520 mm)

FULL COLOR ON UNCOATED PAPERS:
Sheet-fed inkjet
Rated speed: Up to 300 letter/A4 sized images per minute
Resolution: 600 x 600 dpi, 2 bit
Media size: Min: 7.0” x 10.0” (177.8 mm x 254 mm); Max: 14.33” x 20.5” (364 mm x 520 mm)

MONOCHROME ON UNCOATED PAPERS:
Roll-fed continuous feed
Rated speed: Up to 551 feet/min (168 m/min); 2405 letter (2263 A4) sized images per minute
Resolution: 600 x 600 dpi, 2 bit
Media size: Min: 8.26” (210 mm) wide; Max: 9.84” (250 mm) wide

MAXIMUM 20” web speed for highly productive mono printing; scalable platform architecture gives an easy path to color.

FULL COLOR ON UNCOATED PAPERS:
Roll-fed continuous feed
Rated speed: Up to 551 feet/min (168 m/min); 2405 letter (2263 A4) sized images per minute
Resolution: 600 x 600 dpi, 2 bit
Media size: Min: 7.0” x 10.0” (177.8 mm x 254 mm); Max: 14.33” x 20.5” (364 mm x 520 mm)

Maximum capacity in a minimized footprint – the perfect balance of cost, quality, and productivity in one adaptable 20” web system.

FULL COLOR ON UNCOATED PAPERS:
Roll-fed continuous feed
Rated speed: Up to 551 feet/min (168 m/min); 2405 letter (2263 A4) sized images per minute
Resolution: 600 x 600 dpi, 2 bit
Media size: Min: 7.0” x 10.0” (177.8 mm x 254 mm); Max: 14.33” x 20.5” (364 mm x 520 mm)

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

FULL COLOR ON UNCOATED PAPERS:
Roll to cut sheet
Rated speed: Up to 157 feet/min (48 m/min); 342 letter (322 A4) sized images per minute
Resolution: 600 x 600 dpi, 2 bit
Media size: Min: 8.26” (210 mm) wide; Max: 9.84” (250 mm) wide

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

FULL COLOR ON COATED PAPERS:
Roll-fed continuous feed
Rated speed: Up to 250 feet/min (76 m/min);
1090 letter (1024 A4) sized images per minute
Resolution: 600 x 600 dpi, 2 bit
Media size: 20” (510 mm) web width; 18.67” (474 mm) printing width

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

FULL COLOR ON COATED PAPERS:
Roll-fed continuous feed
Rated speed: Up to 250 feet/min (76 m/min); 1090 letter (1024 A4) sized images per minute
Resolution: 600 x 600 dpi; 1200 x 600 dpi (option); 360 x 600 dpi (option); VHQ mode (option)
Media size: 20” (510 mm) web width; 18.67” (474 mm) printing width

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

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

**Transformation**
DOCAPOST helps many clients reach consumers in physical and digital ways. They know that timely personalization delivers significant results. Hyper-personalization aligns products and prices to consumer profiles. For Yves Rocher, they combined personalization software and Xerox presses to send personalized 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 personalization 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 personalized postcards led to expansion into other divisions.

**Trivor® 2400 Inkjet Press**
**DOCAPOST**
**France**

Migrate to a brighter future for statements

**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-color 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-color 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.

**Rialto® 900 Inkjet Press**
**ARISTA INFORMATION SYSTEMS**
**United States**

Bring costs down and production up for publications

**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 labor or personnel.

**Brenva® HD Production Inkjet Press**
**THE INSTITUTES**
**United States**
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
Optimize 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