

# Unlock end-to-endless possibilities.

PRODUCTION ECOSYSTEM  
OVERVIEW



xerox™

# An entire ecosystem of opportunity.

## MAKE PRODUCTION PRINT LESS OF A PRODUCTION

While every organisation is different, the leaders we talk to across verticals are sharing similar challenges with us – a set of complexities that creates roadblocks for people trying to do their best work.

ABOUT

# 67%

That's the percentage of print service providers who say their customers are demanding faster turnaround times.<sup>1</sup>

The fact is, we're living in a world of reinvention where quick turns of shorter runs are the rule rather than the exception. Yesterday's trends have become today's reality – and we're right there with you when it comes to fielding the demand.

## 5000+

technical service engineers globally means faster response time and more productivity

SUPPORT INFRASTRUCTURE

WORKFLOW

PRESS PLATFORMS

ABOUT  
**75%**

of print businesses say their customers are interested in digital embellishments<sup>5</sup>

1. "Beyond CMYK: The Use of Special Effects in Digital Printing," Keypoint Intelligence/InfoTrends.  
2. "Building Your Bottom Line Part 1, Print Growth Opportunities," Keypoint Intelligence/InfoTrends.  
3. "NA & European Software Investment Outlook," Keypoint Intelligence/InfoTrends.  
4. 2022 NA Software Investment Outlook, Keypoint Intelligence.  
5. Taktifol/What They Think, The Specialty Ink and Toner Study, 2023.

## CONQUER COMPLEXITIES WITH OPTIMISED SOLUTIONS AND SUPPORT

Accelerate your path to profit and ROI with our end-to-end ecosystem of automated and AI-assisted workflow solutions. Backed by our industry-unique service delivery and support infrastructure, our ecosystem helps ensure every investment with us is maximised.

ABOUT  
**59%**

of workers say they could save six or more hours per week by automating repetitive tasks<sup>2</sup>

ABOUT  
**79%**

of PSPs list rising costs as a top business challenge<sup>3</sup>

**6 hrs**

is the average time spent on 12 common tasks preparing a job to print<sup>4</sup>

## POWER MORE POSSIBILITIES

“When we hear that it’s taking two weeks for somebody to get something done, and it’s probably three days for us (with Xerox solutions), that’s a big differentiator.”

Mike Huebner  
President, Graphicolor Printing

# Print like a pro in seconds.

Time flies from shift to shift. Our on-press automation makes it easy for anyone to print like a pro, whether in inkjet, toner or Beyond CMYK – from small envelopes to extra-long sheets.

## KEEP YOUR BUSINESS IN THE BLACK WITH PRODUCTION MONOCHROME



### Xerox® PrimeLink® B9100 Copier/Printer Series

From billing and invoicing to publishing and a quick copy or two (or 1,000), the Xerox® PrimeLink® B9100 Copier/Printer Series is designed to support office work group, commercial and in-plant operations with a wide breadth of black and white capabilities.

## KEEP MORE EYES ON YOU WITH STUNNING PRODUCTION CMYK AND BEYOND CMYK



### Xerox® PrimeLink® C9200 Series Printer

Are you looking for a luxury-quality printer primed for adaptability? Anyone can print like a pro. With media ranges up to 51" (1300 mm) and weights up to 400 gsm and tight registration of 0.5 mm, expands the creative palette of brilliant color designs. Choices of feeding and finishing, print servers, and speed models of 65/75/81 ppm add to the light production versatility. Everything is possible with Xerox® PrimeLink® C9200 Series.



# 50%

Xerox inkjet presses use as much as 50% less ink for printing on plain paper than other manufacturers.

And because they print on standard coated and uncoated papers, they help reduce costs and environmental impact.



### Xerox® Versant® 280 Press

If you're looking for more day-to-day flexibility in a light-to-mid production press, meet the Xerox® Versant® 280 Press. Impeccable CMYK, plus the ability to enhance any job – even envelopes – with metallics, white and clear or fluorescent colours.



### Xerox® Versant® 4100 Press

With more automation, speed, media latitude and configurability, the Xerox® Versant® 4100 Press can easily become the heart of your print operation. You can even unleash end-to-end productivity on sheets of up to 1.2 m.



### Xerox® Iridesse® Production Press

It's not just a powerful workhorse. The Xerox® Iridesse® Production Press runs up to two Speciality Dry Inks – real Metallic Gold and Silver, Fluorescent Pink, White or Clear – inline with perfect registration on sheets of up to 1.2m. Engage automated on-press gamut extension to add more vibrance and brand colour accuracy to any job.



### Xerox® iGen® 5 Press

Looking for a workhorse with plenty of tricks? The Xerox® iGen® 5 Press is famous for its ingenious technologies, including a fifth print station that supports Orange, Green and Blue Gamut Extension colours as well as White, Clear and Fluorescent Yellow Dry Inks. It also has an extensive media range, with ability to print on extra-heavy stocks.



# Take the pain out of production.

Monetise every minute with automated, AI-assisted workflow solutions that help you overcome skilled labour shortages, supply chain challenges and competitive price pressures.

## GET MORE JOBS TO ANY PRESS, FASTER

Stop wasting time and money on repetitive manual job prep tasks. Let **Xerox® FreeFlow® Core Software** do all the work for you – in seconds. Its intelligent, rules-based automation puts manual prepress, makeready and job routing tasks on autopilot so you can eliminate errors and waste.

## BASELINE YOUR PRESS FASTER

Get pro results with less guesswork. Just scan, load and go with **Xerox® PredictPrint Media Manager Software**. Anyone can quickly – and correctly – make the necessary stock-specific adjustments in a few easy steps.

## ELIMINATE WASTE TO DELIVER FASTER

Get printing faster and generate less waste with advanced image quality automation that optimises your press based on what's in the tray – and then monitors performance to ensure high-quality output.

## LET'S MAKE IT PERSONAL

Share relevant messages and graphics tailored to each of your customers individually with state-of-the-art **XMPie®** technology.

## NO HYPE. JUST RESULTS.

“We often feel like we're being sold a dream. Products never live up to the hype. But with FreeFlow Core, we really did get a dream delivered.”

Henrique Senf  
Co-owner, AlphaGraphics Fort Lauderdale

## WE CAN PUT PRETTY MUCH ANY TIME-CONSUMING TASK ON AUTOPILOT

Start optimising your workflows now:  
[www.xerox.co.uk/workflow](http://www.xerox.co.uk/workflow)



# Unleash a more predictively productive future.

It's difficult to improve your operation's productivity when you don't have the data or insights you need to see your way to success.

Only  
**43%**



of print service providers (PSPs) own a commercial intelligence dashboard

**20%**



of PSPs use homegrown or spreadsheet-driven solutions

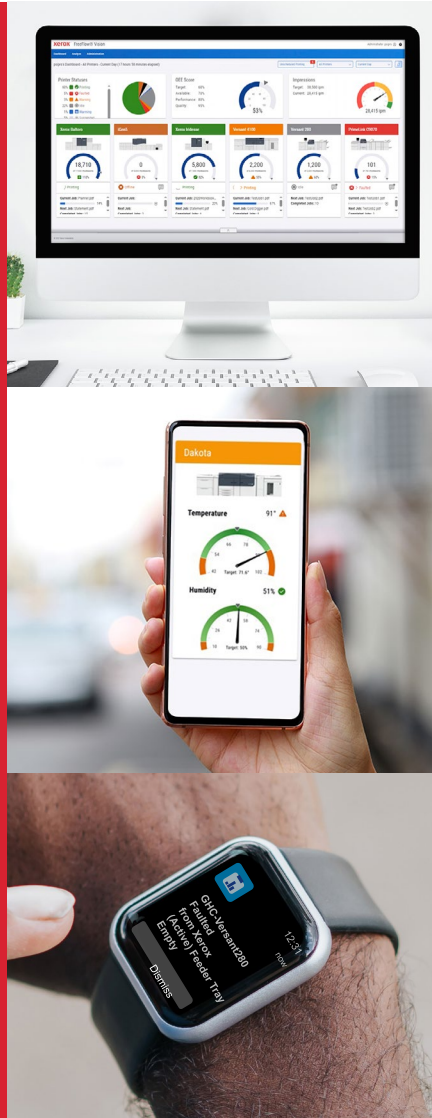
## SEEING IS BELIEVING

Make better decisions on how to prepare, optimise, route, distribute and print jobs faster and more effectively.

**Xerox® FreeFlow® Vision Connect Software** deliver the future of fleet management – today.

FreeFlow Vision Connect run when you do, collecting data across your fleet using powerful automation that lets you benchmark performance against goals, then adjust where needed.

2022 NA Software Investment Outlook,  
Keypoint Intelligence.



## WELCOME TO XEROX INVESTMENT PROTECTION

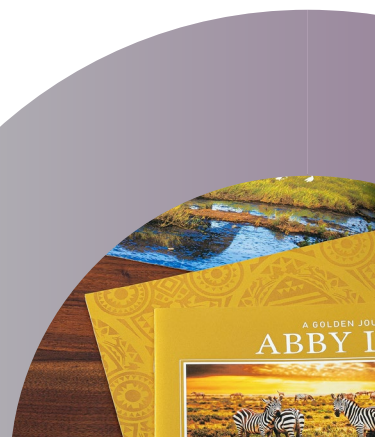
You've made an investment. We're committed to protecting its value throughout its life.

Our team is continually innovating to add new capabilities to existing presses.

Inline feeders and finishers are one example – and we have over a dozen combinations to choose from. Everything from folding and stapling to professionally finished booklets, all produced at production speeds without human touch.

The key is built-in automation that guarantees virtually anyone can print like a pro in seconds – the perfect solution to staffing challenges.

And we don't just drop off the press. We stay to help you get up and running, with training that helps ensure your operators are comfortable with the new technology, plus easy access to a wide array of growth-driving resources.



# Your time to shine.

Beyond CMYK is quickly becoming a driving force in the marketplace, unlocking valuable growth and differentiation. Bring print to life – and unlock higher profitability – with glittering golds, stunning silvers, vibrant fluorescents and versatile layers of white and clear.

**30% of all  
1.8 trillion**

colour pages printed  
use special effects  
enhancements<sup>1</sup>

**50–400%**

profit margin boost  
is experienced  
by print providers  
offering digital  
enhancements<sup>1</sup>

**24–89%**

of premium print  
buyers expect to  
pay for Beyond  
CMYK<sup>6</sup>

## ACCELERATE YOUR SUCCESS BEYOND CMYK

Sound complicated? It's not.  
Our Genesis Initiative was created to  
help designers and PSPs make the most  
of the Beyond CMYK opportunity.

The resources are plentiful, and our  
approach is practical. Easy-to-follow  
design guides, more than 20 how-to  
videos, promotional material... it's all  
there, ready to help jump-start your  
journey Beyond CMYK.

**Most resources are provided for free  
with your Beyond CMYK  
technology purchase!**

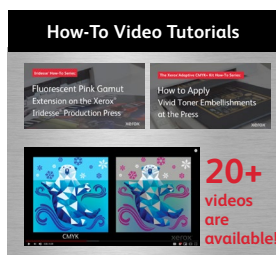


You can download many  
of these resources from:  
[www.xerox.co.uk/en-gb/  
digital-printing/graphic-  
design-printing](http://www.xerox.co.uk/en-gb/digital-printing/graphic-design-printing)

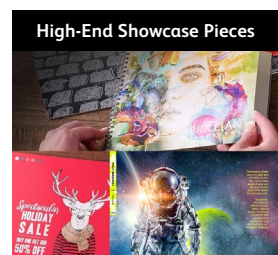
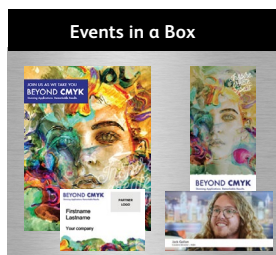
## YOUR RESOURCES COME IN THREE FLAVOURS:



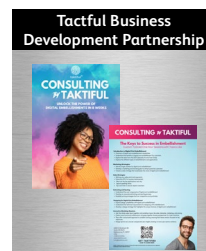
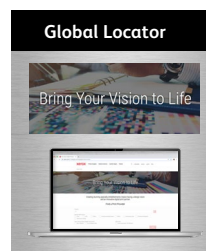
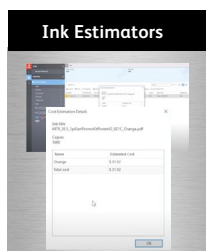
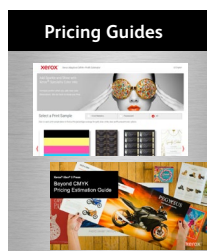
### Inspire Designers



### Spark Interest



### Ignite Sales

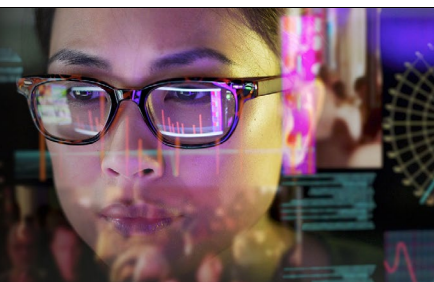


1. "Beyond CMYK: The Use of Special Effects in Digital Printing," Keypoint Intelligence/InfoTrends.  
6. In-Plant Impressions, Trends and Services in the In-plant Industry.



# Stay up, running and growing – sustainably.

Rest assured. There are literally thousands of our experienced service employees globally dedicated to providing you with a superior end-to-end client experience. Aided by self-monitoring presses and our CareAR™ technology, they can even provide remote support when necessary.



**Benefit from our consistent focus on innovative production technology and support:**



## INVENTIVE

We have been issued over 50,000 patents worldwide on a wide variety of technologies that help operations like yours thrive.



## SMART

Our AI improves the usability and reliability of our products and services, both through embedded sensing and intelligence.



## FUTURE-FORWARD

The applications of our next-gen augmented reality are nearly endless, from helping field technicians repair complex equipment to helping you do it yourself.

**We are working to help make our shared future more sustainable:**

## NET ZERO

We are committed to achieve net-zero emissions by no later than 2040.

## ENERGY STAR®\*

Since 2010, 100% of all new eligible product introductions achieved ENERGY STAR status.

## CIRCULAR ECONOMY

We achieved 98% landfill avoidance through our equipment take-back programme in 2021.

## REFORESTATION

Thanks to your help, we've reforested over 475,000 trees around the world, offsetting more than 3.9 billion pages through our partnership with PrintReleaf.

\*Our Nuvera®, PrimeLink®, Versant® and Iridesse® Production Presses are certified energy efficient in accordance with ENERGY STAR standards, which helps your operation – and your clients – advance essential sustainability goals.



## DID THIS PIECE CATCH YOUR ATTENTION?

This brochure is a great example of our ecosystem in action, using the Xerox® Iridesse® Production Press.

Extra-Long Sheet Capability 809.625 mm

Silver, CMYK and Fluorescent Pink inline

Stunningly smooth metallic and fluorescent blended colours and photos

Perfect registration colour to colour and side to side

Automated on-press gamut extension helps hit our brand colours accurately



Learn more about our production solutions:  
[www.xerox.co.uk/en-gb/digital-printing](http://www.xerox.co.uk/en-gb/digital-printing)