



Better together:

Elevating the power of  
Xerox® Production Inkjet

**Xerox is synonymous with disrupting the production print market with revolutionary technologies.**

Our strategically integrated approach fosters continuity between products that drives new levels of performance, value, and economics. These operational and financial benefits can be further amplified when our technologies are combined to work together.

When great things are paired in purposeful ways, they can be elevated to unlock something even better. And if 'better' means a stronger bottom line for your business, then we all win.

**made  
to  
think.™**

**xerox™**

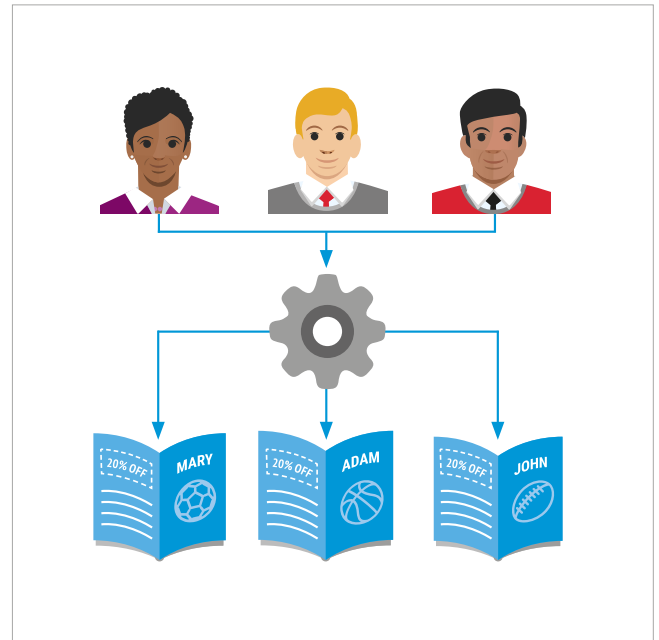
# Your opportunity + our technology.

**Amplifying the potential of Xerox® Production Inkjet systems can happen in many ways, depending on the business opportunity at hand.** Here are just a few of the possibilities...

## UNLOCK DEEPER CONNECTIONS

**Opportunity:** Add personalization to classic offset jobs, such as catalogs, magazines, and books.

**How:** Blend static offset content with strategically placed personalized content—such as covers and inserts—using Xerox® Production Inkjet Presses with High Fusion ink on traditional offset coated papers for visually seamless image quality. Xerox workflow and finishing bring it all together end to end.

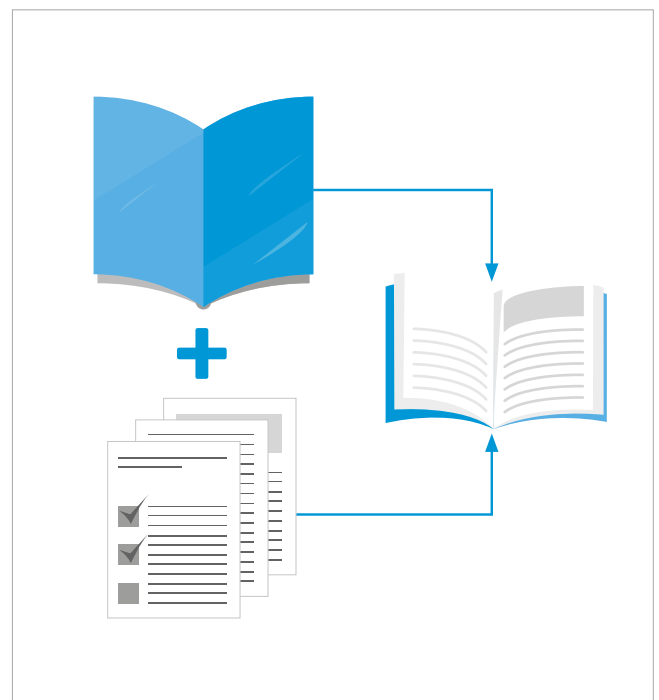


**Benefit:** Boost relevancy and impact, while maintaining optimal production costs.

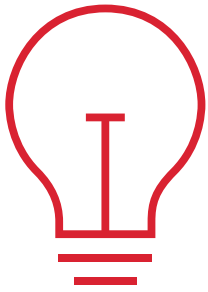
## ADD BENEFICIAL “WOW” WITH SPECIALTY ENHANCEMENTS

**Opportunity:** Integrate specialty components into short-run jobs.

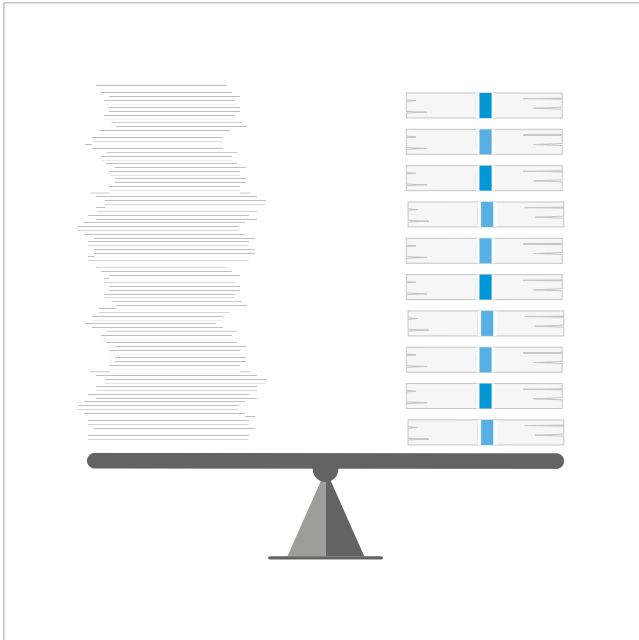
**How:** Utilize Xerox® Production Inkjet Presses for book blocks on traditional offset book papers: High Fusion Ink for coated papers and High Density Ink for uncoated papers. Create impactful covers and specialty pages using unique stocks, special imaging effects, and custom colors using Xerox® iGen® 5 or Iridesse® Production Presses. Xerox® FreeFlow® Core seamlessly manages production workflow to each output and finishing devices.



**Benefit:** Right sized, cost effective, and efficient production that maximizes quality and impact.



On their own, inkjet presses from Xerox can help you add value, take on new volumes, and deliver at a sustained velocity over time. Imagine the results that can be unlocked when you pair more than one of these revolutionary technologies together...



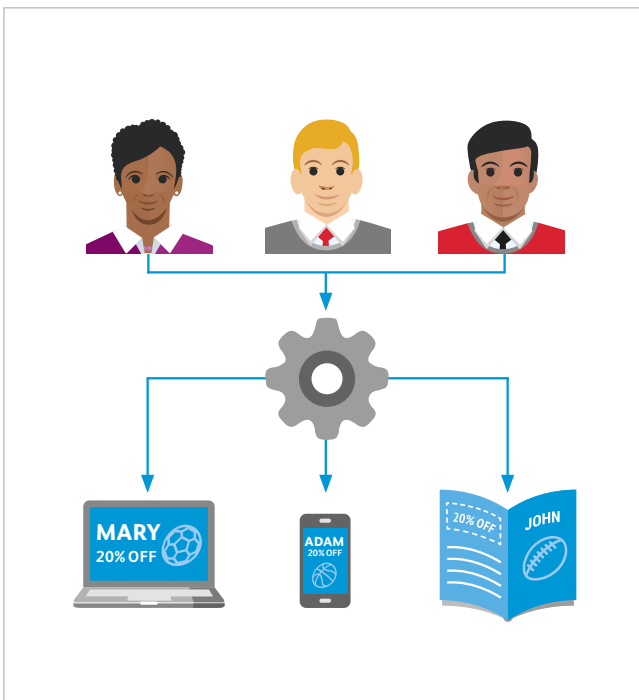
### REDEFINE PRODUCTION REDUNDANCY

**Opportunity:** Right-size production footprint for load balancing and redundancy.

**How:** Serve peak production needs with high-speed, roll-fed inkjet presses. Manage short-run and reprint requests with entry-level, narrow-, or cut-sheet inkjet or toner presses. Integrated workflow from Xerox automatically optimizes production output for each device, saving time and money.



**Benefit:** Unlock new operational efficiency while ensuring SLAs are reliably met.



### FORGE AN ONGOING EMOTIONAL BOND

**Opportunity:** Individualize communications on an industrial level using customer data and analytics.

**How:** Create consistent, personalized omnichannel communications powered by XMPie® with full tracking and reporting. Utilize high-speed Xerox® Production Inkjet Presses to produce high quality, personalized print communications on a full range of traditional uncoated and coated stocks.




**Benefit:** Enhance the customer experience with relevant, timely communications across channels while optimizing the cost of producing mass-personalized print.

# Inkjet sparks stunning transformation.

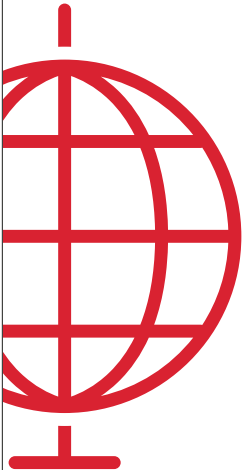




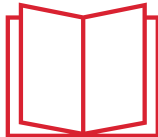



**We help you work better by combining people, processes, and technology in more efficient and cost-effective ways.** By pairing technologies to amplify the value you provide, you can confidently expand beyond commodity printing—all while keeping costs optimized.

Investing with Xerox puts you at the forefront of transformative, efficiency-driving automation with future-proof technology and support so you can continue to adapt to industry change.

Getting started with a game-changing transformation begins with considering strategic questions:

Am I adding as much value as possible today?	Can I offer more value by pairing technologies?		<b>Is the time right to make a change?</b>
Are my economics as optimized as they could be?	Will pairing technologies improve my workflow?		

**INVEST WITH CONFIDENCE WITH XEROX**

<b>World-class support</b> 	<b>Integrated workflow</b> 	<b>Innovative cut-sheet, roll-to-cut, and roll-fed Xerox® Production Inkjet Systems</b>  <b>Xerox® Rialto® 900 MP Inkjet Press</b>	 <b>Xerox® Baltoro™ HF Inkjet Press</b>	 <b>Xerox® Trivor® 2400 HD and HF Inkjet Presses</b>
	<b>Integrated feed/finish</b> 	<b>Monochrome and color cut sheet production toner systems</b>  <b>Xerox® Nuvera® Production Systems</b>	 <b>Xerox® Versant® Presses</b>	 <b>Xerox® Iridesse® and iGen® 5 Production Presses</b>

**Made to Think™.** We take what is and turn it into what will be. We never stop innovating, reimagining, building, and doing. Learn more: [xerox.com/inkjet](http://xerox.com/inkjet)