Get color right the first time with Xerox Confident Color. Our Portfolio of Color Services will help drive your color profits.
Everything you know about the world of printing is changing at warp speed. Our Xerox Color Services will help you make sense of those changes.

The times are certainly changing. The digital color print revolution began to take off in the 1990’s and since then, the need for digital color prints has skyrocketed. Customers are demanding high quality, consistent color output and they want it now. Businesses are smarter today. You realize clients are clamoring for variable data because one-to-one marketing is successful. Plus, the lines between digital print and online media are beginning to blur. Businesses now use print to drive customers to their web page by printing QR codes on direct mail pieces. Customers can simply scan the QR code with a smartphone and bam… they’re at your digital door.

Yet, even with a digital revolution, print companies from all over the world are asking the same basic business questions: How can I position my business to leverage more profit in these tight economic times? How do I focus on keeping the customers I have and also grow my business? How can I streamline my workflow to become more efficient? How can I print the same color consistently, week after week?
Xerox can help. Xerox Confident Color offers a complete portfolio of Color Services designed to help you become more streamlined and profitable. Color Services are delivered by our elite team of SmartPress Production Consultants (SPPCs). We understand your day to day workflow issues as well as your bottom-line.

SPPCs truly understand the business of printing. Many production printers have been producing work the same way for years and may be blind to bottlenecks in the workflow. An SPPC can assess your workflow and recommend a more efficient way to produce prints. We can help improve your color consistency by ensuring you understand color behavior at the processor and printer. There is even a web based Digital Color Management course that we can offer to help your staff better understand and control your color workflow. Plus, we can profile your fleet of printers and even guide you to become a G7® Master Printer.

So, whether you own a Xerox 770 or an iGen150, we can help you move your business forward. This is what we do. This is Xerox Confident Color.

Hi, I’m Steve Averbach, Manager of SPPC Professional Services at Xerox Corporation. I have the pleasure of working with one of the most creative teams in digital printing. For the past ten years, SmartPress Production Consultants have been dedicated to providing our customers with a full portfolio of color services. This catalog of Xerox Color Services will help you determine what you need to improve productivity, efficiency and print quality. For additional information, feel free to contact me at 239-257-1160 (steven.averbach@xerox.com). You can also engage us by contacting either your Xerox Sales Representative or Systems Analyst.
Xerox SmartPress Production Consultants are ready to help. Our Color Services are geared for today’s ever-changing business environment.

**SPPCs are a diverse team of true Graphic Arts professionals.** We have the sought after skill sets that will help your business move forward. The variety of collective skills includes graphic design, pre-press, digital and offset printing, sales and variable data programming. We understand the power and intricacies of digital color printing. Bottom line: The SPPC team is ready to deliver the Xerox Color Services you need that will help you grow your business. Just call Steve Averbach at 239-257-1160 and we’ll get started!
Customers agree that SPPCs are a talented and valuable resource. This team is dedicated to improving customer workflow and print quality.

What our customers say:

“I am extremely impressed with our SPPC. She is very knowledgeable and has a very calming way of handling everything. She has worked with us to get some production out without any problems and has made my people, training on the machine, feel like they can do anything. I am thoroughly satisfied with her training and feel that she has empowered my people with the knowledge to make us capable of producing the kind of quality and volumes necessary to make us successful.”

David Tobman
President, Automation Taft Printing
Los Angeles, CA

“I just wanted to take a few minutes to let you know how helpful and accommodating our SPPC was during his recent training session at Broadridge Financial Solutions. In the short time he was here, he developed a nice working relationship with the team and captured their full attention. He was also in consistent contact with me to ensure he was covering the topics that were important to our business and workflow. This was probably the most important and beneficial piece for me and the team, because it demonstrated that the SPPC, who was representing Xerox, truly wanted to make this implementation successful.”

Jeffrey Matos
Sr. Manager, Digital Document Solutions,
Broadridge Financial Solutions
Edgewood, NY

“ADR has participated in Xerox provided training many times, most recently on-site training with an SPPC. By choice, ADR is literally a repeat customer—this was the SPPC’s third trip to ADR in the last 6 months. As a direct result of the training that the SPPC and Xerox has provided, our team has become intimately more knowledgeable in operation, maintenance, and workflow capabilities of our iGen4. In addition, we enjoy the benefits of the relationship that has been built during training and have continued to utilize that resource as we grow our business and capabilities. Thank you Xerox! We consider our partnership with you to be an integral part of our success!”

Traci Grote
Manager, Print On Demand Services, ADR, Inc.
Wichita, KS

“Both operators commented on the fullness and the difference in the training the SPPC provided. It was very hands-on, operational focused and yet allowed us to produce product. At this point, we are rapidly increasing production and learning every day. We feel the SPPC efforts have made a difference in the learning curve. In all, we were very pleased with the experience.”

Wayne Nemecek
Owner, AmeriPrint
Appleton, WI

“The SPPC is able to quickly understand the existing workflow and uncover the challenges facing a digital production team. As a result of the time the SPPC spent with our iGen team, we have seen less downtime, improved print quality and an overall better understanding of good production practices. Using a combination of “by the book” processes and practical knowledge based on our workflow, the SPPC has been able to help us achieve results that reduce waste, and deliver the quality product our clients expect.”

Ed Warren
VP Sales, Creative Marketing Solutions
Charlotte, NC

“The Week One instructors conducted a clear, concise and professional class. I enjoyed their respective training methods and styles. And then our SPPC helped us to reinforce the learning from Week 1, being sensitive and flexible to accommodate our business needs, and yet holding us accountable to the learning continuum. The total training experience will be invaluable to the success of our new digital color business offerings.”

Allen Thrift
Senior Vice President, The Cleaning Authority
Columbia, MD
We offer a wide range of Xerox Color Services to improve your productivity. Our SmartPress Production Consultants will help you print more effectively.

Are you facing digital printing obstacles or color issues? We can help. SmartPress Production Consultants will work with you to help you become a G7 Master Printer, profile your press, assess your color workflow and help you gain a better understanding of digital color printing. In other words: We’ll help you become more productive, thus becoming more profitable. We offer a wide gamut of Xerox Color Services that are truly relevant to today’s printing professionals. SPPCs deliver these services with an impressive knowledge base that spans graphic design to production to management in both commercial and in-plant print shops. Call 239-257-1160 today for more information about Xerox Color Services!

New for 2013!

The Xerox Confident ColorWorks Program: Get your color workflow on target

Who would benefit from this course? This offering is designed for operators, pre-press professionals and designers who need to intelligently manage the color of Mac or PC monitors, the print engine and the Digital Front End. The SPPC will perform profiling services, establish DFE color settings, create a quality control process, deliver critical color training and more. There are two levels of training to choose from: The Standard Level (receive a free spectrophotometer) and the Advanced Level (receive a free spectrophotometer and a 500K light booth).

Are there any site/equipment requirements? The training is delivered at your site by an SPPC, using your equipment, thereby minimizing your travel costs.

How long does it take? It depends upon the level of training that you choose:

The Standard Level: 3 days (Up to 3 people)
The Advanced Level: 5 days (Up to 3 people)

Would you like to receive more information? Call 239-257-1160!
Xerox® Color 800/1000 Press Skills Enhancement Workshop: Fire-up your productivity

Who would benefit from this course? The Workshop is designed for Operators who have completed the Xerox Color 800/1000 Press Training Standard Product Training. Specific modules are available for graphic designers and pre-press personnel. Our Xerox Color Experts will take your production staff to the next level by teaching them how to take full advantage of the technical innovations of your press.

Are there any site/equipment requirements? The training is performed at your site. A conference room large enough to accommodate the group comfortably for discussions and presentations is required, as well as a white board and digital projector. If required, we can arrange for presentation hardware for a nominal charge. Access to at least one Mac or PC with Adobe Creative Suite 3 or later will also be needed.

How long does it take? This workshop is a combination of classroom and hands on training that takes 3.5 days to complete. In addition, the optional Designing for Clear Dry Ink module is 2.5 hours. A version of the workshop offered for graphic designers and pre-press personnel is 1.5 days.

The Xerox Digital Color Management Certification Program: Web-based training drives business results

Who would benefit from this course? Operators, graphic designers, pre-press staff, supervisors and other employees involved in digital color printing processes. The program will focus on building skills critical to your success, including Offset to Digital workflows, Digital Color Management from workstation to RIP, Pre-flight and File Analysis, Color Measurement and Quality Control, File Creation, PDF workflow, GRACoL, SWOP, and ISO Print Standards. The web-based content is hosted by IDEAlliance in a virtual classroom setting. The designer of this course is Dr. Abhay Sharma, a professor at the School of Graphic Communications Management at Ryerson University in Toronto, Ontario.

Are there any site/equipment requirements? This interactive, self-paced course can be accessed on any computer, 24/7. A web-cam and microphone will also be needed for the student to interact with an instructor during a live 3.5-hour broadcast from a Xerox facility.

How long does it take? It's completely up to you. There are 20 interactive web-based modules, plus an optional 3.5-hour live broadcast. A course evaluation and certification are also included in the training.
Color Consulting Services: Education, processes & tools to ensure quality, accuracy and consistency

Who would benefit from this course? The offering targets those individuals responsible for controlling and maintaining color on your Xerox equipment. They will learn how to measure color and create baseline standards, and how to control that color over time. Developing these color control processes will allow you to gain the most benefit from your devices with consistent, predictable color, while satisfying your customers’ expectations.

Are there any site/equipment requirements? The training is performed at your site. We request your color management professionals are available, and that we have access to the appropriate equipment. A comfortable room to accommodate everyone, a white board, or flip chart, and digital projection system will help make the presentation most effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? Training is up to 5 days in length, depending on complexity of your shop’s configuration and your specific requirements.

Would you like to receive more information? Call 239-257-1160!

G7® Master Printer Qualification: Improve gray balance and color consistency

Who would benefit from this course? Printers, pre-press houses and designers who want to learn to proof or print to the G7 methodology, and attain G7 Master status. You will work with a Xerox G7 Expert to guide you through the qualification process, and receive a membership with the IDEAlliance®. These techniques, process controls and standards will be incorporated in to your workflow resulting in consistent and exceptional image quality.

Are there any site/equipment requirements? This service will be conducted at your site. We request your color management professionals are available, and that we have access to the appropriate equipment. A comfortable room to accommodate everyone, a white board, or flip chart, and digital projection system will help make the consultation and training most effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? 5 days of onsite consulting, training and workflow implementation.

Would you like to receive more information? Call 239-257-1160!
Color printer profiling: Control your color, day in and day out

Who would benefit from this course? Are you ready to take the next step in managing your color by implementing a color managed printing workflow? Then, this service is for you! You can choose to have custom profiles built for you, or decide to take control of profile creation yourself. This offering will help you get better color matching between your Xerox digital color printers, your iGen family of presses and/or your offset press. There are 2 different offerings:
1. The SPPC will profile your presses.
2. Create your own profiles: The SPPC provides a robust 2-day training program using your hardware and software. The students will learn how to create color profiles for digital and/or offset presses.

Are there any site/equipment requirements? This offering requires X-Rite’s i1® iSis automated chart reader and MonacoPROFILER Software. The SPPC will use their own software and hardware if offering #1 is selected. However, this software and hardware package is available for purchase from Xerox, if you select offering #2.

How long does it take? Typically, 2 days.

Xerox Workflow Assessment: Get ready to kick-start your digital printing business

Who would benefit from this? Print professionals who seek new ways to reduce costs, support diverse data streams, maximize the capacity of their operations and optimize workflow to increase efficiency. The SPPC will analyze your workflow by interviewing key members of your staff and observing your crucial areas. At week’s end, you will receive a detailed graphical report explaining your digital strength’s and opportunities. As appropriate, recommendations will be made to guide you to improved efficiency.

Are there any site/equipment requirements? Access to key members of your staff in customer service, pre-press, design, digital B&W/color printing, variable data printing and finishing.

How long does it take? One week.

* This service can also be delivered by a trained Xerox Systems Analyst.
Design for Digital Training: Gain a better understanding of digital technology and file creation

Who would benefit from this course? This workshop can be taught to in-house designers as well as to external customer designers. It is optimally presented in groups of 10 or less. You’ll be shown very practical and specific steps that enable you to prepare your designs for digital printing—steps that will save you time and money while ensuring that you achieve the best possible results with your design.

Are there any site/equipment requirements? A classroom or conference room with a laptop projection system and a white board or flip chart is all that you need to provide. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? The SPPC will be on-site for one day to deliver this workshop. There is time built in for on-site consultation as needed.

* This service can also be delivered by a certified Xerox Systems Analyst.

Color Management Training: Create consistent color output even across multiple devices

Who would benefit from this course? This is an invaluable workshop for pre-press managers and pre-press technicians. After identifying the key facts about your devices, workflow and experience of your people, we will focus on the most critical issues and tailor the program so you get the maximum benefit.

Are there any site/equipment requirements? Access to key members of your staff. We require a conference room that can accommodate a group comfortably and a laptop-compatible digital projector. If necessary, we can arrange for presentation hardware for a nominal charge. Also, access to an internet connection is desirable.

How long does it take? One business day.

* This service can also be delivered by a certified Xerox Systems Analyst.

Would you like to receive more information? Call 239-257-1160!
Boot Camp Training for the iGen family of presses: The certified training you need

Who would benefit from this course? New iGen3, iGen4 or iGen150 operators who need to expand their abilities to include fundamental skills on press functionality and operation, Digital Front End operation, and certified advanced customer maintenance. Additionally, training is applicable for previously trained operators who may need a “refresher” course on certain tasks with which they are facing difficulty.

Are there any site/equipment requirements? The training is performed at your site, using your equipment, thereby minimizing your travel costs.

How long does it take? We train in one week modules.
One Module: One 40-hour week. All three Modules: 120 hours, or three 40-hour weeks.

Certified Operator Training for the iGen family of presses: Create highly skilled and efficient operators

Who would benefit from this course? New iGen3, iGen4 or iGen150 operators who need to be Xerox certified in the areas of software application, troubleshooting, problem solving, and advanced press maintenance.

Are there any site/equipment requirements? On-site training requires the availability of operators, and use of your iGen3, iGen4 or iGen150 press. Operators and press need to be completely dedicated to training activities.

How long does it take? The complete training is 3 weeks. Week 1 will be conducted at one of two National Customer Training Centers: Rochester, NY or El Segundo, CA. Weeks 2 and 3 will be conducted at your site.
One Week Expert Training for the iGen family of presses: Reap the full benefits of your new press

Who would benefit from this course? This training is designed specifically for existing iGen press customers who are upgrading to another iGen family press. This enables operators to fully leverage the benefits of the automated functions and enhancements of your new press. The curriculum goes above and beyond the standard differences training for certified operators. For an entire week, the SPPC works closely with your staff to ensure a smooth integration of your new press into your workflow.

Are there any site/equipment requirements? We require the new press and the operator’s undivided attention.

How long does it take? This is a five day course. Training for more than two operators is available upon request and may require additional time and expense.

Executive Boot Camp: A strategic overview of your iGen family press

Who would benefit from this course? This offering targets print production management executives from mid-sized to large printing operations who seek basic knowledge of your iGen3, iGen4 or iGen150 capabilities and a broader understanding of the implications of this technology for their managerial strategy. Topics include an overview of operator maintenance, image quality best practices, consumables management, material safety and disposal, paper handling, and much more.

Are there any site/equipment requirements? We require a conference room that can accommodate a group comfortably and a laptop-compatible digital projector. The press should be made available to the group for an afternoon walk-through and informal question and answer session.

How long does it take? This is a one-day event requiring approximately 8 hours. Events lasting more than one day can be arranged by request. They will be priced accordingly.
Let’s Get Digital: A seminar designed to make your workflow more efficient

Who would benefit from this course? This course is for customers who currently produce black and white or highlight color prints, and are making the leap to full digital color printing. The seminar will include a review of color theory, along with an introduction to color management concepts and correct design tips. This training will help the in-house designer, pre-press staff, operator and production manager communicate with clients who have more advanced printing needs.

Are there any site/equipment requirements? For this event, there’s not much more needed than a suitable room that can accommodate your group comfortably (no computers or software are required). Also, it would be beneficial to have a digital projector and whiteboard available to make the presentation more effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? The workshop is offered in a convenient modular format that will run from four to six hours. It can be customized for the unique requirements of your organization.

Advanced Color Management Training for the iGen family of presses: Produce consistent color

Who would benefit from this course? This training is meant to help your operators, designers and pre-press professionals take full advantage of your iGen3, iGen4 or iGen150 press. An informal workflow analysis will be conducted to determine your needs, and then a training continuum will be customized for you. Possible topics included in your continuum are color fundamentals, designing for digital printing techniques, analyzing the content of PDF files and printing from Adobe applications.

Are there any site/equipment requirements? The training is performed at your site. We request access to key members of your staff, and a comfortable room to accommodate everyone. A white board, or flip chart, and digital projection system will help make the presentation most effective. If necessary, we can arrange for presentation hardware for a nominal charge.

How long does it take? Training is up to 5 days in length, depending on your specific requirements.
We have a proven track record! SmartPress Production Consultants deliver a variety of Xerox Color Services that are designed to help you excel in these demanding times. Give us a call at 732-421-0390 so we can help you streamline and drive your business!

Xerox Productivity Plus Shared Service Program for the iGen family of presses: Boost your productivity

Who would benefit from this course? iGen3, iGen4 and iGen150 press operators who need to be certified as a Customer Technician. Operators will receive a service manual and special parts, along with training to access diagnostics, and troubleshoot fault codes and image quality artifacts. These tasks currently need to be done on-site by your Xerox Customer Service Engineer. Giving your press operator greater self-sufficiency will help maximize your uptime by increasing productivity and print volume.

Are there any site/equipment requirements? Customers must be pre-qualified to participate in the Xerox Productivity Plus program. Press operators must have completed the 3-week Certified iGen3, iGen4 or iGen150 Operator Training. A technical background with experience using a digital voltmeter and hand tools is required.

How long does it take? Two weeks at the Xerox National Customer Training Center in Webster, NY.
Xerox Color Services will help make your business more profitable. Our SmartPress Production Consultants are available. Just call 732-421-0390!

- Xerox Confident ColorWorks Program
- Xerox Digital Color Management Certification
- Xerox Color 800/1000 Press Skills Enhancement Workshop
- G7 Master status
- Color Consulting Services
- Color Printer Profiling
- Workflow Assessment
- Design for Digital Training
- Color Management Training
- Certified Operator Training for the iGen family of presses
- Boot Camp Training for the iGen family of presses
- One Week Expert Training for the iGen family of presses
- Executive Boot Camp for your iGen family press
- Let’s Get Digital
- Advanced Color Management Training for the iGen family of presses
- Xerox Productivity Plus for the iGen family of presses

Feel free to download additional information on any of our Xerox Color Services by going to: www.xrxgsn.com/admin/public/11610/index.html
Xerox Confident Color helps you deliver more saleable output. Our Xerox SmartPress Production Consultants are just a phone call away!

**Xerox Confident Color.** Take the uncertainty out of color management and deliver every job with confidence.

- Technology
- Consultative Expertise
- Business Development
- Business Innovation Partner Solutions
- Custom Solutions


**Contact us today.** For additional information, plus any customized service that you may require, feel free to contact **Steve Averbach at 239-257-1160** (steven.averbach@xerox.com). You can also contact your Xerox Sales Representative or Systems Analyst for all Xerox Color Services listed in this brochure. Plus, you can download additional information on any of our Xerox Color Services by going to: [www.xrxgsn.com/admin/public/11610/index.html](http://www.xrxgsn.com/admin/public/11610/index.html)

Scan this QR code with your smartphone to receive more information on any of our Xerox Color Services.