

Custom collateral's a cinch with 3 new specialty Phaser® papers

Need a new way to get your message across? Mail it, nail it to a tree, or hand it out. Three new papers from Xerox—Trifold Brochures, Premium Postcards and Weatherproof Paper—make communicating with customers a breeze. They're engineered together with Xerox Phaser color printers, then rigorously tested to ensure the best print quality and performance possible.

Xerox Phaser Trifold Brochures

A brochure can be the primary printed piece for showcasing your business. These 3-panel brochures are ideal for direct mail pieces, trade show and seminar kits, restaurant menus, handouts, leave-behinds, and print-on-demand product brochures.

- Pre-scored for easy folding
- Can be mailed on its own or in an envelope
- Brilliant white, smooth surface for superior image quality
- Print text and graphics on both sides

Xerox Phaser Premium Postcards (4-up format)

For quick, easy, cost-effective mailings, nothing beats a postcard. Postcards are ideal for appointment reminders, invitations, notices of special discounts, thank you notes, general correspondence and real estate notices.

- Meets postal regulations
- Microperfed for easy separation and smoother edges
- 4 single cards/sheet or make 2 double cards/sheet allowing for a reply card
- Print text and graphics on both sides
- Type in names & addresses before you print—no need for address labels

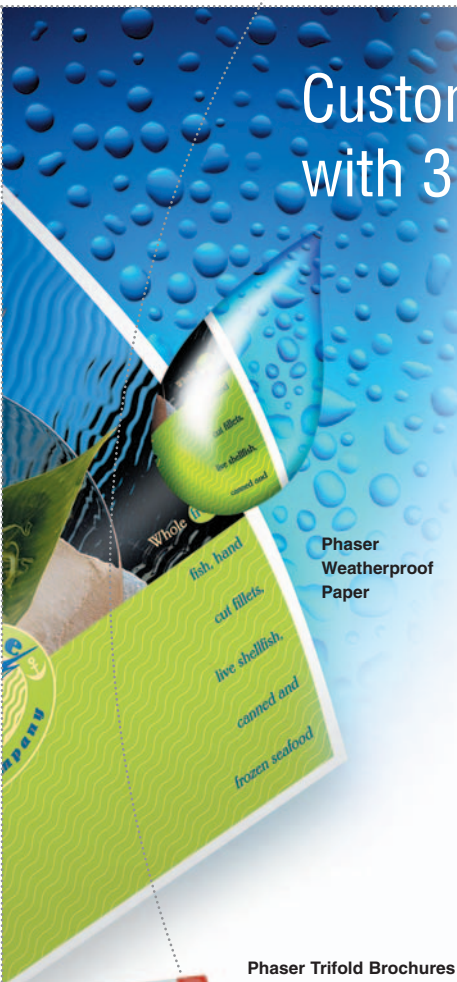
Xerox Phaser Weatherproof Paper

Our all-weather paper is rugged, durable, and surprisingly beautiful. It's at home in the elements, or on your office bulletin board. Designed to withstand moisture and resist tears, this paper is a perfect medium for maps, outdoor signage, placemats, manuals and anything with multiple users or a long intended life.

- Resistant to tearing and moisture; doesn't fall apart in water
- Can be written on when wet
- Can be written on with pen, or write/erase with pencil
- Foldable
- Lightweight for multi-page documents
- Looks and feels like paper; no plastic feel
- Compatible with a variety of converting processes, including die cutting, folding and micro-perforating

Please note: Phaser Trifold Brochures, Premium Postcards and Weatherproof Paper have been qualified for use with the following Xerox Phaser color printers:

Phaser® 8200, Phaser® 860, Phaser® 7700, Phaser® 7300 and Phaser® 6200.



Phaser Trifold Brochures



Phaser Premium Postcards



Make your own

Download Phaser Postcard, Trifold and Weatherproof paper templates to customize and print on your Xerox Phaser color printer. Go to www.colorconnection.xerox.com, in the Printables section. To purchase this new media, contact your local reseller or visit www.xerox.com/office/supplies.

“Dear Dr. Color...”

My Phaser 6200 prints looked faded and washed out, and the images are ghosting.

—Anxious in Arizona

Sometimes the toner peels off the page, or the colors look TOO bright and saturated, and also the pages stick to each other when they go through my Phaser 7700 printer.

—Frustrated in Florida

Blame it on humidity. Or lack thereof. Humidity levels vary from model to model in all laser printers. This directly affects print quality in the following ways.

Defects common to low levels of humidity (cold, dry weather):

- Light or faded, washed out prints
- Light areas of banding
- Ghosted image or reoccurring text on the same page.

Defects common to elevated levels of humidity (hot, wet weather):

- Over-saturation of color content
- Areas of offsetting where the toner peels off the page
- Media sticking together causing multi-picking

For more information about print quality defects, visit our Support Knowledge Base at: www.office.xerox.com/infoSMART/. Select a printer, then choose “Problems With Printing” then select “Print Quality Problems.”

What to do about humidity

Office printer manufacturers often recommend that you operate your equipment in an environment with humidity levels between 20% and 80%—preferably somewhere in the middle range. Test your office’s levels using a humidity gauge, available at many hardware or electronics stores.

Find the Humidity Specifications for many Xerox printers at www.office.xerox.com/support/ (Office Support Home page). Select a printer then select “Specifications” in the gray box in the upper-left corner. Scroll to the Environment section.

Visit www.xerox.com/office/cc/23284 to view the complete “Humidity and Laser Printers” article for more detailed information on this topic.

-Dr. C

Bowne boosts productivity with “bang for the buck” color printers

Bowne & Co., Inc., is the United States’ oldest and largest financial printer, founded in 1775. The company specializes in document and information management and printing, and is expert at repurposing and distributing a client’s information to any audience, via any medium and language, anywhere in the world.

Bowne has more than 50 sites around the world that receive pre-press copy in a variety of languages. At these 50+ satellite sites, about 150 office printers produce 50,000 to 1 million pages per month for Bowne’s clients to review. Once clients approve the layouts, files are sent to offset presses to be printed and bound into prospectuses, annual reports, and investment summaries for Bowne’s clients’ customers.

Richard Johnson, director of pre-press technologies for Bowne, needs printers that are fast and reliable, can print on two sides, offer a booklet printing format and have close-to-perfect color matching. Bowne had used Canon, QMS and Ricoh printers in the past for its pre-press needs. Then Xerox chose Bowne to be a beta customer for its Phaser 7300 color printer.

“The Phaser 7300 allows us to produce 11”x17” and 12”x18” color proofs of clients’ documents that are very close to the way these documents will look when they are printed on our offset printing presses,” Johnson says. “We get an excellent representation of the final printed product with the Phaser 7300 color proof.”

Now Johnson is replacing Bowne’s machines that print only 4 to 12 pages-per-minute (ppm) with Phaser 7300 printers, which print 30 ppm in full color.

With reasonable cost for performance and speed, Johnson says the Phaser 7300 printer provided the most “bang for the buck.” The increase in productivity was too great for Bowne to pass up.

“The time savings is abundant and obvious because we’ve increased the number of pages we print per minute from four or 12 ppm to 30 ppm,” Johnson says.

Bowne currently has 12 Phaser 7300 color printers installed, and expects to deploy about 60 total worldwide.

The Phaser 7300 printer’s Web-based management software and remote printing features are very important when working with a worldwide network of printing facilities, Johnson says. So are true Adobe PostScript 3™ and Pantone color matching software—other contributing factors to Bowne’s decision to deploy Phaser 7300 printers worldwide.

As for time and cost savings, Johnson estimates the Phaser 7300 printers will pay for themselves in about a year.



Phaser 7300 network color laser printer

Best printing practices—Taking Digital Photographs

Overview

Digital photography has become a terrific asset for small businesses. Advertising agencies, real estate brokerages—even professional photographers—use digital cameras every day for product brochures, marketing materials, or sending examples to clients quickly and easily. Digital photography saves time and money, and is easy for practically anyone to master. With a powerful, high-resolution color printer like a Xerox Phaser, your digital images will translate from pixels to perfect prints in seconds.

Here are tips for capturing the best digital images possible, excerpted from Color Connection's digital photography article featured online in the Techniques section at www.xerox.com/office/cc/23285.

How to capture a great image

Although there are myriad image-editing techniques you can employ after you've shot your image, it's still far more effective to start off with an excellent picture. For best printing results, choose settings that capture images at the highest possible resolution with the least compression. Note that low-resolution degrades image quality more than compression. It's always better to buy more storage cards than to compromise the quality of your pictures.

Painting with light

It's always best to shoot in natural light and not rely on the digital camera's automatic flash, which is, according to some experts, wrong about half the time. To capture the best possible natural light, shoot in the early morning or late afternoon; the 20 minutes around sunrise and the 20 minutes before sunset are "golden" times. To optimize your night shots, take your pictures at dusk, not when it's completely dark.

Getting great exposure

In auto exposure mode, your camera will attempt to give your shot "good" exposure—enough light without washing it out. But for "great" exposure, which can dramatically improve your picture, you'll want to make some manual adjustments. Learn how and when to make these adjustments by reading the full Best Printing Practices—Taking Great Digital Photographs article online.

Creating a memorable composition

Instead of shooting at eye-level, try taking pictures from as low to the ground as possible for a different vantage point. Identify your subject (even if you are shooting a landscape, target a focal point to anchor the scene, such as a person or a tree). Apply photography's Rule of Thirds and place your subject or the horizon off center to create visual interest. Fill in the frame so there isn't a lot of dead space, in case you want to enlarge the image later. And make sure your subject is in focus (you can't focus an out-of-focus image with image-editing software, although you can sharpen it). For visual interest, use lines and repetitive patterns to add perspective and depth to your shot.

Most importantly, take more than one shot!

Always keep your eyes open for images you can shoot and use for brochures, slide shows, letterhead, greeting cards, calendars, labels, etc. Be creative and have fun imagining how you can incorporate your images into projects to print and share with others. For the full scoop on taking the best digital photo possible—and for tips such as when to use your camera's Exposure Lock feature—visit the online article.

Accolades

Xerox Corporation

Graphic Design USA listed Xerox among 100 Designer-Friendly Companies—manufacturers and service providers who "understand the creative community, provide products and services primarily for the creative community, and respect the creative community."

—*Graphic Design USA* magazine, February 2003

Phaser™ 4400 Laser Printer

"The printer's software is excellent, with extensive options including watermarks and overlays...The software truly shines in configuring the printer for network use, as the process is automated more than with any other printer."

—*PC Magazine*, March 25, 2003

PhaserSMART

Don't let a printer interruption stall your work. Use PhaserSMART. It's an automated tool that gathers information from your printer about a problem, diagnoses the issue, and collects relevant solutions from the Xerox knowledgebase, so you can fix the problem immediately. The next time your printer pauses, visit www.phasersmart.com and tap into the power of PhaserSMART. It's available 24x7, and it's free!

"PhaserSMART is probably THE best online, intuitive support utility I have EVER used."

—*Carl R. Scheit, Gryphon Network Associates*

"When I've had problems, PhaserSMART has saved me a phone call and a lot of time!"

—*Adam Kopff, Vice President, Marketing & Technology, Mass Financial Group, Inc.*

CONTACT US!

We're here to help you with technical support, product information and locating a reseller near you.

World Wide Web

www.xerox.com/office

Customer Support Center

1-800-835-6100 (option 1)

5 AM – 5 PM (PST)

Service Agreements

1.800.835.6100 (option 3, then option 2)

7 AM – 5 PM (PST)

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Do you have a success story you'd like to share with us? Email Karla Munz Pollich at the address above.



Import your favorite digital images into our fun Photo Frames or Customizable Calendar templates at www.colorconnection.xerox.com in the Printables section. Print them on your Phaser color printer to make great gifts or displays for your office.

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