

Xerox® Continuous Feed 4-over-1 Solution

The power of color coupled with the economics of monochrome—the best of both worlds

Getting maximum results from your transactional, TransPromo, direct mail and other high-volume, high-speed continuous feed print output, while containing equipment acquisition and printing costs, is crucial to your business success.

Thanks to our new Xerox Continuous Feed (CF) 4-over-1 Solution, you can now connect the economy, utility and superb monochrome image quality of your Xerox 650™ Monochrome Continuous Feed Printer with the attention-getting power and brilliant full color delivered by the Xerox 490™ Color Continuous Feed Printer. Our CF 4-over-1 Solution lets you configure these two devices together, enabling a high-speed printing solution that delivers full color on one side and monochrome on the other, adding impact where it counts, affordably.



1 Paper fed from pre-processing device

2 Monochrome side of document imaged on Xerox 650 CF Printer

3 Color side imaged on Xerox 490 Color CF Printer

4 Paper delivered to post-processing device

Fast Color, Inexpensive Monochrome

Xerox CF 4-over-1 Solution—our newest offering in a long line of innovations for high-speed digital printing—gives you the flexibility in your print environment to enable the fast and efficient duplex printing of color plus monochrome on the same document. With our unique print line management solution, we deliver to you the results-getting impact of full color printing that makes customers take notice of your transactional, TransPromo and direct mail communications. Use the white space in invoices and statements to up-sell and cross-sell new products and services. Include eye-catching images, logos and personalization in full color on invoices, newsletters and promotional offers to grab your reader's attention. At the same time, Xerox CF 4-over-1 Solution gives you the flexibility to use economical monochrome for anything from text-heavy information like terms and conditions to printing high-quality personalized charts, graphs and more. For taking your business one step further, this solution can add up to a huge leap in color capability for you, with less capital investment.

Xerox CF 4-over-1 Solution lets you share information in a closed-loop network between print engines, making it quicker and easier to manage a mix of jobs and workflows. It's based on the same proven solution that enables the multiplex configurations of our Xerox 650™ Continuous Feed Printers that can connect up to three print engines in one production configuration.

And it's fast, at 226 feet per minute (69 mm/min) that delivers 986 2-up duplex letter sheets/minute or 900 2-up duplex A4 sheets/minute.

CF 4-over-1 Solution Benefits

This smart color printing solution allows you to:

- **Migrate to TransPromo affordably** with full color, personalized text and graphics on one side of the page and high-quality monochrome text and graphics on the other.
- **Leverage a flash-fusing solution to deliver unmistakable image and flat sheet output quality** with greater uptime, better reliability through post-processing and more satisfied customers.
- **Gain the simplicity and ease-of-use of digital, toner-based printing** without the complexities of inkjet that require more operator intervention, setup and maintenance, that can require more highly trained/skilled/expensive operators.
- **Replace pre-printed forms** with a more efficient solution that saves in warehouse and waste disposal costs. You can modify and personalize forms in a fraction of the time and at a fraction of the cost.
- **Offer personalization** and short-run, economic, high-value solutions.
- **Move to Color Continuous Feed** with a minimum hardware investment and implement a solution that can deliver productivity now and going forward as your business grows.

What Color Can Do for You

- Drive action, create emotion, evoke a response
- Reinforce your brand
- Focus readers' attention
- Aid in information retention
- Cross-sell and up-sell
- Produce more effective, directed communications
- Get positive business results
- Improve customer loyalty and retention

TransPromo "Did You Know"

In a recent poll of 1,000 customers conducted by InfoTrends:

- 57% said mail remains the preferred method of delivery for "must-read" documents like statements or bills.
- 25% of consumers surveyed said they received four to six statements by mail a month.
- 40% feel inserts that accompany monthly statements are always impersonal and irrelevant.
- 64% would use personalized coupons if printed directly onto monthly bills and statements.
- 45% feel that colorful promotional materials stood out as more interesting and enticing to read.

