



## 2007 Pick of the Year

*Outstanding Fax-Centric MFP,  
Spring 2007*



### Xerox FaxCentre 2218



Xerox Corporation  
Xerox Square South  
100 Clinton Avenue  
Rochester, NY 14644  
800-334-6200  
[www.xerox.com](http://www.xerox.com)

Excellent reliability, very good print quality and ease of use, and a supplies cost per page that is among the lowest for models tested have earned the Xerox FaxCentre 2218 a Spring 2007 BLI "Pick of the Year" award for "Outstanding Fax-Centric MFP." "Offering standard walk-up faxing, convenience copying, and PC faxing, printing and color scanning, as well as optional network printing and faxing, this outstanding overall performer demonstrated many strengths in our comprehensive lab test," said Lynn Nannariello, BLI's assistant managing editor. For example, the FaxCentre 2218, which was very easy to use for all its basic functions, produced print output that earned ratings of Very Good or Excellent in all categories evaluated, while its first-copy time was faster than the average for models tested. Furthermore, this highly reliable laser-based model completed BLI's two-month evaluation, which included a 20,000-impression durability test, without any misfeeds or malfunctions and then went on to produce another 24,000 impressions with no issues.

Priced lower than the average for models in its class (suggested retail price, \$1,799), the 18-ppm FaxCentre 2218, which provides standard automatic duplexing, performed well as a fax machine, displaying good procedures for transmitting from memory after a failed communication and competitive fax scanning speeds. In addition, the unit, which comes standard with a PCL 6 driver (PostScript 3 is available as an option) and offers 600-dpi resolution, performed well as a printer. Offering standard color scanning and bundled with Nuance PaperPort document management software and Nuance OmniPage software, which enables scan to OCR (optical character recognition), the FaxCentre 2218 also offers good scanning capabilities.

"Xerox understands that many businesses require reliable fax-centric multifunction devices. The FaxCentre 2218 is designed to handle high fax volumes and offers more standard features than the competition," said Leah Quesada, marketing director, Xerox Office Group. "We are pleased that the FaxCentre 2218 has been recognized with a 'Pick of the Year' award."

## About BLI's Picks of the Year

Twice a year with its "Pick of the Year" awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer's maximum recommended volume. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI's comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. In the case of document scanners, performance attributes evaluated include reliability, image processing features, ease of use, media handling, productivity, file size and value, among others. Each product that successfully passes BLI's lab test earns BLI's "Recommended" or "Highly Recommended" seal and a BLI "Certificate of Reliability" and qualifies as a "Pick" award contender. Consequently, a BLI "Pick of the Year" is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

**Buyers Laboratory Inc. ■ 20 Railroad Avenue ■ Hackensack, NJ 07601 ■ USA ■ (201) 488-0404**

Michael Danziger  
*CEO*

Mark Lerch  
*COO*

Anthony F. Polifrone  
*Managing Director*

Daria M. Hoffman  
*Managing Editor*

Lynn Nannariello  
*Asst. Managing Editor*

Marlene Orr  
*Printer Industry Analyst*

Tracie Hines  
*Associate Editor*

George Mikolay  
*Associate Editor*

Carl Schell  
*Associate Editor*

Ben Curry  
*Associate Editor, Solutions*

Timothy Captain  
*Associate Editor*

Jamie Bsales  
*Associate Editor*

Lisa Reider  
*Research Editor*

Marc Bussanich  
*Technical Analyst*

Pete Emory  
*Manager of Laboratory Testing*

Pia Beddiges  
*Manager of Competitive Services*

Ken Nardone  
*Technical Manager, Field Testing*

Anthony Marchesini  
*IT Director*

T. R. Patrick  
*Art Director*



© 2007 Buyers Laboratory Inc. WARNING: This material is copyrighted by Buyers Laboratory Inc. and is the sole property of Buyers Laboratory. Duplication of this proprietary report or excerpts from this report, in any manner, whether printed or electronic (including, but not limited to, copying, faxing, scanning or use on a fax-back system), is illegal and strictly forbidden without written permission from Buyers Laboratory. Violators will be prosecuted to the fullest extent of the law. To purchase reprints of any BLI reports or articles contact BLI at US (201) 488-0404, Europe +44 01212 888 614, or Asia +852 8200 1176. Or by email – [info@buyerslab.com](mailto:info@buyerslab.com). Reproduced with the written permission of Buyers Laboratory Inc.