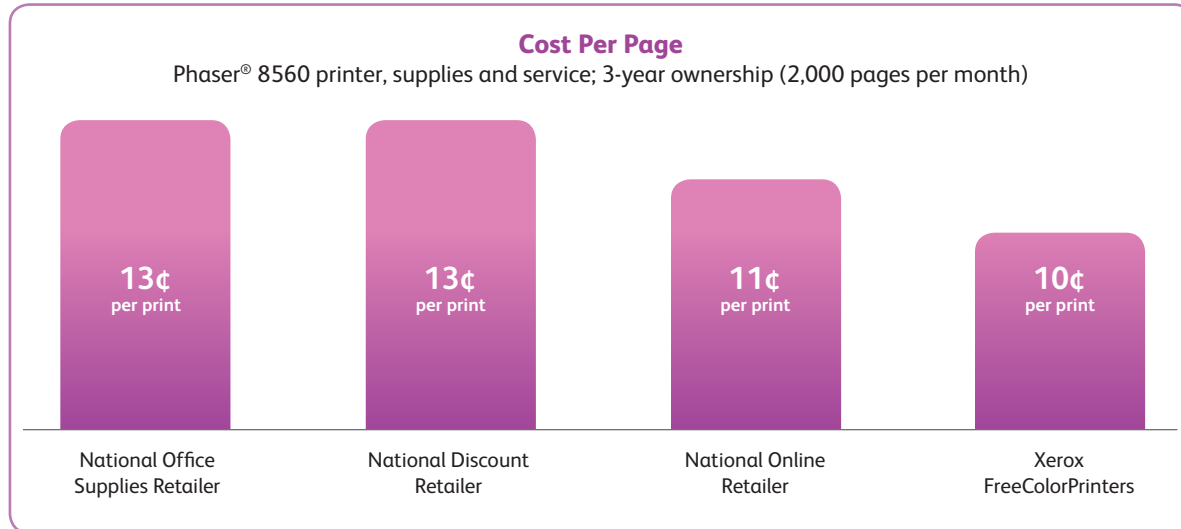


# Xerox FreeColorPrinters: Outstanding color for pennies a page.



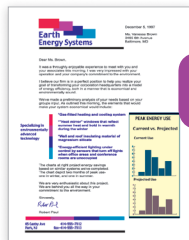
With Phaser® 8560 solid ink technology, moving into the world of color may be more cost-effective than you think.

**See how it breaks out:<sup>1</sup>**



**20¢**  
per print

Graphic File  
32% coverage



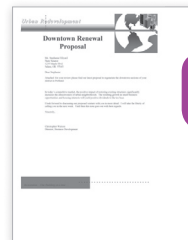
**11.3¢**  
per print

Business Proposal  
20% coverage



**7.5¢**  
per print

Newsletter  
15% coverage



**2.5¢**  
per print

Monochrome Business Letter  
5% coverage

Adding color is an ideal way to improve your overall business performance:

**Color grabs attention.** Readership and **message recall increases by 80%** each when color is used to highlight key information.

**Color sells.** Motivation and **response to sales messages increases up to 80%**.

**Color creates a positive image.** 83% of business professionals believe color in logos and presentations makes them appear **more successful**.

**Color boosts productivity.** Paperwork and application **errors are reduced by 80%**. Document sorting improves by 15% with highlight color.

**Color makes information clearer.** Comprehension jump 73%, search time is improved 39% and **key information in color is located 70% faster.**<sup>2</sup>

**Why not add a splash of color to your documents and see how it looks for you and your bottom line?**

For more information, contact Xerox FreeColorPrinters at **1-888-518-2076** or visit us online at [www.freecolorprinters.xerox.com](http://www.freecolorprinters.xerox.com).

Note: Print costs shown are for illustrative purposes only. Actual print prices may vary. All printing is in default print mode. Coverages vary slightly from printer to printer.  
<sup>1</sup> Costs are based on Web price, published yields, and all printer consumables. Actual costs can approach but never reach the values listed.

<sup>2</sup> Data based on Loyola College, Maryland research study by Ellen Hoadley, Ph.D., Laurette Simmons, Ph.D. and Faith Gilroy, Ph.D.

To qualify, organizations must be based in the United States. All applicants must have more than one employee, print 2,000 or more pages per month, and must be able to use a credit card for supplies purchases. Non-qualifiers should ask about discounted rates and other incentives for Xerox products purchased through Xerox Direct. Visit [freecolorprinters.xerox.com](http://freecolorprinters.xerox.com) for more details or call 1-800-201-7868. Promotion valid in U.S. only.