

# Enabling your religious organization to produce color documents affordably, so you can focus on your real mission.



## Customer testimonials

“The ability to use color very cost effectively was absolutely key in our decision to purchase a ColorQube.”

“Our newsletter is two 11" x 17" pieces of paper, both sides printed. To do that in color on our Lexmark printer it cost about a dollar per newsletter, and with the ColorQube we're down to about 34 cents each.”

“Our congregants think it's wonderful that we're going green and saving money at the same time, while producing higher-quality documents.”

“The ColorQube presents an opportunity — particularly for a small church — to produce high-quality color materials at a cost within your budget.”

Even the smallest religious organizations can afford to print impressive color documents — quickly, easily and onsite — with the Xerox ColorQube 9300 series.

## Current market situation

In the U.S. there are at least 487,422\* religious organizations; many of which include schools and other programs associated with their operations. These organizations need to produce affordable color documents to engage, educate and communicate with their congregants and local communities.

Religious organizations typically print weekly program booklets, event flyers, fund-raising materials and member correspondence. Those organizations with affiliated school programs have a broader range of printing needs, especially documents targeted toward students in the classroom. Naturally, adding color to such materials — whether delivered in person or by mail — is advantageous when capturing recipients' attention and increasing overall involvement with the church, temple or other place of worship.

But historically, the ability to produce color documents in-house has been cost-prohibitive, with only larger organizations in a position to afford the necessary printing equipment. Some of these organizations use outside print shops to produce the full-color covers for their weekly programs and other important documents while producing the inside contents in-house with their existing black-and-white printers. Such an arrangement requires staff members or volunteers to assemble the final documents. For many organizations the more likely scenario is to rely on existing mid-range black-and-white multifunction devices along with desktop printers to produce such collaterals. In some cases organizations continue to rely on out-of-date duplicators.

While the highest-quality color isn't a big concern to religious organizations, cost is paramount. But they also don't want to sacrifice the multifunction capabilities they're already using. Also, many of our customers feel a stronger push toward running a more environmentally sustainable organization while reducing supplies and maintenance costs.

The Xerox ColorQube 9300 series offers the ideal solution for these challenges.

\* Source: [http://www.manta.com/mb\\_34\\_F0295\\_000/religious\\_organizations](http://www.manta.com/mb_34_F0295_000/religious_organizations)

# More color flexibility and capabilities. Lower monthly costs.

## What it means for you

Not only are the Xerox ColorQube 9301/9302/9303 devices fully featured MFPs, they also revolutionize color printing with their innovative Solid Ink marking technology and pricing structure. By automatically measuring and tracking tiny spots, or pixels, of black and color on each page, the ColorQube's Hybrid Color Plan changes the way budget-minded customers pay for color pages.

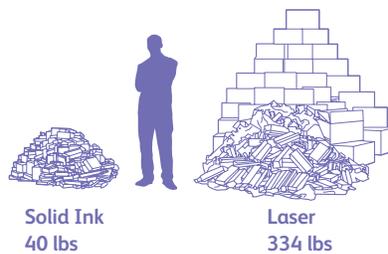
Be sure to learn how the Hybrid Color Plan works, conduct a head-to-head comparison between what your organization currently pays for all of its printing — black-and-white and color — and what the same pages and volume would cost using ColorQube's three-meter Hybrid Color Plan. Note that a page with an office logo and a small graphic in color will count as a black-only page and cost just 1¢, on average. This dramatically lowers the cost of highlight-color (Useful Color meter) pages. Pages with moderate amounts of color, such as Web pages, are charged on the Everyday Color meter, and cost approximately 3¢ each. Even full-color (Expressive Color meter) pages will average just 8¢ each.

No wonder a large southern church with more than 5,000 members recently replaced all of its 35-50 ppm devices with seven networked ColorQube devices. The church was printing an average of 20,000 black-and-white and 4,000-5,000 color pages per month. Now it can offer color printing to more departments within the church while greatly lowering monthly printing costs.

## Solid Ink waste vs. laser waste

**Cartridge-free Solid Ink is a true consumable; no empty toner cartridges to dispose or recycle.**

The ColorQube® 9300 series produces up to 90 percent less waste during use than a comparable laser device.



Total waste produced from printing 12,500 pages per month for 4 years.



## Spotlight:

The ColorQube 9300 series is the right solution for religious organizations because it:

- Dramatically lowers the cost of color pages, especially those with highlight color
- Maintains or increases feature-rich multifunction capabilities in-house
- Adds affordable color, allowing replacement of older black-and-white and/or color printers
- Encourages staff to move to in-house devices and save money
- Creates more impressive materials that capture readers' attention and increase responses
- Reduces training time, with embedded help videos at the front panel
- Makes daily office tasks fast and simple, with exceptional ease-of-use
- Offers three finishers to save on expensive outsourced services
- Allows the use of everyday copy and recycled media to save on supplies
- Reduces waste by up to 90 percent, with cartridge-free Solid Ink
- Solid Ink sticks avoid the excessive packaging of toner cartridges, letting you keep supplies on hand while using minimal storage space

For more information, visit us at [www.xerox.com/office](http://www.xerox.com/office)

