

## Xerox WorkCentre 5330 Series

Outstanding 21- to 30-ppm  
A3 Monochrome MFP



XEROX CORPORATION  
Oxford Road  
Uxbridge  
UB8 1HS

Top-notch printed text quality, a strong performance in BLI's two-month durability test and an excellent standard feature set are among the reasons why the 30-ppm WorkCentre 5330 was named a Summer 2012 "Pick" for "Outstanding 21- to 30-ppm A3 Monochrome MFP."

"We put the WorkCentre 5330 through an exhaustive durability trial, and it proved to be highly reliable, requiring no service of any kind throughout the entire 150,000-impression test period," said Lynn Nannariello, BLI's assistant managing editor. "We were also very impressed with the WorkCentre 5330's overall value for the money, with very high memory and hard drive capacities and better paper handling than most of the competition."

"Productivity was very strong in a lot of key areas BLI tested," added Nannariello, "including fast scan speeds in every mode, as well as fast overall print and copy speeds. Just as important for productivity, the WorkCentre 5330 is very simple to set up and administer, and it offers excellent multitasking capabilities as well."

BLI technicians praised the WorkCentre 5330's bidirectional print drivers, which let users check consumables and device status from their desktop workstations without the need to install a separate consumables or job status monitoring utility. Ease of use is further enhanced by the WorkCentre 5330's well-designed control panel, as well as its standard EIP architecture that lets users connect the device directly to popular workflow software.

"The WorkCentre 5330 scored the consistent high marks in print quality that you'd expect considering Xerox's reputation for image quality," said Nannariello, "with superb text output and halftone ranges, which deliver professional-looking results every time."

"Xerox is honoured to receive BLI's Pick award for the Xerox WorkCentre 5330 and its sister models," said Peter Munday, product marketing manager for Xerox Europe. "Offering

a range of simple yet effective workflow solutions, these models will help SMB and enterprise users save time and money by simplifying everyday work processes.”

The Xerox WorkCentre 5330 is highly recommended by BLI for monthly volumes up to 7,000 impressions. A copier-only version is also available.

## About **BLI Pick Awards**

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Twice a year with its “Pick” 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. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer’s maximum duty cycle. BLI’s durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity 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” is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

### **BUYERS LABORATORY**

North America • Europe • Asia

Michael Danziger  
CEO

John Donnelly  
Managing Director—International

Buyers Laboratory LLC  
info@buyerslab.com

Mark Lerch  
COO

Pete Emory  
Manager of Laboratory Testing

BLI International (UK) Ltd.  
bliEurope@buyerslab.com

Anthony F. Polifrone  
Managing Director

David Sweetnam  
Head of Research and Lab Services,  
BLI’s UK Lab

BLI International Ltd.  
bliAsia@buyerslab.com

Daria M. Hoffman  
Managing Editor