

## Xerox WorkCentre 5335 Series

Outstanding 31- to 40-ppm  
A3 Monochrome MFP



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The WorkCentre 5335 has earned a Summer 2012 BLI “Pick” as “Outstanding 31- to 40-ppm A3 Monochrome MFP” for its excellent multitasking, very good administrative utilities and excellent printed text quality.

“The WorkCentre 5335 offers advantages in some key areas,” said Lynn Nannariello, BLI’s assistant managing editor. “For example, it handles heavier paper weights than most of the competition, and offers a higher memory and hard drive capacity as well.”

“Productivity was very strong in many important areas BLI tests,” added Nannariello. “For example, the WorkCentre 5335 easily met the challenge of the BLI job stream test, which simulates heavy print traffic in a busy office, proving faster than average when using the PostScript driver.” She noted that multitasking is another strong suit, with the WorkCentre 5335 handling multiple tasks with no delay between any of them.

The WorkCentre 5335 is very simple to install, due to highly automated setup procedures, and to administer, thanks to the powerful Xerox CentreWare utility suite for users and administrators. Also contributing to easy operation is the device’s bidirectional print drivers, which let users check consumables and device status from their desks without needing to install or use a separate monitoring utility (as is the case with many competing devices). Ease of use is further enhanced by the WorkCentre 5335’s well-designed control panel, as well as its standard EIP architecture, which lets users connect the device directly to popular workflow software.

“The WorkCentre 5335 scored the consistent high marks in print quality that you’d expect considering Xerox’s reputation for image quality,” said Nannariello, “with excellent text output and halftone ranges that deliver professional-looking results every time.”

“Xerox is honoured to receive BLI’s Pick award for the Xerox WorkCentre 5335 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 WorkCentre 5335 is highly recommended by BLI for offices with monthly volumes up to 12,500 impressions. A copier-only version is also available under the same model name.

## 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.

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