

Xerox WorkCentre 7535

Outstanding 31- to 40-ppm
A3 Color MFP



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The 35-ppm Xerox WorkCentre 7535 has earned a Summer 2011 BLI "Pick" award as "Outstanding 31- to 40-ppm A3 Color MFP."

"A highly reliable MFP with superior network capabilities and very good image quality, the WorkCentre 7535 clearly establishes itself as a benchmark model in its speed range for Summer 2011," said George Mikolay, senior product editor, A3/Copier MFPs. "A strong feature set, including robust security measures, as well as excellent ease of use, further enhance the model's suitability for small- to mid-size workgroups with demanding workloads."

Xerox has always set the standard for network connectivity issues, and this model carries on that tradition, with bidirectional print drivers that display device and job status without the need for users to install any additional software. Moreover, the feedback to workstations is highly detailed to help ensure supplies are on hand when needed.

The WorkCentre 7535 completed a 110,000-impression durability test with near-perfect reliability. And because the drums are user-replaceable, downtime associated with service calls is further reduced compared with many competitive models that require service to replace components. Image quality is another staple of Xerox's devices and the WorkCentre 7535 is no exception, featuring dark text and solid output, bright business color graphics and natural-looking skin tones in both print and copy modes. Not to be outdone, print productivity when producing BLI's job stream test from the PostScript driver is higher than that of most competitors, and its efficiency is among the highest of the group, proving that the WorkCentre 7535 will be productive when put in real-world office environments in which multiple users send multiple types of jobs to the device at once.

Scan functionality is another strong suit of the WorkCentre 7535, with faster than average speeds in both color and black simplex and duplex modes, and scan file sizes that are much smaller than average. In addition, the unit enables users to save scanned documents as searchable PDFs, making information easier to find, as a standard capability, unlike with some competitors. USB access is convenient, and the LDAP lookup procedure is very simple for users to navigate. Ease of use from the user interface is also excellent, aided by a large, well-laid-out color touch-screen control panel that allows users to intuitively program most of the features for a typical copy job from the first copy tab.

The unit's security feature set is robust out of the box, and includes standard hard drive overwrite and encryption, as well as encrypted PDF for scanning. The drawers support paper weights up to 140-lb. index, tied for the heaviest in the group, and the bypass tray supports paper weights up to 110-lb. cover, also tied for the heaviest of the group. The device is also EIP-enabled, allowing it to integrate with third-party workflow applications to simplify tasks such as accounting and document management. "Unique capabilities out of the box such as User Permissions, which enable the print driver's default application settings to be customized by different groups of users, and 'Color by Words,' which allows for color adjustments from the drivers using easy to understand language, as well as online support accessed directly from the user interface, help Xerox maintain its reputation as an industry innovator," Mikolay said.

"The WorkCentre 7535 color MFP delivers exceptional value and performance for small enterprises to large customers alike—from simple, walk-up convenience features to fleet management and network integration," said Leah Quesada, vice president of marketing for Xerox's Enterprise Business Group. "Customers can take advantage of the built-in advanced scanning, security and print features immediately without the costly add-ons. We are making color simple and easy to use, and this reinforces Xerox's position as a leader in office color printing."

With a base price of \$15,998, the Xerox WorkCentre 7535 is highly recommended by BLI for an average optimum monthly volume of 15,000 impressions.

About BLI Pick Awards

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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