

XEROX

Xerox CopyCentre 255
Xerox WorkCentre 255
Xerox WorkCentre Pro 255
Xerox CopyCentre 265
Xerox WorkCentre 265
Xerox WorkCentre Pro 265
Xerox CopyCentre 275
Xerox WorkCentre 275
Xerox WorkCentre Pro 275
55ppm, 65ppm & 75ppm/digital



Sum-up: Updated new models with attractive prices and impressive productivity.

The engine used in this new product family is notable for its versatility and breadth, and also includes models running at 32ppm, 38ppm, and 45ppm. In the short term, the series replaces 35ppm, 45ppm, and 55ppm models in the Xerox line, but by 2006 certain older 65ppm and 75ppm machines will also be replaced.

The new series features a modest number of enhancements on the copier side of the slate, and has more substantive advancements when printing and scanning. For example, the models' copy function now includes Bates stamping, and standard image memory has been increased. Further, the printing and scanning function uses the latest version of Xerox's Smart controller, which offers new features such as exception page programming, improved print productivity, and updated scanning software. The print controller's processor speed has been increased from 433MHz to 1GHz as part of the enhancement.

For those focussed on the bottom line, there is good news on the pricing front as well. All of the models are priced at more attractive levels than their predecessors, machines which were quite reasonable to begin with. Here are a few examples: the CopyCentre 255 lists for \$13,680, \$2,065 less than the CopyCentre

C55 it replaces; the WorkCentre Pro 265 goes for \$21,645, \$2,580 less than the WorkCentre Pro 65; and, the WorkCentre Pro 275 lists for \$25,905, \$2,350 less than the WorkCentre Pro 75.

As with the 35ppm, 45ppm, and 55ppm models in the previous generation, the new series uses a three-level naming system. For the new 65ppm and 75ppm machines, this marks a change in strategy from a two-level system using CopyCentre and WorkCentre Pro. Also like their predecessors, the machines are made by the Flextronics manufacturing organization.

Differentiation: The CopyCentre models are standalone copiers, WorkCentre models include standard printing and optional scan-to-email, and the WorkCentre Pro models include advanced printing and scanning. Optional upgrades are available to convert a CopyCentre to a WorkCentre, or a WorkCentre to a WorkCentre Pro. However, the most cost-effective way to get added functionality is to buy the configuration you want right from the start.

There are also some differences in terms of image memory. The CopyCentre 255 has 128MB of RAM standard, while the 265 and 275 come with 256MB. The WorkCentre 255 comes standard with 256MB, and the 265 and 275 have 384MB. The WorkCentre Pro255 comes stan-



Xerox WorkCentre Pro 275 — This Editor's Choice model features impressive productivity and an attractive price.

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dard with 640MB, while the 265 and 275 have 768MB. Maximum memory with options varies on the six models in the high-volume series.

The list of input and output options also differs slightly within the series.

Paper handling: All of the models come standard with dual 550-sheet paper trays and a 100-sheet bypass. The 255 offers an optional large-capacity tray that has 1,600-sheet and 2,000-sheet paper trays. List price for the option is \$1,730. The accessory is standard on the 265 and 275.

A 75-sheet document feeder is standard on all models, although it runs at different speeds. The feeder runs at 55ppm on the 255 and 75ppm on both the 265 and 275. This is an enhancement over the previous generation where the document feeder ran at rated engine speed for the entire series.

On the output side, all of the machines except the 275 have an optional 300-sheet offset catch tray that lists for \$400. Next, there is an optional finisher with 250-sheet and 2,000-sheet trays that staples up to 50 sheets in multiple positions. List price is \$1,550, and the option is available throughout the series. Note that the finisher offers optional 3-hole punch for \$495.

On the 265 and 275 only, there is a higher capacity finisher that has 250-sheet and dual 1,500-sheet trays and 50-sheet multiposition stapling. The option lists for \$3,000. Lastly, there is a finisher with a V-folder, booklet maker, and saddlestitcher that lists for \$4,600. It is available on all models in the series. This is one of the improvements on the new platform; the 55ppm models in the previous generation lacked a finisher with booklet maker.

Concurrency: The machines offer excellent concurrency. For example, they allow you to scan additional copy jobs while they are copying a job or outputting one using the print function. If you like, you can interrupt the job in progress to print out your scanned copy job after the current set is complete.

Connectivity: The new models feature a solid collection of multifunctional capabilities. A WorkCentre machine includes standard network printing with support for PCL 6 and Ethernet, and it also includes scan-to-email with LDAP and network authentication. On a WorkCentre Pro model, the printing function adds PostScript 3, and the scanning function is more feature-rich and includes SMARTsend scanning software. SMARTsend software automates document capture, conversion, and routing.

If you have a CopyCentre machine and want to add printing or scan-to-email, you are converting the machine into a WorkCentre model. The upgrade goes for \$1,950. However, if you simply buy the WorkCentre model from the start, they will cost you less than this amount and the actual figure var-

ies according to the model purchased.

If you have a WorkCentre machine and need to get PostScript and more advanced scanning, you are converting the machine into a WorkCentre Pro model. The upgrade goes for \$1,800. As with CopyCentre models, the most inexpensive route is to get a WorkCentre Pro model from the beginning.

Note that another enhancement on the scanning function is that it uses JBIG and MRC compression technologies to reduce file sizes.

Fax: Along with optional Internet fax and network fax, the models offer optional conventional faxing. The fax option lists for \$899 and is based on a 33,600bps modem. In a new development, there is also an optional dual-line upgrade that lists for \$1,399.

Copier productivity: The new machines were excellent performers on our tests and some of the most productive copiers in the copier market.

Tests were run on a WorkCentre Pro 255, 265, and 275. We assume that results will be the same across each family, with no variation on our copy productivity tests between CopyCentre and WorkCentre versions. However, given an especially challenging print job, a WorkCentre Pro machine will likely offer greater performance than a WorkCentre model.

On the single-sided tests, the WorkCentre Pro 255's results were impressive. It ran at 84% and 96% of rated speed on the 4-set and 20-set run lengths, respectively. On the single-to-double-sided tests, it ran at 80% and 95% of rated speed. Stapling did not increase job time on either test.

The WorkCentre Pro 265 ran at 85% and 97% of rated speed on the 4-set and 20-set run lengths, respectively, of the single-sided test. On the single-sided to double-sided tests, it ran at 91% and 109% of rated speed. Stapling did not increase job time on the 4-set test and added one second on the 20-set test. Overall, these results are outstanding, and they are significantly better than those for the WorkCentre Pro 65.

The WorkCentre Pro 275 ran at 80% and 96% of rated speed on the 4-set and 20-set run lengths, respectively, of the single-sided test. On the single-sided to double-sided tests, it ran at 80% and 95% of rated speed. As with its 55ppm and 65ppm siblings, these numbers are excellent.

Conclusion: This product family has it all — attractive prices, great technology, and impressive productivity. Offices looking for a powerful multifunctional copier at a fair price will not be disappointed.

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