

Make color your strategic advantage

By every measure, color is more effective than plain black-and-white. Color enhances your image, attracts more attention and improves recall by making a more memorable impression.



The ROI of printing in color

Color is nearly always preferable to black-and-white, but printing in color adds incremental cost. There are two key factors to consider when you weigh costs versus results: the importance of the message for your business or career, and how much color you need to get the response you want.

If you're printing a letter with black ink on a pre-printed color letterhead, it would be less expensive to simply print the letter along with your company logo in color on a blank sheet of paper.

Likewise, if you're printing a small amount of color to emphasize the due date on an invoice, or highlight a key point you want the reader to remember, the cost of adding color is only a fraction more than black-and-white.

When it comes to printing that needs to "work harder" or present the best possible company image, consider the value color adds to your communications. Add color to quotes, training materials, sales literature, handouts and reports to substantially improve their impact and response.

In April 2011, research firm Harris Interactive surveyed over 2,000 printer users in the United States. Their findings help quantify exactly how the use of color adds value to your business and your bottom line.

Enhance your image

Appearances count. Your company and personal image has a direct affect on how your customers and colleagues perceive you. No wonder, 56% feel the most important reason to print in color is to reinforce their professional image.

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Find it more efficiently

When your company has the information customers want, make it easy to access. Make it easy to find the first time and easy to revisit again and again. 76% find that color helps them locate information more efficiently.

Gain mind share

The competitive landscape isn't getting any less competitive. The use of color provides a real advantage in making your company and your message more memorable. 25% believe that information printed in color improves retention.

Improve comprehension

Whether your concepts are simple or complex, the use of color improves learning. 69% understand new ideas better when they're presented in color.

Speed payment

A little color goes a long way. Add a color highlight to the due date and balance due on your invoices to improve your cash flow. 43% are more likely to pay on time and 31% are more likely to pay the full amount, when critical information is highlighted in color on an invoice.

Capture attention

Every business is challenged to counteract the information overload its customers and prospects face every day. Color helps your communications break through. 54% report they are more likely to read documents or marketing pieces when they're printed in color.



The power of color

In study after study—market research and real-world case studies—color proves its power to garner more attention, increase response and improve recall. It's an affordable strategic advantage. For the full line of award-winning Xerox color printers and multifunction printers (MFPs) visit us online.

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The statistics used in this document are based on Harris Interactive's April 2011 survey of over 2,000 printer users in the United States.

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