



The future of inkjet

Forecast: Opportunity

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Inkjet on the rise

The global Inkjet Printers market was valued at \$39.6B in 2019 and is expected to reach \$52.6B by EOY 2026 — with a CAGR of 4.1, 2021–2026.

Source: Market Analysis and Insights: Global Inkjet Printers Market



\$52.6B

Its power is proven.

With stunning image quality, increased media latitude and built-in operational efficiencies, inkjet is more than ready to deliver — it's the key to doing more with less.

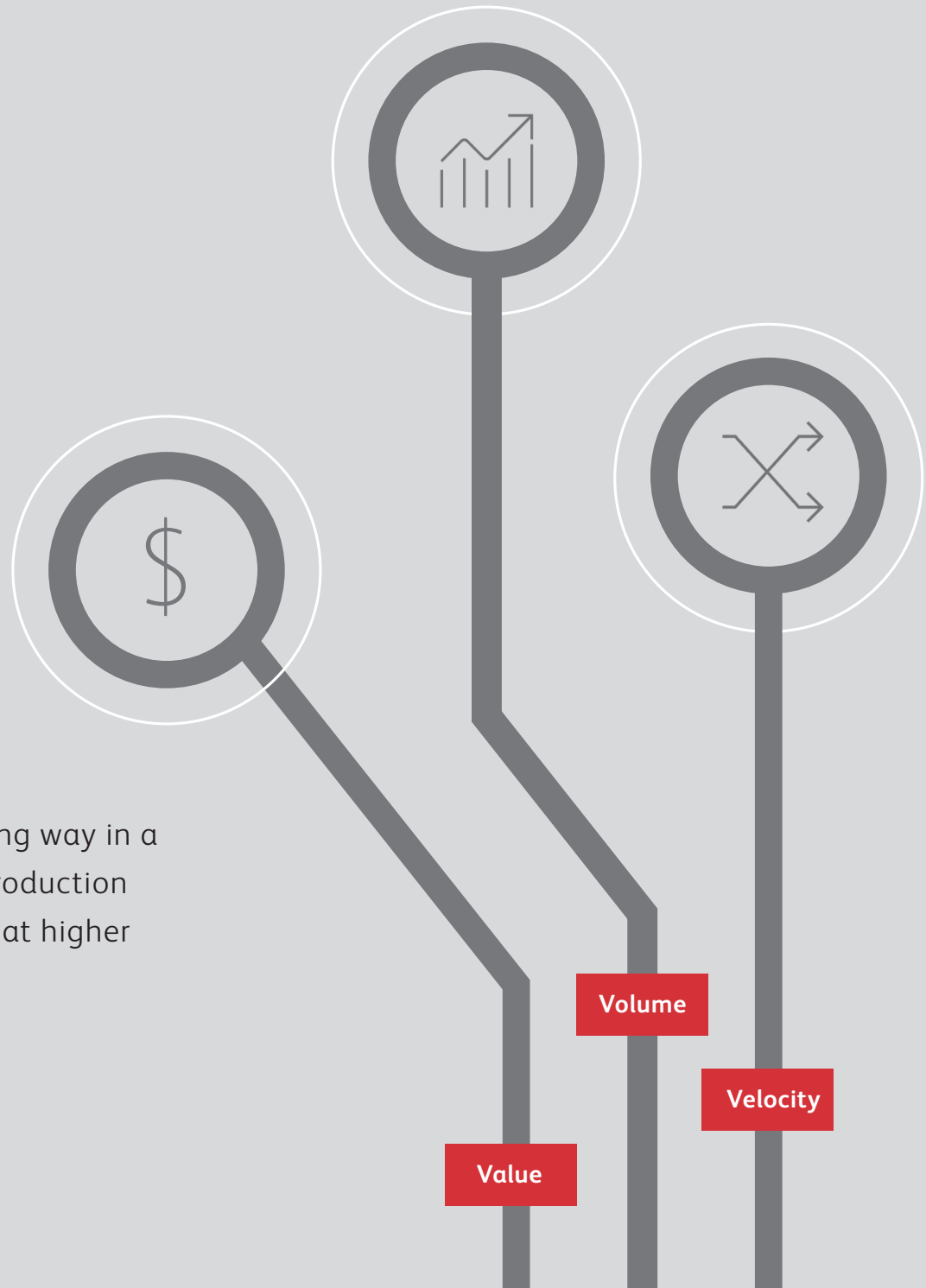
Inkjet made accessible



Who says you can't have speed and stunning quality in one affordable package? Today's inkjet technology is more economical and versatile than ever. Plus, it's easier to operate and maintain than you may think. It's also a snap to scale and upgrade so you can do what you haven't been able to before — open the door to expanded applications, higher-end output and the flexibility needed to grow your business.

Value, volume and velocity

Production inkjet technology has come a long way in a short time. With its expanded media and production flexibility, it's the key to driving more **value** at higher **volume** with sustained **velocity**.



Accelerating opportunity

VALUE

Here are some capabilities that cut-sheet inkjet can answer profitably:

- Incorporate customized full-color marketing content on high volumes of communications
- Create large ROI-driving personalized and triggered direct mail campaigns
- Improve time-to-market for targeted publications
- Produce short-turn, high-volume jobs cost effectively
- Transform catalogues from static offset to personalized, revenue-driving pieces

These new applications – and more – have helped many print providers reposition themselves for growth.

Only Xerox inkjet technology delivers:

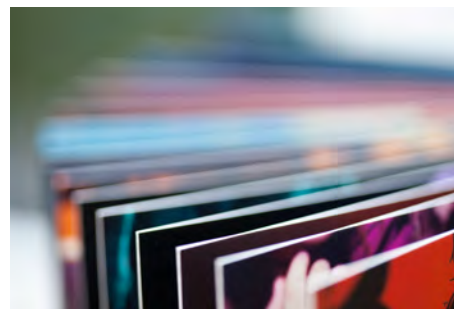
- Sustainable **value**
- High **volume**
- Repeatable **velocity**
- Easy onboarding and migration

VOLUME

One inkjet device can often outpace a fleet of xerographic presses, so you can get more done in less time and space, and with less cost. Simple setup and automated processes keep things flowing smoothly.

VELOCITY

Today's inkjet lets you respond to customer needs with repeatable velocity over time through automation, speed and reliability. Now you can capitalize on more profitable and higher-end opportunities as they arise.




Transforming operations across verticals

Reduce costs.

Gain efficiency.

Grow revenue.






Enterprises/In-plant

- Lower overhead
- Boost efficiency
- Meet SLAs
- Cross-sell
- Enhance relationships
- Improve communication effectiveness



Retailers + Marketers

- Optimize campaigns
- Optimize production
- Boost relevancy
- Increase response rates
- Increase retention rate
- Boost content dwell time



Publishers

- Reduce inventory
- Boost efficiency
- Grow titles
- Optimize demand fulfillment

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Trade cost for value

With the ability to print on a full range of media for a variety of applications, the opportunity to decrease costs and increase value is higher than ever.



Direct mail

- **Reduce costs:**
Customize cost effectively with white paper-in
- **Add value:**
Personalized communications increase engagement

Comm print

- **Reduce costs:**
Optimize run lengths and reduce manufacturing steps
- **Add value:**
Add personalization to deliver higher response rates

Publications

- **Reduce costs:**
Address inventory management strategies
- **Add value:**
Right-size production to balance supply and demand

Transpromo

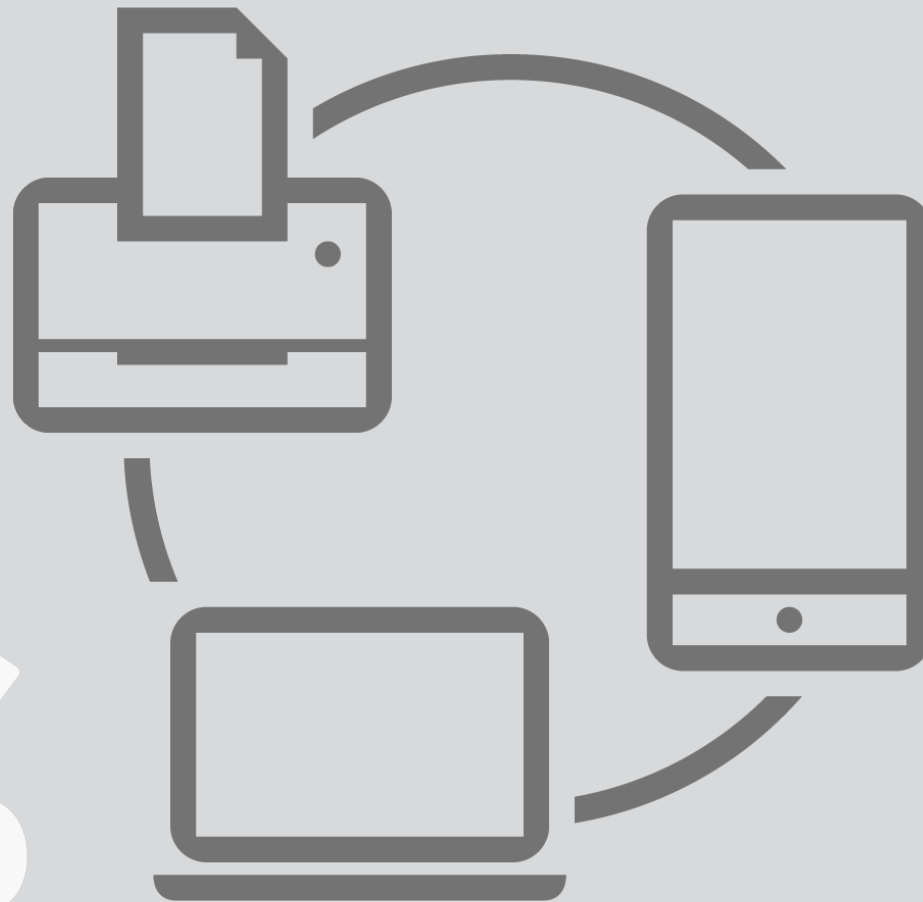
- **Reduce costs:**
Produce data-driven applications with white paper-in efficiency
- **Add value:**
Foster relationships with enhanced communications

Catalogues

- **Reduce costs:**
Reduce mailing and paper costs with targeted content
- **Add value:**
Add personalization to deliver high response rates

Give consumers and brands seamless connections across all touchpoints.

Inkjet makes it possible to integrate multiple channels into a continuous experience for a deeper level of engagement and value. It also makes it easy to produce 100% personalized content quickly and cost effectively, while connecting print and digital.



72%

72% of consumers state that they prefer to connect with brands through multiple channels before making a purchase. Inkjet makes it easy to integrate print and digital.

Ready to get serious about inkjet? Start here.

Fast and powerful — with automation, sustainability and scalability unmatched in its class — the new Xerox® Baltoro® HF Inkjet Press is built to set a new standard.

A PROMISE OF INNOVATION, REALIZED.

The Baltoro represents nearly two decades of customer-inspired refinement. A frame, paper path and imaging automation derived from our deep cut-sheet experience mean you can rely on our tech to get things right. Our proprietary print head technology turns out stunning high-resolution results. And our advanced Color Accelerator takes media reach to a whole new level. Plus, with even more powerful automated intelligence (AI), Baltoro redefines capability.

ONE COMPACT, FLEXIBLE PLATFORM. MASSIVE POSSIBILITIES.

Finishing options such as inline dynamic perf, perfect binding, saddle stitching and punching let you tackle nearly any

application. And Baltoro has scalability built in to make more applications inkjet-eligible. Exclusive features like our Black-only mode make it easy to transition everything from mono to highlight color for high-end collateral, postcards and personalized catalogues.

A SMART MACHINE WITH SMARTER "INKNOMICS."

The dynamic duo of ink innovation and automated intelligence brings total cost of ownership to a new low. The Baltoro automatically optimizes and maintains color and image quality without the need to condition media with priming solutions or precoats. This reduces footprint, power consumption, consumables, maintenance and width.



 **Inknomics Amplified = More Performance, Savings, Profit**

The incredibly compact and lightweight Baltoro platform packs more performance into its frame than any printer in its class. It also carries the lowest Total Cost of Ownership (TCO), weighing in at half the weight and using one third less power and half the consumables.

Meet the Xerox® Color Accelerator Module: more media with one remarkable module.

When you're ready to take on more demanding graphic arts or brand-sensitive applications, our optional drying and sheet cooling module brings out the full potential of High Fusion Ink to deliver stunning image quality on an ever-expanding range of offset-coated media.



More media. More apps. More wow.

INNOVATIVE ENGINE.

All new automated intelligence, a High Fusion Print Engine, extensive feeding and finishing options and easy self-service are just part of a dynamic technology powerhouse that will drive new inkjet applications and opportunities.

THE INKJET SWEET SPOT.

Baltoro's Total Cost of Ownership is unmatched. Text-weight coated, moderate area coverage jobs, such as adding postcards, direct mail, transpromo, brochures and more to your profitable mix, will achieve the best inkonomics.



Transcending commodity print

On its own, Xerox Baltoro HF Inkjet Press can help you add value, drive volume and stand out. Paired with other revolutionary Xerox technologies, the opportunities are endless.

ADD PERSONALIZATION TO CLASSIC OFFSET JOBS, SUCH AS BROCHURES, MAGAZINES, BOOKS AND BOOKLETS.

How: Blend static offset content with strategically placed personalized content — such as covers and inserts — using Baltoro with High Fusion Ink on traditional offset coated papers for visually seamless image quality. Xerox® Workflow and Finishing Solutions bring it all together end to end.

INDIVIDUALIZE COMMUNICATIONS ON AN INDUSTRIAL LEVEL USING CUSTOMER DATA AND ANALYTICS.

How: Create consistent, personalized omnichannel communications powered by XMPie® with full tracking and reporting. Utilize high-speed Xerox® Production Inkjet Presses to produce high-quality, personalized print communications on a full range of traditional uncoated and coated stocks.

WOW WITH SPECIALTY ENHANCEMENTS.

Opportunity: Integrate specialty components into short-run jobs.

How: Utilize Xerox Production Inkjet Presses for book blocks on traditional offset book papers: High Fusion Ink for coated papers and High Density Ink for uncoated papers. Create impactful covers and specialty pages using unique stocks, special imaging effects and custom colors using the Xerox® iGen® 5 Press or Xerox® Iridesse® Production Press. Xerox® FreeFlow® Core seamlessly manages production workflow to each output and finishing devices.

AUTOMATE DYNAMICALLY.

How: Xerox FreeFlow Core seamlessly manages production workflow to each output and finishing devices.



Where will inkjet take you?



Getting started with a game-changing transformation begins with considering strategic questions:

- Am I adding as much value as possible?
- Are my economics as optimized as they could be?
- Can I add value or improve workflow by pairing technologies?
- Can I simplify my production through consolidation and insourcing?
- What is the cost of not making the change now?

Looking at inkjet for the first time? Here are a few things to consider.

Moving or consolidating volume from offset or cut-sheet xerographic devices requires a mix of operational and functional considerations.

WORKFLOW NEEDS TO SCALE.

A move to production inkjet could mean producing up to 20 times the volume of older xerographic devices in the same shift. The entire workflow from job input to finishing and fulfillment may need to be enhanced to support these increased volumes.

COLOR PLAYS A BIGGER ROLE.

Inkjet removes the need for offset color shells so monochrome variable data and color content can print together, saving time and money. This means monochrome data can be presented in color, capturing more attention and boosting effectiveness.

Adding color can be made easier with the right support. Dynamic composition tools and professional services can work together to blend consumer data with color content, unlocking higher-value communications.

Our exclusive inline, automated color profiling tool as well as our spot and Pantone color management tools simplify color management resulting in the quickest onboarding and migration of jobs to inkjet from other technologies.

Still need to keep mono in the mix? Our Executive Black mode caps CMY color heads, driving dramatic savings on maintenance, ink and more.



The power of potential



TIME TO PRODUCTIVITY AND PROFITABILITY IS IMPROVED.

This is a big driver behind the move to inkjet, helping shorten lead times and implement last-minute changes more easily. High inkjet speeds provide significant flexibility when it comes to meeting shrinking turnaround times. And the efficiencies achieved through automation combined with reduced total cost of ownership allow you to achieve it all simultaneously.

100% PERSONALIZATION POTENTIAL.

Inkjet lets you deliver personalization across an entire page instead of being confined to a 4- or 8-inch strip with a digital head on offset.

DATA MANAGEMENT BECOMES MORE INTEGRAL.

Consumer data analysis can help determine the logic needed to generate customized offers based on individual history and preferences. Software makes composition of print-ready files easy. Changes in workflow and tracking may also be necessary to ensure the correct pieces are printed, finished and delivered based on SLAs and marketing program needs.

DRIVING COSTS OUT.

Many print providers see production inkjet as a way to re-evaluate their business and transform operations to drive out cost. This could be via consolidation of equipment, elimination of pre-printed forms, workflow automation, an increase in productivity, or a decrease in run costs, waste and inventory.

Seize the power of inkjet

Investing in our inkjet innovation puts you at the forefront of efficiency-driving automation with future-proof technology and support so you can stay ahead of ongoing change. Our solutions and presses make it easy to get started and grow into the future.

INVEST WITH CONFIDENCE WITH XEROX



Small footprint



Paper you use today

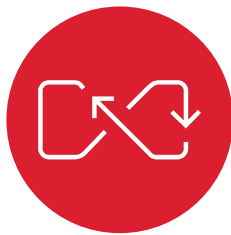


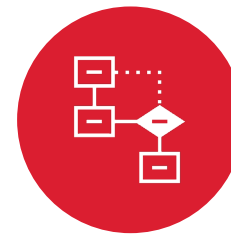
Image quality automation



Flexible + scalable solutions



World-class support



Integrated workflow



Integrated feed/finish

INNOVATIVE CUT-SHEET INKJET TECHNOLOGY

Xerox Baltoro HF Inkjet Press

MONOCHROME AND COLOR CUT-SHEET PRODUCTION TONER SYSTEMS

Xerox Nuvera® Family of Presses

Xerox Versant® Press Series

Xerox® Iridesse Production Press
and Xerox iGen 5 Production Press

Ready to get in on the power of inkjet?

Getting started with Xerox Baltoro HF is easier than you think. Best-in-class automation on and off the press plus advanced color controls give it the fastest onboarding and migration in the industry. Whether you're onboarding from litho, toner or even competitive inkjet technologies, you'll enjoy incredible productivity from day one.

Learn more at

www.xerox.com/BaltoroHF

About Xerox

For more than 100 years, Xerox has continually redefined the workplace experience. Harnessing our leadership position in office and production print technology, we've expanded into software and services to power today's workforce. From the office to industrial environments, our differentiated business solutions and financial services are designed to make every day work better for clients — no matter where that work is being done. Today, Xerox scientists and engineers are continuing our legacy of innovation with disruptive technologies in digital transformation, augmented reality, robotic process automation, additive manufacturing, Industrial Internet of Things and cleantech. [Learn more at xerox.com](https://www.xerox.com).