

Best of Both Worlds

Combine full colour with black and white to tell your story.

Commercial and quick printers like you have impressive capabilities when it comes to printing a variety of pieces for your clients. Use your own collateral to show off what's possible, using the Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer or Printer.



Xerox® Colour C60/C70 Printer



Xerox® D Series Copier/Printer

The Opportunity

Let your collateral reflect your versatility and the advantages you provide. Show samples of high-quality, colour printing as well as cost-effective back and white. That's just what Harle & Quinn Printing did in its collateral, Best of Both Worlds. This attractive, informative piece uses both full colour and detailed black and white photographs and artwork to showcase its value propositions – targeted messages, variable data, multiple finishing options, quick turnaround, low cost, high performance, digital speed, wide media latitude and award-winning image quality.

Create a collateral that shows the value you provide to your clients. There's unlimited opportunity for you to keep your clients returning to you time and again for their printing needs – both in the colour and black and white worlds.

The Xerox Advantage

Thanks to the Xerox® Colour C60/C70 Printer and the Xerox® D Series Copier/Printer or Printer, you have the best of both worlds – high quality, full colour and cost-effective black and white. With the Xerox advantage, you have the flexibility to complete your collateral using preprinted pages for either colour or monochrome and using the Post Process Inserter on either the Xerox Colour C60/C70 Printer or Xerox® D Series Copier/Printer or Printer along with the Exception Page Programming feature to create your book. Use your own collateral to showcase what you can do with Xerox® products. Include samples of posters, post cards, calendars, books and more. Your clients may just want you to print their collateral, too!

Collateral Application Brief

Production Notes

Showcase your full colour as well as your black and white offerings in your collateral to get the response you seek – more customers and repeat business for your commercial and quick print products and services.

Workflow / Software:

Adobe® InDesign® CS5

Print Engine:

Colour pages – Xerox® Colour C60/C70 Printer

Monochrome pages – Xerox® D Series Copier/Printer or Printer

Finishing / Finished Size:

Inline saddle stitched booklet

Finished size A4 with squarefold and face trim

Number of Pages:

4 – A3 colour pages or (16 – A3 colour pages)

3 – A3 monochrome pages or (12 – A4 monochrome pages)

Media:

Xerox® digitally optimised paper

- 1 Colour and monochrome pages preprinted on either device allows for flexible finishing options.
- 2 High quality, full colour pages.
- 3 Low cost, high impact monochrome pages.

