XEROX®

Make Each Year a Happy New Year
With a calendar that shows off your favourite photos.

Colour as well as black and white digital photographs make beautiful, customised calendars. With the Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer and Xerox® D Series Printer, you can provide your customers with a creative way to show off their favourite photos.

Xerox® Colour C60/C70 Printer

Xerox® D Series Copier/Printer

The Opportunity

Whether professional or amateur, photographers amass digital photos and seek ways to display their work. Many of these customers look to their commercial and quick printers to transform their digital photos into calendars. What better way than with calendars they can distribute to family, friends, colleagues, clients, suppliers and others. And with a variety of sizes, paper and bindings, your customers can select the type of calendar that suits them best.

And since calendars change from year to year, there's always repeat business. With next year's crop of photos, your customers can select a new calendar – on different paper stock, with different borders and frames, in a new size, with a new type of binding. With calendars, January can be a very busy, profitable time for commercial and quick printers.

The Xerox Advantage

To be a part of this growing opportunity, the Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer and Xerox® D Series Printer deliver award-winning high impact colour quality and economical black and white output. These Xerox® products enable commercial and quick printers to produce calendars and other complex jobs. With high-quality output, the option to use coated and extra-heavyweight media, and the ability to meet aggressive schedules, your customers will be impressed with how good you can make their photographs look, year after year. And don't forget the finishing options available on a Xerox® Colour C60/C70 Printer or Xerox® D Series Copier/Printer and Xerox® D Series Printer, with an easy-to-use interface, allowing calendars to be punched inline using the GBC AdvancedPunch™ or finished professionally, using the Xerox® SquareFold® Trimmer.

Calendars
Application Brief

Production Notes

Calendar applications demonstrate the Xerox® SquareFold® Trimmer Module. This module allows you to save time and money by finishing inline with features such as the creasing of cover sheets and face trimming to produce a professional looking booklet. Creasing roller technology creases the covers and innermost sheets of the booklet, minimising image cracking on the fold line while the trimmer eliminates paper shingling at the edges.

Workflow / Software:

Adobe® InDesign® CS5

Print Engine:

Monoscapes – Xerox® D Series Copier/Printer or Printer

Travel Calendar – Xerox® Colour C60/C70 Printer

Finishing:

Monoscapes – A4

Travel Calendar – A4

Number of Pages:

Monoscapes – 46 pages including cover

Travel Calendar – 14 pages including cover

Media:

Xerox® digitally optimised paper

1 Monoscapes
The Monoscapes calendar includes many black and white photographs of Rochester, New York.

2 Travel Calendar
The travel calendar captures a variety of colour digital photographs.