

## Xerox Corporation

BLI 2023-2024 Pacesetter Award in  
Production Print Applications:  
Colour Embellishments B3 Cut Sheet



Xerox Corporation has won the Buyers Lab (BLI) 2023-2024 Pacesetter Award in Production Print Applications: Colour Embellishments B3 Cut Sheet thanks to its...

- Genesis Business Development Program designed to drive the value of print and colour embellishments
- Library of training resources, including guides, video tutorials, and virtual educational sessions
- Tools such as colour swatches, print sample kits, and price/profit estimators can help customers grow their business and be more profitable
- Global locator, which connects designers with print service providers that offer colour embellishment capabilities to grow sales

"Many companies offer the technology needed for colour embellishments, including Xerox, but Xerox takes it to the next level thanks to its extensive and unwavering support to print service providers (PSPs) and designers," said German Sacristan, Principal Analyst of On Demand Printing & Publishing at Keypoint Intelligence. "PSPs need to differentiate themselves with value to be able to grow their business, and colour embellishments represent an opportunity to do exactly that. Through its Genesis Business Development Program, Xerox promotes the unique value of colour embellishments and enables the growth of print while helping PSPs become more profitable, too."

Colour embellishments can capture the attention of an audience and create a perception of value for a product or brand, which are main objectives of any communication. Often underutilized based on Keypoint Intelligence research, they are a great way to enhance communication and drive home a message. Unfortunately, a good product/idea often does not sell itself, but Xerox truly enables colour embellishments to become more functional and utilized.

"PSPs and designers need to learn how to design, market, and sell the value of colour embellishments, linking them to customer communication objectives—without a doubt, Xerox is a difference maker here," Sacristan said. "The Genesis program includes training on a variety of subjects as well as sales and marketing tools (of note, price/profit estimators). Keypoint Intelligence believes that the wealth of education and resources PSPs and designers receive will go a long way toward helping them effectively market colour embellishments and, ultimately, increase their revenue and profit."

## About Keypoint Intelligence

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For over 60 years, clients in the digital imaging industry have relied on [Keypoint Intelligence](#) for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

## About BLI Pacesetter Awards

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Based on exhaustive questionnaires, in-depth interviews, and a proprietary rating scale, Buyers Lab Pacesetter Awards recognize those document imaging OEMs that have shown market leadership in a variety of categories, including technologies, services, and key vertical markets.



North America



Europe



Asia