

# “Inkconomics” multiplied means more print, more profit and more savings.

You’ve heard that inkjet has a lot to offer, especially its lower cost profile. But have you heard about our inkjet “Inkconomics”?

It’s all about unmatched savings and expanded applications. First-generation inkjet fleets are ripe for replacement. And with offset volumes declining, being able to produce more premium pages for less and pocket more profit is critical.

Xerox® High Fusion Ink produces stunning direct-to-paper results, taking the cost and complexity out of maintaining quality on any media. No more coatings, treatments, primers or excessive drying times — only brilliant output that increases your media range without increasing costs.



## **USE LESS, GO FURTHER AND BRING THE TOTAL COST OF OWNERSHIP TO NEW LOWS**

With industry-leading fuel economy, the Xerox® Baltoro™ HF Inkjet Press is an inkjet efficiency engine that can do the work of two or more outdated presses. It has the lowest total cost of ownership (TCO) than any other cut-sheet inkjet press in its class, including staff costs, operational costs, energy consumption and more over its lifetime.

The Baltoro’s compact platform punches above its weight and packs performance and profitability into every inch of its frame. And unlike other presses in its class, the Baltoro’s scalability makes upgrading as simple as adding the Color Accelerator module.

Xerox-exclusive inkjet innovation and automated intelligence provide greater control over costs. Choose the right drop size and fine-tune image quality with Cost Quality Optimization (CQO). The Ink Measurement and Proofing Tool (IMAP) offers predictable ink consumption with down-to-the-drop accuracy.

And Intelli-purge technology and K-only mode pave the way for more profitable printing.

## **THE BOTTOM LINE IS YOUR BOTTOM LINE**

We’re fully transparent about the Baltoro’s unmatched TCO because we believe that its trifecta of smarts, savings and sustainability speak for themselves — it’s less than half the weight of other presses in its class while taking up half the floor space, using half the consumables and using two thirds less power. Also the Baltoro has no water, air line or floor reinforcement requirements. It’s simple math that equals considerable savings.

With best-in-class transparent TCO, the Baltoro is made for printers who dream of doing more, but it’s also the perfect fit for printers who dream of saving more. And at a time when costs are a top-of-mind concern for so many print service providers, we can’t afford to be anything but fully transparent about TCO. We want to empower you to make an informed purchase decision.

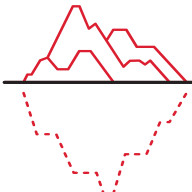
# Buyer beware of The Iceberg Model.

Low cost doesn't mean low TCO. It's important to be aware of what's lurking below the surface of the sticker price — hidden fees may not surface at the time of purchase. Buyers usually aren't aware of these expenses until long after they've signed on the dotted line.

Critical yet often overlooked TCO elements such as hardware, software, energy consumption and operator training can add up quickly. Facility and site preparation

costs such as installation, floor reinforcement, and compressed air and water lines drive costs even higher.

An inkjet press is a major investment. Making an informed decision is key to avoiding unexpected costs buried in the fine print.



**AVOID BEING MISLED WITH HIDDEN FEES**

**Basic Fees:**

- Capital equipment costs and service contracts

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**Hidden Fees:**

- Variable charges • Consumables & substrates • Operator costs
- Facility & site preparation costs • Production considerations

## Get crystal clear on costs.

Clarity provides confidence. Our step-by-step guide arms you with everything you need to know about buying an inkjet press, including the most important questions to ask vendors so you can avoid hidden costs. Here are a few key questions to get started.

- What hardware does the estimate include?
- Are print heads included in the service contract? What is the life of the print head?
- Are charges for waste sheets accounted for and included in the estimate?
- Are consumables included in the proposal?
- Is a pretreatment required on select papers?
- How much ink and paper waste is generated during start-up, shutdown and production?
- How accurate is the ink estimation tool?
- Does the inkjet press require compressed air, water lines or drainage, and are they included in the proposal?
- What are the electrical requirements and power consumption of the press?
- What is the cost to get an operator trained and competent on the machine?

This checklist and guide will help you with the right questions to ask your vendor to make sure you are calculating the true economic benefit of an inkjet press. Avoid being blind-sided with hidden costs, and download them [here](#).



## Invest in inkjet “Inkconomics.”

Less effort and lower costs aren't mutually exclusive. Do more in less time with less ink, less waste and fewer costs with Xerox. How far will you let the Xerox® Baltoro™ take you? Find out at [www.xerox.com/BaltoroHF](http://www.xerox.com/BaltoroHF).