

XEROX

**Xerox DocuColor 240
Xerox DocuColor 250**

Full-color speed: 40ppm & 50ppm

Sum-up: Heavy-duty color copiers with impressive image quality.

These impressive light production copier-printers have a wealth of great features.

For the most part, the DocuColor 240 and 250 address the low end of the production color market. However, some units are likely to be placed with high-volume office color users as well. Output speeds are very fast. The 240 runs at 40ppm in color and 55ppm in black, while the 250 operates at 50ppm in color and 65ppm in black. List price for the 240 is \$33,200, and the 250 goes for \$39,500.

Image quality is excellent. The models print and copy at 2,400dpi, the highest resolution of any laser color copier on the market. The high resolution is made possible by the machines' 32-beam laser and use of Xerox's Emulsion Aggregation (EA) toner. The toner, which is organically grown rather than mechanically produced, offers attractive supply costs and image quality.

Both machines are identical except for speed and have the same accessories. The models' standard paper supply has dual 500-sheet paper trays, an 870-sheet paper tray, an 1,140-sheet paper tray, and a 250-sheet bypass. A 2,000-sheet large-capacity tray lists for \$2,000 for letter-size paper, \$3,500 for 13" x 19" sheets. The models also come standard with an impressive high-capacity reversing document feeder that holds up to 250 sheets. This feeder runs at 80ppm in black-and-white and 50ppm in color.

Another strong point is media support. The machines' main paper trays and 2,000-sheet large-capacity tray handle paper weights from 18lb. bond to 110lb. index, in sizes



up to 11" x 17". The bypass tray handles up to 110lb. cover, which is excellent. Maximum paper size for the bypass is 13" x 19".

The range of output options is respectable, although not as versatile as with some competitors. First on the list is an inexpensive 500-sheet offset catch tray that goes for \$300. Next, there is a basic finisher that has 500-sheet and 3,000-sheet trays, 50-sheet multiposition stapling, and 2/3-hole punch that lists for \$2,995. For more advanced applications, there is a finisher with 500-sheet and 1,500-sheet trays, 50-sheet multiposition stapling, 2/3-hole punch, and booklet making that goes for \$4,995. Note that a postprocess inserter is not available, a capability found on some competitive machines.

As can be expected from Xerox, the list of controller options is outstanding and you get a choice between four different print controllers. Note that when the machines were first introduced, they came standard with an embedded controller from EFI. When Xerox later added three additional controller options, the company had to debundle the



The Xerox DocuColor 250 offers both excellent color quality and impressive productivity.

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machines.

The embedded EFI controller is called the Fiery Network Server, and it is now a \$6,995 option. Based on an EFI platform called X3TY, the device comes with a 2GHz Intel Celeron processor, 256MB of RAM, and a 40GB hard drive.

A more powerful external EFI controller is offered as a \$22,000 option. Called the Fiery EXP250, the device features a 3GHz processor, 1GB of RAM, and an 80GB hard drive. It is derived from EFI's Fiery S400.

In addition, the DocuColor 240 and 250 offer an advanced controller from Creo. The Creo Spire CX250 lists for \$20,000 and has a 3.2GHz Intel Pentium 4 processor, 1GB of RAM, and a 240GB hard drive.

These models also offer an optional Xerox-developed controller called the FreeFlow DXP250. The device is based on the DocuSP controllers used on the company's production color printers. The controller features a 1.8GHz processor, 1GB of RAM, and dual 73GB hard drives. List price is \$28,550.

The DocuColor 240 and 250 are high-speed color copiers that offer excellent image quality and productive features. The selection of optional print controllers is another plus; few vendors can match Xerox in this regard. These remain among the best production copiers on the market, and they get our Editor's Choice Award.

XEROX

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Vendor Profile

Xerox is a dominant force in the color copier market, though it's less powerful than it was during the glory days of the late 1990s. At one point, its product range stretched from low-cost ink jet models up to high-speed color laser machines at the top of the market, but the company's exit from the retail-

channel copier market brought the ink jet portion of the line to an end.

Xerox sells its color models mostly through its direct-sales force and through its agents, independent representatives that market the machines but — unlike conventional dealers — do not hold inventory and act as resellers.

One thing that sets Xerox apart from other vendors in this market is the wide range of controller options it offers. Like its rivals, it supports Fiery controllers from EFI, but, unlike vendors such as Canon, Konica Minolta, and Ricoh, it also carries several others.

Changing brands: Up until fairly recently, Xerox's color copiers carried the DocuColor name. In fact, there are several DocuColor models still in the product line. But this all changed in spring 2003 when Xerox announced the most comprehensive brand update in almost a decade. For copiers, the brand strategy makes use of two existing names (WorkCentre and WorkCentre Pro) and adds a third (CopyCentre). The company's fax machines use FaxCentre.

Xerox's color copiers follow this branding strategy, but with certain exceptions. For example, some color models use either CopyCentre or WorkCentre Pro, but don't all offer WorkCentre versions. That said, there is a WorkCentre color model in the current product line.

EIP: Xerox is now easing out its Extensible Interface Platform (EIP), a programmable interface that will be seen on newer releases. This interface allows third parties to embed software inside the copier's controller, which means it can appear on the copier's control panel. Early solutions include an accounting application from Equitrac and a document-routing solution from OmTool. Xerox believes that because of its easy-to-use Web-standard interface, many others will follow.

Note also that Xerox sells its strong DocuColor production printer line, covered in our *High Volume Printer Guide*. Those models have copying capability, but they are primarily designed as printers.

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