

Accelerate calendar printing with Setup and Go simplicity.

Automate your calendar printing and maximize the productivity of your Xerox® digital press. Choose Xerox® FreeFlow® Setup and Go Productivity Apps for fast, easy prepress programming.

Run more calendar jobs with less setup time.

Calendars are a powerful marketing tool—their images and messages stay with customers all year long. While calendar printing can be a great opportunity to grow your business, the process of calendar printing can be daunting. So much must be addressed up front to ensure an exceptional printed piece—layout, imposition, image optimization... The challenge is to manage the process cost-effectively. The longer it takes skilled operators to program these jobs, the more it eats away at your already slim profit margins.

With the Xerox® FreeFlow Setup and Go Calendar Productivity App, you can minimize the cost and complexity by preparing calendar jobs with an easy-to-use automated workflow. All it takes is a few clicks to create PDFs, set layouts and optimize color—all parameters specifically tailored to your Xerox® digital press. You can produce calendars instantly and enjoy consistent results job-to-job, operator-to-operator. You can even preview jobs on screen prior to sending to print, ensuring accuracy and eliminating the need for proof printing.

Make your Xerox® digital press even more productive.

The Xerox® FreeFlow Setup and Go Calendar Productivity App is an easy-to-implement productivity booster. By virtually eliminating most calendar prepress steps, it frees up your highly skilled prepress operators to focus on more complex, higher-profit jobs.

All Xerox® FreeFlow Setup and Go Productivity Apps leverage the power of Xerox® FreeFlow Express to Print—a cost-effective workflow tool with automated prepress and visual job ticketing. Its simple visual interface displays the complete job on screen with multiple views to ensure accuracy. Dozens of predesigned templates and embedded workflows enable even new or less-skilled operators to produce calendars and other common jobs quickly.

Xerox® FreeFlow Express to Print is completely customized for your press. It automatically optimizes settings to the exact capabilities of your press: color or mono, sheet sizes and finishing options. Your labor costs are drastically reduced and your Xerox® digital press will operate more efficiently. The Xerox® FreeFlow Setup and Go Productivity Apps, including predesigned calendar layout design and workflow, enable you to produce more jobs and maximize the investment you made in your Xerox® digital press.

We're with you every step of the way.

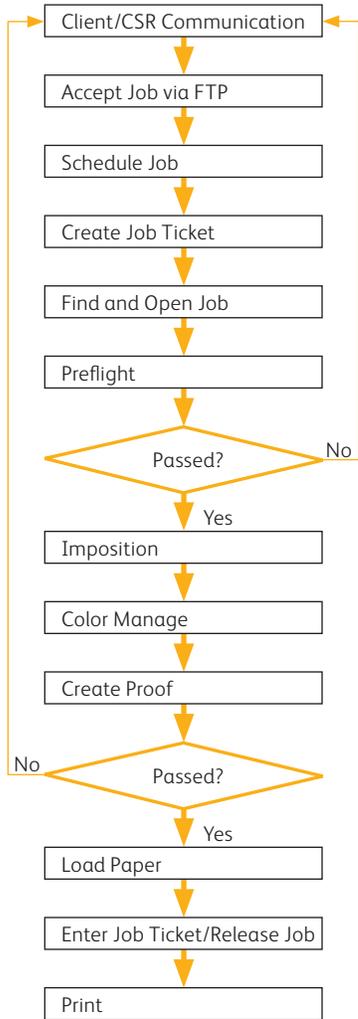
To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short Setup and Go tutorial and a test run of your own personalized calendar workflow. You will learn how to maximize your Xerox® digital press productivity, produce calendars faster than you ever thought possible and free up your valuable resources so they can focus on what matters most: your customers.

It's one more way the Xerox® FreeFlow Setup and Go Productivity Apps accelerate your calendar production and drive increased revenues and profits.

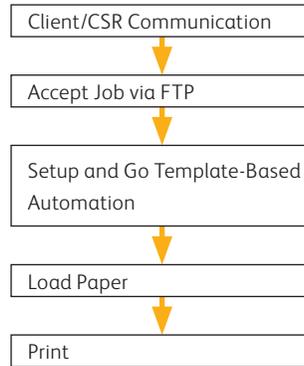


Take time out of your process and put money back in your pocket.

Current State



Future State



Reduce production time by 15% for a calendar print job and save more than \$75. It may not seem like a lot at first glance.

Look closer.

- Run 10 of those jobs in one day and you have saved \$750.00.
- At the end of the week you have an extra \$3,750.00 in your pocket. That's \$15,000.00 per month and \$180,000.00 per year!

Simplify steps through automation and the savings will follow. Produce more jobs and the revenue will grow. Pick up the pace on the road to success with FreeFlow® Setup and Go Productivity Apps and your Xerox® digital press.

For more information on Xerox® FreeFlow® Setup and Go Productivity Apps, call 1-800-ASK-XEROX or visit us at www.xerox.com

