

WANT TO TAKE CONTROL OF YOUR PRINTING?
DON'T WAIT. WE'LL EXPLAIN WHY.

CREATIVITY UNLEASHED

The Xerox® Versant Family of Presses delivers the full promise of digital print. Whichever you choose, you'll become an instant player in the fastest-growing sector in the industry.

EXCEED EXPECTATIONS

Create custom print materials that will 'Wow' your customers. With the Xerox Versant, your company has the flexibility to craft what you need when you need it. When it is time for that marketing campaign or new personalized material, the Xerox Versant allows you to run everything from custom envelopes, banners, synthetics, and card stocks to full bleed booklets and 26" cut-sheets. Whether you want to print books, business cards, waterproof menus, magnets, tri-folds, window clings, or more, the Xerox can handle a wide variety of finishing and media solutions. No matter what you're running, you can expect the Versant to run at 80 pages per minute, whether it is 20 lb or 120 lb paper. With the newest technology, run your proof, test, and complete job all in a matter of minutes. You can adjust, change, and print as-needed instead of holding off for big runs. Bringing outsourced marketing material in house, allowing more control over every aspect of your marketing.

CONTROL OUTPUT

"It doesn't look like my screen!" Have you tried to explain the RGB (screen) versus CMYK (print) color gamut to another department, manager, or director? We'll save you the time. Instead, let's match the color! EFI Fiery offers not only Pantone color matching, it allows you to adjust hue, saturation, and brightness based on any media type. Whether it's spot, process, or *"the color from my website"* (HEX#), the Fiery print server will allow you to match color as close as possible while maintaining your sanity.

EX 180 Print Server
Powered by EFI® Fiery



GET AHEAD OF DEADLINES

Marketing is a 'this was due yesterday' type industry. We can guarantee you often ask yourself, "How did they expect me to create and produce this by (date)?" The logic may never check out, but what does make sense is creating more cushion in your timeline. When you print in-house, you could potentially have this impossible project in your client's hands before the deadline. Now, don't go around promising this sort of sorcery! However, the capability can increase client retention and decrease your cortisol levels.

KNOWLEDGE IS POWER

You can be the most talented creative, and still struggle with print preparation and execution. There are countless variations in a templates, output compressions, and color preparation. The more you learn, the more intuitive you can be with the products you offer and the language you use with your clients.

Maybe you're not the type to toot your own horn, and that's respectable! But we think, after you've learned the ins and outs of your machine, the media it can handle, print driver potential, and the Fiery spectrophotometer, you've earned the right to toot, bugle boy. It's empowering!

USER FRIENDLY SERVICE

The Xerox Versant was designed for the long run. Every facet of the machine is user friendly, allowing you to replace toner, drums, and fusers quickly and easily. You will never be left stranded, waiting for a technician to replace a simple part. In addition, we provide you 10 hours of formal training with every installation.

Let's say you still need our help. Altek's award winning customer service and prompt response time is always available! www.altekimaging.com/contact



GET TO KNOW the XEROX® VERSANT 180 PRESS

Xerox Versant 180 Press
Xerox Versant 180 Press with Performance Package
Standard Color printing, copying, and scanning
Optional High-capacity feeding, stacking, and finishing
Rated Speed 80 PPM
Volume 80,000 pages per month
Duty Cycle 750,000 pages per month
Front Ends Xerox EX 180 Print Server Powered by Fiery
Xerox EX-i 180 Print Server Powered by Fiery
Xerox FreeFlow Print Server

Media Types Coated and uncoated papers, bright papers, labels, business cards, glossy brochures, window decals, durable/synthetic papers, greeting cards, tabs, embossed, polyesters and custom solutions. Mixed-stock jobs supported

INCREASE YOUR MARGIN

Now that you're enamored with the possibilities, let's talk financial. Return on investment is a legitimate concern. What's the ROI on this machine? No process or set-up fees. No shipping costs. Advanced toner technology, allowing for higher efficiency. Improved hardware technology, resulting in less out-of-pocket costs. All of this means increased margins in your quotes. The stronger your company becomes, the more you offer your clients. And you can see how this cycle continues.

Let us help you reach your goals. We're ready when you are. ■