

# WhatTheyThink?

## **Xerox Color 8250 Production Printer Provides Spot-on Color Accuracy Required for Transactional Applications**

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ROCHESTER, N.Y. – DMM, Inc. and MAR Graphics are the first to take advantage of the color precision and speed of the new Xerox Color 8250 Production Printer. Capitalizing on the growth in variable data printing, both companies are using the 8250 to quickly and cost-effectively produce transactional business documents and direct mail pieces with spot-on color.

DMM relies on the 8250 to produce high-quality transactional business documents with variable color. The Maine-based company chose the 8250 over competitive systems for its cost efficiency and level of image quality.

“The 8250 eliminates the need for preprinted offset shells giving us less waste, cost savings and a more streamlined workflow,” said John Cloutier, president and CEO, DMM, Inc. “It’s the perfect printer to increase flexibility, which allows us to offer customers a more competitive offering overall.”

DMM relies on Xerox MatchAssure to optimize color quality and consistency, a critical component to producing documents for corporate marketing departments. The company is also using the Xerox FreeFlow® Print Server with the Xerox GMC IntegratedPLUS – resulting in less programming, labor and opportunity for error, allowing print engines to run at full capacity.

The 8250 complements DMM’s current fleet of Xerox devices, including a Xerox iGen4® Press, two Xerox iGen3® Digital Production Presses, two Xerox Nuvera® 288 EA Perfecting Production Systems and four Xerox DocuPrint® 115 print systems.

MAR Graphics selected the 8250 due to the printer’s exact color matching capabilities. Located in Illinois, MAR Graphics works with print distributors and mailing houses nationwide – so color accuracy is important. Additionally, a new partnership with MAPA Systems, a provider of global managed mail services, required color reproduction across the entire spectrum for a wide variety of transactional and trans-promo documents.

“We generate a high volume of direct mail and transactional statements using highlight color. With the 8250 we can precisely match the color of our customers’ logo or letterhead,” said Scott Roever, vice president and comptroller, MAR Graphics. “Business color printing is a critical component of our operation. With the 8250 we can deliver color accuracy and do so competitively.”

Xerox installed FreeFlow VI eCompose and FreeFlow VI Compose to fulfill the company’s requirement to create PDFs at the printer. These software solutions eliminate the time-consuming, pre-composition steps associated with PDF creation, freeing up time and resources.

In addition to the Xerox 8250, MAR Graphics operates the Xerox iGen4 EXP and Xerox’s Nuvera 288 and 144 print systems.

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