



When is a blueberry not a blueberry?

When you don't have the Xerox DocuTech® HighLight Colour System.

Sometimes, things just don't look right in black and white. You need a splash of colour to get your message across. In fact, it's been proven that by using just one highlight colour on a document, you can give your communication up to 75% more impact. That's got to be good for business.

It's one thing getting your documents noticed.

It's another getting the reader to home in on what's important. The DocuTech® HighLight Colour Systems use colour strategically to highlight key information – grabbing the reader's attention whilst keeping them focused on your message. Whether it's highlighting a sales offer, an invoice balance or a call to action, brightening up a logo or company name, or simply making your blueberries blue, with the DocuTech® HighLight Colour System, the cost of colour printing is more affordable than you might think.

It's extremely fast too. In fact, the DocuTech® 128/155/180 HighLight Colour family includes the world's fastest, cut sheet, highlight colour printer. As the name suggests, it's available in three speeds – 128, 155 or 180 ppm. So, as your business needs change and grow, you can increase your speed with a simple on-site upgrade. You'll also have the advantage of single-pass technology plus the ability to print on A3 or A4 paper, increasing speed and efficiency even further.

Currently, the DocuTech® HighLight Colour System is available with black plus blue or red colour toner, with green toner becoming available in the near future. You can change the colour toner yourself easily in just a few minutes. And with the ability to be set up with inline finishing machines such as booklet makers, staplers and perforators, the options are endless. With the DocuTech® HighLight Colour System, you'll really be able to expand your applications.

The advanced technology behind the HighLight Colour System enables it to work in conjunction with the Xerox FreeFlow® DocuTech Digital Workflow Collection – a growing suite of workflow solutions that allows you to build seamless workflow solutions. For example, FreeFlow™ DocuSP® links Xerox's printers and software to create up to 100 virtual printers (queues) to manage jobs more efficiently.

So if you want high-impact communication, seamless workflow and optimum efficiency, choose one of the DocuTech® HighLight Colour Systems. You'll soon see the difference it makes to your business.

