

Module 2: The Value of Black+1 Color Printing

Visuals, Graphics and Builds on Screen

- Montage of applications in “before” and “after” Black+1 applications:
Advertisements, invoices, notices, sales flyers, etc. Once displayed, highlight each color component on the page.



- Text build of “**Tangible business results**” over watermark of DTHLC System:
 - **Increase customer response rates**
 - **Increase retention and recall**
 - **Reduce errors**
 - **Enhance business image**
 - **Increase revenue potential**
 - **Decrease production costs**
- **Activity:** Easter egg hunt
- **Graphic:** Butterfly scorecard: 2/12

Learning Agent Voiceover

As business consultants, you analyze document workflow, evaluating applications and recommending solutions that will deliver the greatest value to your customers. Today, the value is in color. And Xerox is a dominant force in this dynamic marketplace.

Text on Screen

People are inundated with documents every day, each competing for the reader's eye. Only the most compelling are likely to get more than a second glance. Black+1 helps focus the reader's attention on what's important. So, with the judicious application of a single color, your customers can achieve tangible business results.

Just consider a small sampling of business successes that have resulted from using Xerox DocuTech Highlight Color Systems:

- **A Fortune 500 paper company** used Black+1 to reduce costs, increase flexibility, and improve the quality of its business documents. How? By electronically reproducing and customizing costly preprinted invoices in-house. The ability to customize its own business documents enabled the company to respond quickly to ever changing market forces.
- **A business service bureau** used Black+1 to boost their direct mail response rate by 400 percent. Using just one color, they transformed standard, impersonal mail-outs into personalized pieces, prompting phones to ring and sales to close.
- **A large toy retailer** purchased five DTHLC Systems to print Black+1 pricing labels, with “handwritten-in-red” price markdowns, giving the company a sizable competitive advantage. This automated process meant no more marking labels by hand, which was expensive, time-consuming and error-prone.



Click on the Xerox Butterfly (hidden in the border) to reveal one of twelve ways to “Share the Color Knowledge.”

Butterfly Scorecard: x/12