

dynamic
digital



Digital Printing explained

We have recently acquired the Xerox DocuColor 7000AP Digital Printer which will enable us to give our clients the ability to do as many or as fewer runs that will allow them more flexibility.

The Xerox 7000AP is capable of printing to an SRA3 sized sheet, it also makes use of a new innovation called Variable Data Printing (VDP) which is able to dramatically increase the impact, appeal, and retention of your documents. By adding Variable Data Printing, documents suddenly become incredibly effective and memorable personal communications.

Here are a few key points that will highlight the capabilities of digital printing:

- ◆ Cost efficient
- ◆ Ability to print straight from PDF's, MS Word files & Publisher files
- ◆ Print size is from Business card to A3+bleed on a SRA3 sheet
- ◆ Especially efficient for smaller and one-off runs
- ◆ Maximum 300gsm paper weight
- ◆ Flexible & fast

Jobs that can be printed via digital:

- ◆ Leaflets
- ◆ Brochures
- ◆ Business cards
- ◆ Magazines

So even if you are a small or large business we can cover any eventuality and requirement that you could possibly need within our world of printing.