

Your calendars produced with a single touch.

Maximize your productivity and increase production rates with the Xerox® FreeFlow® One-Touch Calendar Productivity App.

Conquer the high costs of calendar printing.

Personalized calendars are in high demand and provide opportunities for businesses to advertise all year long. While calendar printing can be a great opportunity to grow your business, the process of calendar printing can be daunting. So much must be addressed up front to ensure an exceptional printed piece—layout, imposition, image optimization... The longer it takes skilled operators to program these jobs, the more it eats away at your profit margins.

The challenge of preflight, color management, unique size requirements and finishing options can make calendars time-consuming to lay out. You must perform manual prepress steps to ensure perfect calendar production. And fast turnaround time requirements are a given.

In the production shop, there are many questions to be worked out:

- What will be the finished size?
- What sheet size does your Xerox® digital press support?
- How can you minimize paper usage while delivering the customer-requested calendar?
- What finishing equipment can accommodate the job?
- What color management is required to ensure the absolute finest image quality?
- Is the file received of the highest quality possible?
- Can I accept odd size originals and automatically create print-ready calendar files?

Typically, highly skilled prepress personnel guide this complex process.

The FreeFlow One-Touch Calendar Productivity App can transform the entire process from a labor-intensive, multi-step process to a single touch. One-Touch calendar workflow automates decision-making, and completes all prepress steps automatically, without any production shop labor involvement, to accelerate prepress dramatically and maximize print production throughput. You'll reduce labor costs while producing more calendars—all with a touch of a single button.

Make your Xerox® digital press even more productive.

One-Touch Calendar Productivity Apps takes advantage of the amazing capabilities of FreeFlow Process Manager to streamline the operation and boost your productivity. This award-winning software solution automates prepress decision-making, performs complex prepress steps, forwards files to external software programs, if necessary, and receives them back to complete prepress and job ticketing, and communicates with your Xerox digital press for printing and finishing.

The FreeFlow One-Touch Calendar Productivity App enables all of these steps; from receipt of the job, through prepress, and printing, everything is managed by a single touch on a screen. One-Touch Calendar Productivity Apps can also automatically query full job orders and normalize files to be printed in portrait or landscape fashion for coil bound or saddle stitch finishing. And you can apply your automated calendar workflow again and again to print more jobs and generate more revenue.

The FreeFlow One-Touch Calendar Productivity App, with predesigned calendar designs and workflows, delivers the fastest and most accurate calendar preparation technology on the market. It enables you to produce more jobs and maximize the investment you made in your Xerox digital press.

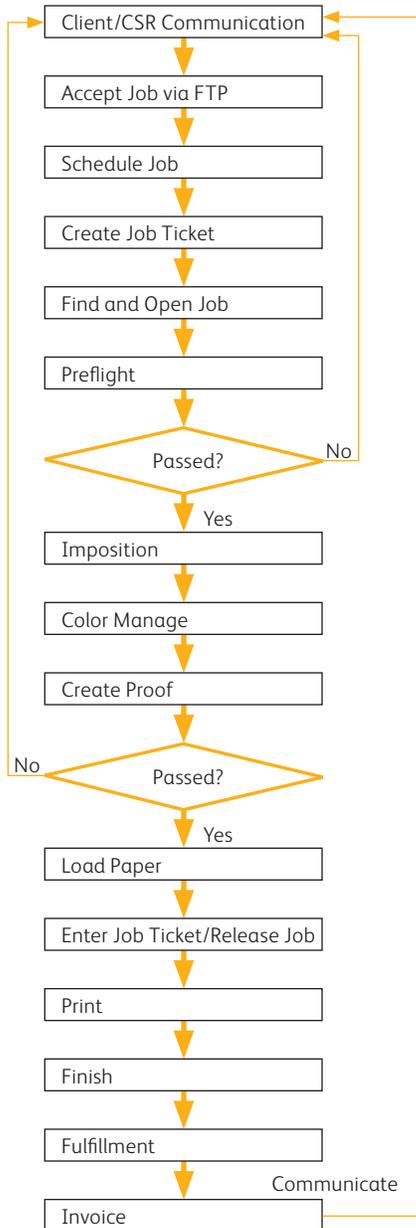
With you every step of the way.

To ensure your business receives every advantage possible, Xerox will provide you guidance from the industry's very best. Xerox-trained technical support will come on-site to work with you side-by-side, delivering a short One-Touch tutorial and a test run of your own calendar workflow. You will learn how to maximize your Xerox digital press productivity, produce calendars faster than you ever thought possible and free up your valuable resources so they can focus on what matters most: your customers.

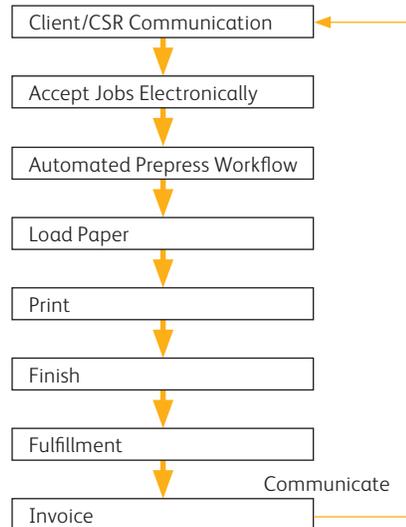
It's one more way the Xerox FreeFlow One-Touch Productivity Apps accelerate your calendar production and drive increased revenues and profits.

Results: Nothing Short of Amazing One-Touch Calendar Production

Current State



Future State



Picture all the savings exhibited in the diagrams above, where a number of calendar orders, has production time savings of **81 minutes** and production cost savings of **\$73.50**.

Imagine running 15 similar batches a day, which is a savings of **1,215 minutes** or **20.25 man-hours** per day for a total of **\$1,102.50**.

Let us look at it from a total monthly savings by assuming a one-shift operation, Monday through Friday, 8:00 a.m. to 5:00 p.m. and 22 working days per month. The one-touch calendar jobs will easily give a return of **445.5 man-hours** and **\$24,255.00** every month.

For more information on Xerox® FreeFlow® One-Touch Productivity Apps, call 1-800-ASK-XEROX or visit us at www.xerox.com

