Xerox Versant 280 Press with EFI Fiery EX 280 Print Server

Outstanding Mid-Volume CMYK+ Production Device

BUYERS LAB PRODUCTION 2022 BLI PRO AWARD · TESTED ·

The Xerox Versant 280 Press with EFI Fiery EX 280 Print Server has claimed the Buyers Lab (BLI) 2022 PRO Award for Outstanding Mid-Volume CMYK+ Production Device thanks to its…

- Adaptive vivid and fluorescent CMYK+ kits, expanding creative possibilities

- High productivity over production-length workflows and mixed-media job-handling efficiency

- Smooth operability with a user-friendly, customizable interface and easy key operator replaceable components

- Large colour gamut and impressive spot-colour matching

"In a teeming mid-volume production market, the Xerox Versant 280 Press was feted for its magnificent performance across all our varied test elements, with great results when it came to mixed-media handling as well as mix-plex job ticket and RIP tests," said David Sweetnam, Keypoint Intelligence's Director of EMEA/Asia Research & Lab Services. "The device powered through our six challenging production-length test runs spanning coated, uncoated, and textured stocks from 80 gsm to 300 gsm—delivering high levels of engine efficiency while still maintaining an average mean Delta E00 colour drift of only 1.1 across over 22,500 clicks. We also saw the largest colour gamut CIE volumes of mid-volume devices tested to date, which cements its ability to reproduce a wide range of colours."

The Xerox Versant 280 Press offers tremendous versatility on many levels. For one, printshops wanting the investment potential of increased colour capabilities can go beyond CMYK with the model's specialty toner kits. Xerox has also made the process of using the different toner options headache-free, with the switch from one toner set to another taking under 30 minutes in our experience and with no toner purge necessary. Performance and automation boosting extras allow for full engine speed over the entire 400 gsm media-weight support as well as more streamlined calibration and device setup processes boost efficiency. What this translates to is a device that's able to keep up with any business that needs to increase and diversify, making for a brilliant value proposition.

"Usability is a key draw with this device," said Martin Soane, Keypoint Intelligence's European Lab Manager. "The team liked the well-designed user interface and the large touchscreen, which made device management tasks quick to perform. Jam removal due to the straight paper path and on-screen instructions are clear with the bonus of updating automatically when followed, which makes it so much more efficient. There is also a wide range of key operator part replacement options, helping to limit the risk of prolonged downtime due to waiting on service engineer visits during critical times."

About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

About BLI PRO Awards

Based on results from extensive production field testing, during which tens of thousands of pages are printed and hundreds of data points are analyzed, Buyers Lab PRO Awards celebrate the best performers on an annual basis. Keypoint Intelligence's new Production 2.0 and 2.0 LITE test programs focus on today's key issues, including best practice automation, output consistency over long run lengths, key operator maintenance capabilities, and a plethora of image quality and productivity analyses.

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