

Communication Services Provider

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President and CEO, Communications Service Provider

One communications service provider knows firsthand the benefits of adopting high-speed inkjet technology. The company, a successful \$6m-a-year firm, based in the southwest, opened the door to numerous new markets after implementing several full color ComColor® high-speed, cut-sheet inkjet printers.

The company depends on the effectiveness of their communication materials, and their president is confident about the new arena of inkjet printing when compared to conventional toner-based systems. “There is no difference in the response rates between inkjet and toner. Or if there is ever a difference, it’s miniscule.”

Where there is a significant difference, however, is production cost. In an independent study comparing the costs and effectiveness of postcard mailers, the ComColor was the clear frontrunner. In the study, 5,000 postcard mailers were produced through both traditional toner-based printers and ComColor systems. After the mailers were returned, the ComColor Printers brought in statistically equal

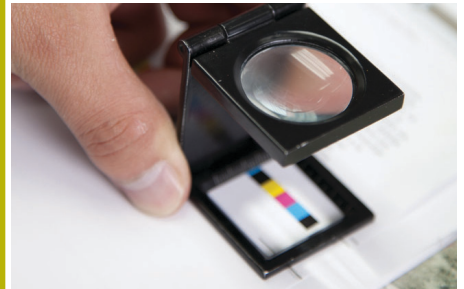
results at less than 40% of the cost of the toner-based system.

The company experienced similar results with ComColor Printers, as noted by the president, “Inkjet is cheaper, both in terms of the initial investment and in terms of upkeep.”

A number of new markets were opened to the firm through the use of ComColor Printers. From personalized test materials for students, job candidates, and employees, to single-page and multi-part carbonless healthcare forms and documentation, they were suddenly able to offer new applications to numerous new clients. All of these applications were previously cost-prohibitive, even at low margins with toner-based digital or conventional presses being the only options at the time.

“These are all applications that inkjet technology has allowed us to get into,” the president notes. “It has allowed us to do these things in a very inexpensive way, in full color. These are applications where the color requirements are not as stringent as they sometimes are in the marketing area,

APPLICATION STUDY



In an independent study comparing the costs and effectiveness of postcard mailers, the ComColor was the clear frontrunner.

where you're working with designers and ad agencies."

Engineered to run monthly volumes as high as 500,000, the ComColor Series provides a quick return on investment, whether in a facilities management site, central reproduction department or networked office printer. With commendations from some of the industry's leading testing laboratories and analyst firms, ComColor represents a breakthrough in full-color digital printing, delivering an unparalleled

combination of speed, affordability and output quality in one easy-to-use machine. ComColor offers the world's fastest print speed for full-color inkjet printers—150 ppm—with running costs as low as \$.03 per page in full color. Through this combination of benefits, ComColor fulfills the need for fast and affordable printing for everyday communications and enables users to leverage the proven impact of color in more documents than ever before.

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To have a salesperson contact you, click on the link:

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or scan this QR Code:



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