



January - February 1998  
 Volume 6  
 choice printed products,



Welcome back to "eye on technology" our first of four newsletters, for 1998. We would like to introduce you to an exciting new print technology, The Color Splash System by Xerox. We hope you take the time to discover how this new digital print option can provide a solution to your short run color print projects.

*dave clark*

Instant Affordable Color Think about those projects you have always wanted to introduce color into but because of time or budget constraints you were forced to stay with one color printing. Here is a list of several printed products which are excellent candidates for the Color Splash System.

- Sell Sheets
- Brochures
- Newsletters
- Manual Covers
- Mailers
- Labels
- Packaging
- Posters
- Invitations
- Announcements



The system utilizes a Splash Color Server and a Xerox Color Copier. Virtually any original color artwork or postscript file can be printed with outstanding clarity and vibrant colors as you can see on the reverse side of this page. Several papers are recommended but almost any paper up to a 10 point stock will work. Coated sheets tend to be crisper in detail and in color. Both sides of the sheet can be imaged and maximum sheet size is 17 x 11" with full bleeds. Most jobs can be produced in 1-2 days depending on how the projects are finished. For those simple projects you need quickly, it is possible to produce them in just a few hours.

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