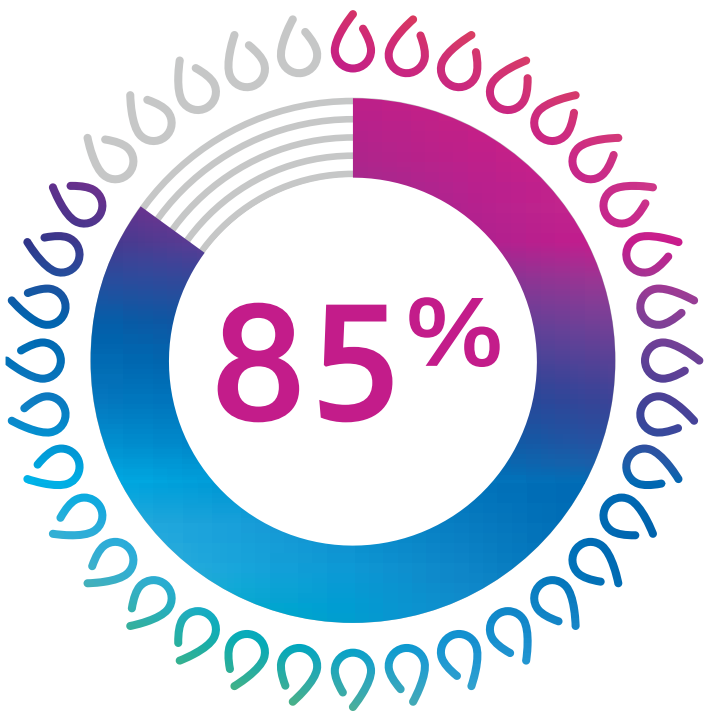


# Position yourself for more profitable printing.

Gain the advantages of full-colour printing.

100% variable data colour inkjet delivers greater impact on bills, statements and direct mail. 66.5% of all bills and statements are printed. With today's technology, printing in colour can cost about the same as black and white.

Source: Annual State of the Transactional Communications Market Survey (Business) InfoTrends Sept 2016

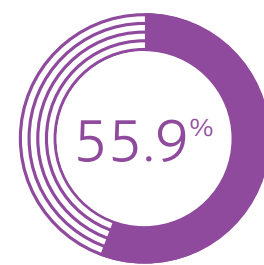


of enterprises expect to be printing customer communications in full colour by

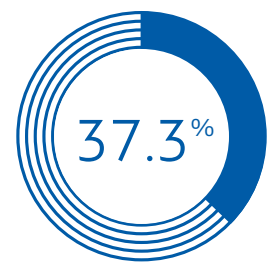


Source: Customer Engagement Technologies State of the Market Survey, July 2016

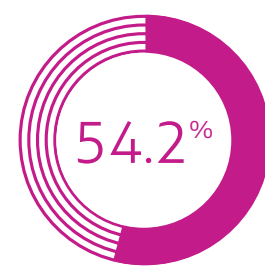
Adding variable colour to printed bills and statements can have a big impact on businesses. You could gain:



Improved customer experience



Increased effectiveness of marketing messages



Improved brand perception



Enhanced customer communications

Source: Annual State of the Transactional Communications Market Survey (Business) InfoTrends Sept 2016

Consumers prefer receiving bills and statements via mail. Here's why:



**50.8%**  
Reminder to pay



**28.9%**  
Backup/archive



**24.6%**  
Easy to access and manage



**24.4%**  
Convenient



**21.6%**  
Security

Source: Annual State of the Transactional Communications Market Survey (Consumer) InfoTrends Sept 2016



prefer printed information as it provides a more permanent record.

Source: The Attractiveness and Sustainability of Print and Paper – The U.S. Consumer's view. A Two Sides Survey of U.S. Consumers conducted by Toluna Inc., June 2016

They want their provider to improve the business communications sent in the mail by:



**42.0%**



**37.6%**



**35.1%**

## Print more, faster.

The AcceleJet® printing and finishing system provides a lower entry point to production inkjet printing and keeps ownership expenses low. With it, you can experience flexibility in print speed, colour quality and finishing options — all from a single platform.



Up to 3 times faster than other small format inkjet printers.



Print up to 100 metres per minute for 673 impressions per minute.



Process more types of jobs 2 – 5x faster.

We can help you gain the advantages of full-colour printing.

