



Contact Information

Customer Contact(s)

> ASK-XEROX
 +1-800-ASK-XEROX (+1-800-275-9376)
www.xerox.com/products
 USA

Media Contact(s)

> Patti Quinn
 +1-585-264-2842
[Patti Quinn](mailto:Patti.Quinn@xerox.com)
 Xerox Corporation
 USA

> Adam Engel
 +1-585-697-2620
adam.engel@text100.com
 Text 100 for Xerox
 USA

Xerox Newsroom
 Xerox Investor Relations

Xerox's Customers to Shine at Print 09



Winning applications selected from Xerox's Best-of-the-Best Contest. Applications are produced by members of Xerox's Premier Partners Global Network.

[Larger Image \(JPG, 3.5MB\)](#)

Premier Partners' Results-Generating Applications Printed On-site

ROCHESTER, N.Y., Sept. 04, 2009 -- From customized door hangers that resulted in more than 50 new business leads to a college admissions direct-marketing campaign that generated a 303 percent response rate - [Print 09](#) attendees will be wowed by the applications printed on-site at Xerox Corporation's (NYSE: XRX) booth, #1100. Selected from Xerox's Best-of-the-Best Contest, the winning applications represent work produced by members of [Xerox's Premier Partners Global Network](#).

"The entries showcase the power and flexibility of Xerox offerings combined with the creativity and expertise of our Premier Partners," said Gavin Jordan-Smith, vice president, Xerox Commercial Print, Premedia Business and Premier Partners Global Network.

Entries were judged on image quality, business results and the use of Xerox technology. The applications span [direct marketing](#), [books](#), and [collateral materials](#) printed on a variety of substrates.

The winning print providers, in alphabetical order, include: Bottomline Ink; Cathedral Corporation; dsicmm Group; In-Print Graphics, Inc.; Keiger Direct and Keiger Printing Company; MagJak; Pondres Direct Mail; Traxion; and West Canadian Digital Imaging, Inc. For more information about the winners and their applications visit www.xerox.com/applications.

West Canadian Digital Imaging, Inc., based in Calgary, produced a collection of door hangers targeting high-level decision makers - each included creative personalization, such as the recipient's name written in lingering smoke or sand, along with their own URL. Printed on a [Xerox DocuColor™ 8000 Digital Color Press](#), the company generated 56 customer leads in the first three weeks of delivery.

Keiger Printing Company relied on the [Xerox iGen4™ Press](#) to print collateral with a colorful landscape on special stock. "The image-matching capabilities of the iGen4 press allow us to consistently produce the clarity and crispness of landscape photos - while capturing the natural textured feel with a felt stock," said Louis Crockett, president, Keiger Printing Company, located in North Carolina.

U.K.-based marketing communication provider dsicmm Group used the iGen4 press to create a coffee table-style book as a fundraising tool. The books, personalized for each student, generated a 2,400 percent return on investment.

A case study booklet highlighting the powerful revenue-generating stories behind these winning entries, along with the six honorable mention winners, will be available at the trade show.

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