

Xerox targets SMEs with 4 new printer models

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NEW DELHI: Xerox India, a photocopy and printing products firm, launched four colour printers and production equipment targeting small and medium enterprises (SMEs), government offices and graphic arts customers. These printers are priced between Rs 1.5 -12 lakh. Mr Andrew Horne, managing director, Xerox India, said, "Our four technology platforms in colour laser, LED, solid ink and inkjet will give customers a wide choice of printing solutions and improve efficiency, enhance productivity and reduce overall cost of ownership." The products range consist of Xerox work centre 7120 which offers multiple copying, scanning and faxing features, Xerox color cube which offers automatic two-sided copying, Xerox 7142 offering cost-effective printouts and Xerox 8264E colour wide format printers which can be used for printing posters and banners. With the introduction of Xerox 7142 and Xerox 8264E color wide format printers, the company also entered into the A0 wide format inkjet printer category. These products are eco-friendly, energy efficient and are likely to reduce the overall cost by almost 30-40%.