

THE DOCUMENT COMPANY

XEROX

00054

Mrs European Master
Company Name
Address1
Address2
City
AB1 2CD

YOUR UNIQUE NUMBER  **600000096**

(Please keep this for Xerox @ drupa 2004 registration)

Meet the experts who will show you how to grow your business with digital printing.

Dear Mrs Master,

As you're probably aware, the most important trade show for the printing industry is fast approaching. At drupa, in Dusseldorf, Germany, 6 - 19 May 2004, you'll have a tremendous opportunity to learn about new developments in digital printing and workflow.

Since your business is very important to Xerox, we would like you to meet our top specialists at drupa, so we've put some of their cards in the enclosed complimentary holder. These people, and other experts at our stand, can show you how to build your digital business and fill up your holder with new business contacts.

The Xerox stand is the size of a football pitch, and covers many different print businesses. To help you make the best use of your time, please answer a few questions about your areas of interest, either online at www.xerox.com/drupa or by filling in and returning the enclosed Business Reply Card. Then we'll send you a personalised guide.

Learn about The New Business of Printing.

Digital printing offers you all sorts of new business opportunities. Our stand will help you learn how to increase your profits from them in a series of presentations, seminars and courses.

The main Xerox theatre is dedicated to the subject of workflow, and there are five demonstrations of end-to-end workflow around the stand, some of them using our new range of printers. So you're bound to pick up some useful ideas on integrating your digital and offset business more efficiently.

There are also six pods for one-to-one discussion, a business theatre for seminars, and a 'reality zone' for hands-on sessions in workflow and graphic design.

You can learn about Xerox GrowthBuilder tools, which help you understand the variable data capabilities of digital printing and sell it more effectively. One of these tools, ProfitQuick, enables you to decide whether a job should be digitally printed or if it would be more profitable on offset technology. Other subjects dealt with in our pods include:

- **VolumeBuilder.** Pick up ideas on selling digital print to your customers plus examples of tool kits, direct marketing packs, open house materials, posters and window signage.
- **Profiting Through Personalisation.** Learn about the value of personalisation in digital printing, and how to run an open house on this subject.

Save on drupa entry, and win a fantastic prize - see overleaf.

Xerox (UK) Ltd.
Bridge House
Oxford Road, Uxbridge
Middlesex UB8 1HS.

