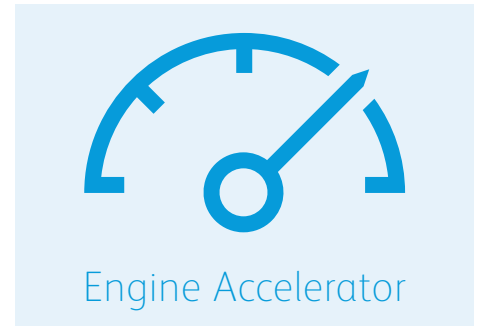


# Accelerate Your Xerox® Brenva® HD Production Inkjet Press with Xerox® FreeFlow® Core

XEROX® FREEFLOW® CORE



From simple to complex jobs, short-run to long-run, the Brenva HD Press is designed to produce profitable print. Combined with prepress automation from FreeFlow Core, you'll get more jobs onto your press faster—for saved time, smooth running and maximum productivity.

## **XEROX® BRENVA HD PRODUCTION INKJET PRESS: INKJET ECONOMICS. CUT-SHEET FLEXIBILITY.**


By combining the cost effectiveness of inkjet with the flexibility of cut-sheet, the Brenva HD Press gives you unprecedented economic performance and productivity. CMYK or K-only transactional statements, books and manuals, marketing collateral and direct mail—printing high volume at high quality has never been easier. Whatever your applications, FreeFlow Core optimizes files, fine-tunes your workflows, maintains press economy and speeds finishing operations.

## **XEROX® FREEFLOW CORE: TRIM OVERHEAD COSTS AND REDUCE TURNAROUND TIME.**

FreeFlow Core delivers a modular, integrated toolset to automate and simplify the production process. On its own, this powerful, scalable software suite helps you to prepare jobs for print quickly and efficiently, and once printed, finished faster and with fewer manual operations. Group jobs according to media type for higher productivity on shorter runs, validate files to avoid unnecessary use of CMYK when printing K-only and easily insert finishing marks and barcodes into the run.

## **EASY, AUTOMATED FUNCTIONALITY TO FIT YOUR NEEDS**

Together, the Brenva HD Press and FreeFlow Core provide your operation a powerful and profit-boosting production solution capable of trimming overhead costs and reducing job turnaround time. Step-reducing workflows to speed imposition for books, manuals and direct mail, job management and press optimization, file analysis for economic use of CMYK versus black and white—it's all fast, easy and automatic.

58% 

of all digital production volume will be printed on inkjet devices by 2019.\*

\*drupa Insights

# Accelerate Your Xerox® Brenva® HD Production Inkjet Press with Xerox® FreeFlow® Core

XEROX® FREEFLOW® CORE

The three challenges to the Xerox® Brenva HD Production Inkjet Press and Xerox® FreeFlow Core solve together.

## 1. OPTIMIZING JOB MANAGEMENT



FreeFlow enhances production capacity. Paired with job size and application flexibility from the Brenva HD Press, production planning for optimal uptime is critical. FreeFlow Core makes it easy to group jobs by characteristics, paper size and paper weight to reduce setup time between jobs.

Run more jobs more economically with a powerful combination of press capability and easy automation from FreeFlow Core.

## 2. REDUCING CMYK INK COSTS WHILE IMPROVING JOB EFFICIENCY



When printing at volume, ink costs can mean the difference between a profitable job or a loss. FreeFlow Core can help you quickly determine whether a large job is set up correctly to avoid printing CMYK black to save ink costs and maintain press economy. Set a threshold for color content, and ensure that jobs that appear 100% monochromatic really are.

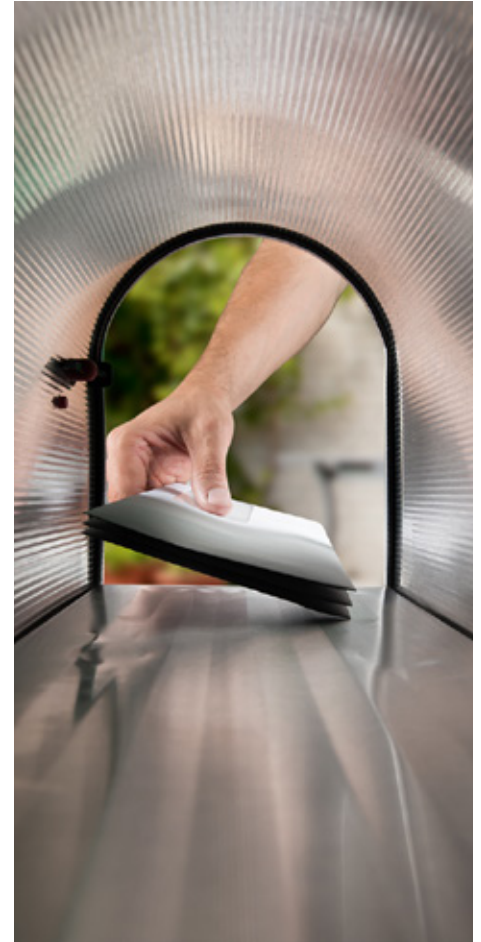
Produce jobs more cost effectively and operate your Brenva HD Press for cost effectiveness with powerful prepress workflows and tools from FreeFlow Core.

## 3. AUTOMATING OFFLINE FINISHING



Finish documents to any specification with complex instructions automatically added to the job rather than relying on templates. FreeFlow Core and its rules-based architecture allows finishing devices to be utilized at maximum efficiency.

With most of your finishing operations happening offline and on multiple devices, you'll gain speed and efficiency with complete instructions for cutting, perforations, folds and other finishing operations embedded in your print run.



Want to learn more?

Find more information or download a free trial of Xerox® FreeFlow® Core at [www.xerox.com/automate](http://www.xerox.com/automate).

Learn more about workflow solutions from Xerox at [xerox.com/workflow](http://xerox.com/workflow).

Talk to Xerox engineers about how FreeFlow® Core works at [xerox.com/coreforum](http://xerox.com/coreforum).

Read and download more about the Xerox® Brenva® HD Production Inkjet Press at [xerox.com/brenva](http://xerox.com/brenva).