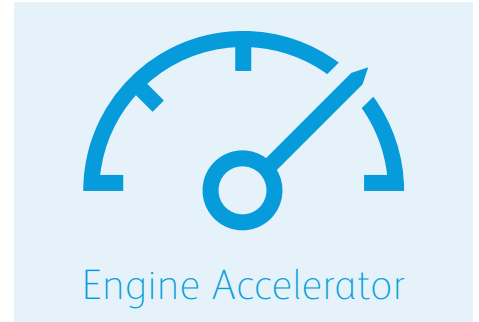


# Accelerate Your Xerox® Versant® Press with Xerox® FreeFlow® Core



In the business of print, productivity is the difference between making a profit or not. That's why you chose or are considering a Versant press. Wide media latitude to produce the types of applications your customers want, with next-level automation built right in. Okay—that's your press covered. Now, what about everything else?

#### **XEROX® VERSANT FAMILY OF PRESSES: NEXT-LEVEL AUTOMATION**

The Xerox® Versant Family of Presses is known for its competition-busting automation, performance, image quality and application flexibility. Pair any Versant press with Xerox® FreeFlow Core and get jobs done even faster and more efficiently. You'll get everything you need to extend capabilities while trimming time-consuming hands-on operations.

#### **XEROX® FREEFLOW CORE: EASY, AUTOMATED FUNCTIONALITY TO FIT YOUR NEEDS**

FreeFlow Core delivers a modular, integrated toolset to automate and simplify the production process. On its own, this powerful, scalable software suite helps you get jobs in, prepped, printed and finished faster and with fewer manual operations. When coupled with Versant's next-level automation, every stage of the print workflow is easier, from input and conversion to finishing. Use the Easy Start Workflows included with FreeFlow Core or customize with just a few clicks. Combine multiple job types into a single workflow and make the most of your printer's capabilities.

#### **STREAMLINE AND AUTOMATE. PRINT MORE JOBS IN LESS TIME.**

Together, a Versant press and FreeFlow Core provide your operation with a powerful and profit-boosting production solution capable of trimming overhead costs and reducing job turnaround time. You'll have step-reducing workflows, color automation, inline image quality controls and the tools you need to take the waste and guesswork out of even the most complex jobs. You're faster, more productive and more marketable.

84% 

Print providers who say reducing waste and increasing efficiency are strategic goals.\*

\*InfoTrends, 2017

# Accelerate Your Xerox® Versant® Press with Xerox® FreeFlow® Core

XEROX® FREEFLOW® CORE

The three challenges Xerox® Versant Press and Xerox® FreeFlow Core solve together.



## 1. OVERCOMING SMALLER RUNS AND MORE JOB TYPES

With the Versant's ability to print at its top-rated speed regardless of media type or paper weight, you can run more jobs, faster and with less downtime for setup. With FreeFlow Core's intelligent job management, you can group jobs by type or file characteristics to reduce interruptions. Printing jobs in logical groups reduces switches for job types, stock weights and media types. This means more jobs through your shop every day.

Switch faster between jobs using different types of stock and media to print everything from business cards and brochures, static clings, banners, spiral-bound and even full bleed, square-edge booklets—all in a single shift.



## 2. MAKING SENSE OF COMPLEX JOBS AND EVEN MORE COMPLEX TOOLS

Production planning in any-sized print operations can be challenging enough without the added drag of hard-to-use or overly complex tools. Together, your Versant press and affordable, scalable FreeFlow Core deliver on the promise of powerful, easy-to-use automation without extensive training or IT involvement.

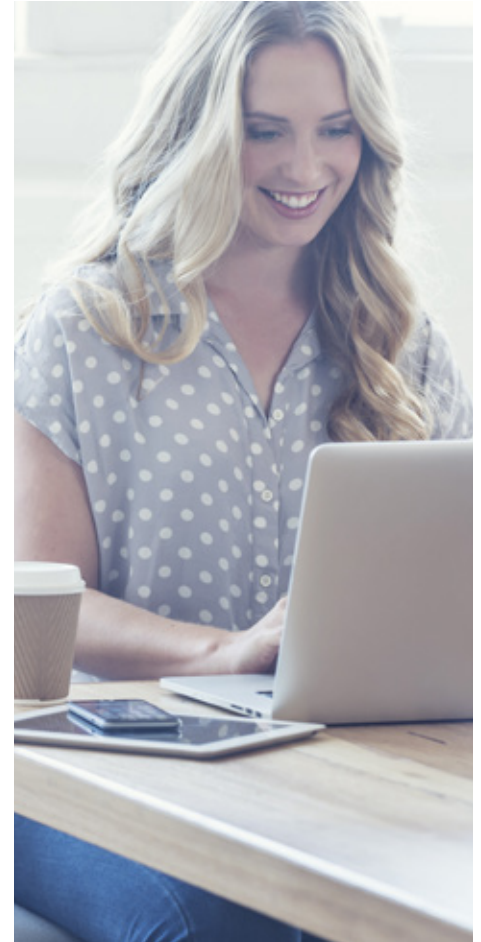
If you can drag and drop, you already know how to use the most valuable features. Choose one of our preloaded Easy Start Workflows, and modify or use it as is. FreeFlow Core makes order of the chaos.



## 3. GETTING JOBS ON THE PRESS FASTER

Getting more work in isn't the same as getting it done. The Versant's flexibility means many different types of jobs can be printed at rated speed. But more jobs means more opportunity for design issues. FreeFlow Core's rules-based preflight and optimization capabilities can automate job quality checking and ensure the right file quality is sent to the printer. You'll get faster, better and more consistent output. Let FreeFlow Core remove the manual file processing steps, so your team can work on higher value tasks.

FreeFlow Core reduces file sorting and prep, while ensuring the highest possible output quality with optimization presets for both images and PDFs, and enhancements for contrast, exposure, saturation and sharpness that work seamlessly with Versant's built-in image quality automation. You'll get faster, better and more profitable output.



## 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® Versant® Family of Presses at [xerox.com/versant](http://xerox.com/versant).