

Welcome to the Xerox® black-and-white printer lineup

Xerox continues to build on its highly successful black-and-white printer product line. These robust printers are high-quality, feature-rich and reliable.

This document presents the positioning of the products in the black-and-white Phaser® printer line, the advantages of each, and when to sell each unique printer.

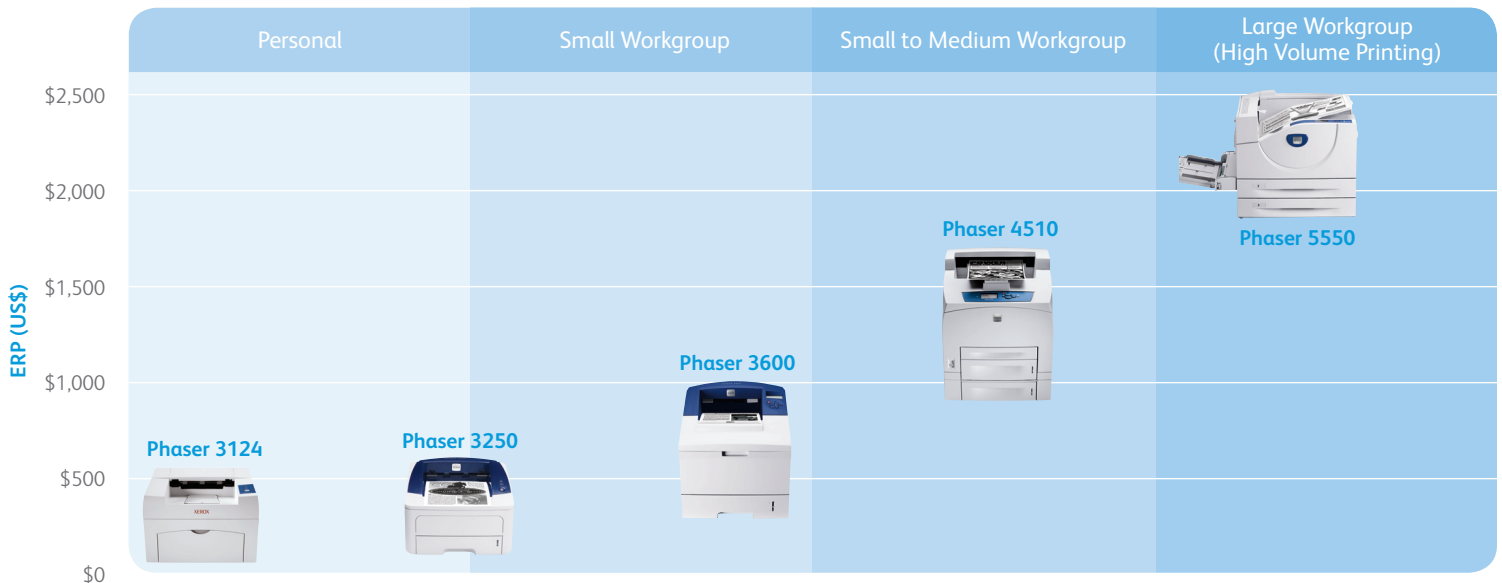
Xerox Black-and-White Printer Positioning



	Phaser 3124	Phaser 3250	Phaser 3600	Phaser 4510*	Phaser 5550*
Workgroup Size	Single-user personal use	Personal or small workgroup (less than 5)	Small-medium workgroup (less than 10)	Office workgroup (5 to 25)	Department or large workgroup
Average Monthly Print Volume	Up to 2,000 pages	Up to 4,000 pages	Up to 8,000 pages	Up to 25,000 pages	Up to 50,000 pages
Print Speed	Up to 25 ppm	Up to 30 ppm	Up to 40 ppm	Up to 45 ppm	Up to 50 ppm
Paper Handling	251-sheet std. capacity	Automatic duplex; 251-sheet std. capacity (501-sheet max)	Automatic duplex**; 600-sheet std. capacity (1,100-sheet max)	Automatic duplex**; 700-sheet std. capacity (1,800-sheet max)	Automatic duplex**; 1,100-sheet std. capacity (4,100-sheet max) optional finishing
Product Selling Point	Laser printer for busy professionals	Personal laser printer for small offices	Entry-level network printer for small workgroups	Most productive letter-size black-and-white printer	Production-class tabloid printer for departments
Price (U.S. ERP)	\$179	\$279–\$349	\$549–\$749	\$899–\$2,299	\$1,999–\$3,499
Cost Per Page	\$0.03	\$0.021	\$0.016	\$0.0118	\$0.0085

* Eligible for the PagePack cost per page program.

** Automatic duplex is standard on some configurations and available as an option.



Black-and-White Printer Lineup

Xerox black-and-white printer positioning



Phaser® 3124

- Entry-level laser for individual professionals who need a dedicated printer
- Lowest monthly-print volume
- Single-person offices and employees in larger organizations
- Small footprint and lowest starting price



Phaser 3250 **New!**

- Laser printer for small offices, or individual professionals who need a dedicated printer
- Low monthly print-volume users
- Single users and small workgroups with fewer than 5 employees
- Small, desktop-sized footprint with a networked configuration



Phaser 3600 **New!**

- Entry-level network laser printer for small offices and workgroups in large offices
- Low and medium monthly print volume users
- Small and medium size workgroups of less than 10 employees
- Bridges gap between personal printer (Phaser 3250) and workgroup printer (Phaser 4510)



Phaser 4510

- High-performance laser printer for small and medium size businesses and workgroups in large offices
- Medium and high monthly print volume users
- Busy workgroups of 5 to 25 employees
- Flexible configurations to right-size capabilities and paper capacity to the size and print volumes of the workgroup



Phaser 5550 **New!**

- Highest-performance laser printer for large workgroups and departments, with support for tabloid-size paper
- High monthly print volume users
- Departments and large workgroups
- Production-class productivity with multiple configurations and finishing options with stapling and hole-punching capabilities

Additional Information

Why Upgrade?

Here are some hints and tips for helping your customers identify when the time is right to upgrade their printing equipment, or when to move up the product line.

Business changes

- Business growth
- Consolidation of equipment
- Managing and controlling printing costs

Add new capabilities

- Add finishing features such as stapling, stacking or hole-punching
- Increase printing performance to support increasing workloads or new employees
- Add accessories such as paper trays or a hard drive to enable advanced features

Periodic upgrades

- Migrate from personal printers to shared network or department printers

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