# Rhyme

# PRODUCTION
# BUYING GUIDE

SAVE MORE WITH PRODUCTION PRINT

Local Resources
**Expert Solutions**

2024

Award-Winning Service from
Industry Professionals

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# PRODUCTI
# PRINT

**We offer a broad portfolio, ranging from cut-sheet digital presses to production printers. Sheet-fed digital printing presses are ideal for graphic communications and commercial print providers' high-speed, high-volume printing applications, including publishing, transaction printing, direct mail, packaging, and photo publishing.**

## 135 years of providing solutions for our loyal customers

Rhyme has partnered with Sharp, Kyocera, and Xerox to provide our customers with not only a product that performs, but also the highest level of service and support. Multifunction printers from Sharp, Kyocera, and Xerox feature a user-friendly design, unsurpassed security and are constantly being improved upon. All have been recognized by leading MFP testing organizations for their outstanding reliability and commitment to producing a quality product.

## Customer
# TESTIMONIAL

Our new machine is in a totally different class from our old one! It also has great accessibility features that are important in a library. I have truly enjoyed working with our Client Manager. He always explains everything about the machine, the install, and the lease.

– Johnson Creek Public Library

# CONTENT

Production **Print**
Buying Guide

# How-To
# DETERMINE YOUR NEEDS

## Are you new to Production?

A digital production press is a bigger version of the printer on your desk or the workgroup multifunction device in your office. It is designed and optimized to run complex print jobs that could otherwise take hours or days to run. It can do it with comparable print quality to traditional offset printing presses and maintain that quality throughout the print run. It can be configured with features to automate, taking a document from the digital version your graphic design team creates, to a finished product that you can deliver or sell to the end user or customer, making a digital production press similarly easy to use as a desktop printer while minimizing the number of people needed to make finished products. In short, a digital production press can deliver a lot of what you may currently be outsourcing for printed goods in-house, at a scale your workgroup office print equipment can't do effectively.

Here are some initial questions to ask yourself when determining which equipment will best meet your needs:

1. What kinds of print jobs do you want to print? What are these documents used for, and who are the intended audiences?

2. What print jobs do you currently outsource, to who, at what quantities, and how quick is the turnaround on getting the finished products delivered to you? What does it cost to have this work outsourced right now?

3. How are the documents you want to print currently being created and by who? What does your current workflow look like going from concept to finished print?

4. How knowledgeable are your staff regarding document design and printing? Who will be responsible for doing the new production work and what resources are you willing to invest in to make them successful?

5. What will bringing production print in-house allow you to do that you can't do currently? What problems will this solve and what opportunities will it open up?

# DETERMINE YOUR NEEDS PART 2

## Do you currently run production equipment?

If you already work in production print, you may already have production processes and workflows in place. These will tell us more about you and what you're trying to accomplish when shopping for new equipment.

## Questions to Ask ——>

**1** If you had to choose between one or the other: cost reduction or productivity improvement, which is of higher priority when shopping for new equipment right now and why?

**2** Are you looking to expand or diversify your product offerings to improve profitability from value-adding services and/or add high-value, high-margin products to your existing commodity product offerings?

**3** What are your current workflows, from design to delivery?  Are your operational circumstances evolving to make you consider increasing automation to reduce labor?  Is business growing so that you need to increase speed and volume?  Is your customer base shifting that you need to adjust your workflows between optimization for short-run versus long-run jobs?

**4** What specific problems are you trying to solve with your new equipment purchases, whether they are financial, operational, logistical, or some combination of these?

## Sidebar

Production print shops can be broadly divided into three kinds of buyers:

### In-Plant

These are print shops like: corporate, healthcare, legal, financial, and insurance marketing, document processing, and mailroom departments, government and municipal print services, and educational (both K-12 and college) print and duplicating services.  Print isn't these organizations' core business, but rather a vehicle that supports the core business.  They often work with both in-house and outside document designers and an in-house team of production managers and print equipment operators.

### Retail

These are generally public customer-facing businesses where prints are the product they sell. They can have the widest variety of designed documents come in the front door, often with little control over what comes in, and a team of production staff that often include document designers, production managers, print operators, and offline finishing operators.

### Commercial

Business-to-business companies that have less variety of incoming workflows, but more complex workflows. Their prints are also the product they're selling, often at more prints per job than retail print shops.  They often have inside and outside sales reps working with their end customers' teams, in-house design services, and the same kinds of production staff as retail, again often with more of them working across multiple shifts.

# What Is
# LIGHT PRODUCTION?

If you talk to production print professionals, they'll often say there isn't such a thing as "light production" equipment. A machine is either a production machine or it is not.

When manufacturers say, "light production", what they're describing are machines that have some of the higher print volume, print quality, and features that production machines have, while also being able to look and work mostly like a standard workgroup multifunction device. If you have print and paper handling needs that fit within what a high-speed office printer can provide, need a few production-like features that office printers don't have, and still need the machine to serve as an occasional walk-up office printer/scanner/copier, these machines could provide what you're looking for within a budget, space, and workflow that can fit in your office.

## MONOCHROME
## (BLACK & WHITE) LIGHT PRODUCTION MODELS

### Sharp MX-M1056

- 105ppm print speed
- 1200x1200dpi print resolution
- 52-300gsm paper weight handling
- Up to 625,000 pages per month recommended duty cycle
- 1.25 million pages per month max duty cycle

**Key Features**
Triple air feed large capacity paper trays, full-feature Fiery integration at the machine operation panel 15.4" touch screen with full keyboard and track pad, same inline finishing options as Sharp light production color models

### Sharp MX-M1206

- 120ppm print speed
- 1200x1200dpi print resolution
- 52-300gsm paper weight handling
- Up to 750,000 pages per month recommended duty cycle
- 1.5 million pages per month max duty cycle

**Key Features**
Triple air feed large capacity paper trays, full-feature Fiery integration at the machine operation panel 15.4" touch screen with full keyboard and track pad, same inline finishing options as Sharp light production color models

# COLOR
# LIGHT PRODUCTION MODELS

## Sharp BP-90C70/80

- 70/80ppm color print speed
- 2400x2400dpi print resolution
- 55-360gsm paper weight handling
- Up to 175,000 pages per month recommended duty cycle
- 350,000 pages per month max duty cycle

**Key Features**
Full-bleed booklet printing on 11x17 and 8.5x11 cut sheet paper, full-feature Fiery integration at the machine operation panel 15.4" touch screen with full keyboard and track pad, advanced Sharp/Fiery workgroup/production workflow integrations

## Xerox Primelink C9065/70

- 65/70ppm color print speed
- 2400x2400dpi print resolution
- 38-200gsm paper weight handling
- 10,000-50,000 pages per month recommended duty cycle
- 300,000 pages per month max duty cycle

**Key Features**
Fiery TrueBrand Microsoft Office color matching, CMYK+ specialty metallic and fluorescent colors, toolless swapping and replacement of consumable parts

## Sidebar
### What is Full-Bleed?

On most printers, there is a border around the edge of the paper that the printer can't print on, called a "void area". Full-bleed printing is printing in this void area, so color and images go all the way to the edges of the paper. Most printers that can print full-bleed do so by printing on an oversized sheet of paper then use trimming accessories to cut the paper down to the intended finished size. Sharp's light production color presses can do some full-bleed printing on standard size paper (saving on the size of the machine and costs of adding additional trimming, not to mention not having to buy nonstandard size paper).

## Equipment Comparison - Black & White

### Sharp BP-1250M

- 125ppm print speed
- 2400x2400dpi print resolution
- 60-350gsm paper weight handling
- 70,000-700,000 pages per month recommended duty cycle
- 3 million pages per month max duty cycle

### Sharp BP-1360M

- 136ppm print speed
- 2400x2400dpi print resolution
- 60-350gsm paper weight handling
- 70,000-700,000 pages per month recommended duty cycle
- 3 million pages per month max duty cycle

### Xerox Primelink B9100

- 100ppm print speed
- 2400x2400dpi print resolution
- 60-350gsm paper weight handling
- 70,000-700,000 pages per month recommended duty cycle
- 3 million pages per month max duty cycle

### Xerox Primelink B9110

- 110ppm print speed
- 2400x2400dpi print resolution
- 60-350gsm paper weight handling
- 70,000-700,000 pages per month recommended duty cycle
- 3 million pages per month max duty cycle

### Xerox Primelink B9120

- 125ppm print speed
- 2400x2400dpi print resolution
- 60-350gsm paper weight handling
- 70,000-700,000 pages per month recommended duty cycle
- 3 million pages per month max duty cycle

### Xerox Primelink B9136

- 136ppm print speed
- 2400x2400dpi print resolution
- 60-350gsm paper weight handling
- 70,000-700,000 pages per month recommended duty cycle
- 3 million pages per month max duty cycle

## Sidebar

### What do you get when moving up to a monochrome production digital press?

Moving up from a light production to a production digital press gets you more than just being able to run more prints per month. 2400dpi resolution gets you fine lines and small fonts that can easily be read that 1200dpi just can't create. Black and white photographs have the same level of detail and clarity as a production color press. Better image density and fill (how dark and even black toner fills across the page) helps black not look gray or mottled on more kinds of paper. Optional accessories that match the ones on color presses make it easier and faster for operators to run the same jobs across different presses.

## Equipment Comparison - Color

### Sharp BP-1200C

- 125ppm print speed
- 2400x2400dpi print resolution
- 52-400gsm paper weight handling
- 4 colors inline
- 225,000-475,000 pages per month recommended duty cycle
- 2.25 million pages per month max duty cycle
- Color management: inline full-width automated scanner

### Sharp BP-1200S

- 125ppm print speed
- 2400x2400dpi print resolution
- 52-400gsm paper weight handling
- 6 colors inline
- 225,000-475,000 pages per month recommended duty cycle
- 2.25 million pages per month max duty cycle
- Color management: inline full-width automated scanner

**Key Feature**
Color Logic and Touch7 color management software included

### Xerox Versant 4100

- 125ppm print speed
- 2400x2400dpi print resolution
- 60-350gsm paper weight handling
- 4 colors inline
- 70,000-700,000 pages per month recommended duty cycle
- 3 million pages per month max duty cycle
- Color management: inline full-width automated scanner

**Key Feature**
Predict Print Media Manager automated paper stock library software included

### Xerox Versant 280

- 125ppm print speed
- 2400x2400dpi print resolution
- 60-350gsm paper weight handling
- 4 colors inline (at one time)
- 70,000-700,000 pages per month recommended duty cycle
- 3,000,000 pages per month max duty cycle
- Color management: optional post-process inline semi-automatic scanner

**Key Feature**
Optional CMYK+ 4-color metallic and fluorescent color kits

### Xerox Iridesse

- 125ppm print speed
- 2400x2400dpi print resolution
- 52-400gsm paper weight handling
- 4, 5, or 6 colors inline
- 225,000-475,000 pages per month recommended duty cycle
- 2.25 million pages per month max duty cycle
- Color management: inline full-width automated scanner

**Key Feature**
Predict Print Media Manager automated paper stock library software included

# SPECIALTY COLORS

Specialty colors (called CYMK+ by Xerox) are colors that can be added to color digital production presses in addition to the four standard colors: Cyan, Magenta, Yellow, and Black.  Depending on which specific press they are in, they can be various combinations of: metallic Silver, metallic Gold, low gloss Clear, high gloss Clear, White, Pink, fluorescent Cyan, fluorescent Magenta, and fluorescent Yellow.  They can be used as solid colors on their own, as underlay (run beneath), overlay (run on top of), or blended (run in combination) with the standard CMYK.  This can create various visual effects on a page, allow the presses to make a wider range (gamut) of colors than CMYK alone, and allow vibrant printing on specialty and colored papers (like foil paper and black paper, for example).

## Key Benefits
### In-Plant Customers

Adding embellishments to prints using specialty colors for in-plant shops is about creative freedom and improving effectiveness of printed materials to drive strategic goals and initiatives.  Marketing and design teams empowered to make graphic designs that better align with their creative vision and the ability to better represent brand colors across more kinds of paper stock translate to printed materials doing a better job at what they're for: engagement and interaction.

Independent research (sources: NAPCO, 2019 and Keypoint Intelligence, 2020) found that over 75% of marketing teams equated enhanced print to premium brand perception, about 75% of consumers related enhanced print materials to engaging with them more than standard CMYK print material, and people ages 18-34 are most likely to engage with color enhanced print materials.

## Key Benefits
### Retail and Commercial Print Shops

The core benefit to adding specialty colors for businesses that sell prints is being able to sell higher value – and higher profit margin – products to their end customers.  In competitive markets with razor thin margins, offering specialty colors is a differentiator that sets your business apart from those who can't.  Being able to capture these jobs for customers where the need is there but the cost to do it in-house doesn't make sense creates an opportunity to offer products with higher value than standard prints, allowing you to price these products based on that higher value.  Lastly, for shops that offer document design services, adding embellishments to documents is a value-adding, profit building professional services revenue stream that is easily done either at the design stage or late stage at run time on the press with little additional labor overhead or changes to existing workflows.

# FIERY

## Overview

Fiery is the brand behind the digital front end that runs many kinds of print devices, including digital production presses.  What that means is a Fiery is a computer that is engineered to directly integrate into a press and takes over as the user interface/ controls for the press, processes print jobs (converts the content of a document into the instructions that tell the press where to put toner on paper), and includes automation and job management features to make it easy to run complex production print jobs. This helps common problems press operators have to resolve to make sure what the designer intended is what the press prints.  Each press has its own Fiery connected to it.  All the Fiery controllers in a shop can be run from one unified user interface that can be on any PC or Mac computer, including on many of the Fiery controllers themselves.

## Here are a few of the most common software apps on a Fiery

### Command Workstation

This is the end user app that operators use to control a Fiery and use most of the features it offers.

### Fiery Impose

This app is used to automate laying out jobs to build complex booklets and set up jobs to run multiple pieces on one sheet of paper (like sheets of business cards or stacked runs of variable data jobs) to reduce the cost per finished piece when running a job.

### Color Profiler Suite, Spot On, & Spot Pro

These apps are used to make sure color printed on paper looks like the color intended in the original document.  They help make sure the color that is printed today looks like the color that prints tomorrow, next week, next month, next year – adjusting for changes.

## Sidebar

### What is Variable Data Printing?

Variable data printing (VDP) is where you have a template document (which itself can sometimes be dynamically created) and a set of (variable) data, usually a spreadsheet or database. The variable data is fed into software that puts the data in the right places and format into the template master document, creating hundreds or thousands of documents from one master (raffle tickets, addressed letters, and customized marketing postcards are common variable data jobs). Fiery offers a free app called FreeForm Create to easily build complex variable data jobs, including customizing both text and graphics.

# Print Production
# FINISHING

## Hardware Options

Finishing is what the name implies – hardware options to take the basic printed paper out of a press and make a finished product from it. Staplers, punch units, folders, bindery equipment, and cutters are among the most common finishing options. Finishing can happen either inline, as part of, or offline, from a digital production press.

## Finishing Applications
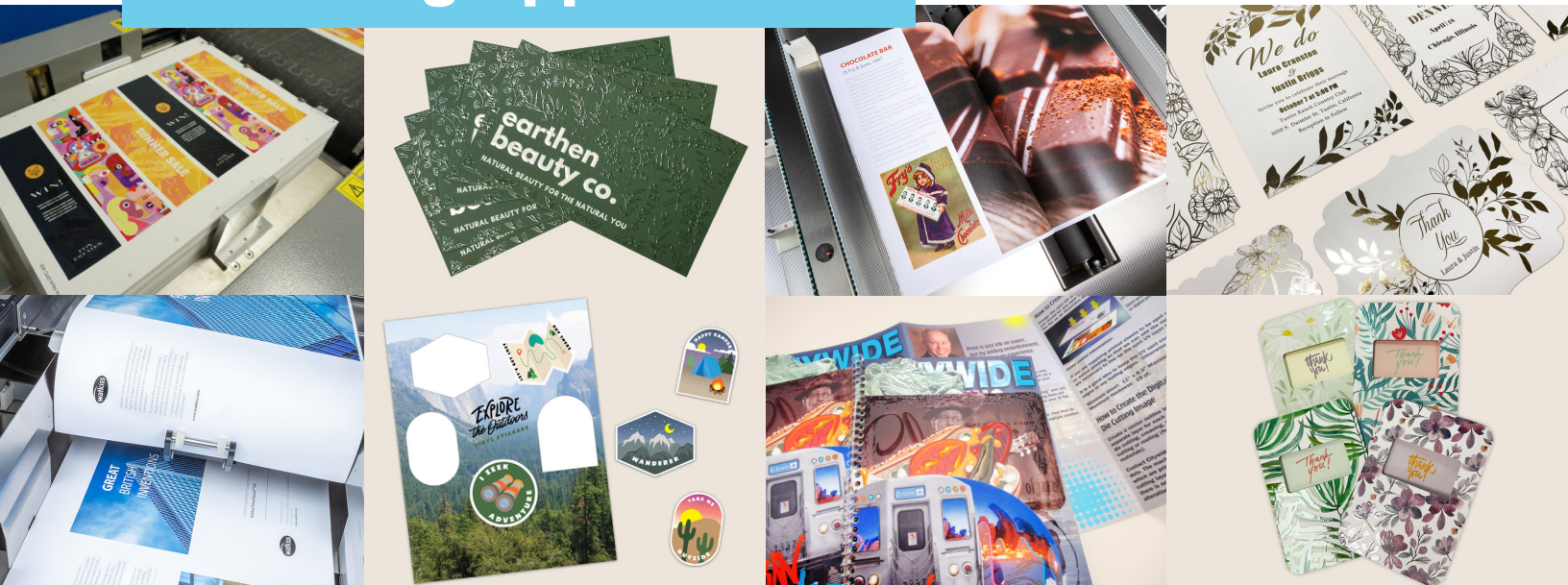


## INLINE OPTIONS

### Benefits Going Inline

This is where the finishing options are attached to the end of the press, allowing a job to go from blank paper to finished product without any manual steps needed – the machine does all the work. The benefit is being able to do a lot of work with very few people.

# Production
# INKJET

Production inkjet printing is a great way to get the lowest cost per print compared to toner-based printing. Most often these are very large machines, running using rolls of paper, requiring whole rooms with dedicated power, heating, humidification, and air conditioning systems to operate.

A great use case for inkjet printing, leveraging high quality color at low cost, is for transactional printing jobs. These are jobs where the document has a very short useful life, often to be read once and thrown away, and are commonly run in very large quantities. Some examples of this kind of job are:

- **Product manuals**
- **Regulatory notifications**
- **Bulk advertising**
- **School worksheets**
- **Form letter mailings**

Kyocera brought to market a color inkjet press that packages the advantages of inkjet printing in a machine the size of a toner-based press, able to feed cut sheets instead of rolled paper like the rest of the presses in this guide, that can run on standard power and office-like operating environments. Like a light production press compared to a full production press, there are a few limitations on it compared to full-sized inkjet presses, but with the right kind of work and workflows, it can be a great tool for the right job.

## Kyocera 15000c

146ppm print speed

600x1200dpi print resolution

Uncoated 52-360gsm paper weight handling

4 colors inline

3 million pages per month max duty cycle

Color management: offline manual scanner

**Key features:** Water-based ink, operates on standard 120V/15A AC power, included ink calculator for job costing, integrated inline ink drying unit, optional vacuum feed large capacity trays

# OFFLINE OPTIONS

## Benefits Going Offline

**Instead of putting finishers on the end of a press, this is where the finishers are stand-alone machines that operators feed with printed sheets to make the final finished products from. Taking finishing offline means you can use one finishing machine with multiple presses and you can often do larger quantities of work faster because the presses can keep printing continuously while operators run bigger, faster offline finishing equipment at the same time.**

# RHYME VS. THE OTHER GUYS

The following outlines key aspects of our lease contract and the promises and commitment Rhyme makes to you each time you sign one. The "other guys" can be different, so here's what to look for:

- Monthly lease payment will not escalate for the life of the contract

- Maintenance portion of the contract will not increase by more than 10% per year for the life of the contract

- Always a Monthly Base payment

- Click charges in addition to the monthly base

  - Color Single Click 11 x 17/13 x 19
  - B&W Single Click 11 x 17/13 x 19
  - Click rate on Extra Long Color (Banner) is an add-on
  - Click charges include CMYK supplies

- Embellishments (Beyond CMYK) are not included in click charges and are purchased by the customer as needed

Our products and services have changed a lot over the years, but one thing remains the same, our commitment to what's important, the customer.

# VENDOR QUESTIONS

- Are all vendor service technicians sent to work on production equipment factory trained and certified to work on the specific models of equipment being discussed?

- Where are vendor service technicians based and dispatched from and how does that impact any stated service response time and call effectiveness due to travel?

- Does the vendor ensure that production printers and Fiery controllers are properly set up with necessary color profiles, media libraries, and hot folders at the time of installation, and what specific professional services do they offer to support end users during this process to ensure a smooth and efficient workflow?

- How does the vendor's metering system handle different media sizes for production equipment, and how does it compare to the industry standard single click and and does the equipment use a multi-tiered metering system in terms of cost efficiency for environments with varying page sizes, such as in-plants and hybrid offices?

- Does Cost-Per-Image include unlimited supplies throughout the life of the contract?

- Does vendor have any additional charges such as trip charges, zone charges, or fuel surcharges?

- Does vendor charge any fees for phone calls for toner ordering, service calls being placed, etc.?

- Does vendor charge shipping/freight for toners and supplies needed for the term of the contract?

- Does vendor use "OEM" consumables (parts, toner) or "Generic Equivalents"?

- Does vendor include at no charge, Remote Email Diagnostics for all machines, which monitors meter readings, potential service issues, and usage trends to help you manage these devices?

- Does vendor include at no cost all manufacturer's hardware and firmware updates throughout the term on the contract?

- Does vendor offer easy placement of service calls, ordering of toner and supplies via their website or mobile app?

- Does vendor offer, at no charge, on-line tutorial training software to act as a help desk for I.T. to eliminate their time consumed with device operational questions?

- Does vendor offer a Lifetime Replacement Guarantee to provide you with peace of mind for the term of the contract?

- Does vendor automatically provide client reviews after the initial 90-days and then annually to make sure all the initial plans and promises are being fulfilled?

- Does the vendor have their own Fiery certified analysts on staff to provide pre and post sales support to ensure proper solution design and assist with print applications?

> **We saved $100K over our 5-year contract with Rhyme.**
>
> **- Madison Gas & Electric**

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## THANK
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