



## **Xerox WorkCentre 7435** Outstanding 31- to 40-ppm Color MFP, Spring 2009



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Demonstrating outstanding reliability over the course of its 105,000-impression durability test, the Xerox WorkCentre 7435 has earned a Spring 2009 BLI "Pick" award as "Outstanding 31- to 40-ppm Color MFP."

In addition to its excellent reliability, the WorkCentre 7435, with rated speeds of 35 ppm for both color and black, offers image quality that was found to be superior to that of most other competitive models evaluated, with excellent ratings for both color business graphics and color photographic output in print mode, as well as for most aspects of quality in black print. Even in copy mode, image quality was very good overall in both color and black. Outstanding image quality is nothing new for Xerox, as the company won a Fall 2008 BLI "Outstanding Achievement Award" for the consistently superior image quality displayed by its color MFPs in BLI's lab tests.

Chief among the enhancements over its predecessor is Xerox's newly-developed LED print head technology. In addition to allowing the devices to be more compact, with less moving parts, the LED technology helps to achieve lower power consumption. In fact, the WorkCentre 7435 also won a Spring 2009 BLI "Outstanding Achievement Award" for best-in-class energy efficiency.

"Productivity was also strong in a number of key areas, including both color and black job stream tests, which simulate the type of traffic a device may experience in a real world, multi-user environment," said BLI Assignments Editor George Mikolay. In fact, the model's tested speed when printing BLI's job stream in color from both the PCL and PostScript print drivers is the fastest of similarly equipped models tested to date. In black mode, the WorkCentre 7435's tested job stream speed when using the PCL driver is among the fastest for the group.

The ease of programming from the control panel and print drivers is also exceptional. The print drivers are bidirectional and provide highly detailed consumables feedback to users.

Another strength of the model is that the drums and waste toner container are user replaceable, which eliminates downtime that would otherwise be required for service to replace these components. Maximum paper capacity is among the highest for the model's competitive group, and paper weights up to 140-lb. index can be accommodated through the majority of paper trays. The WorkCentre 7435 also earned excellent and very good ratings in the majority of other aspects evaluated, including multitasking, ease of network setup, security features, administrative utilities and scan functions.

The WorkCentre 7435, which has a base price of \$15,995, is also EIP-enabled, allowing the device to integrate easily with third-party workflow applications to simplify tasks such as accounting and document management. For example, DocuShare Express 6 turns paper documents into electronic files that can be archived, searched, accessed remotely and collaborated upon.

“The WorkCentre 7400 color multifunction series delivers professional-quality color and unmatched performance,” said Leah Quesada, director, Product Marketing, Xerox Corporation. “These new MFPs are packed with advanced features that simplify work and reduce power consumption – all hallmarks of Xerox’s commitment to its customers. This recognition reinforces Xerox’s position as a leader in office color printing.”

BLI highly recommends the Xerox WorkCentre 7435 for an optimum monthly volume of up to 15,000 impressions.

## About BLI’s Picks

Twice a year with its “Pick” awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI’s exhaustive lab tests.

BLI’s awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete and includes an extensive durability test, during which each unit is run at the manufacturer’s maximum recommended volume. BLI’s durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, which is a critical factor for buyers and IT directors, given that virtually all of the products are designed for use on networks.

In addition to assessing reliability, in terms of the number of service calls and PM (preventive maintenance) calls required, as well as misfeed frequency, BLI’s comprehensive evaluation includes an assessment of copy and print quality, productivity, ease of use and economy, as well as connectivity issues such as feedback to workstations, administrative utilities, print drivers, multitasking and scanning solutions. Each product that successfully passes BLI’s lab test earns BLI’s “Recommended” or “Highly Recommended” seal and a BLI “Certificate of Reliability” and qualifies as a “Pick” award contender. Consequently, a BLI “Pick” is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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