

FORMAX[®]

BUYING GUIDE

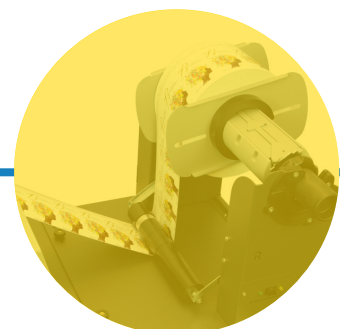
ColorMAX

Digital Color Printers



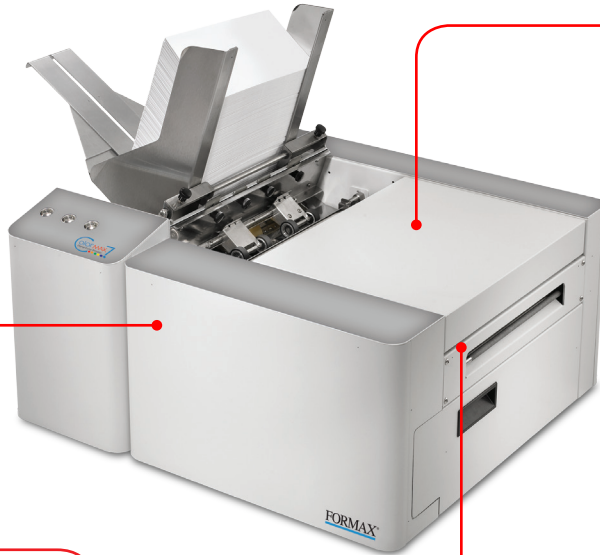
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High-Speed, Low Cost

Produces full-color output at three times the speed of traditional shuttle head printers, at one third the per-page cost



Innovative Inkjet Technology

The Memjet® print head has 70,400 ink nozzles and no moving parts, which offers higher speeds, lower ink and maintenance costs and less noise



Full-Bleed, High-Resolution

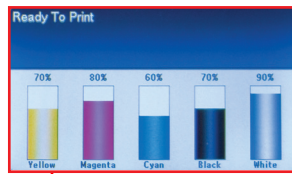
Print full-bleed images on stock up to 8.5" wide, with stunning resolution of up to 1600 x 1600 dpi



Full-Color CMYK Labels

Print labels on a variety of label stocks and sizes, with full-bleed capability up to 8.5" wide

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LCD Control Panel
Full-color control panel shows real-time toner levels, printer status and more



Brilliant, Durable CMYK+ Printing
Multi-level LED print heads apply dry toner which is durable, ideal for envelopes to withstand the elements

Output Conveyor
Works in conjunction with the dedicated feeder, and straight feed path to easily print envelopes of all sizes



Envelope Feeder
Clean Sheet print technology makes printing envelopes accurate and efficient

FACTORS TO CONSIDER WHEN SELECTING YOUR COLORMAX PRINTER

Inkjet vs. Toner: Thermal inkjet technology, which doesn't require heat or contact to create an image, is safe for window or pre-printed envelopes. Toner output is durable and ideal for pieces which need to withstand the elements.

Printing Speed: Each printer has a suggested maximum speed. Compare your needs with the printer's capabilities.

Full-Bleed Capability: Do your print projects require full-bleed capability? The ColorMax7 and ColorMaxLP use the latest in inkjet technology to produce up to 16.8 million colors, with full-bleed capacity on media up to 8.5" wide.

Printing on Color Stock: The ColorMaxT5 and ColorMaxT6 toner-based printers offer the ability to print white toner on colored paper, either on its own or under colors, which allows text and images to virtually pop right off the page.

Printing Envelopes: Do you plan to print on windowed or non-windowed envelopes? Be sure the ColorMax printer you choose is appropriate for the type of envelopes you produce.



COLORMAX7 DIGITAL COLOR PRINTER



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Full-Color, Full-Bleed, Lower Cost

The ColorMax7 Digital Color Printer uses the latest in inkjet technology to produce full-color output at three times the speed of traditional shuttle head printers, at one third the per-page cost. Its Memjet® print head has **70,400 ink nozzles** and no moving parts, which offers higher speeds, lower ink and maintenance costs and less noise.

With its thermal inkjet technology, it doesn't require heat or contact to create an image, so it can safely be used with pre-printed envelopes and windowed envelopes without damaging the window or marring the original image. **High-capacity ink tanks** and fully-automated print head cleaning ensure optimum print quality throughout print runs.

The ColorMax7 produces **full-color CMYK** output, up to 16.8 million colors, on a variety of paper stocks and sizes, with **full-bleed capability** on media up to 8.5" wide. It can print 1600 x 1600 dpi at 6 inches per second, and 1600 x 800 dpi at 12 inches per second.

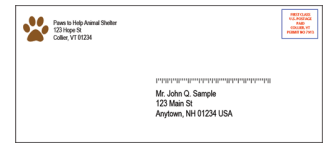


ColorMax7 Digital Color Printer, shown with optional output conveyor and infrared dryer



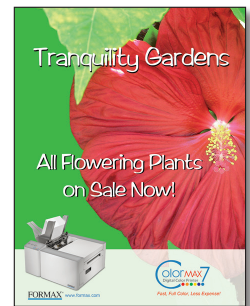
Windowed Envelopes

The ColorMax7 doesn't require heat or contact to create an image, so it can safely print on printed or window envelopes without damaging the window or the original printing.



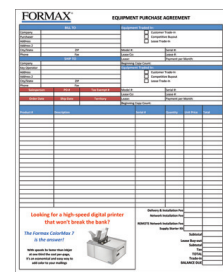
One-Pass Printing

Prints USPS barcodes, addresses and even paid postage (in the form of Prepaid Postal Permit) all in one pass, creating high-volume direct mail pieces with logos, return address, permit and graphics.



Full-Color, Full-Bleed

CMYK output, with up to 16.8 million colors, on a variety of paper stocks and sizes, with full-bleed capacity on media up to 8.5" wide.



Variable Data

Variable data and trans-promotional messages can be printed in one pass in high-resolution color for documents including invoices, statements and customer notices at industry leading costs per piece.

COLORMAX TONER-BASED PRINTERS



Full-Color Documents



Signs and Postcards



ColorMaxT5 System: Digital Color Printer, Output Conveyor and Envelope Feeder

ColorMax Toner-Based Printers produce outstanding CMYK output using revolutionary **multi-level LED print heads** for fine detail across the entire document. **High-capacity cartridges** use dry toner which is durable, and ideal for envelopes to withstand the elements. Designed with a **straight feed path, envelope feeder** and **output conveyor**, they feature **Clean Sheet print technology**, ideal for printing envelopes of all sizes.

The **ColorMaxT5** has the ability to print **CMYK plus White toner** in a single pass. Using white toner allows users to print color-on-color and white-on-color, producing text and images that virtually pop right off the page. The **ColorMaxT6** takes printing a step beyond with the capacity to print **CMYK plus white or clear toner** for truly stunning images.

Printing at up to 50 pages per minute, they can handle a variety of stock, up to 360gsm, in sizes ranging from 3" x 5" index cards to 13" x 52" banners. This flexibility provides the ability to create envelopes, banners, mock-ups, stationery, invitations, brochures, and more. User-friendly features include a **full-color LCD control panel** with alphanumeric keypad which displays real-time information on print jobs and toner levels.



Durable Toner
Brilliant color output, designed to withstand the elements



CMYK Plus White in a Single Pass
Print color-on-color for text and images that virtually pop right off the page



CMYK Plus Clear Toner
Clear toner creates artistic embellishments that are impossible to ignore



ColorMax7

Per-piece print cost refers to ink cost only (does not include envelope). No click charges! Actual per-piece print cost varies depending on usage and environmental conditions.

#10 Envelope with Full-Color Return Address



Best Print Mode (1600 x 1600 dpi): \$0.0023
 Normal Print Mode (1600 x 800 dpi): \$0.0020

#10 Envelope with Full-Color Return Address and Transparent Full-Color Image



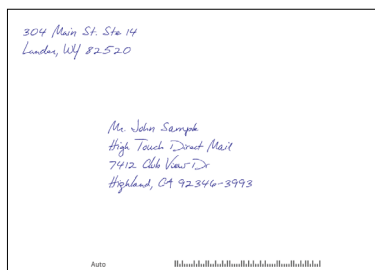
Best Print Mode (1600 x 1600 dpi): \$0.0062
 Normal Print Mode (1600 x 800 dpi): \$0.0060

#10 Envelope Direct Mail Piece with Intelligent Mail Barcode and Full-Color Graphics



Best Print Mode (1600 x 1600 dpi): \$0.0099
 Normal Print Mode (1600 x 800 dpi): \$0.0088

Invitation Envelope with Custom Downloaded Font and Postnet Barcode



Best Print Mode (1600 x 1600 dpi): \$0.0031
 Normal Print Mode (1600 x 800 dpi): \$0.0027

ColorMaxT4 / T5 / T6

Per-piece print cost includes % of ink coverage, toner, drums, fuser and transfer belt. No click charges! Actual per-piece print cost varies depending on usage and environmental conditions.

#10 Envelope with Full-Color Return Address



2.32% Coverage, Graphics & Text: \$0.012

#10 Envelope with Full-Color Return Address and Full-Color Image



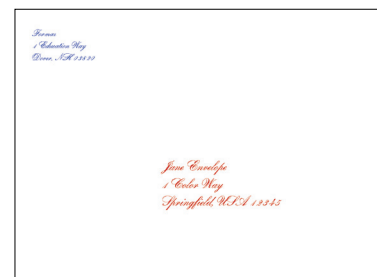
11.66% Coverage, Graphics & Text: \$0.028

#10 Color Envelope with Full-Color Return Address, Graphics and Spot Color



7.58% Coverage, Graphics, Text & Spot White: \$0.039

Invitation Envelope with Custom Downloaded Font



1.05% Coverage, Graphics & Text: \$0.023

COLORMAX7 VS. COLORMAXT4 / T5 / T6 & TOTAL COST OF OWNERSHIP



Technical Data	ColorMax7	ColorMaxT4	ColorMaxT5	ColorMaxT6
Manufacturer's Color Speed				
#10 envelopes	7,500/hour	6,300/hour	6,300/hour	6,300/hour
Page printing	3,600/hour	3,000/hour	3,000/hour	3,000/hour
Material Size:				
Minimum W x L	3" x 4.125"	3" x 5" index cards	3" x 5" index cards	3" x 5" index cards
Maximum W x L	9.5" x 17"	Banners up to 13" x 52"	Banners up to 13" x 52"	Banners up to 13" x 52"
Maximum Material Thickness	1/48" (up to 430gsm)	up to 360gsm	up to 360gsm	up to 360gsm
Full Bleed Printing Capability	YES	NO	NO	NO
Colors Available	CMYK	CMYK	CMYK plus White	CMYK plus White or Clear
Print Resolution	1600 x 1600 dpi	1200 x 1200 dpi	1200 x 1200 dpi	1200 x 1200 dpi
Supports ICC Profiles	YES	YES	YES	YES
Peak Energy Consumption	120W			
Energy Star Compliant		YES	YES	YES
Feeder	Built-in Top Load	Feed Tray or High-Capacity Envelope Feeder	Feed Tray or High-Capacity Envelope Feeder	Feed Tray or High-Capacity Envelope Feeder
Duty Cycle	Up to 500,000/month	Up to 300,000 pages/month	Up to 300,000 pages/month	Up to 300,000 pages/month
Relative Cost	\$\$	\$/ \$\$	\$/ \$\$	\$/ \$\$

Cost Comparison

Example of printing 100,000 similar envelopes per month (#10 with color return logo/address)

ColorMax7 Example: Envelope 1600 x 800 dpi	ColorMaxT4 / T5 / T6 Toner-Based Printers Example: Envelope 1200 x 600 dpi				
	1 Year	5 Years	1 Year	5 Years	
Envelopes Printed	1,200,000	6,000,000	1,200,000	6,000,000	
Black Ink Tanks @ \$225 (3, 14)	\$675	\$3,150	Black Toner @ \$145 (16, 81)	\$2,320	\$11,745
Color Ink Tanks @ \$225 (6, 27)	\$1,350	\$6,075	Color Toner @ \$270 (16, 81)	\$4,320	\$21,870
Printheads @ \$505 (4, 20)	\$2,020	\$10,100	Fusers @ \$425 (8, 40)	\$3,400	\$17,000
No Black Drums	-	-	Black Drum @ \$300 (12, 65)	\$3,600	\$19,500
No Color Drums	-	-	Color Drum @ \$495 (12, 65)	\$5,940	\$32,175
No Transfer Belts	-	-	Transfer Belts @ \$325 (8, 38)	\$2,600	\$12,350
Total Cost of Supplies Used:	\$4,045	\$19,325	Total Cost of Supplies Used:	\$22,180	\$114,640
Man Hours to Run (avg 7 kph)	172	857	Man Hours to Run (avg 6 kph)	190	952
Total Cost of Man Hours (\$22/hr)	\$3,784	\$18,854	Total Cost of Man Hours (\$22/hr)	\$4,180	\$20,944
Cost per Thousand Envelopes			Cost per Thousand Envelopes		
Supplies Only	\$3.37	\$3.22	Supplies Only	\$18.48	\$19.11
Labor and Supplies	\$6.52	\$6.37	Labor and Supplies	\$21.97	\$22.60

COLORMAXLP DIGITAL COLOR LABEL PRINTER



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Innovative Technology, Brilliant Full-Color Results

The ColorMaxLP Digital Color Label Printer uses the latest Memjet® inkjet technology to produce **full-color CMYK output**, reproducing up to 16.8 million colors. Featuring a “warm start” it begins printing in under 10 seconds and accommodates a variety of label stocks and styles, with **full-bleed capability** on media up to 8.5” wide.

High-capacity 250ml ink tanks allow for longer uninterrupted print runs, while its three output modes -- roll-to-roll, roll-to-cut, and print & hold -- allow users to choose the most convenient option for their particular job.



Three Output Modes / Built-in Cutter

Users can choose between Roll-to-Cut, Roll-to-Roll or Print and Hold modes, based on quantity and output needs. Print and Hold mode pauses to allow users to remove individual labels one at a time. The built-in automatic cutter makes processing even more efficient.

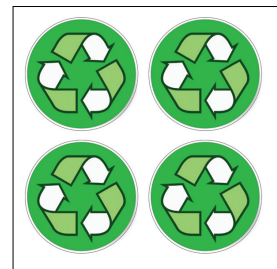
Optional Rewinder

The motorized Rewinder allows users to print and process traditional roll-to-roll labels, rewinding face-in or face-out, for convenience.



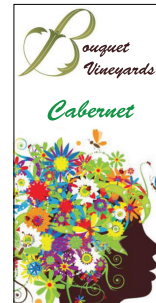
4" x 6"

Equipment Label with Variable Data



2" x 2" 4-up

Kiss-Cut Labels



2" x 4"
Wine Label



2" x 4"
Specialty Product Label



Formax ColorMax Die-Cut Labels

Specially designed to work with the ColorMaxLP, our Die-Cut Labels are available in a variety of shapes and sizes to suit multiple applications.



Technical Data	ColorMaxLP	Primera CX1000
Print Speed	60 feet/minute	16.25 feet/minute
Maximum Print Width	8.5"	8"
Print Method	Inkjet	Dry toner color laser
Full Bleed Printing	YES	No
Ink Tank Capacity	CMYKK 250ml each	CMYK 16,500-page ultra high yield
Print Resolution	Up to 1600 x 1600 dpi	Up to 2400 x 600 dpi
Supports ICC Profiles	YES	YES
Peak Energy Consumption	120W	Max 1000W
Integrated Roll Unwinder	Enclosed	Open, susceptible to dust
Substrate Types	Gloss, semi-gloss, matte paper and synthetic	Pre die-cut self-adhesive paper and synthetic label stock
Labels Available from Manufacturer	YES	

Cost Comparison

	ColorMaxLP	Primera CX1000
MSRP:	\$10,600	\$10,995
Cost of Ink/Toner:	250ml Ink Reservoir CMYKK set \$1,150 (C, M, Y, K, K \$230 each)	16,500-page Toner Cartridges CMYK (Drum included) \$1,464 (C, M and Y \$425 each, K \$189 each)
Cost of Maintenance:	Printhead \$505 each Rated for equivalent of 50,000 - 75,000 sheets of paper	Fuser and Image Transfer Belt (ITU) \$1,200 for Fuser and ITU Rated for 150,000 pages

COLORMAX7 & COLORMAXLP WASATCH SOFTRIP COLOR MATCHING SOFTWARE

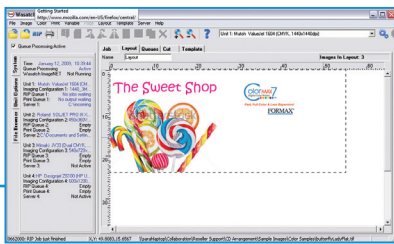


DIGITAL PRINTING EXCELLENCE

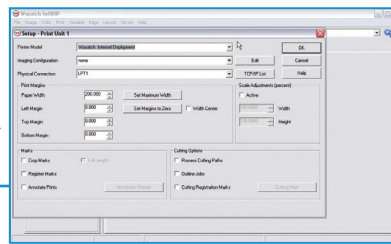
Formax Wasatch SoftRIP Color Matching Software is sophisticated software made easy. With simple setup, intuitive workflow, and powerful print controls, SoftRIP saves you time and money while producing excellent quality color. Whatever your printing goals, Wasatch has a solution for you.



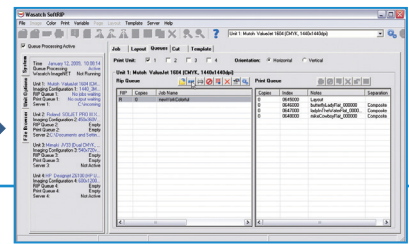
Layout



Print Settings



RIP Queue



Tools for Every Level of Expertise

Wasatch SoftRIP gives you the perfect combination of easy operation and sophisticated features. New users will be up and running in minutes, thanks to our easy-to-use color controls, plug-and-play imaging configurations, and quick setup. Printing experts will find the intricate controls and innovative tools necessary to implement even the most complex production and color workflows for unparalleled quality output.

Make Your Workflow Flow

Wasatch SoftRIP allows you to drive up to four printers simultaneously, so no matter how large or complex your production environment, SoftRIP has the workflow tools you need for complete control. SoftRIP can manage any print environment.

Available for ColorMax7

- Wasatch-RIP: SoftRIP Color Matching Software
- Wasatch-VDP: Variable Printing Module for Wasatch-RIP
- Wasatch RIP Annual Software Support

Available for ColorMaxLP

- LP-12: Wasatch SoftRIP Color Matching Software
- LP-13: Wasatch Variable Printing Module for LP-12
- Wasatch RIP Annual Software Support



ColorMax7



ColorMaxLP



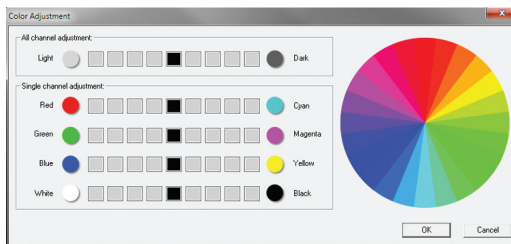
A New Standard in Color Quality

SoftRIP's exclusive *Precision Stochastic Screens Halftone Method* achieves excellent color reproduction with perfectly smooth gradients. SoftRIP has the most extensive arsenal of color tools available in any RIP. With intricate controls and innovative tools necessary to implement even the most complex color workflows, SoftRIP is the RIP that color experts choose most.



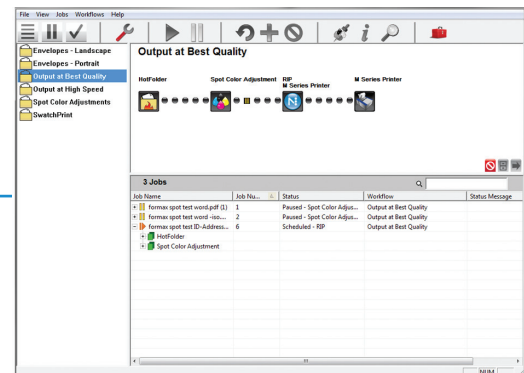
Professional Print Quality with State-of-the-Art Harlequin® RIP

Formax **cmColor RIP and Color Match Software** combines tools for color management, spot color matching, hot folders and production job presets, with the powerful Harlequin® RIP engine to provide a seamless workflow solution. Achieve outstanding overall image quality, with predictable and repeatable color standardization. cmColor features a user-friendly job interface, with tools to manage jobs and deliver professional color output, time after time. cmColor Software is designed to be used with the ColorMax7 Digital Color Printer, and is ideal for both businesses and commercial printers.



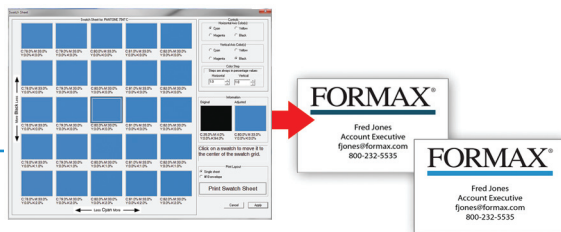
Harlequin® RIP Technology

The commercial printing world demands robust and reliable RIP software that provides high performance, quality and efficiency. cmColor is built with state-of-the-art Harlequin RIP, the expert printer's choice, which maximizes productivity and output quality when used with a ColorMax7 Digital Color Printer.



Workflow Productivity

Submit, manage and preview jobs from anywhere on the network using a MAC® or PC. cmColor stores and saves print files and configurations for future use, making repeat jobs quick, easy and consistent.



Advanced Color Management & Spot Matching

cmColor RIP automatically identifies spot colors in an image, allowing users to easily edit, adapt and match existing color specs. During the process, users can print color swatches on material, compare, adjust the colors, save the changes per job or globally, then proceed to printing.



Windows® driver



cmColor software

ICC Profiles

To provide the best possible output on a wide variety of papers, ICC color profiles are built into the software. This ensures optimal color on materials including standard grade envelopes, office paper, inkjet gloss and matte finish stock and inkjet envelopes.

The examples above reflect the difference between printing the same file on identical envelopes using the Windows® driver, versus the cmColor RIP software.

WHY FORMAX?

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- Stock products
- Stock supplies
- Industry leading technology
- Innovative solutions

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