

Phaser®  
7800  
A3 size  
Colour Printer



# Fuji Xerox® Phaser® 7800 Colour Printer

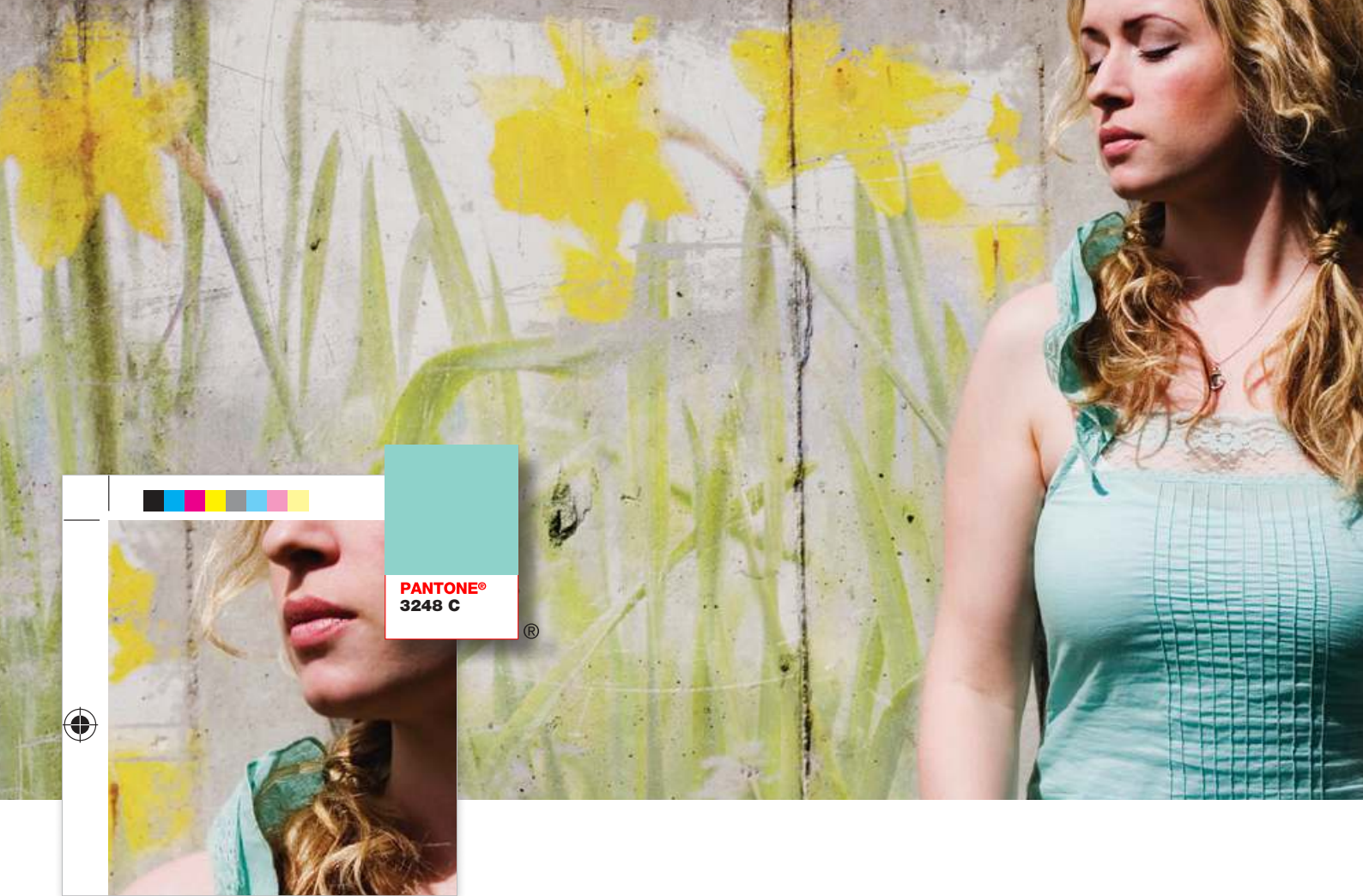
The gold standard  
in colour printing



# Phaser® 7800 Colour Printer

**Unmatched colour printing. Industry-leading media flexibility. Professional colour management technologies.** These are the benchmarks of the Phaser® 7800 — the only A3 size colour printer in its class that delivers the full complement of advanced capabilities today's most graphic-intensive environments require. Now any business that produces large volumes of high-resolution output, such as advertising agencies, graphic design shops, marketing communications firms, photography studios and countless others, can keep more of their business-critical print jobs in-house thanks to the Phaser® 7800 colour printer's unbeatable state-of-the-art technologies.





## Print shop-quality colour, without the print shop

**If your work demands the best-possible colour print quality, the Phaser® 7800 colour printer is the obvious choice.** With the winning combination of consistently superior image quality and professional-level colour-matching technologies, no other A3 size colour printer gives creative professionals the freedom to produce more customer-facing collaterals in-house.

- **True 1200 x 2400 dpi.** The Phaser® 7800 colour printer delivers a high print resolution that consistently produces realistic images, photos and graphics, plus sharp text and fine-line detail.
- **The colours you expect, with reliable accuracy.** PANTONE® calibrated solid-colour simulations and Fuji Xerox colour correction technology deliver results that always match your expectations, while true Adobe® PostScript® 3™ ensures accuracy you can count on.
- **Seeing is believing.** Impress your clients and potential customers with output that, until now, could only be achieved by outsourcing your work to a professional print shop. The Phaser® 7800 produces glossy, vivid colours; rich, deep blacks; and the smoothest colour transitions — no streaking, banding or striping.
- **No-compromise colour matching.** PhaserMatch® 5.0 colour management and calibration software, including the PhaserMeter® Colour Measurement Device powered by X-Rite, adds a professional level of colour control and helps maintain colour accuracy print after print, and across all output devices.
- **Easy viewing.** Stunning colour quality means very little if your audience can't easily understand your messaging. Advanced trapping technology ensures clean edges and prevents gaps between adjacent colours. Plus, black text on coloured backgrounds and coloured text on black backgrounds always print sharp and clear.
- **Advanced print head technology.** The Phaser® 7800 colour printer features the Fuji Xerox S-LED print head, which provides better dot-to-dot intensity and timing control, and produces precise colour registration.

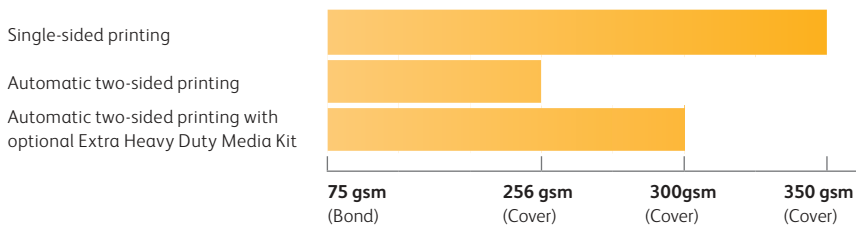


## Media mastery

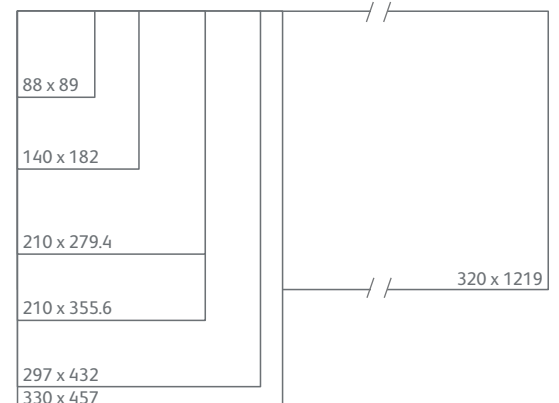
**For designers, photographers, and creative professionals from every industry:**

Now there's virtually no limit to the types of printed materials you can create thanks to the Phaser® 7800 colour printer's incredible media handling capabilities. From customer-ready brochures and sales proposals, to posters, banners, booklets and business cards, no other device in its class prints such amazing colour quality on the widest range of media weights and sizes. Take advantage of weights from 75 to 350 gsm, and sizes from 88 x 89 millimetres to 320 x 1219 millimetres, and let your creative inspiration take over.

### Media Weight Capabilities



### Media Size Capabilities (in millimetres)



**350 gsm**

However you measure your paper weight, the Phaser® 7800 can print on it.



### A brilliant shade of green

The Phaser® 7800 colour printer includes an impressive lineup of standard features that help your office environment reduce its impact on the natural environment.

- **EA Toner.** Our EA Toner with low-melt technology achieves minimum fusing temperature at 20 degrees C less than conventional toner for even more energy savings.
- **Reduced paper consumption.** Save paper and money when you print multipage documents with automatic two-sided output.
- **S-LED print engine.** Proven S-LED print engine technology consumes minimal energy and space, and operates quietly.
- **Induction heating fuser.** The heat-efficient IH fuser consumes substantially less power in standby mode than conventional fusers and achieves a start-up time of less than 15 seconds.



## The best colour printing, and beyond

Powerful, industry-leading colour matching software allows you to bring additional professional-level graphic-arts and marketing capabilities in-house.

**Optional PhaserMatch® 5.0 with PhaserMeter® Colour Measurement Device powered by X-Rite.** For graphic artists and colour professionals, colour matching is a critical task. The colours viewed on one's computer monitor must be reproduced with consistent accuracy on printed output, and then reproduced with matching accuracy by every other output device, whether on-site or in remote locations. PhaserMatch® 5.0 colour management and calibration software is your colour-matching assurance.

PhaserMatch® 5.0 adds another level of colour control and helps maintain colour accuracy. It brings stability to the process — delivering consistent, predictable and reproducible colour matching.

Plus, it comes with the PhaserMeter® all-in-one Colour Measurement Device, which captures colours and helps calibrate your monitors and Phaser® 7800 printer.

PhaserMatch® 5.0 benefits include:

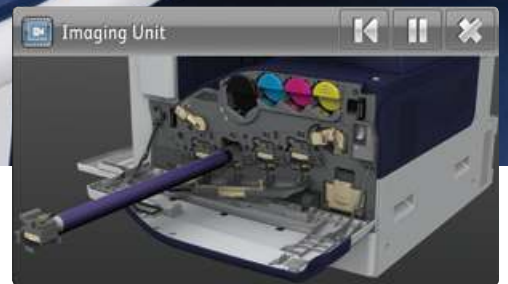
- Colour calibration for accurate, consistent results
- Control over repeatable colour – saving time and money
- Greater colour accuracy for design visuals and prepress proofs
- Fewer iterations and assurance that digital proofs meet press colour expectations



## The peak of productivity

**Engineered for fast-paced environments with the most demanding expectations**, the Phaser® 7800 colour printer delivers clearly superior colour quality without sacrificing exceptional speed or reliability. Now any business or organisation that depends on colour—whether selling their products, winning new business, or sharing creative concepts—can produce the most impressive, customer-ready collaterals as fast as they need them.

- **Fast printing.** The Phaser® 7800 helps you beat your deadlines, delivering both black-and-white and colour output at a speed of up to 45 ppm.
- **A true powerhouse.** With a 1.33 GHz processor, 2 GB of memory and a standard 160 GB hard drive, the Phaser® 7800 is designed to handle a steady flow of high-resolution print jobs loaded with colourful images and graphics.
- **Standard duplexing.** Automatic two-sided printing comes standard, providing more flexibility and helping reduce paper consumption. Plus, the Phaser® 7800 printer's duplex speed is just as fast as single-side printing, so there's no sacrificing efficiency for conservation. And with the optional Extra Heavy Duty Media Kit you can print two-sided output on standard and custom-size media in weights up to 300 gsm. No other printer in its class handles such a wide variety of heavy stock\*.
- **Long-term durability.** With a duty cycle of up to 225,000 pages per month, we built the Phaser® 7800 colour printer to withstand constant use and perform at its best for years to come.
- **Total peace of mind.** In the unlikely event that a problem does occur, your Phaser® 7800 is covered by a one-year onsite warranty.



## Emphasis on easy

**Designed to handle a wide variety of complex colour print jobs, there's nothing complex about the Phaser® 7800 colour printer's usability.** With superior printer management capabilities and innovative, helpful technologies, even those with no experience using advanced colour printers will quickly become comfortable with the wealth of useful features offered by the Phaser® 7800.

- **Advanced touch screen interface.**

The Phaser® 7800 features a state-of-the-art 4.3-inch, colour touch-screen interface. Its big, bright icons and intuitive menus make walk-up operation faster and easier than ever.

- **Help where you need it.** The Phaser® 7800 features embedded help videos for quick, easy, step-by-step troubleshooting assistance right on the colour touch screen.

- **Color By Words: Intuitive colour enhancement.** With Color By Words, there is no need to go back to square one and manipulate source files. You can change the colour of one object or area without

affecting the rest of the page. Simply select the desired colour modifications from a drop-down list and your printout is automatically adjusted.

- **Effortless printer management.** CentreWare® Internet Services embedded web server helps you save valuable time by simplifying configuration cloning and automatic installation of additional Phaser® 7800 colour printers. You can also view job status and troubleshoot right from your web browser.
- **Fewer interventions.** Long-life, user-replaceable items, such as the imaging unit and fuser, are easy to access and

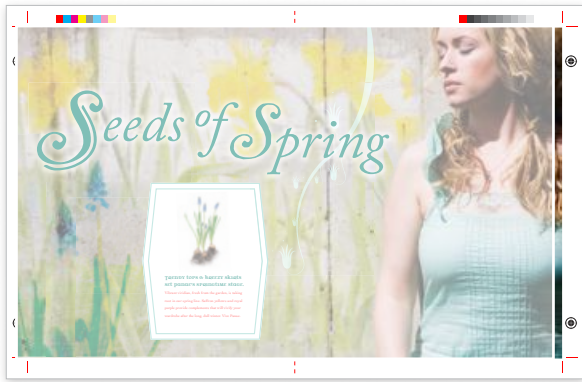
replace. Plus, they're engineered for maximum longevity so you'll stay more productive, longer.

- **Easy, front-side access.** The Phaser® 7800 was designed for total convenience. There's no need to rotate or move the printer to perform routine maintenance like changing toner and adding paper.
- **Bi-directional communication.** The Phaser® 7800 sends print-job updates, along with toner and paper supply levels, to your desktop or even over the web. Pop-up alerts immediately notify you of any print problems — and how to fix them.

# More finishing options, greater design flexibility

The Phaser® 7800 colour printer gives graphic arts professionals an impressive range of business-ready finishing options to choose from.

Depending on your needs and budget, you can go with the all-in-one Professional Finisher and get stacking, stapling, hole punching, booklet making and v-folding; or start with the Office Finisher LX and get stacking and stapling with the flexibility to add separate hole punching, creasing and stapling capabilities as your workload dictates.



Oversize Output for 297 x 432 bleed



Booklet



V-Fold



2/3-hole punch



Multiposition stapling





### 1 Professional Finisher

As the name indicates, when you add the Professional Finisher to your Phaser® 7800, you'll benefit from a wealth of professional-level document finishing capabilities.

- Stacking: 1,500 sheets plus a 500-sheet top tray
- Stapling: 50-sheet, multi-position
- 2/3-hole punch
- Saddle-stitch-staple booklet making, up to 15 sheets
- V-folding, up to 15 sheets
- Sizes: 182 x 182 mm to 330.2 x 457.2 mm

### 2 Office Finisher LX

If your immediate needs don't require some of the more advanced capabilities offered by the Professional Finisher, consider adding the Office Finisher LX, which lets you add hole punching and/or creasing capabilities as your workload evolves.

- Stacking: 2,000 sheets unstapled, 1,000 sheets single-stapled or 750 sheets dual stapled
- Stapling: 50-sheet, multi-position
- Sizes: 210 x 182 mm to 297 x 432 mm

### 3 Booklet Maker for Office Finisher LX

Add booklet-making capabilities to the Office Finisher LX and create booklets with up to 15 sheets, either creased or saddle-stitched.

- Sizes: 210 x 279.4 mm to 297 x 432 mm

#### Phaser® 7800 Quick Facts

- Print
- 330 x 457 mm
- 45 ppm



**WxDxH (DN configuration):**  
641 x 699 x 578 mm

Phaser® 7800 with Tandem Tray  
Module and Professional Finisher

**Phaser® 7800DN**

<b>Speed</b>	Up to 45 ppm colour / 45 ppm black-and-white
<b>Duty Cycle</b>	Up to 225,000 pages / month <sup>1</sup>
<b>Paper Handling</b>	
Paper input	Standard <b>Tray 1:</b> 100 sheets; Custom sizes: 88 x 99 mm to 320 x 1219 mm
	<b>Tray 2:</b> 520 sheets; Custom sizes: 140 x 182 mm to 297 x 432 mm
	Optional 3 Tray Module
	High Capacity Tandem Tray
Total standard capacity	620 sheets
	<b>Optional Extra Heavy Duty Media Kit:</b> Allows automatic two-sided printing from Tray 1 on media up to 300 gsm cover
Finishing options	Standard <b>Dual Offset Catch Tray:</b> 250-sheets each
	Optional <b>Office Finisher LX:</b> 2,000-sheet stacker, 50 sheets stapled, 2-position stapling, optional hole-punch
	<b>Booklet Maker for Office Finisher LX:</b> Adds booklet making (crease, saddle-stitch) with up to 15 sheets
	<b>Professional Finisher:</b> Stacking: 1,500-sheet stacker and 500-sheet top tray, 50-sheet multiposition stapling and hole punch, saddle-stitch booklet maker, V-Fold
Automatic two-sided printing	Standard
<b>Print</b>	
First-page-out-time	As fast as 9 seconds colour and black-and-white
Resolution (max)	Enhanced: 1200 x 2400 x 1 dpi / Photo Mode: 600 x 600 x 8 dpi / Standard: 1200 x 600 x 1 dpi
Processor	1.33 GHz
Memory/Hard drive	2 GB / 160 GB minimum
Connectivity	Ethernet 10/100/1000Base-T, USB 2.0, Optional external wireless 802.11 b, g, n
Page description languages	Adobe® PostScript® 3™, PCL® 6/5c, Adobe PDF-Direct version 1.6
Print features	Print Around, Color By Words, PDF Direct, Smart Duplex, Run Black, Secure and Personal Print, Booklet Printing, Smart Trays, Sample Set, Personal Saved Print, Custom size pages, Collation, Banner-size printing, Watermarks <sup>2</sup> , PhaserSMART®, Print submission tools, Extended Font Storage, Scaling, Separation Pages, N-up, Internet Printing Protocol (IPP), Job Pipelining, Bi-directional driver, Layout/watermark, Form/Font Storage
<b>Accounting</b>	Job Accounting, Usage Analysis Tool, Automatic Meter Read, Automatic Supplies Replenishment
<b>Security</b>	Secure HTTPS (SSL), IPsec, Optional removable hard drive, 802.1X authentication, IPv6, SNMPv3, Image overwrite, Configurable disk overwrite, Port control, IP filtering
<b>Software Solutions</b>	Standard PhaserCal®
<b>Warranty</b>	One-year on-site warranty

<sup>1</sup> Maximum volume capacity expected in any one month. Not expected to be sustained on a regular basis; <sup>2</sup> Windows driver only

**Device Management:** CentreWare® Internet Services, CentreWare® Web, Email alerts, Cloning, PhaserSMART®, Job Accounting, Usage Analysis, Print Submission Tools, Job Tracker, WebJet Admin Interface, Tivoli, Apple® Bonjour

**Print Drivers:** Windows® XP/Server 2003/2008/Vista/7, Mac OS® 10.5 and higher, Oracle® Solaris 9, 10, Fedora Core 12-15, SUSE 11.x, IBM® AIX 5, HP-UX® 11iv2, Xerox Global Print Driver®, Xerox Mobile Express Driver®

**Font Capability:** 139 PostScript® fonts; 93 PCL® fonts

**Colour Standards:** PANTONE® calibrated solid-colour simulations, Adobe PostScript device-independent colour, CIE International colour standards, and support for ICC, ICM and Apple ColorSync colour management systems, PhaserMatch® 5.0, PhaserCal

**Media Handling:** Tray 1: 75 gsm bond to 350 gsm cover; Automatic 2-sided printing: 75 gsm bond – 256 gsm cover; Automatic 2-sided printing with Extra Heavy Duty Media Kit (optional): 75 gsm bond – 300 gsm cover; Trays 2-5 and finishers: 75 gsm bond to 256 gsm cover; Lightweight to extra heavy cardstock (coated and uncoated), plain, preprinted, prepunched, letterhead, envelopes, transparencies, recycled, custom

**Operating Environment:** Temperature: Operating: 10° to 32° C; Relative Humidity (noncondensing): Operating: 15 to 85 %; Sound pressure levels: Printing: 52 dB(A), Standby: 21 dB(A); Sound power levels: Printing: 6.81 B(A), Standby: 3.80 B(A)

**Electrical:** 230V: 50/60Hz: Printing (avg): 760 W, Ready: 86 W, Power Saver: 56 W; Sleep: 6.3 W

**Unpackaged Dimensions (WxDxH):** 7800DN: 641 x 699 x 578 mm, Weight: 81 kg; Office Finisher LX: 1,012 x 552 x 942 mm, Weight: 28 kg; Office Finisher LX with Booklet Maker: 1,012 x 597 x 1057 mm, Weight: 37.2 kg; Professional Finisher: 885 x 650 x 1,010 mm, Weight: 90.7 kg

**Certifications:** Certified to UL 60950-1/CSA 60950-1-07, 2nd Edition; FCC Part 15, Class A; Low Voltage Directive 2006/95/EC; EN 60950-1, 2nd Edition; EMC Directive 2004/108/EC; EN 55022, Class A; EN 55024; RoHS Directive 2002/95/EC; Section 508 Compliant; ENERGY STAR® Qualified

**Supplies**

High-capacity Toner Cartridges:  
 Black: 24,000 pages 106R01577  
 Cyan: 17,200 pages 106R01574  
 Magenta: 17,200 pages 106R01575  
 Yellow: 17,200 pages 106R01576  
 Staple Refills for Office Finisher LX 008R12941  
 Staple Refills for Professional Finisher 008R12897

**Routine Maintenance Items**

Imaging Unit: Up to 145,000 pages 106R01582  
 Waste Cartridge: Up to 20,000 pages 108R00982  
 Suction Filter: Up to 120,000 pages 108R01037  
 IBT Cleaner: Up to 160,000 pages 108R01036  
 Transfer Roller 200,000 pages 108R01053  
 Tray 2, 3, 4, 5 Feed Roller Kit 300,000 pages 109R00790  
 Fuser Assembly (240V) 360,000 pages 115R00074

**Options**

Office Finisher LX 097S04166  
 Booklet Maker for Office Finisher LX 497K03850  
 2/3-hole Punch for Office Finisher LX 497K03860  
 Professional Finisher 097S04167  
 3 Tray Module 097S04159  
 High Capacity Tandem Tray 097S04160  
 Cabinet Stand 097S04245  
 Extra Heavy Duty Media Kit 097S04341  
 PhaserMatch® 5.0  
 (includes PhaserMeter® powered by X-Rite) 097S04276



BAKERY & BREW SUPPLY COMPANY



Bakery & Brew Supply Company is a leader in the bakery and confectionery supply industry... Our specialty retail products... Bakery & Brew Supply Company is a leader in the bakery and confectionery supply industry...

CHAIRMAN'S STATEMENT



ANNUAL REPORT



Breads & Pastries CLASS

August 18 at your local Bakery & Brew location

100% Mexican Vanilla

Bakery & Brew sources their vanilla beans from organic growers in Veracruz, Mexico. Use our 100% Pure Mexican Vanilla Extract to create your next masterpiece.

B Bakery & Brew	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Baking	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Bread	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Buns	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Butter	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Cakes	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Dough	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Frosting	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Glazes	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Ingredients	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Pastries	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Pastry	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Recipes	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Supplies	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Tools	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Treats	ABCDEFGHIJKLMN OPQRSTUVWXYZ
B Yeast	ABCDEFGHIJKLMN OPQRSTUVWXYZ

100% Mexican Vanilla

Bakery & Brew sources their vanilla beans from organic growers in Veracruz, Mexico. Use our 100% Pure Mexican Vanilla Extract to create your next masterpiece.

Building A Better Cookie.

BAKERY & BREW winter sales

- 16 Starts With Ingredients
- 17 Starts With Ingredients
- 18 Starts With Ingredients
- 19 Starts With Ingredients
- 20 Starts With Ingredients

Perfect to make enough for...  
 Great when you give them to...  
 Make them for the holidays...  
 They are a great gift...  
 They are a great gift...

BAKERY & BREW SUPPLY COMPANY GIFT CARD

BAKERY & BREW SUPPLY COMPANY GIFT CARD

BAKERY & BREW SUPPLY COMPANY GIFT CARD

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**For Your Safe Use**

Before using the product, read the Instruction Manual carefully for proper use.  
Use the product with an appropriate adequate power source and voltage displayed.  
Be sure to establish a ground.  
In the case of a failure or short circuit, an electric shock may result.



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