

**DISCOVER** THE PATH  
AHEAD  
WITH THE **DIGITAL PRESS**  
**RIGHT**

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**ARE YOU INVESTING IN NEW  
TECHNOLOGY THIS YEAR?**

**Yes**

**Interested in  
exploring my options**

**No**



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**ARE YOU INTERESTED IN  
INKJET OR TONER?**

**Inkjet**

**Toner**

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**ARE YOU INTERESTED IN  
SHEETFED OR WEB-FED  
INKJET PRESSES?**

**Sheetfed**

**Web-fed**

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**WHICH APPLICATIONS  
ARE YOU PRINTING?**

**Photo Specialty,  
Commercial, Direct Mail**

**Books and  
Transaction/TransPromo**

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**ARE YOU INTERESTED IN  
FULL COLOR OR MONOCHROME  
INKJET PRESSES?**

**Full color**

**Monochrome**

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## **WHAT TYPE OF PRINTER ARE YOU?**

**Commercial printer**

**Direct Mail printer**

**Book printer or publisher**

**Transactional/TransPromo**

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