

# THE COLOR OF SUCCESS: HOW TO ENHANCE YOUR SMALL BUSINESS BY PRINTING IN COLOR

A splash of color can make small businesses look like big businesses, and it may be more affordable than you think. Today's color printing is just a fraction of the cost it used to be. In honor of National Small Business Week, Lexmark International, Inc. (NYSE: LXX) offers the following color printing tips to enhance small businesses.

## WHY PRINT IN COLOR?

Color has been shown to have a strong impact on reader perception and retention, as well as sales. Studies demonstrate that printed pages are perceived as 60 percent better in color versus black and white, readers pay attention up to 82 percent longer when color is used, and color increases recall by 60 percent. Color can also induce prospective customers to pay attention, react and buy up to 85 percent more than black and white documents<sup>1</sup>.

## WHERE TO ADD IMPACTFUL COLOR

Color can change a boring, dull document into an inspiring and interesting sales or presentation piece. Besides just adding color to your documents, you can add color to labels, business cards, letterhead, brochures and many other business pieces.

## HOW TO ADD COLOR

- Choose a simple palette with just a few colors. Try three colors that look good together to start. Repeat use of those colors in your documents to project a consistent and professional look.
- Use color purposefully and emphasize content that is most meaningful to your target audience or content that conveys your most important message.
- Use a few high-quality color photos to draw people into your documents and to underscore a specific theme or concept.

"Small businesses can improve their image as well as productivity by printing professional-quality color documents in-house, without the need to turn to a print shop for help," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division. "Lexmark offers affordable, high-quality color laser technology to meet the color printing needs of any small business."

For example, the Lexmark C530dn color laser printer is a great choice for small businesses, featuring rapid print speeds up to 24 pages per minute (ppm) in black and 22 ppm in color, built-in two-sided printing and an intuitive operator panel for simplified operation. This compact, network-ready printer is priced at \$499<sup>2</sup>.

For small businesses in need of more advanced functionality, the Lexmark X502n color laser multifunction product offers high-quality color printing combined with the ability to copy, scan and fax. Priced at \$699<sup>2</sup>, the network-ready Lexmark X502n prints at speeds up to 31 ppm in black and eight ppm in color.

Right now, small businesses can save up to 25 percent off select Lexmark color laser products<sup>3</sup>. Visit [color.lexmark.com](http://color.lexmark.com) to learn more.

For detailed information about Lexmark's full product offerings for small businesses, visit [www.lexmark.com/smb](http://www.lexmark.com/smb).

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## ABOUT LEXMARK

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2008, Lexmark sold products in more than 150 countries and reported \$4.5 billion in revenue. Learn how Lexmark can help you get more done at [www.lexmark.com](http://www.lexmark.com).

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All prices are estimated street prices in U.S. dollars – actual prices may vary.

<sup>1</sup>Data cited from "Color for Impact: How Color Can Get Your Message Across or Get in the Way" by Jan V. White.

<sup>2</sup>All prices, features, specifications and capabilities are subject to change without notice.

<sup>3</sup>Savings are off Lexmark's published minimum advertised price. This offer is valid for purchases only within the U.S. on specified product models and cannot be combined with any other offer, promotion, sale or rebate. Actual prices may vary. Offer valid to end-users only. Offer valid 3/1/08 to 5/31/08. Orders received after 5/31/08 may not be accepted at this savings price. Lexmark may discontinue this promotion, with or without notice, at any time.

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