



Competitive Comparison

Xerox Phaser® 8560 vs. Ricoh® CL3500



The Phaser 8560 has more value, more speed and better print quality

- Superior performance
- Better print quality
- Legendary solid ink ease of use
- More color control
- Greater media flexibility
- Xerox Total Satisfaction Guarantee

	Phaser 8560	Ricoh CL3500
More value <ul style="list-style-type: none"> The Phaser 8560 offers more of everything: Performance, print quality, ease of use, media flexibility and reliability 	Phaser 8560N: \$699* Phaser 8560DN: \$899* Phaser 8560DT: \$1,399* Phaser 8560DX: \$1,999*	CL3500N: \$599** CL3500DN: \$699**
Faster print speed Faster first-page-out time Faster processor More standard and maximum memory	<ul style="list-style-type: none"> Up to 30 ppm color and black As fast as 5 seconds 600 MHz 256 MB to 1 GB 	<ul style="list-style-type: none"> Up to 22 ppm color and black As fast as 12.5 seconds 533 MHz 128 MB to 512 MB
Greater media flexibility <ul style="list-style-type: none"> Phaser 8560 users stay productive without worry and interruptions due to its ability to print on heavy media from all trays – even two-sided jobs 	<ul style="list-style-type: none"> MPT: 60 to 220 gsm Trays: 60 to 120 gsm Two-sided output: 60 to 120 gsm <p style="text-align: right;">Wow!</p>	<ul style="list-style-type: none"> MPT: 60 to 199 gsm Trays: 60 to 105 gsm Two-sided output: 60 to 105 gsm
Easy driver installation <ul style="list-style-type: none"> Phaser installation is intelligent and highly automated Ricoh installation requires 12 steps or decisions, which can cause confusion and waste valuable time. Plus, it requires you to reboot your computer 	<p style="text-align: right;">4 Steps!</p>	Install time: 5:30 <p style="text-align: right;">7-12 Steps!</p>
Higher duty cycle <ul style="list-style-type: none"> Higher maximum monthly duty cycle means more reliability and longer life 	85,000 pages per month <p style="text-align: right;">Reliable!</p>	50,000 pages per month
Better management and productivity features <ul style="list-style-type: none"> The Phaser 8560 has more features to keep your office productive 	PrintingScout® onscreen alert notification, PhaserSMART® online troubleshooting, job accounting, Usage Analysis Tool, Intelligent Ready, email alerts, CentreWare Web, configuration SIM	SmartDeviceMonitor, Web SmartDeviceMonitor, DeskTopBinder Lite
Greater color control <ul style="list-style-type: none"> More color correction options add flexibility for more accurate color 	Xerox color options, Automatic, ColorSync, ICC profiles, Custom Color Sliders, Embedded SPOT table, PANTONE®-approved	Automatic, ColorSync, ICC profiles
Superior print quality <ul style="list-style-type: none"> The Phaser 8560 printer's solid ink technology generates exceptional print quality, regardless of media type 	Produces consistently smooth, vibrant output	Exhibits noticeable banding and inconsistent toner transfer

*Savings based on U.S. ERP for printer and consumables
 *All prices are after \$100 rebate
 **All prices are U.S. ERP. Reseller prices may vary.

(see over)

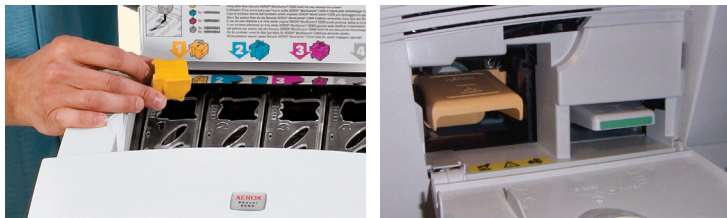
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Other Xerox Phaser® 8560 Advantages

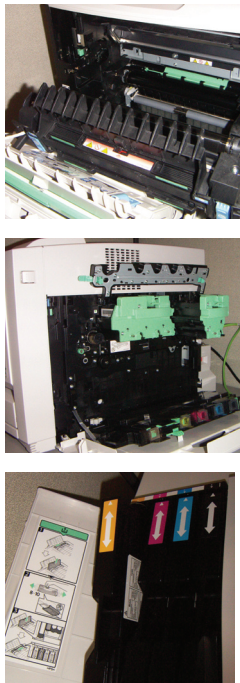
Simple design = simple maintenance

The Phaser 8560 printer technology is legendary for its ease of use. Loading ink is as easy as loading a stapler — even a child can do it.

In sharp contrast, the Ricoh CL3500 is a complicated device, as illustrated in the photo below. Users must access complex mechanisms to replace a large number of consumables inside the CL3500.



Phaser 8560



Ricoh CL3500



Ricoh CL3500 Supplies

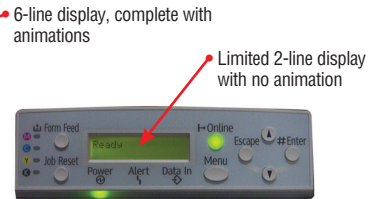
Intuitive front panel display

The Phaser 8560 front panel display is larger and shows more helpful information, including animated graphics to aid in maintenance.

The Ricoh CL3500 device's front panel is smaller, provides less information at a glance, and requires more button-pushing to find what you need.






Phaser 8560



Ricoh CL3500

Real-world performance

The Phaser 8560 has a dramatic performance advantage over Ricoh's CL3500 printer in both specifications and most importantly real-world performance.

	Phaser 8560	Ricoh CL3500
Excel spreadsheet (1 page) 	7 seconds	19 seconds
2-page real estate PDF (duplexed) 	15 seconds	32 seconds
Complex multilayered file 	39 seconds	37 seconds

Note: All pages printed in default print modes on letter-size media.

More environmentally friendly

For every 100,000 printed pages, a solid ink printer generates approximately **5 lbs.** of waste, compared to approximately **157 lbs.** for a typical color laser.

