Can color broaden the spectrum of learning in the classroom?

A LESSON IN ACCESSIBLE COLOR PRINT AND EDUCATION

xerox™

Supporting the natural way young minds grow.

Today's kids are born into a world that's becoming increasingly digital, yet full-color print continues to play a key role in how kids process and retain information. The human brain engages with color print in a much different way than material viewed on a screen.

In fact, studies show that complex ideas are best understood when read on a printed page versus a screen. Adding color to the mix only amplifies these benefits and supports a variety of different learning styles.

Yet in recent years, educators have pushed for digitizing content and bringing more computers into k-12 schools to modernize, save money and improve student performance.

Digital offers several benefits — but as time goes on and classrooms become more digital, it has become clear that printed material, especially in color, does more for students' comprehension and retention than digital content. Color print can also jump-start creativity and encourage participation.

PRINT IS ESSENTIAL. WE'VE MADE IT AFFORDABLE.

Implementation of new educational standards such as Common Core in the US requires schools to print large amounts of fresh content on demand.

Older, low capacity, legacy equipment and mono-only devices stand in the way of educators printing more work in-house. Similarly, cost, limited space, fast turnarounds and manageability force educators to outsource work.

As publishers push titles directly to k-12 schools rather than printing and shipping finished material, it's more important than ever that schools have the ability to keep up.

92% of students say that print improves their concentration[2]

"Students are more engaged with color.[1] There have been many studies all over the world that show color print is a much better learning aid than mono."

— Karl Melzer, Production Print Specialist – Government/Education, ImageSource

THE SOLUTION.

Xerox® inkjet technology offers the ideal balance of cost, quality and speed. It enables schools to consolidate equipment, boost volume, keep jobs in-house and insource work they wouldn't have been able to take on in the past.

The Xerox® Baltoro™ HF Inkjet Press, with the smallest footprint in its class, delivers the speed and simplicity that schools need at a price you can afford. It's easy to hit the ground running with Baltoro and right-size your print shop.

Color can enhance the clarity of text by as much as **40%**[3]

Color increases readers' attention spans and recall by **82%**[4]

The benefits.

Adding more color to the classroom doesn't have to be costly or complicated. Create a powerful color print solution that helps students thrive with the Xerox® Baltoro™ HF Inkjet Press — an agile, dynamic device for vibrant color and sweet-spot economics.

- Meet demand with 1–2 million impressions per month
- Get more out of every square foot with a small footprint
- Complement current toner devices for time and cost savings
- Print color and K-only on a single device
- Grow with press scalability

Students who write by hand find it easier to express their ideas[5]

With color, reading speed can be increased by up to **35%**[5]

"It's a great time to be a k-12 in-plant. Now they can print full-color curriculum for under a penny. And the small footprint of the Baltoro is awesome. With the right finishing, they can print at high speed, personalize and have full control of the finished product to save time and money."

— Karl Melzer, Production Print Specialist – Government/Education, ImageSource

The results.

There's a lot we could continue saying about the Xerox® Baltoro™ HF Inkjet Press, but don't just take our word for it — the results speak for themselves.

With more than 41,000 students and 1,000 more added each year, one fast-growth school district added the Baltoro to their fleet of printers in order to meet the demand for engaging educational materials — and they were able to significantly cut costs in the process.

They estimated they could **save at least 50%** by using the Baltoro for applications that wouldn't benefit from toner. Before transitioning to full color, they started off using the Baltoro for mono. In addition, they felt the Baltoro was simple to learn and easy to use. It was a seamless transition, and their operators were able to get up to speed in no time.

Another large school district uses the Baltoro in tandem with their other Xerox® devices. They wanted to incorporate more color without adding more costs. Before the Baltoro, they outsourced the printing of their black-and-white student workbooks, resulting in outdated materials, excess inventory, long lead times and high costs.

With the Baltoro, they were able to print what they needed, when they needed it in-house, leading to a **50% cost savings** — and they were able to use these cost savings to print full-color workbooks that encourage higher student performance.

The simplicity and efficiency of the Baltoro also helped the school district realize a **25% increase in productivity** with less manual touches, errors and waste.

Reading comprehension is **14% better** with color than with bold text and helps the eye locate information faster.[6]

THE BOTTOM LINE.

Schools are looking for ways to provide the best possible educational experiences while managing year-over-year budget pressures. A blended approach of both print and digital material can help students thrive while saving school districts money.

The Baltoro takes the cost and guesswork out of creating vibrant color and mono print. It can help educators replace outdated material with fresh content that connects with students. And with future-proof flexibility, it's an investment that can continue to help young minds grow for years to come.

Find out how the Xerox® Baltoro™ HF Inkjet Press can bring affordable value to your k-12 in-plant. Visit **xerox.com/baltoroHF** or talk to your sales rep.

1 https://www.insight.com/en_US/content-and-resources/2017/09152017-the-importance-of-color-printing-in-education.html
2 https://newrepublic.com/article/135326/digital-reading-no-substitute-print
3 https://www.colorcom.com/research/why-color-matters
4 https://www.office.xerox.com/latest/COLFS-02UA.PDF
5 https://www.twosides.info/wp-content/uploads/2018/09/Print-and-paper-play-a-key-role-in-learning-and-literacy.pdf
6 https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3743993