

Introducing the Xerox IJP900 Inkjet Press

Color Made Practical and Affordable

WHITE PAPER

November 2025

TABLE OF CONTENTS

INTRODUCTION

KEY FINDINGS

ANALYSIS

Market Context and Application Forecast

Transactional Communications: Foundational and Evolving
Transactional Print Appeal
Direct Mail's Enduring Engagement
Books: Growth in Short-Run Digital Production

The Shift from Black & White to Color

Color as a Communication Advantage
Economic and Strategic Benefits of Inkjet

Technology Overview

Workflow, Integration, and Digital Synergy
Sustainability and Environmental Responsibility
Business Impact, ROI, and Strategic Alignment

RECOMMENDATIONS

OPINION

AUTHOR

FIGURES

1	Figure 1: Printed Transactional Mail Trends	3
2	Figure 2: Paper to Electronic Transactional Trends	4
3	Figure 3: Communications Regularly Sent to Customers	5
3	Figure 4: Reasons for Wanting Paper Banking Statements	5
3	Figure 5: Preferred Archival Method for Statements	6
3	Figure 6: Direct Mail Trends	6
5	Figure 7: Book Printing Trends	8
6	Figure 8: Xerox's IJP900 Inkjet Press	10
7		
8		
8		
9		
10		
10		
11		
12		
12		
13		
13		
14		

INTRODUCTION

While Xerox has adjusted its inkjet portfolio in recent years, the company continues to play an active role in advancing inkjet technology through strategic development and partnerships. The Xerox IJP900 reflects this ongoing commitment, combining proven production experience with a new class of high-speed, affordable color inkjet technology developed for transactional, direct mail, and short-run booklet applications.

The IJP900 is not only designed to handle color digital printing work but also makes it easier for organizations that have traditionally relied on monochrome toner systems to transition to full-color production at an affordable price point/investment.

In a market where customer communications are rapidly evolving, print has the power to cut through digital noise. Moreover, the use of color has become more than a design element—it is a proven communication enhancer. Industry research confirms that color can improve attention, comprehension, and response rates. For transactional and direct mail providers, this translates into stronger engagement and, therefore, better results.

Trends shaping the wider print landscape extend beyond transactional and marketing communication. The efficiencies achieved in book manufacturing through short-run and “book-of-one” workflows are increasingly being mirrored in transactional and direct mail environments. Affordable inkjet systems such as the Xerox IJP900 enable these disciplines to converge, supporting faster, leaner, and more flexible print ecosystems across multiple market segments.

Beyond the press itself, the IJP900 operates within Xerox’s wider software ecosystem, integrating with FreeFlow workflow automation, XMPie communication management, and operational analytics to support automation, personalization, and visibility across production. These systems address core PSP requirements, as explored later in this document. This white paper examines the market opportunity for the Xerox IJP900 Inkjet Press and, most importantly, how print service providers (PSPs) can benefit from the IJP900 and compatible Xerox services—including workflow solutions—to enhance their production environments. It draws on market data, Keypoint Intelligence research, and insights to illustrate how color still drives meaningful business results across transactional, marketing, and publishing applications.

KEY FINDINGS

- ◆ Transactional print remains a strategically relevant application despite e-communication/formats growth, with print and electronic delivery continuing to coexist. Omni-channel strategies integrate electronic and physical communications for consistency and seamless customer experience.
- ◆ Affordable color inkjet technology is allowing print buyers to shift from monochrome to color, enhancing the relevance and therefore the effectiveness of their printed communications.
- ◆ Print's tactile and visual qualities—particularly color and personalization—combined with the mailbox, which provides a low competitive channel to communicators, are effective improving the chances of success of any given communication.
- ◆ Strong demand for short run and customization drives the need for inkjet cut-sheet technology, which also complements large production roll-fed inkjet presses, providing PSPs with the technologies and flexibility to better serve their customers while maintaining a profitable business.
- ◆ Environmental considerations (which play an important part in PSP buying criteria) reinforce inkjet's appeal. It is imperative that vendors support PSPs in their efforts to be environmentally conscious, particularly related to issues of carbon neutrality and the composition of inks, and other consumables.
- ◆ Xerox is regaining its place in the inkjet market, offering support and strategic partnerships to help transactional, direct mail, and book printers grow their businesses.
- ◆ Automation, workflow integration, and analytics are now central investment priorities for PSPs seeking to improve operational visibility and reduce touchpoints.

ANALYSIS

Market Context and Application Forecast

Overall print volumes are declining as communication increasingly shifts to e-formats. At the same, digital printing continues to grow. This is largely driven by shorter run lengths, faster turnaround requirements, and the need for personalization—all of which are moving pages from offset to digital.

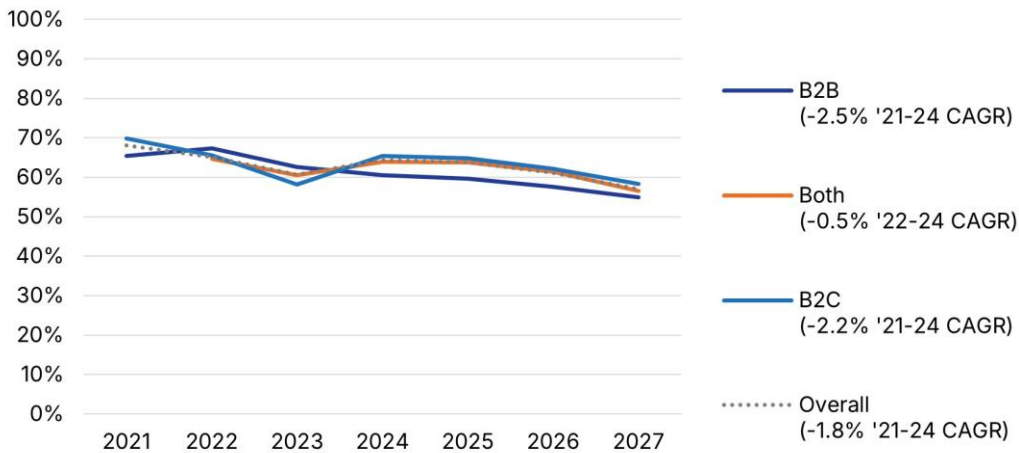
Within digital printing, some applications such as direct mail and books are showing growth; others like transactional correspondence (despite their decline) remain a cornerstone of customer communication. While their volumes may fluctuate, each segment continues to offer measurable value for businesses that appreciate targeted and fast delivery communications.

Transactional Communications: Foundational and Evolving

Budgets for transactional communications are projected to rise by an average of 8% by the close of 2026, led by insurance and telecommunications, despite organizations continuing pursuing efficiency through automation and electronic initiatives. Even though transactional correspondence is shifting to e-formats with a negative compound annual growth rate (CAGR) forecast of -9% in the US and -8% in Western Europe (2019-2029), the market is estimated to still have a large size of annual print volumes (56 billion A4 impressions in the US and 22 billion in WE).

Print-related transactional communications declined from 69% in 2021 to 65% in 2024, with projections indicating a further drop to 57% by 2027. This indicates a slower-than-expected migration to electronic-only communications within this market.

Figure 1: Printed Transactional Mail Trends



Source: North American Transactional Communications Business Report, Keypoint intelligence 2024

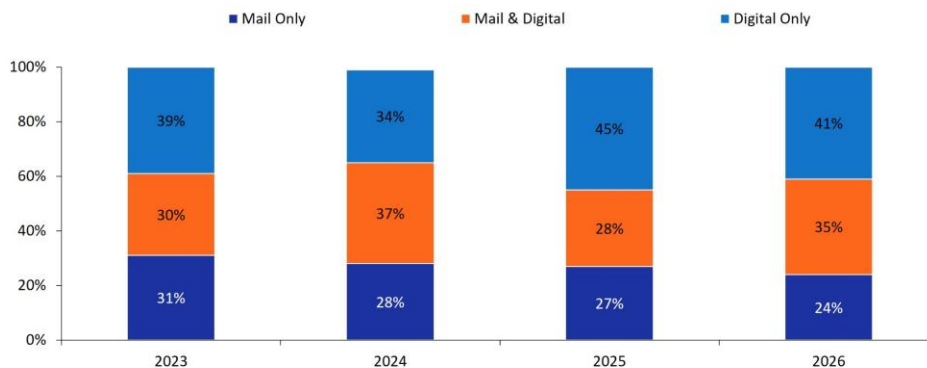
Even as e-delivery expands, printed bills, statements, and notifications remain critical in regulated sectors such as finance, utilities, and insurance—where trust, accuracy, and compliance are essential.

Keypoint Intelligence’s 2024 North American Transactional Communications Business Report (drawing on responses from 501 US organizations across banking, insurance, telecommunications, and utilities) shows that over 90% of organizations still rate transactional communications as “important” or “very important” to customer experience. Additional highlights include:

- ◆ Catalogs (which typically tend to be printed in color) are often or always browsed by 46% of respondents.
- ◆ Consumers often associate physical mail with trust and legitimacy, particularly for transactional and financial communications.
- ◆ 67% of businesses rate their transactional communications as “quite effective” in driving actions. The most common performance indicators include cost efficiency, response rates, and customer satisfaction.
- ◆ Around 70% of businesses now incorporate personalization in their transactional communications to enhance engagement and loyalty, with financial and insurance sectors leading in both investment and adoption.

Many businesses continue to pursue a hybrid approach and look to maintain a balance of print and electronic channels. As shown in Figure 2, mail-only and mail-plus-digital delivery models together exceed the adoption of digital-only trend.

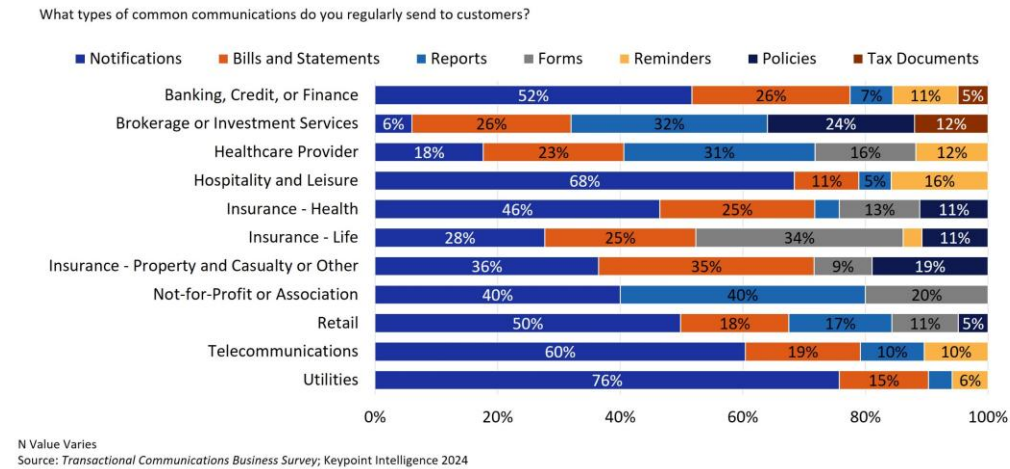
Figure 2: Paper to Electronic Transactional Trends



Source: North American Transactional Communications Business Report; Keypoint Intelligence 2024

In terms of the most popular types of transactional communications by industry, notifications were the most produced item by far for the Utilities, Hospitality, Telecommunications, and Banking and Finance sectors, followed by bills & statements. Tax-related documents, policies, and reminders accounted for the smaller volumes.

Figure 3: Communications Regularly Sent to Customers

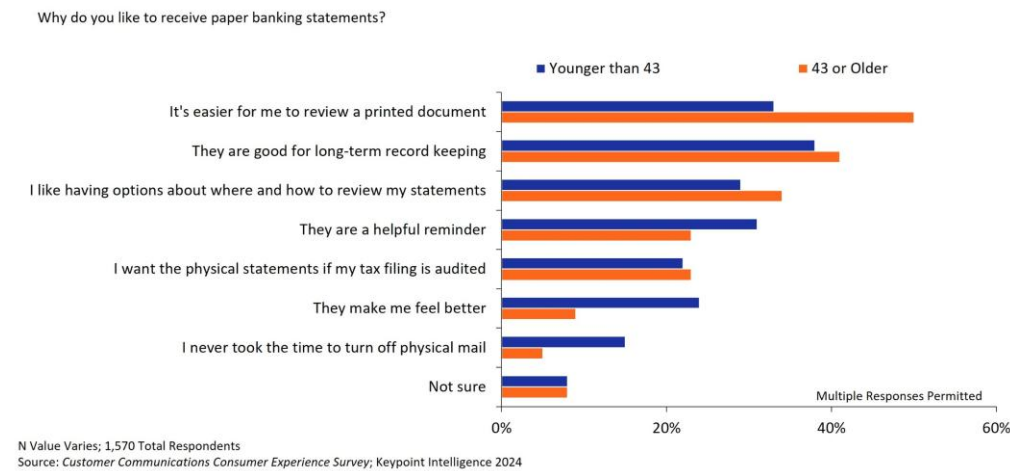


Transactional Print Appeal

Preferences for physical mail extend beyond habit. Respondents identified several factors that improve the clarity and usability of bills and statements. Layout and organization were emphasized, with a preference for designs that are clean and uncluttered. The use of contrasting colors, bold text for important information, and adequate spacing to reduce distractions was also valued.

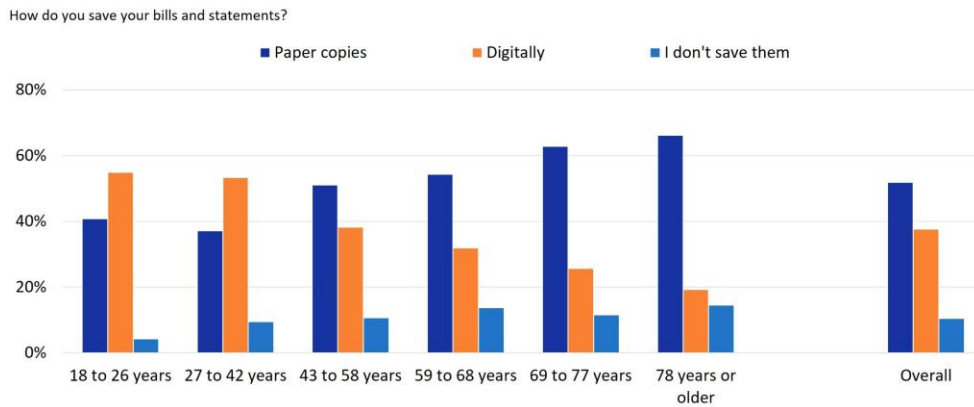
Accessibility and format were additional considerations. Larger fonts and bold text for key details were viewed as helpful. Older respondents are more likely to find paper easier to review, while younger respondents use paper for reminders, because it makes them "feel better," or because they never disabled the paper option. These findings underscore that preferences for paper statements often serve practical purposes that vary by age group.

Figure 4: Reasons for Wanting Paper Banking Statements



Physical copies were preferred for ease of reviewing physical documents, long-term record-keeping, and the ability to review statements offline. While younger people also tend to archive bills and statements in paper form, paper storage becomes the preferred method for respondents aged 43 and older, with an increasing majority in these age groups choosing to store paper copies. This indicates that customers receiving digital bills or statements often incur additional expenses for labor, paper, and ink to print and archive these documents.

Figure 5: Preferred Archival Method for Statements

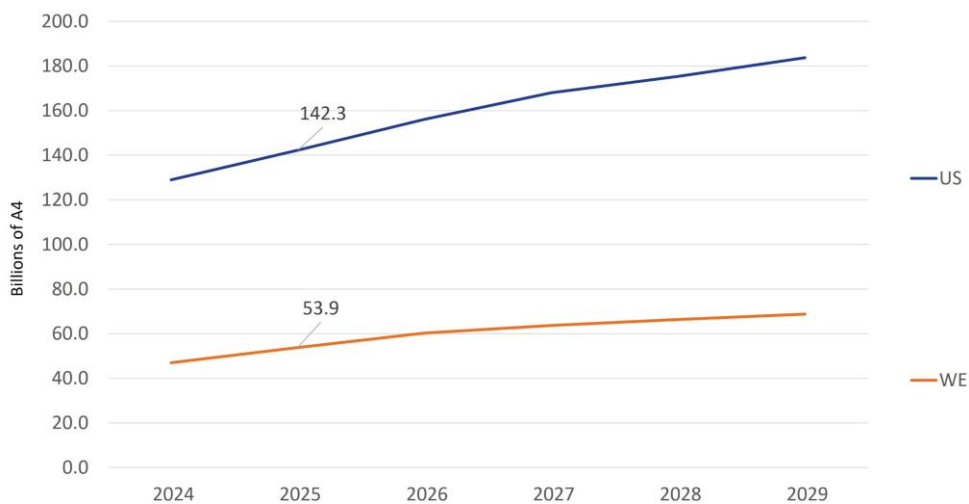


N Value Varies; 416 Total Respondents
Source: Customer Communications Consumer Experience Survey; Keypoint Intelligence 2024

Direct Mail's Enduring Engagement

Although direct mail is declining overall due to factors like rising postal costs and the continued shift to e-formats, the digital printing aspect is estimated to achieve a positive CAGR of around 7% average across the US and Western Europe. The growth in this area is primarily being driven by the shift from offset to digital, and most particularly to inkjet.

Figure 6: Direct Mail Trends



Source: On Demand Application Forecast; Keypoint Intelligence 2025

The longevity of direct mail lies in its proven effectiveness—it remains a channel that strongly aligns with the following core marketing objectives:

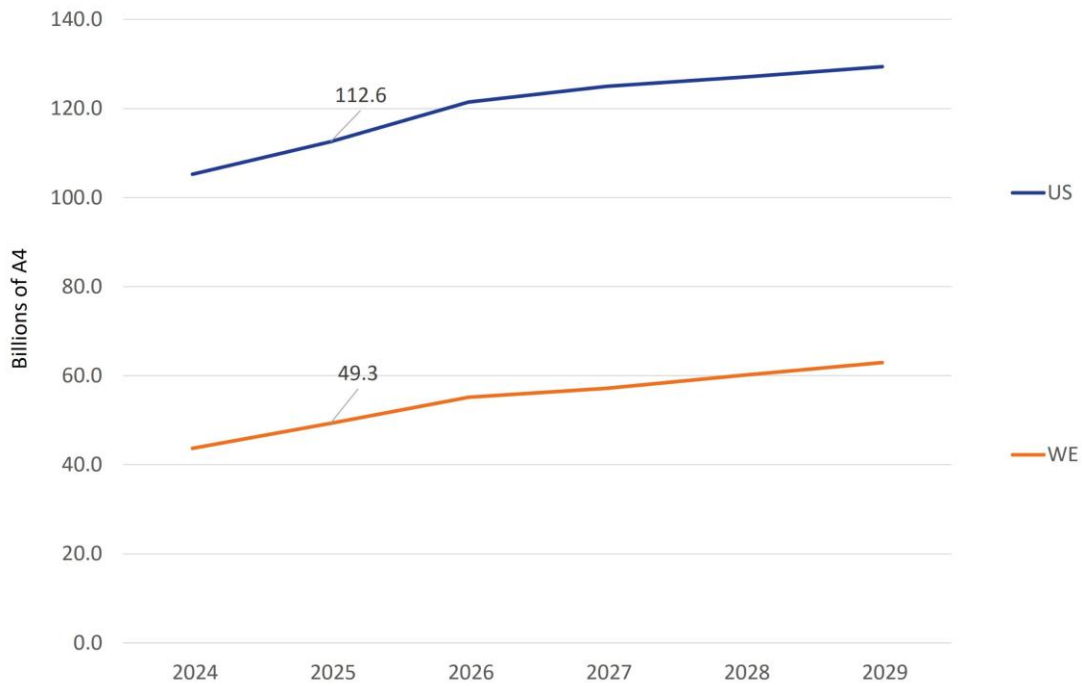
- ◆ **Capturing Attention.** The physical mailbox remains one of the least competitive communication channels as most consumers receive only a few pieces of mail per day. This low level of competition helps direct mail stand out and ensures higher visibility compared with electronic formats.
- ◆ **Relevance.** Variable data digital printing can help brands to tailor content to individual recipients, improving message relevance and therefore increasing the likelihood of campaign success.
- ◆ **Enabling Purchases.** Direct mail can now bridge seamlessly with electronic experiences through QR codes, NFC tags, or augmented reality (AR). This e-connectivity can send potential buyers to online purchase points in seconds, either to buy there and then or to receive additional information via text, videos, or product pages—that can help drive customers towards making a purchase.

Books: Growth in Short-Run Digital Production

Short-run digital book production continues to expand, driven by the strong benefits of print-on-demand workflows. Research highlights the ongoing growth of on-demand, short-run manufacturing models, which help publishers reduce waste and warehousing (and therefore associated costs) while improving sustainability.

The digital print book market is projected to show an approximate 5% CAGR for US and WE combined, as publishers look to prioritize automation and end-to-end workflow integration—from order intake to fulfillment—to optimize costs, improve sustainability, and align output with customer demand.

Figure 7: Book Printing Trends



Source: *On Demand Application Forecast*; Keypoint Intelligence 2025

The Shift from Black & White to Color

For years, many PSPs and in-plants relied on monochrome devices for their core transactional output. Cost efficiency and simplicity drove this approach, but customer expectations have now shifted. In an era of personalized communication, monochrome pages often fail to capture the reader’s attention.

We hear from PSPs that the transition to high-speed color inkjet is viewed as both an operational and strategic turning point. For organizations that once depended on monochrome or toner-based systems color inkjet offers a great alternative for them to offer a value add to their customers. Affordable cut-sheet color inkjet offers great value to transactional and direct mail houses/services to complement their roll-fed inkjet presses with shorter runs.

The same economics transforming book publishing are reshaping expectations for color across print segments. The parallel for transactional printing is clear: limited-coverage color (say, for logos, highlights, or personalized messaging) can now be applied cost-effectively to enhance communication value without undermining production budgets.

Color as a Communication Advantage

Color continues to play a defining role in the effectiveness of printed communications. We hear from the market that, even as digital channels proliferate, physical mail retains an advantage because of its ability to capture attention and convey authenticity. The relative lack of competition in the physical mailbox means that printed communications—particularly those using color—can stand out more easily and strengthen brand recall.

Research into printed communications has long suggested that the considered use of color can help draw attention to important information and improve message clarity, reducing calling center expenses. In transactional contexts, color assists readers in navigating bills or statements more efficiently even improving payments by highlighted call of actions and consequences, while in marketing applications it supports brand recognition/trust and visual hierarchy. Although precise quantification of these effects varies by study, we hear from the industry that there's general consensus amongst PSP customers that color, used judiciously, can strengthen communication effectiveness.

For example, recent insights from related Keypoint Intelligence research indicate that color continues to play an essential role not only inside the envelope but on its surface. PSPs involved in transactional and direct mail production reported that colorful or personalized outer envelopes significantly increase open rates, especially when recipients are overwhelmed by e-communication. One respondent described this as "the first impression that gets people to actually open the mail."

Within the education sector, research has consistently shown that student engagement with learning materials is generally better with color than with black & white. According to research conducted by the [Association for Talent Development](#), information printed in color is sent to the color center of the brain to the areas responsible for detecting motion, shapes, edges, and transitions. Even color blindness did not hinder the greater engagement with color charts and graphs in the classroom. Color piques attention and interest when a student engages with the material, and it also helps form a link with the digital equivalent. If a student views printed material in monochrome format, it will lack the immediate engagement associated with viewing that same content digitally with the vibrant colors intact. This was especially the case for diagram-heavy STEM subjects.

From an operational standpoint, the economics of color have changed dramatically. Inkjet innovations, such as those embodied in the IJP900, have lowered both capital and running costs, removing the barriers that once confined color inkjet to high-volume operations. The Xerox IJP900 color inkjet cost efficiencies are encouraging PSPs to migrate a greater proportion of transactional, even publishing applications from monochrome to color.

Economic and Strategic Benefits of Inkjet

We keep hearing from the market that the value proposition of inkjet printing technology continues to strengthen, even in sectors under electronic communication pressure such as transactional and direct mail. In our conversations with PSPs, several consistent themes emerge when they explain why they have embraced inkjet or plan to expand their investment in it.

First and foremost, uptime and therefore productivity are leading drivers. Providers report that inkjet systems deliver fewer stoppages and higher utilisation rates than toner-based alternatives. In many operations, these efficiencies translate into reduced labour requirements and a faster overall turnaround for time-sensitive work.

Another clear area of perceived value lies in cost efficiency. We also hear from the industry that inkjet devices with a smaller footprint fit neatly into existing production environments without major reconfiguration, and they complement roll-fed systems by handling shorter jobs, reprints, and mixed media applications. For PSPs, the ability to draw from multiple paper trays and print on varied substrates extends the range of applications and enables them to grow.

Findings from Keypoint Intelligence's Book Printing Research reveal two distinct operational philosophies emerging among PSPs: hybrid offset/inkjet sites and fully inkjet-driven facilities. The latter group, focusing exclusively on digital printing workflows, prioritizes agility and efficiency over long-run capacity—"happily ceding" volume work to competitors in favor of faster changeovers and leaner operations. This mirrors developments in transactional and direct mail markets, where compact inkjet printers like the IJP900 enable PSPs to capture profitable, short-run, data-driven work while maintaining customer responsiveness and cost control.

Technology Overview

At the heart of the IJP900 Inkjet Press lies Xerox's next-generation line-head inkjet architecture, designed to deliver high-speed, durable color output on a variety of uncoated stocks. Its pigment-based inks are formulated to deliver crisp text and vibrant graphics while maintaining resistance to smudging and water exposure—key attributes for documents that are mailed, handled, and archived.

Figure 8: Xerox's IJP900 Inkjet Press



The device is built for productivity with features such as simplified maintenance routines, low power consumption, and remote diagnostic support. Its compact footprint means it can be installed in space-constrained environments. While transactional printing remains the IJP900's primary domain, its flexibility extends across a broader range of short-run and personalize applications. The device's productivity, pigment ink formulation, and compatibility with uncoated stocks make it equally suited for:

- ◆ Transactional documents: bills, statements, and policy updates.
- ◆ Direct mail: promotional inserts, loyalty notices, targeted offers.
- ◆ Books and booklets: short-run publishing, educational materials, and manuals.

The Xerox EX IJP900 Print Server Powered by Fiery is unique to the Xerox IJP900. It is built on the powerful Fiery FS600 Pro Quad Core RIP platform, which delivers intelligent automation, tight cost control, and enterprise-grade security—all optimized for Xerox performance. With Fiery JobExpert, the system automatically analyzes each job and applies optimal settings for speed and image quality, while the Fiery Smart Estimator gives operators real-time ink usage and cost estimates before printing. This enables confident quoting and margin protection.

Besides the DFE itself, Xerox also offers a seamless connection with Xerox FreeFlow Core, FreeFlow (co-resident on the DFE), Vision Connect, and XMPie. Operators gain a unified, automated workflow from job submission to analytics and personalization. When combined with Fiery-driven precision and analytics-driven visibility, PSPs can provide better services to their customers.

In summary, the Xerox EX IJP900 DFE gives customers insight, control, and automation to maximize uptime, minimize costs, and maintain consistent, business-quality color across every page.

Workflow, Integration, and Digital Synergy

Across both publishing and transactional sectors, automation has become the defining characteristic of high-performance print environments. Our 2023 Book Printing Research highlights the segment sees automation as being “a monumental task requiring interconnected efforts across job acquisition, production, and fulfillment.”

We constantly hear that PSPs intend to increase investment in software to add more automation and reduce workflow bottlenecks, human touchpoints, and ensure faster turnaround. To that point, the IJP900 operates seamlessly within Xerox's established software ecosystem, which includes FreeFlow workflow automation and XMPie communication management solutions.

- ◆ FreeFlow provides end-to-end automation for prepress and production tasks—automatically managing job onboarding, file normalization, imposition, and scheduling. This integration reduces manual intervention, shortens turnaround times, and ensures consistent output across multiple devices.

- ◆ XMPie complements this by enabling variable data composition and multichannel content generation, allowing PSPs to manage print and digital campaigns from a single environment.

From a business ROI perspective, a holistic eco-system enables managers to make more effective decisions around capacity, maintenance, and resource allocation to maximize productivity.

Sustainability and Environmental Responsibility

Sustainability is increasingly part of the buying decision for PSPs and their clients as they face increasing scrutiny of environmental performance. The 2023 Book Printing Research underscores sustainability as a cross-sector imperative, with respondents citing carbon neutrality, energy efficiency, and eco-friendly materials as key purchasing considerations. The Xerox IJP900 supports these goals through its low power usage, reduced waste, and compatibility with FSC-certified papers and papers containing recycled fibers. As a result, PSPs can balance sustainability objectives with production efficiency.

Business Impact, ROI, and Strategic Alignment

The IJP900 delivers on three critical business fronts: operational efficiency, communication effectiveness, and low cost. For the right PSPs, the device represents an opportunity to expand service offerings and attract new business from clients seeking personalized transactional and direct mail color communications as well as short run publishing without the high capital expense of other cut-sheet inkjet devices as well as large roll-fed systems or the higher running costs of toner printers.

As Xerox executives note, the IJP900 isn't just about speed—it's about enabling smarter communication that connects operational value with customer impact.

"Xerox isn't just selling a device; we deliver a complete, differentiated solution that creates real value for our clients. While others push a low-cost box through indirect channels, we lead with what sets us apart: unmatched national coverage, deep sales expertise, and a world-class service force. We're layering (in) our own unique Fiery DFE (and) our proven FreeFlow Software Suite—that's the full power of the Xerox Ecosystem. That transforms a product into a platform that represents not only just cost savings but also includes delivering efficiency, insight, and the backing of a trusted partner."

– Terry Antinora

RECOMMENDATIONS

For PSPs, the transition to affordable color inkjet represents both an opportunity and a strategic decision. As demand for transactional paper correspondence continues (even though declining) and direct mail and publishing applications grow on the digital printing side, organizations that modernize their production environments can capture value through faster turnaround, greater flexibility, and improved cost control.

We frequently hear how customers place a lot of importance on the value of partnership and vendor collaboration. They tell us that technology alone is not enough—responsiveness, consultation, and long-term support are key elements of a successful inkjet deployment. Vendors who act as strategic partners rather than simply equipment suppliers are seen as instrumental in helping print providers evolve and compete in a changing communications landscape.

Promoting connected workflows is essential. PSPs should prioritize automation and analytics capabilities, such as those enabled through integrated workflow and communication management systems, to reduce manual touchpoints and optimize productivity across diverse applications. A cohesive ecosystem can provide the visibility required to maintain uptime and ensure consistent quality.

Finally, as environmental and customer experience expectations evolve, print providers should evaluate not only device performance but also the sustainability and adaptability of their technological choices. Compact, energy-efficient inkjet platforms such as the Xerox IJP900—supported by open software integration and variable data capabilities—will be well positioned to support future growth across transactional, direct mail, and short-run publishing segments.

OPINION

From an analyst's perspective, the Xerox IJP900 offers an affordable compact solution for PSPs to enter the inkjet color market for applications such as transactional, direct mail, and book printing—segments which together drive a large share of the print volume output in the market today.

The device also serves as a good complement to roll-fed inkjet systems, enabling PSPs to handle shorter runs and paper flexibility/mix.

For certain providers, with the right type of jobs and workflow inline finishing attached, the IJP900 can deliver strong productivity and, as a result, solid profitability for PSPs.

AUTHOR

German Sacristan

Principal Analyst

German Sacristan supports Keypoint Intelligence customers with strategic go-to-market advice related to production printing in graphic arts and similar industry segments. German's responsibilities include conducting market research, industry and technology forecasts, custom consulting and development of analyses, editorial content on technology, as well as support to clients in the areas of production digital printing.



Comments or Questions?

[Message us](#) if you have any questions or comments.

This material is prepared specifically for clients of Keypoint Intelligence. The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.