



Instruction for proper printing of the 1:1 Lab case studies

This printable version is formatted for commercial printing equipment. The following instructions will insure an accurate printing quality to print this case study version.

Paper supply (Xerox):

- 2 sheets of paper per case study = 4 pager (duplex) 17 x 11
- Digital Color Elite Silk Paper 100 lb text - 140 gsm
(Xerox supplies order # 3R11475)

The final product (8 pager letter format brochure) should be:

- Folded in two
- Stapled (saddle stitch) in the centre

This is how you should assemble this document (follow the page number):

Page 1:	cover
Page 2:	(inside panel on the left): The Challenge
Page 3:	The Xerox 1:1 lab Demonstration
Page 4-5:	(centre spread) Data driven communication in action
Page 6:	Pilot description
Page 7:	The Trilogy Alliance
Page 8	(back cover): Client benefits close-up