

## Sharp Full-Bleed Booklet Printing

Outstanding Achievement in Innovation



# SHARP®

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Sharp is the recipient of a Summer 2014 BLI award for Outstanding Achievement in Innovation for the unique full-bleed booklet printing technology it offers for its Pro Series Colour Production Printing Systems MX-6500N and MX-7500N. An industry first for toner-based products, the capability is available with either Sharp's MX-FN22 saddle-stitch finisher and MX-TM10 trimmer combination, or its Plockmatic production booklet finisher and MX-TM50 trimmer combination.

"Hat's off to Sharp," said BLI Manager of Laboratory Testing Pete Emory. "Whereas competitors require expensive, space-eating inline and offline options, as well as access to more expensive SRA3 paper to create full-bleed A3 booklets, users of the Sharp Pro Series can produce full-bleed, professional-looking booklets of up to 120 pages on A3 paper."

Except for the lead edge, which has to have a blank area in order to enable trouble-free feeding, Sharp has enabled toner to be applied edge-to-edge, eliminating the white space that is typical of other devices when outputting booklets. Consequently, this design eliminates the need for any inline or offline two- or three-edge trimmers, which are not only more expensive but take up a lot of space. The lead and trail edges are trimmed at the same time with a simple face trim.

Sharp's inline face trimmer also helps keep the device footprint very compact – as small as 2337 mm long and 794 mm deep, which takes up less than 1.86 sq. metres of floor space. In BLI's review of the capability, the device was configured with just the MX-FN22 finisher and MX-TM10 trimmer. The face trim can be set from 2 to 20 mm, in increments of .1 mm. The transfer units and drum units have also been designed to compensate for the toner overage that comes along with the toner being applied to the edge of the page.

"It is an honour to receive this outstanding achievement award for our innovative technology," said Jason Cort, Sharp Electronics Europe's director of product planning and marketing for Information Systems. The award acknowledges our commitment to address the needs of our customers with reliable technology that truly keeps them competitive and

## About **BLI Pick Awards**

With its Pick awards, BLI gives special recognition in each category twice a year to those products that provided the most outstanding performances in BLI's exhaustive lab tests. Its Outstanding Achievement awards acknowledge products or capabilities that stand out for attributes such as innovation, usefulness, energy efficiency or value.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's Recommended or Highly Recommended seal and a BLI Certificate of Reliability and the best performers qualify as Pick award contenders. Consequently, BLI Pick awards are hard-earned awards that buyers and IT directors can trust to better guide them in their acquisition decisions.

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