



Xerox Unveils Enhancements to PrimeLink B9100 Series Press and FreeFlow Workflow Software

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Company also spotlights global creativity and print excellence with Best of the Best Awards

NORWALK, Conn.--(BUSINESS WIRE)--Jul. 16, 2025-- [Xerox Holdings Corporation](#) (NASDAQ: XRX) today announced updates to the Xerox® PrimeLink® B9100 Production Press Series and Xerox® FreeFlow® Workflow Software, reinforcing its leadership in production print innovation. In addition, Xerox celebrates the transformative power of print through its 2025 Best of the Best Awards for Print, which recognizes outstanding applications of digital print technology by clients worldwide.

The latest updates to the PrimeLink B9100 Series include new optional dual two-tray oversized high-capacity feeders — available in both standard and vacuum feed models — that boost production efficiency by reducing paper loading and minimizing idle time. A software upgrade to the Xerox® EX B9100 Series Print Server powered by Fiery® adds support for Intelligent Printer Data Stream, enabling secure and reliable transactional printing. Additionally, an optional Job Vitals Light provides instant, 360-degree at-a-glance job status updates visible from across the production floor.

Xerox FreeFlow Workflow Software updates include:

- **Xerox® FreeFlow® Core:** The PowerSplit Accelerator in FreeFlow Core intelligently splits large or complex jobs for parallel processing, reducing bottlenecks, improving throughput and enhancing overall workflow efficiency.
- **Xerox® FreeFlow® Vision Connect:** Vision Connect now offers customizable data reports, new metrics for measuring overall equipment effectiveness, expanded predictive monitoring across more devices, and advanced capabilities to transform data into interactive, visually immersive insights and analysis.

"These new capabilities help clients take on complex production challenges while delivering real-time visibility and smarter performance," said Terry Antinora, senior vice president and head of product and engineering at Xerox. "By evolving our production and workflow solutions and celebrating creative achievement, we are positioning Xerox at the forefront of the next generation of print innovation."

Now in its seventh year, the Xerox Best of the Best Awards for Print spotlight extraordinary creativity and craftsmanship among Xerox clients using speciality embellishments in digital production print, with categories including stationery, publishing, direct mail, packaging, signage, functional goods and marketing collaterals. Submissions are open now until September 19th, 2025, and winners will be announced and honored live at Printing United on October 23rd, 2025. For more eligibility information and details on how to enter, visit [Xerox.com/bestofthebest](#).

"Our clients continue to amaze us with how they push the boundaries of what print can do," said Lynn Bautista, vice president and head of global portfolio marketing at Xerox. "This is our chance to celebrate that excellence and shine a light on the future of print."

For more information on the Xerox PrimeLink B9100 and Xerox FreeFlow Workflow Software, visit [Xerox.com](#).

About Xerox Holdings Corporation (NASDAQ: XRX)

Xerox has been redefining the workplace experience for over a century. As a services-led, software-enabled company, we power today's hybrid workplace through advanced print, digital, and AI-driven technologies. In 2025 Xerox acquired Lexmark - expanding our global footprint, strengthening service capabilities, and equipping us to deliver an even broader portfolio of workplace technologies to our clients. Today, we continue our legacy of innovation to deliver client-centric, digitally driven solutions that meet the needs of a global, distributed workforce. Whether in offices, classrooms, or hospitals, we help our clients thrive in a constantly evolving business landscape. Learn more at [www.xerox.com](#).

Note: To receive RSS news feeds, visit <https://www.news.xerox.com>. For open commentary, industry perspectives and views, visit <https://www.linkedin.com/company/xerox> or <https://www.youtube.com/XeroxCorp>.

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