



# The Specialty Media Prospecting Guide

Grow your volume with high-impact applications.

# Forecast for Growth

Riding the digital wave. Digital printing on specialty media isn't just a good idea. It's your opportunity for growth.



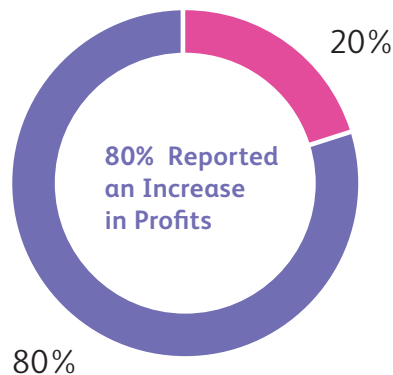
Just take a look at this compelling research:

- Global digital printing revenues were valued at \$121 billion in 2012. Over the next five years, Smithers Pira anticipates growth of 50% in real terms in digital printing revenues to \$181 billion by 2017. Inkjet revenues alone will grow by three-quarters in real terms over the same period to \$75 billion. (Source: Smithers Pira)
- Color print volume will almost double between 2012 and 2017, reaching nearly 280 billion pages in 2017. (Source: *Print on Demand 2012–2017 Market Forecast*, InfoTrends, 2012)
- Nearly 80% of print professionals say that digital print has increased their company's profits. (Source: *Production Software Investment Outlook*, InfoTrends, 2011)

InfoTrends also reports that digital color printing will influence the type of papers that printers are using, driving trends toward:

- Higher brightness
- Increased use of coated papers
- Heavier average basis weight

**All signs point to growth when you take advantage of digital color and premium quality media.**



# Break through to a world beyond plain paper.

Put specialty media to work for you. Then watch your print grow. Your customers are looking for new and interesting ways to break through the clutter in today's information-overload world. They need quality communication pieces that will stand out.

Specialty media can help you by offering unique solutions to meet your customers' needs. It will help you get more work and retain your existing customers plus grow your customer base. Specialty media can produce new value-add applications that will drive volume, grow your business and increase your profit margins. Create new types of jobs with innovative solutions:

- **Books and Manuals**—Print short runs economically to meet publisher needs, including course packs, trade books and technical manuals.
- **Collateral**—Retailers are looking for powerful, compelling marketing materials, both static and personalized, that increase brand affinity and sales.
- **Digital Packaging**—Produce short-run, specialized packaging with multiple languages, regional preferences or targeted marketing.
- **Direct Marketing**—Direct mail will remain the second largest digital print application by 2017. It will show an annual growth of 2.2% (all). Color direct mail will more than double from 2012 to 2017 to 45 billion impressions in 2017. (Source: *U.S. Digital Production Printing Application Forecast: 2012–2017*)



- **Photo Publishing**—Take advantage of the increasing demand for photo applications, such as high-margin photo books, greeting cards, calendars and panoramic layflat products.
- **TransPromo** —TransPromo will increase by 150% from 2012 to 2017—mainly due to full color high speed printers. (Source: *U.S. Digital Production Printing Application Forecast: 2012–2017*)

Consumers want business communications to be easier to understand and personalized, and to use color to emphasize important information. (Source: *The Future of Multi-channel Transactional Communications*, InfoTrends, 2013)

# Help your customers break through the clutter.

Then enjoy breakthrough results. Your customers need new ways to stand out. They want innovative communications to showcase their brand in the best light. Specialty media will enable you to help them generate new ideas and be an important strategic member of your customer's staff.

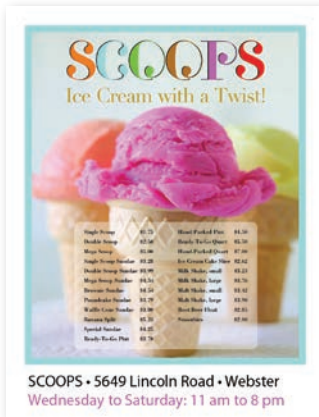
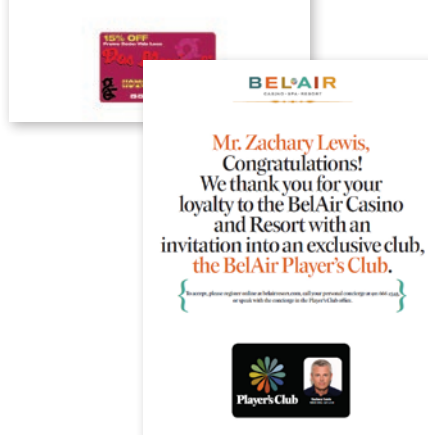
You will grow your business by delivering high-impact applications with specialty media offers by Domtar and Mohawk Fine Papers Inc. Together, we create a solution that maximizes your technology's potential for maximizing your profit. By providing value-add offerings, you will enter into new markets, attract new customers and get more work from your existing customers. You can help

your customers meet their business objectives by providing media solutions they may not have considered, therefore providing value beyond print.

Innovation and quality are the keys to differentiation. Specialty media can help you expand your print operation's capabilities without significant investments in hardware or software. By offering the unique solutions

featured in this Media Guide, you'll achieve greater results and secure long-term growth.

These applications speak for themselves. Print some samples to show your customers. You'll see your volume, your results—and your profits—grow.





## Dimensional

### Features and Benefits

- Pre-perforated and scored materials help to reduce turnaround time by eliminating bindery steps and costs.
- Ideal for short run packaging, promotional, photo and event marketing products.
- Simple to digitally print and assemble.

### Markets to Approach

- Retail
- Real Estate
- Academic Institutions
- Event promotion companies
- In-Plants/CRDs
- Quick Printers

### Application Ideas

- Parking Passes
- Golf Ball Boxes
- Cube Boxes
- Table Tents
- Door Hangers
- ID Badges
- And many more!

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- DocuColor® 5000 Series of Presses
- DocuColor® 240/242/250/252/260 Printers

## FunFlip®

### Features and Benefits

An unforgettable, interactive, four-sided, dimensional application.

### Markets to Approach

- Photo
  - Retail (Consumer)
  - Prosumer
  - Professional
  - Creative/Marketing Communications
  - Marketing Agencies
  - Quick Print
  - Graphic Arts Printers
- Essentially ideal for any business looking for an extraordinarily unique way to promote itself.
- From a consumer standpoint, a classic complement to the 4" x 6" photo.

### Application Ideas

- Product Promotions
- Business Cards
- Company Presentations
- Party Favors
- Invitations
- Holiday Cards

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- DocuColor® 240/242/250/252/260 Printers
- Xerox Nuvera® Press

## Panoramic Paper

### Features and Benefits

- Produce distinctive books on heavy cover-weight paper that lays and stays flat.
- Panoramic paper enables expanded layout options for text, graphics and photos—including full crossovers— without image loss in the gutter.
- Easy to hold. Easy to read. Pages lie flat and won't flip over on their own.

### Markets to Approach

- Photo
  - Retail (Consumer)
  - Prosumer
  - Professional
- Education
- Book Publishers
- Creative/Marketing Communications
  - Marketing Agencies
  - Quick Print
  - Graphic Arts Printers

### Application Ideas

- Photo Books
- Cookbooks
- Music Books
- Computer/Technical Manuals
- Textbooks
- Yearbooks

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses

For additional printer compatibility information, download the Mohawk Specialty Digital Compatibility chart in the downloads section of [MohawkMakeReady.com](http://MohawkMakeReady.com).



## PhotoPix

### Features and Benefits

- Pre-perforated, tabloid-size sheet for a glossy photo reprint.
- One sheet yields one 8" x 10", one 5" x 7" and four wallet-size photos.
- Also available with six 4" x 6" photos.
- Simplex prints yield six pre-kiss-cut photos for one click charge.
- No cutting; photos peel off.
- Folds to fit standard size envelope—no additional post-printing work required.

### Markets to Approach

- Classic School Photo Application
  - Primary/Secondary/Higher Education
  - Photo Studios
- Quick Printers

### Application Ideas

- Classic School Photos
- Sports (Individual/Team) Photos
- Holiday Portraits

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses



## Embedded Magnetic Cards

### Features and Benefits

- Digitally optimized coated or uncoated carrier sheet enables highest image quality.
- The magnet is pre-magnetized and is easily peeled from front carrier sheet once printed; just print and go—no additional finishing required. The magnet is available in a variety of shapes and sizes within 2.125" x 3.375" boundaries.

### Markets to Approach

- Real Estate
- Retail
- Ad Agencies
- Academic Institutions
- In-Plants/CRDs
- Quick Printers

### Application Ideas

- Direct Mail/1:1 Marketing
- Save the Date Magnets
- Real Estate Magnets
- Refrigerator Magnets

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- DocuColor® 240/242/250/252/260 Printers
- Xerox Nuvera® Press



## Embedded Cards

### Features and Benefits

- A highly durable synthetic card—the premium solution.
- The card itself is designed to be waterproof, tear proof and durable. All solutions are available in customized configurations that can be supplied to you pre-printed on the face and reverse of both the card and carrier sheet. Use your laser printer to add variable data.

### Markets to Approach

Any industry where ID, loyalty, hospitality and membership cards are required.

- Education
- Retail
- Insurance
- Healthcare

### Application Ideas

Suitable for membership cards, identification cards and loyalty cards where durability and professional looking images are a factor.

- Exhibition Tickets
- Security Passes
- Warranty Cards
- Pin Number Cards
- Membership Cards
- Hotel Loyalty Cards
- Retail Loyalty Cards

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- Xerox Nuvera® Press

For additional printer compatibility information, download the Mohawk Specialty Digital Compatibility chart in the downloads section of [MohawkMakeReady.com](http://MohawkMakeReady.com).



## Magnetic Material

### Features and Benefits

- High-strength magnet (magnetized post-process), large cut-sheet solution with a glossy coated paper face sheet, which can be used to produce customized multi-up, personalized magnets on a Xerox® Digital Color Press.
- Well-suited to die-cutting.

### Markets to Approach

This product provides an unprecedented amount of flexibility and creativity, allowing on-demand and short-run production of direct mail and promotional advertising magnets.

### Application Ideas

- Business Cards
- Calendars
- Promotional Refrigerator Magnets
  - Restaurants and Food Delivery
  - Property Sales
  - Promotional Advertising
  - Recruitment Agencies
  - Doctor, Dentist and other Health Appointments

### Xerox® Printer Compatibility

- iGen® Family of Presses (17 mil., 12" x 18" only)
- Color 800/1000 Press (17 mil., 12" x 18" only)
- C75®/J75 Press (13 mil., 8.5" x 11" only)
- 550/560/570 Printers (13 mil., 8.5" x 11" only)
- 700 Series Presses (Lightweight, 13 mil., 8.5" x 11" only)

## Premium Polyester

### Features and Benefits

- Synthetic polyester film with matte finish for outstanding image quality.
- High opacity and whiteness for excellent brightness and shade.
- Wide range of thicknesses and sizes (standard and custom).
- Highly tear resistant non-porous rigid material; specially designed for high-handle documents and outdoor applications; water/weather proof.

### Markets to Approach

Suited to markets having applications requiring durable, rigid, water/weather proof substrate; well-suited to high handling and outdoor use.

### Application Ideas

- Lightweight Manual/Catalog Pages
- Airline Tray Inserts
- Maps
- Safety Evacuation Maps
- Menus
- Luggage Tags
- Garden Plant Tags and Stakes
- ID Cards and Heavyweight Signage

## Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press (up to 7.7 mil., 8.5" x 11" only)
- 550/560/570 Printers (up to 7.7 mil., 8.5" x 11" only)
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- D Series Presses
- 41XX Series Presses
- Xerox Nuvera® Press

For additional printer compatibility information, download the Mohawk Specialty Digital Compatibility chart in the downloads section of [MohawkMakeReady.com](http://MohawkMakeReady.com).



## Removable Signage

### Features and Benefits

- Tested and approved for high-end and office color printing.
- Easy to reposition with no loss of “cling” thanks to low-tack adhesive.
- Engineered to lie flat.
- Digitally optimized for consistent image quality.
- Clear, frosty clear and white vinyl face sheets in various sizes.

### Markets to Approach

Ideal for markets that need high-impact durable signage with stunning color graphics and razor-sharp text that can be easily repositioned when needed.

### Application Ideas

- Promotional Signage
- Point-of-Purchase Displays
- Window Advertising

### Xerox® Printer Compatibility

- iGen® Family of Presses
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- DocuColor® 240/250 Printers
- Xerox Nuvera® 100/120/144/157 EA Production System
- Xerox Nuvera® 100/120/144 MX Production System
- DocuTech® 6135/6180®/180 HLC/4635® Copiers and Printers
- 4110®/4112®/4127® Copiers and Printers



## Digital Color SuperGloss

### Features and Benefits

- Premium #1, cast-coated 1-side paper.
- Super smooth surface coating, mirror-like finish for outstanding color reproduction.
- High-gloss paper designed for impact; smooth second side yields excellent print quality.
- Perfect for high-end applications.

### Markets to Approach

- Creative/Marketing Communications
  - Marketing Agencies
  - Quick Print
  - Graphic Arts Printers
- Photo

### Applications Ideas

- Business Cards
- Postcards
- Note/Greeting Cards
- Point-of-Purchase Displays
- Book Covers
- Packaging
- Menus
- Photo Applications

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- DocuColor® 240/242/250/252/260 Printers
- Xerox Nuvera® Press



## Textured Fine Papers

### Features and Benefits

- Differentiate yourself from typical coated papers with a vast collection of Mohawk digitally-optimized text and cover papers with beautiful tactile finishes such as eggshell, linen, laid and vellum.
- Grab an end-user’s attention through the power of touch.

### Markets to Approach

- Commercial Printers
- Creative/Marketing Communications
- Photo
- Education

### Application Ideas

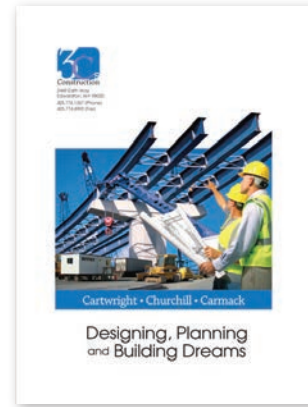
- Marketing Collateral
- Direct Mail
- Photo Books
- Invitations
- Business Cards

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- DocuColor® 5000 Series of Presses
- DocuColor® 240/242/250/252/260 Printers
- Xerox Nuvera® Press

For additional printer compatibility information, download the Mohawk Specialty Digital Compatibility chart in the downloads section of [MohawkMakeReady.com](http://MohawkMakeReady.com).





## Premium Digital Carbonless

### Features and Benefits

- Benchmark image legibility on multiple-part forms.
- Crisp easy-to-read imagery, 15% darker than any competitive product.
- Improved runability—load the trays and let it run.
- Clean running—reduced dust and contamination.
- Superior toner adhesion.

### Markets to Approach

Industries desiring ability to print short-run, carbonless, multi-part forms in-house; ideally suited to printing variable data carbonless forms.

### Application Ideas

- Work Orders
- Pharmaceutical Case Report Forms
- Insurance Claim Forms
- Purchase Orders/Invoices
- Job Estimates
- Shipping Forms
- Legal Contracts
- Packing and Routing Slips
- Credit/Employment Applications
- Requisitions

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers\*
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- DocuColor® 5000 Series of Presses
- DocuColor® 240/242/250/252/260 Printers\*
- D Series Presses
- 41XX Series Presses
- Xerox Nuvera® Press
- DocuTech® Copiers and Printers
- WorkCentre® 5135/5150 Black and White Multifunction Copiers
- WorkCentre® 5645/5655/5675 Black and White Multifunction Copiers
- WorkCentre® 5765/5775/5790 Black and White Multifunction Copiers

\*Limited use of fewer than 500 sheets

## Pocket Folders

### Features and Benefits

- All pockets have slits for inserting business cards (post printing).
- Folders can be duplex printed.
- Pockets are affixed post printing with choice of affixing one or two pockets for greater flexibility.
- Standard size folders, available in uncoated or coated cover weight.

### Markets to Approach

Ideally suited to any market where a personalized folder is desirable.

### Application Ideas

They can be used to hold:

- Presentations
- Sales Collaterals
- Real Estate Materials
- Seminar Agendas
- Personalized Business
- Proposals

### Xerox® Printer Compatibility

- iGen® Family of Presses
- Color 800/1000 Press
- C75®/J75 Press
- 550/560/570 Printers
- 700 Series Presses
- DocuColor® 8000 Series of Presses
- DocuColor® 7000 Series of Presses
- DocuColor® 240/242/250/252/260 Printers
- Xerox Nuvera® Press

For additional printer compatibility information, download the Mohawk Specialty Digital Compatibility chart in the downloads section of [MohawkMakeReady.com](http://MohawkMakeReady.com).

# Business Tools

Our partners offer practical tools and actionable information for digital printers.

## Domtar Resources and Tools



Product templates for a variety of Xerox® Paper and Specialty Media products can be found at:

[www.egpaper.com/Resources-Tools/Product-Templates](http://www.egpaper.com/Resources-Tools/Product-Templates)



## mohawkmakeready.com



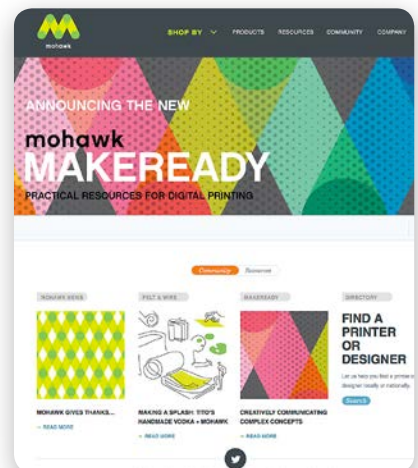
Mohawk MakeReady puts Mohawk's knowledge, experience and relationships to work for digital printers to help you

realize your business objectives by delivering practical information and tools that can be implemented in your operations. The content on Mohawk MakeReady is organized in four core categories: Sales, Marketing, Production and Operations. Content includes videos, articles, scripted presentations and templates that are concise and practical. New content is added regularly and includes perspectives from industry leaders.

[mohawkmakeready.com](http://mohawkmakeready.com) includes information on:

- Which Specialty Digital products are compatible with your digital press
- How to get started with business-to-business social media

- Making sustainability a part of your core business plan
- Using specialty substrates to help grow your business
- Die-lines/templates for Embedded and Dimensional products
- Tips for selling to vertical markets, such as real estate
- How to connect print with interactive technology
- How to make a cold call and elevate your estimating
- What's new from leading equipment and technology suppliers
- Money making print applications
- Tips on selling digital printing
- How to sell digital to designers
- And much, much more!



Join for free to receive relevant articles, upcoming event invites or special offers delivered straight to your inbox.

Join [mohawkmakeready.com](http://mohawkmakeready.com) today to take your business to the next level.

# Business Development Tools and Services

You know that digital is where you'll see growth in your business in the coming years. Xerox is a partner that makes "Real Business" happen.

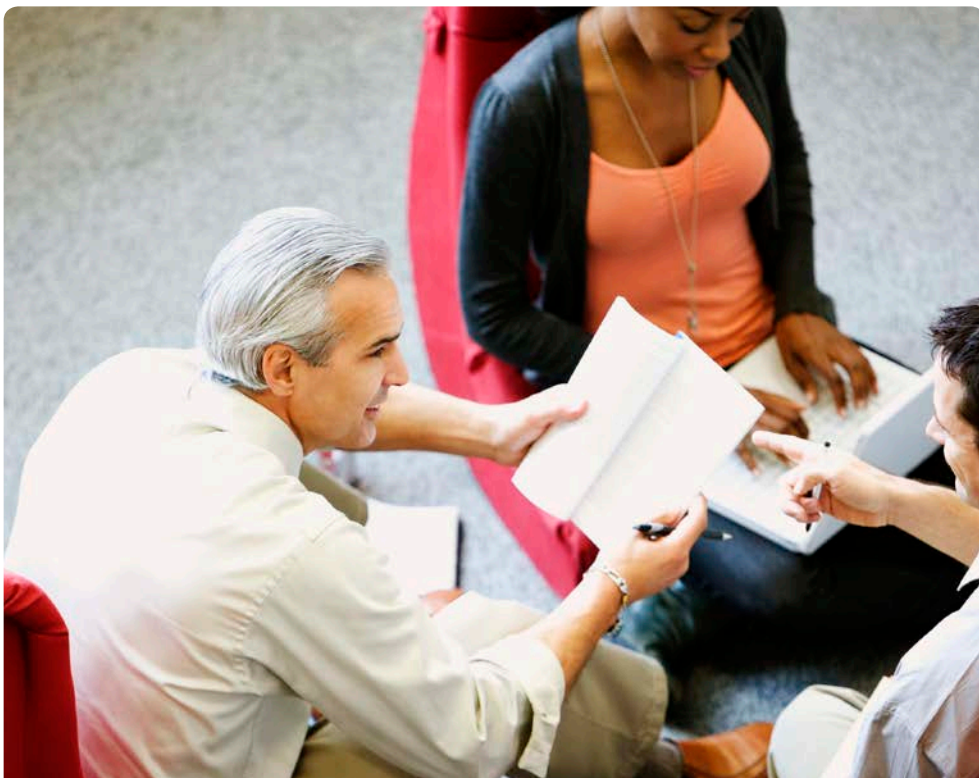
To win in today's complex market, you need a business and technology partner that is invested in your success—a partner with the right skills and expertise to support and address your unique needs today and in the future. Xerox production printing support comes with one goal in mind: growing your business.

We provide extensive business development support through a robust set of tools, programs and services that are designed to maximize your digital printing equipment investment. This results-generating business development offering combines Xerox's unparalleled digital printing expertise, world-class resources and industry-leading support. Our support will help you add new services and offerings to attract new customers and get more work from your current customers.

## Here are some of the ways we can help:

- **Sales and Marketing Services** will enable you to build marketing plans, create value-add pricing models, target vertical markets and develop your digital print sales force.
- **Workflow Services** will help you assess, build, integrate and optimize your workflow.
- **Application Services** will help you develop and sell specialized applications in high growth categories.

We'll give you the support, resources and expertise you need to expand your operation and boost your bottom line.



For more information on our comprehensive collection of Business Development Tools and Services, contact your Xerox representative or visit us at [www.xerox.com/driveprofit](http://www.xerox.com/driveprofit).

# Xerox Commitment

Innovation. Quality. Sustainability. People.

Uniquely positioned to drive customer business potential with an innovative approach to digital equipment, delivering the highest quality products with a strong commitment to the environment.



## View our Supplies Specialty Media video on YouTube.

Use your mobile device to scan the Microsoft® Tag below. (Download the free Microsoft Tag app for your smartphone at [tag.microsoft.com/download.aspx](http://tag.microsoft.com/download.aspx))



## For more information, contact:

**Domtar**  
[www.egpaper.com/xerox](http://www.egpaper.com/xerox)



**Mohawk Fine Papers Inc.**  
[www.mohawkmakeready.com](http://www.mohawkmakeready.com)

