

# Breathing Inspiration into Print

## It's time to bring more imagination to every printed page.

Specialty printing is one of the fastest-growing digital segments, opening up expanded possibilities for designers, printers, and print buyers.<sup>1</sup>

Clearly, expectations for digital print are changing. How will you adapt? Xerox® Adaptive CMYK Plus Technology doubles your design freedom by giving you the power to add four new high-end CMYK Plus enhancements using the Xerox® Color C60/70 Printers. Glimmering Golds. Eye-catching Silver. A versatile layer of White. Plus, elegant Clear accents.

This dynamic, flexible accessory can be added to your printer at any time, so you can augment your traditional CMYK offering when the time is right.



### GET NOTICED

Designers are born to dream. To create. To imagine. The best designers fully understand the capabilities and limits of traditional CMYK processes.

Now, Xerox® Adaptive CMYK Plus Technology means designers have more freedom to explore. More opportunity to bring ideas to life. And more ways to be sure print pieces get noticed.

### ADAPT + FLEX

When coupled with the advantages of digital printing like short runs and a wide array of imageable substrates, the growing number of digital embellishment options present a wide range of inspiring, high-value opportunities.<sup>2</sup>

With Xerox® Adaptive CMYK Plus Technology, today's market demands can be met with swap-and-go simplicity. This 2-in-1 capability lets you double the versatility of your hardware investment.

### PRODUCE + PROFIT

You juggle dozens, maybe hundreds, of print jobs every day. Now you can add enhancements to those jobs, reaching new, lucrative markets without sacrificing the benefits of short run digital printing.

Xerox® Adaptive CMYK Plus Technology gives you an affordable entry point into high-value print enhancements, letting you realize new profit potential from your existing C60/70 investment.

# 24–89%

The print premium  
buyers are willing to  
pay over CMYK only<sup>1</sup>



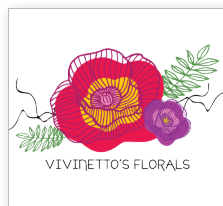
<sup>1</sup> Keypoint Intelligence/InfoTrends, "Beyond CMYK: The Use of Special Effects in Digital Printing"

<sup>2</sup> Keypoint Intelligence/InfoTrends Print Trends Outlook 2019

### Print traditional digital applications with CMYK:



Get the consistent quality you count on.



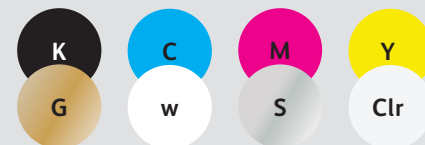
### Replace with the Xerox® Vivid Toner Kit:



Run exciting new applications with shimmering metallics, clear toners, and white.



### Run two passes for stunning CMYK Plus results:



Create eye-catching print pieces with up to 8 toner colors on the page.



In three simple steps—and under 15 minutes—you can remove your CMYK toner set and replace it with exciting embellishment opportunities created with Gold, White, Silver, and Clear Toners.



### SOME OF THE KEY XEROX® VIVID TONER KIT COMPONENTS

- CMYK Plus Toner Starter Cartridges: Gold, White, Silver, Clear
- Xerographic Drawer Unit
- Dispenser Assembly
- Cart (36.5" x 28" x 27.75" / 924 mm x 711 mm x 705 mm)

### PRINT SERVER CHOICES

- Xerox® EX C60/C70 Print Server Powered by Fiery®
- Xerox® EX-i C60/C70 Print Server Powered by Fiery®
- Xerox Integrated Color Server with BiancoDigitale Software—Server Software for the PC



Vivid CMYK Plus Toners—Gold, White, Silver, and Clear—help target high-growth applications such as greeting cards, flyers, invitations, posters, signage, gift vouchers, and more.



You can run a wide variety of media, including luxury silks, polyesters, and colored substrates, helping create distinctive, artful, and functional print pieces.



White toner can make text, highlights, and graphics pop on dark substrates.

For more information, visit [Xerox.com](http://Xerox.com)