

The Power of Magnets.

There's something inherently attractive about these promotional tools.

Capitalize on the potential for customized magnets with the Xerox® Color C60/C70 Printer and Xerox® D Series Copier/Printer or Printer – and Xerox® DocuMagnet specialty media.



Xerox® Color C60/C70 Printer



Xerox® D Series Copier/Printer

The Opportunity

They may be one of the oldest promotional items, but that doesn't mean magnets don't offer new and exciting opportunities. Among other applications, they can be used for direct mail marketing, photo applications, promotional incentives, sports schedules, calendars, business contact information, and save-the-date reminders. Economical digital printing – in black-and-white or full color – means that they can be cost-effectively customized to particular needs.

The Xerox Advantage

Using Xerox® DocuMagnet specialty media, and the Xerox® Color C60/C70 Printer and Xerox® D Series Copier/Printer or Printer, you can take the humble magnet and turn it into a powerful marketing tool.

DocuMagnet integrates a customizable magnet into an 8.5 x 11 in. / A4 carrier sheet, giving you the opportunity to print attention-getting graphics, photos, and business-building messages on both the magnet and the carrier sheet. The magnet can be peeled from the front, providing longlasting impact, while the carrier sheet provides room for a personalized message, cross-selling information, or other details that add value to your magnet package.

To print your DocuMagnets, take advantage of low-cost monochrome output via a Xerox® D Series Copier/Printer or Printer or high-impact color output via the Xerox® Color C60/C70 Printer. Both give you the advanced technology features, award-winning image quality, and productivity tools to create communications that work harder for you. And both devices are competitively priced to deliver real cost savings, from simple jobs to more complex. So you can quickly and effectively meet all of your customers' application requirements – for magnets and so much more.

Xerox® DocuMagnet Specialty Media Application Brief

Production Notes

Available in coated or uncoated sheets, standard DocuMagnet sheets feature a 1-up magnet built right into them.

Workflow / Software:

Adobe® InDesign® CS5

Print Engine:

Color version – Xerox® Color C60/C70 Printer

Monochrome version – Xerox® D Series Copier/
Printer or Printer

Finishing:

None

Number of Pages:

Prints on one side of an 8.5 x 11 in. / A4
specialty media sheet

Media:

Xerox® DocuMagnet specialty media

Finished Size:

8.5 x 11 in. / A4



- 1 Built-in magnet (2.125 x 3.375 in.) easily peels out from the front of the carrier sheet.
- 2 The 8.5 x 11 in. / A4 sheet provides ample room for key messaging.
- 3 Magnet and additional content print in black-and-white or color in one pass.

