

Xerox® Color 800i/1000i Press
Specialty Dry Inks



Fine-tune your business value.





Move beyond the expected into new, profitable opportunities.

Add incredible value to your digital prints with one of our eye-catching Specialty Xerox® Dry Inks and watch your digital print business take on a whole new dimension.

By applying rich, creative effects such as spot or flood coating, metallic or simulated foil stamp effects in-line, you can deliver the best of digital print on demand—both timing and boutique print finishing value, right from one automated workflow. Your business gets the benefit of cost-effective yet incredible high-end production, and your clients get the benefit of a complete “Wow” response.

Specialty Xerox® Dry Inks are available as options exclusively for the Xerox® Color 800i/1000i Presses. Learn more:

- 1 Xerox® Clear Dry Ink
- 7 Xerox® Metallic Dry Inks – Silver and Gold



Increase the depth and overall sheen of that color, giving it a little lift off the page and catching attention.

Enhance visual variety with a simulated pearlescent or metallic appearance.

Xerox® Clear Dry Ink

Add a new dimension to create high-end applications.

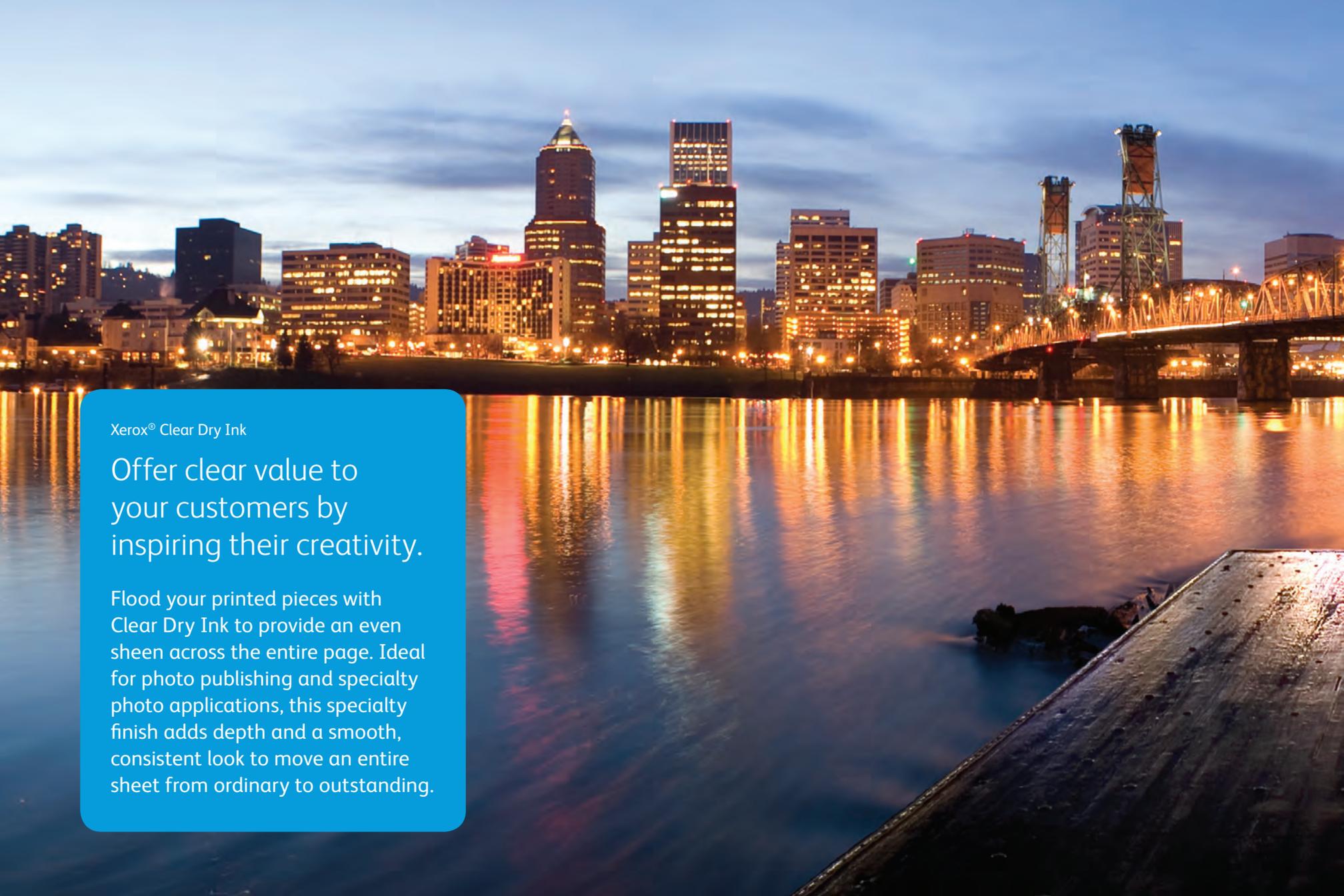
Go ahead and be creative. Using Clear Dry Ink gives you the ability to add value to your printing business, helping your customers differentiate their printed pieces. With Clear Dry Ink spot varnish effects, you can highlight specific areas on your jobs to make them pop off the page.



Draw attention to an image, headline, border, or variable text with a unique finish.



Xerox® FreeFlow® Print Server now enables multi-pass application, adding up to seven layers of Clear Dry Ink to magnify the dramatic dimensional effects.



Xerox® Clear Dry Ink

Offer clear value to
your customers by
inspiring their creativity.

Flood your printed pieces with
Clear Dry Ink to provide an even
sheen across the entire page. Ideal
for photo publishing and specialty
photo applications, this specialty
finish adds depth and a smooth,
consistent look to move an entire
sheet from ordinary to outstanding.

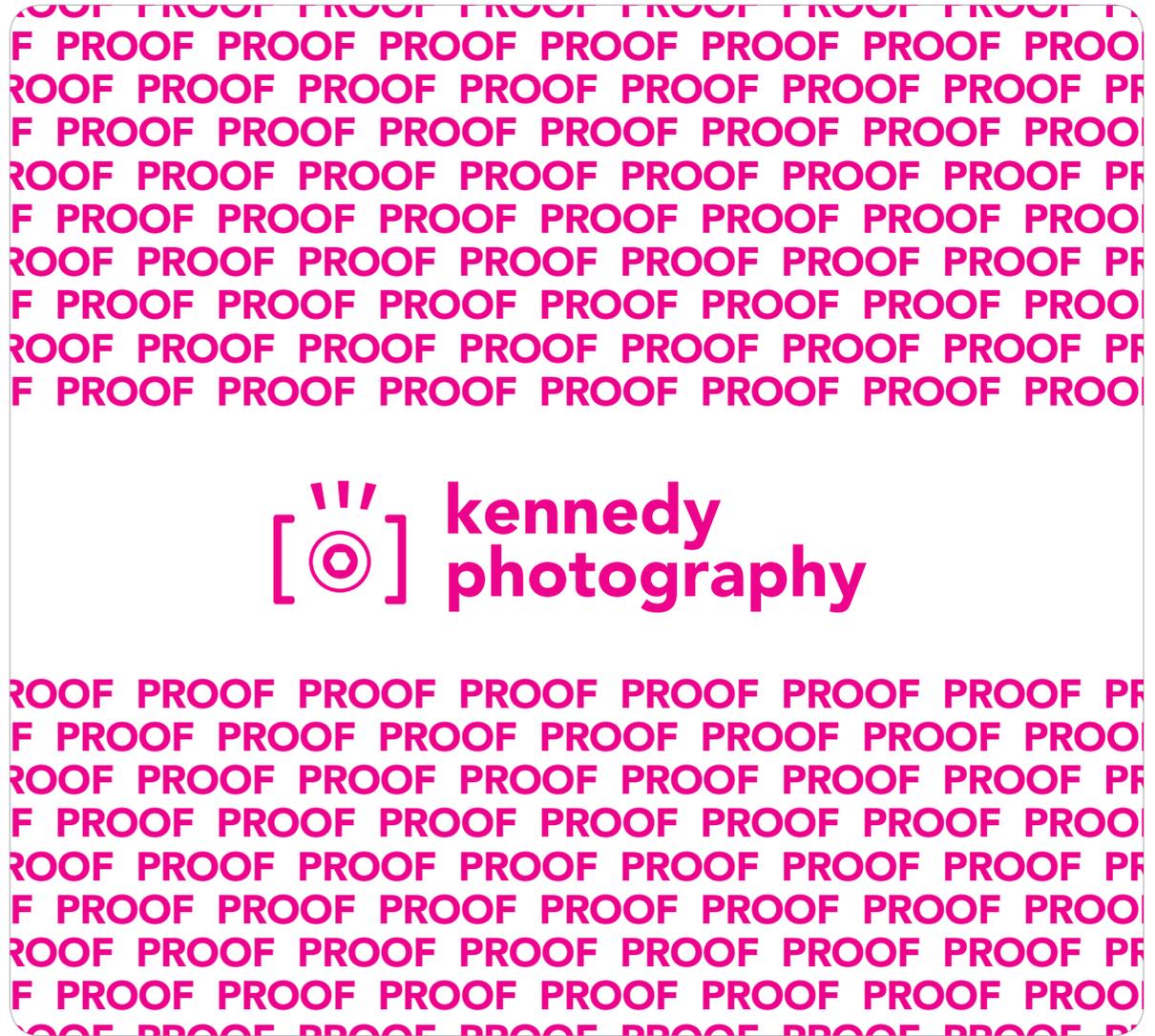


- Evenly print on textured stocks for better digital image quality
- Achieve a soft finish to your entire piece, creating an offset-like appearance
- Add a protective layer to extend the life of the pieces that are prone to wear from handling

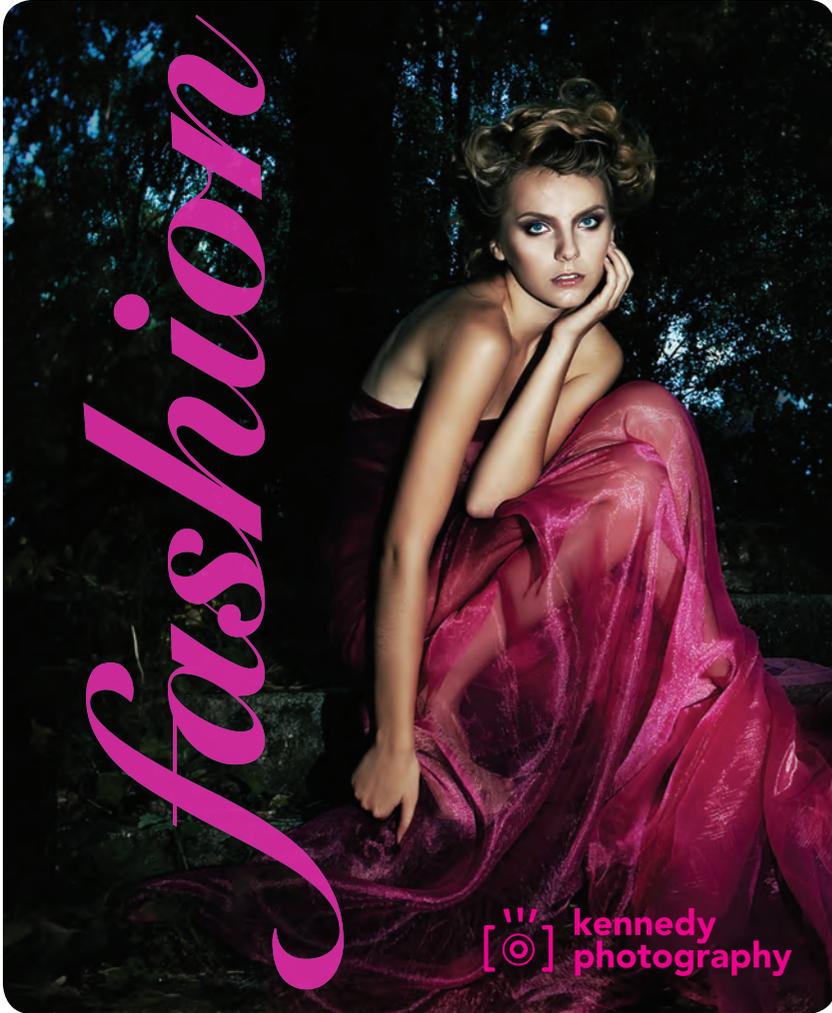
Xerox® Clear Dry Ink

Add valuable design features to existing and new applications.

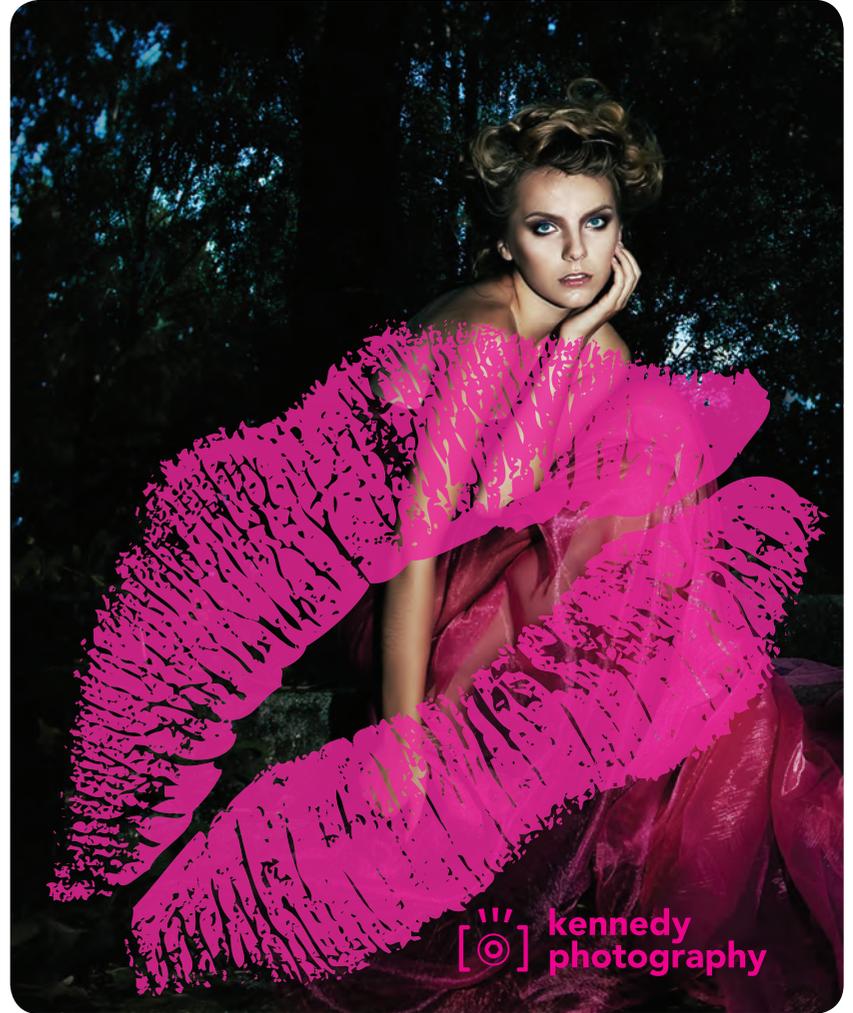
Xerox® Clear Dry Ink application is great for adding artistic design elements and unexpected details that differentiate your messages. Or, include watermarks for added security and validation. These elements can be subtle or direct, static or variable. Clear Dry Ink markings provide authentication to discourage reproduction or convey a distinct mood to enhance the impact of your prints.



Enhance security and prevent unwanted duplication with watermarks.



Run a name or logo across a page for subliminal repetition and recognition.



Use the watermark effect as a design element.

Focus on what matters most with programs that help you build your business.

The Clearly Different program and kit give you the tools to market your digital color with Clear Dry Ink capability.

- Teach your designers how quick and easy it is to modify or create designs for Clear Dry Ink
- Showcase and distribute posters, fun-flips, photo towers, and more
- Modify and reprint source files and build a stronger business

The Clearly More Personal program and kit combine all of the advantages of Clear Dry Ink with the power of personalization.

- Increase the engagement and response rates of your printed materials
- Add personalization to jobs without compromising productivity
- Train your sales people and designers how to create demand for personalization





Xerox® Metallic Dry Ink

Be the first to offer customers the new Xerox® Metallic Dry Inks.

Xerox has created a new benchmark for metallic effects with stunning yet cost-effective Metallic Dry Inks, now offered in Silver and Gold.

These aren't just Pantone simulations. Our carefully engineered Silver and Gold Dry Inks have some of the highest flop indexes—a measure of change in reflectance of a metallic color—in the industry.

What's more, the job you up-value with metallic details will run in-line at rated speeds, providing you with faster turnaround times on high-value applications.



Replace traditional foil stamping and offset metallic inks with a cost-effective, in-line digital alternative.

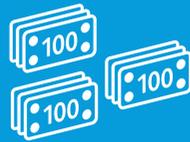
Foil stamping and offset metallic inks add a glamorous pop to high-value applications but come with a cost. The time investment, custom dies, materials, waste, and workflow are cost-prohibitive for short runs and variable data.

With Metallic Dry Inks in Gold and Silver, you can create stunning, simulated foil stamp and metallic effects on static or variable elements to enhance a wide variety of applications—right in-line—for a streamlined digital workflow and fast turnaround. Produce impressive metallic effects in the same high-value price point without all of the productivity limitations of non-digital processes.

Traditional Foil Stamping



Potential for error or waste

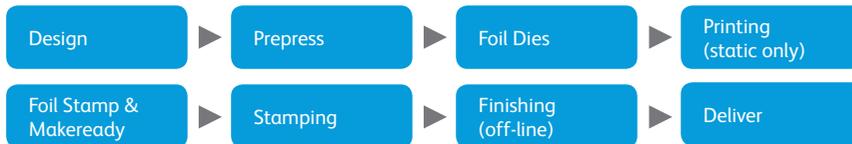


Costly



Time investment

Many time consuming steps:



Xerox® Metallic Dry Inks



Fully automated in-line



Cost effective



Fast turnaround

Simple process:



Xerox® Metallic Dry Ink

Print communications with value that you and your customers can count on.

Like Clear Dry Ink, the Metallic Dry Ink options can add a brilliant dimension to your digital print business. These exciting inks let you migrate more jobs to digital—jobs that previously ran off-line such as invitations, certificates, business cards and more. You can even integrate Metallic Dry Inks into personalized and branded communications, boosting the perception of your customer's customers with an eye-catching, premium look.

Bring in collateral from customers using Silver or Gold in their brand. Highlight logos and graphic images to make each element shine.



CRAFT BEER

CRAFT SEASONAL "BIERES"	
BIERE BAR NOIRE ALE 3.5% ABV American Pale Ale Refreshing and hoppy, yet with sufficient supporting malt.	BIERE BAR NOIRE \$8. California
BIERE BAR NOIRE IPA 7.5% ABV American IPA A decidedly hoppy and bitter, moderately strong American pale ale.	BIERE BAR NOIRE \$8. California
BIERE BAR NOIRE IPA 5.0% ABV American Wheat Beer Refreshing beers that can display more hop character and less yeast character than their German cousins.	BIERE BAR NOIRE \$8. California
CRAFT BEERS OF THE WORLD	
ALICE WHITE 5.0% ABV Witbier A refreshing, elegant, tasty, moderate-strength wheat-based ale.	ALICE BREW CO. \$8. Maine
BEAR POINT ALE 3.5% ABV American Pale Ale Refreshing and hoppy, yet with sufficient supporting malt.	BEAR POINT BREWING CO. \$8. California
BRUTE REPUBLIC IPA 7.5% ABV American IPA A decidedly hoppy and bitter, moderately strong American pale ale.	BRUTE REPUBLIC BREWING CO. \$8. California
FRUIT STRAWBERRY ALE 4.1% ABV Fruit Beer A harmonious marriage of fruit and beer. Distinctively fruity.	Brouwerij Grey \$10. Belgium
HIGH COAST WHEAT 6.0% ABV American Wheat or Rye Refreshing wheat or rye beers that can display more hop character and less yeast character than their German cousins.	HIGH COAST BREWERY \$7. California
PAULI PILSNER 4.5% ABV German Pilsner Crisp, clean, refreshing beer that prominently features a light hop bitterness.	PAULI BRAUEREI \$9. Germany



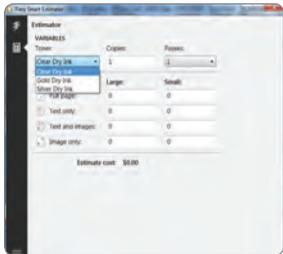
CRAFT WHISKEY

STRAIGHT BOURBON WHISKEY	
ALICE ANCHOR	\$11.
BREAKER BABY BOURBON	\$16.
JOHN DUNN	\$16.
OLD GRANDMA	\$14.
REBEL	\$16.
WHEATED WHISKEY	
EVAN FITZGERALD	\$8.
OL' RELIABLE	\$12.
MAKERS MODEL	\$16.
CASK STRENGTH	
BOOKER T	\$14.
WILD HERON	\$14.
SINGLE BARREL	
BRAVERTONS	\$12.
CLAVET	\$12.
RED WING	\$14.
TOMMY MACK	\$12.
STRAIGHT RYE	
FLAUVERTONS	\$8.
JIM BRAND	\$8.
MOONSTRUCK	\$10.
TEMPLETON	\$9.
RUSTY NAIL	\$12.
MOONSHINE	
HARVEST MOON	\$8.
HILL COUNTRY MOON	\$10.
OLD SMOKEY	\$10.
APPLE PIE	\$9.
PEACH PIE	\$9.
STRAWBERRY LEMONADE	\$9.

Xerox® Metallic Dry Ink

Make your customers look good with creative uses of Specialty Xerox® Dry Inks.

Add an extra layer of sparkle and shine to mailers, invitations, advertisements, and photographic imagery by enhancing the metallic look of a wide range of commercial and photo applications. Capture more high-value, high-profit potential applications by offering a dramatic look with the price and timeline your digital customers desire.



The Fiery® Smart Estimator can help determine how a Specialty Dry Ink may affect the cost of a project. This tool is available on the Xerox® EX Print Server.



GOODSAILORS

LIBERTY AMITY

Authentic Adventure

WE TRAVEL TO DISCOVER

xerox  Printed on a Xerox® Color 800i/1000i Press with Xerox® Silver Metallic Dry Ink. ©2014 Xerox Corporation. All rights reserved. Xerox® and Xerox and Design® are trademarks of Xerox Corporation in the United States and/or other countries. 09/14 1-169



Our unique low-melt Specialty Dry Inks can be applied in-line to a huge variety of substrates, including textured medias, polyesters, vinyls, magnets, and more, opening up opportunity for exciting new applications.

You can also use Specialty Dry Inks to personalize premium mailers for high-end customers on any type of media.

This is a composite image of a personalized boarding pass and membership card. The boarding pass at the top is white with a green and orange border. It features the Kiwi Air logo (a stylized kiwi bird) and the text 'BOARDING PASS', '2014 Kiwi Miles: 123,560', and 'Total Kiwi Miles: 567,321'. Below this is an orange banner that says 'PLATINUM MEMBER' with a small airplane icon. The main text on the boarding pass reads 'WE LOVE SEEING YOU, SARAH'. There are two barcodes with the number '0123456789' and a blue airplane icon with the text 'AIRLINES'. Below the boarding pass is a letter on a light-colored, textured background (resembling sand). The letter is addressed to Sarah and congratulates her on being upgraded to Platinum status. It includes a signature of Stan Maverick, President of Kiwi Air. At the bottom right of the letter is a 'Platinum Access Pass Kiwi Air Spa Lounge' card for Sarah Newsome, member since 2014. This card includes the Kiwi Air logo, her name, the membership number '0123456789', and the text 'BIERE BAR NOIRE 2 COMPLEMENTARY DRINKS'. A small Xerox logo and text are visible in the bottom left corner of the overall image.





By its authority and upon recommendation of the faculty, the Board of Directors hereby confers upon

Raymond Kennedy

the degree of

Doctorate

in Education with all rights, honors, privileges and responsibilities thereunto appertaining.

Given this twenty-second day of May, two thousand fourteen.

A handwritten signature in black ink, appearing to read "Edna", written over a horizontal line.

Chair of the Board

A handwritten signature in black ink, appearing to read "Dale", written over a horizontal line.

President



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Use multi-pass with Gold and Silver Dry Ink just like Clear Dry Ink for texture or dimension, such as adding the effect of a raised seal or stamp on official documents.



Frequently Asked Questions



Frequently Asked Questions about the Xerox® Specialty Dry Ink portfolio:

How many Specialty Dry Inks can be used at once?

One Specialty Dry Ink can be installed in a press at a time.

Which DFE option supports Specialty Dry Inks?

Both DFE options on the Color 800i/1000i Press enable full Specialty Dry Ink use, including multi-pass.

Does Specialty Dry Ink application slow down the press?

No. Specialty Dry Ink jobs are produced in-line at rated speeds.

How can I accurately price these new high-value applications?

The Fiery® Smart Estimator helps you determine the cost of applying any Specialty Dry Ink before the job runs. This tool is available on the Xerox® EX Print Server.

Is the design process complex? It's easy. Using our Design Guides, your designers can easily add Specialty Dry Ink effects to files, or your operators can add some effects right at the print server. Contact your Xerox representative to obtain Specialty Dry Ink Design Guides.

Can a current Color 800/1000 Press customer upgrade to Specialty Dry Inks? Yes, all current Color 800/1000 Presses can be upgraded with the purchase of a Metallic Dry Inks kit.

Can users swap between Specialty Dry Inks?

Yes, and can do so without a service call.

Frequently Asked Questions about Xerox® Clear Specialty Dry Ink:

Are there any extra steps required to achieve a glossy finish?

Clear Dry Ink boasts a pleasing high gloss that is completed in-line at rated speeds. The glossy effect will not slow you down.

How can I encourage customers to take advantage of clear effects?

We have programs and kits built to provide you with the tools needed for marketing your Clear Dry Ink capabilities. You'll receive print samples to share with customers, source files to work in, and training for your staff. To learn more about Clear Dry Ink or to receive your kit, contact your Xerox sales representative or go to: xeroxclearlymorepersonal.com.

Is Clear Dry Ink the same as varnish? Clear Dry Ink is not varnish but can simulate many spot and flood varnish effects. Unlike varnish, it can be applied to variable information. Applying Clear Dry Ink is the more productive process: it is applied during printing rather than in a post process and requires no drying time.

Frequently Asked Questions about Xerox® Metallic Dry Inks:

Are the Silver and Gold Dry Inks truly metallic?

Yes. They are not Pantone simulations. These truly metallic Silver and Gold inks hit Pantones 877 C and 871 C, and offer some of the highest flop indexes—a measure of change in reflectance of a metallic color—in the industry. Flop index is the measurement on the change in reflectance of a metallic color as it is rotated through the range of viewing angles. A flop index of 0 indicates a solid color, while a very high flop metallic or pearlescent basecoat/clear coat color may have a flop index of 15–17.

Which applications are good targets for Metallic Dry Inks?

Metallic Dry Inks are good alternatives to foil stamping and offset metallic inks as they are applied in-line, saving time and money. Silver and Gold can be used on virtually any application for any industry, such as:

- Brand-managed logos and collateral
- Photo applications such as greeting cards or books
- Specialty media and packaging applications
- Personalized direct marketing pieces

Can Silver and Gold be done as multi-pass?

Yes. Create dimension, such as the look of a raised seal, by applying layers of Metallic Dry Inks.

Be more creative with Specialty Xerox® Dry Inks.

Specialty Dry Inks add creative effects that bring your prints to life and get your messages noticed. Whether highlighting areas with spot treatment, creating a smooth, even sheen with flood treatment, or simulating metallic effects, Specialty Dry Inks bring a new dimension to digital printing.

To learn more about Specialty Dry Inks and the Xerox® Color 800i/1000i Presses, please contact your Xerox representative.



For more information, call 1-800-ASK-XEROX or visit us on the Web at www.xerox.com/ColorPress.

Printed on a Xerox® Color 800i/1000i Press on Xerox® Digitally Optimized Paper.

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