

GETTING STARTED WITH THE  
XEROX® BEYOND CMYK PROGRAM

# Spark New Growth With Embellishments

**Digital embellishment are a hot opportunity.** Make the most of it by focusing your new capabilities on the best-fit customers and jobs.



## GET READY TO EDUCATE

Your customers may still think of digital print as CMYK-only, which is understandable. After all, adding embellishments via a digital production process is relatively new. They may not know what's possible, when it's best to use embellishments and/or how their businesses can benefit.

### We've got your back:

Our award-winning Genesis Initiative program is packed with tools and resources that help you showcase what's possible Beyond CMYK. Your Xerox representative can connect you to stunning print samples that represent your digital equipment's capabilities brilliantly.

### Whom to approach first:

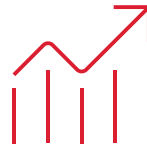


**Start with your best relationships.** When you have a solid track record producing high-value color applications, customers will be open to new recommendations.



**Engage designers.** Agency clients are ideal since their creatives will understand the potential immediately. If you work with print buyers, encourage them to include their designers in the discussion.

**Share samples with embellishments so everyone can see and feel their difference.**



## FOCUS ON VALUE

Color print creates an emotional response. Embellishments heighten that emotion, making print feel luxurious and conveying immediate value that helps drive action.

Companies are willing to pay a premium for embellished print to ensure:

- **Their brand stands out**
- **Their marketing programs have more impact**
- **They connect with recipients on an emotional level**
- **They get results!**



**Combining embellishments with specialized media (e.g., textured, colored, synthetics) and creative/unique finishing or die cutting adds even more impact to your customers' print—and unlocks additional profit potential for you.**

**xerox™**

# Outshine and Outglow

Beyond CMYK can up level all kinds of popular digital print applications, adding more eye-grabbing, action-driving “wow.” Use these tips to start identifying the best embellishment candidates with your customers.

## FIND THE BEST-FIT JOBS

Embellishments make it easier for print to meet objectives such as:



**Driving a specific action or response.** Embellishments make it virtually impossible for direct mail and marketing collateral to be overlooked. Interacting with them helps activate the desired response. Remember: these pieces may be tied to revenue, or their value may be purely emotional.



**Making a strong personal connection.** Special touches on invitations, cards and folding cartons for gifts or merchandise help elicit valuable emotion and connection.



**Enabling more security.** Print applications that require authentication—such as tickets or certificates—get immediate benefit from copy-proof embellishments such as Clear or Fluorescent Specialty Dry Inks.

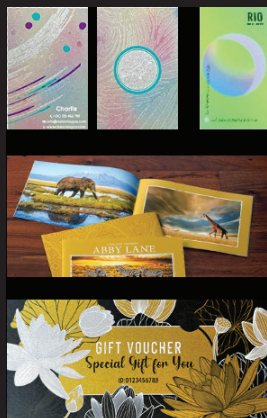
## FIND THE BEST-FIT CUSTOMERS

Good candidates for digital embellishments include small, independent businesses selling unique, high-value products and services. For example:

- High-end boutique stores
- High-end personal services
- Wineries and breweries
- Cannabis dispensaries
- Events, festivals and concerts
- Restaurants, bars and night clubs
- Cottage industry

These types of businesses rely heavily on repeat, loyal customers and don't require huge print volumes, making them ideal for digital.

## Top 3 job types:<sup>1</sup>



Business Cards

Brochures

Tickets

## Buyers also want to embellish:



Direct Mail / Flyers



Books



Labels / Cartons



POP / Display



Many Others!



Scan to get even more applications inspiration. Better yet—share this video with your customers so they can see what's possible Beyond CMYK.

# Outpace Expectations

It's commonly accepted that Beyond CMYK enhancements add value that commands a premium over four-color process alone, making them an ideal growth opportunity for your operation.

## JUSTIFY THE INVESTMENT

The additional investment in design and production for digital embellishments can be justified for:

- **High-end products with a high purchase price**, such as real estate, vehicles and pleasure boats
- **Packaging / folding cartons**
- **Direct mail, catalogs and gift certificates**
- **Services that result in long-term, repeat business** based on relationship and reputation, such as medical, legal and financial
- **Applications that evoke an emotional response**, such as invitations, holiday cards, birth announcements, business cards and mailers. These prints are valued and saved!

## ENHANCEMENT COLOR

## % PREMIUM<sup>2</sup>

Gamut Extension	24%
White	37%
Clear	40%
Fluorescent Yellow	38%
Fluorescent Pink	38%
Gold / Silver	51%
Mixed Metallic	51%+

**Look for applications where the cost per piece isn't the key buying criterion. Print that creates powerful event memories or celebrates personal and seasonal milestones is a natural for high-value embellishment.**



## REINFORCE THE DIGITAL BENEFIT

Some of your customers may already be using embellishments produced on analog or specialized equipment.

Digital can be faster, easier and less costly to produce than using the traditional processes involved with running specialty offset inks, or adding foiling and coating.



**No secondary processes**

**Fast turnarounds**

**Short-run friendly**

**Cost-effective**

**Ability to embellish personalized content**



# Start Stronger

We know that it's not enough to just put new digital print technology into your hands. That's why we developed a dedicated Beyond CMYK business development program called the Genesis Initiative, packed with tools and resources ready to help you grow your business. Better yet—most are free with your technology purchase!

## Genesis Initiative spotlight:



### Inspire Designers

#### Cultivate new creativity Beyond CMYK with:

- Live Designer Training Sessions open to agencies and in-house designers
- Design Guides and How-To Videos that showcase step-by-step techniques for each press and embellishment type
- Blended Color Swatch Books and pre-made, easy-to-load swatches

#### Explore designer resources:



### Spark Interest

#### Showcase what's possible Beyond CMYK with:

- Stunning pre-printed promotional samples and printable sample files your customers can see and interact with
- High-end showcase pieces
- Event in a Box Kits that help promote and host a Beyond CMYK-focused open house

#### Access promotional tools:

Your Xerox representative can connect you with our latest promotional tools



### Ignite Sales

#### Grow your business Beyond CMYK with:

- Pricing Guides that help you estimate jobs—and profit
- On-Press Ink Estimators that determine the amount of Specialty Ink and Toner that will be used, and its cost
- A listing in our online Global Locator so new customers can find you easily
- Comprehensive business development training in collaboration with Taktiful, covering topics such as developing marketing and sales strategies, plus how to accurately estimate and quote digital embellishment jobs