

# Xerox<sup>®</sup> Speciality Dry Inks help you outshine your competition with impactful, high-value applications.

Xerox<sup>®</sup> Speciality Dry Inks are a family of EA Dry Ink offered exclusively for the Colour 800i/1000i Presses. The low-melt EA Dry Ink enables a vast substrate range, including plastics and other speciality stocks, that are only possible with our low temperature process. Xerox<sup>®</sup> Speciality Dry Inks help you capture high profit-potential applications that demand attention with stunning, premium effects.

### Xerox<sup>®</sup> Speciality Dry Inks

**Xerox® Clear Dry Ink** was the first Speciality Dry Ink available for the Colour 800i/1000i Presses. Using spot, flood, or textural effects, Xerox® Clear Dry Ink allows you to add a new dimension to your print operation – regardless of whether you are an enterprise or commercial printer – with applications that capture attention and impress your customers.

The Xerox<sup>®</sup> Speciality Dry Inks family now boasts **Xerox<sup>®</sup> Metallic Dry Inks**, offered in Silver and Gold. These exciting inks let you migrate more jobs to digital – creating metallic effects in-line at rated speeds for both static and variable elements. Integrate metallic effects with images, artwork, logos, text, and more to make your communications shine.



Xerox® Metallic Dry Ink in Silver

## Move beyond the expected into new, profitable opportunities by adding incredible value to your digital prints with one of our eye-catching Speciality Dry Inks.

Any application can be up-valued with the varied uses of Xerox<sup>®</sup> Speciality Dry Inks. Highlight images for visual variety, draw attention to important text, add watermarks and raised seals for authenticity, or boost the impact of personalised communications.

### Xerox<sup>®</sup> Clear Dry Ink

Xerox<sup>®</sup> Clear Dry Ink stimulates creativity with multiple ways to enhance applications.

Effects can be easily applied in the design phase, or added to existing jobs at the print server without altering the source file, helping you become a true partner to your customers.

### Xerox<sup>®</sup> Metallic Dry Inks

Xerox<sup>®</sup> Metallic Dry Inks offer stunning effects and unique value by helping you replace traditional foil stamping, offset metallic inks, and metallic papers with a cost-effective, digital alternative.

Deliver the best of digital print on demand timing and boutique print finishing value, from one automated workflow.

Xerox has created a new benchmark by engineering beyond PANTONE simulations. These truly metallic Silver and Gold inks hit PANTONE 877 C and PANTONE 871 C, and offer some of the highest flop indexes – a measure of change in reflectance of a metallic colour – in the industry. Like Clear Dry Ink, Metallic Dry Inks can be applied at the design stage or can be added using the Fiery Image Enhance Visual Editor.



Flood an entire page for sheen and protection with a varnish effect.



Use a spot application to make specific elements pop or apply authentication marks.



Magnify the dramatic dimensional effect by adding up to seven layers of Clear Dry Ink.

Xerox<sup>®</sup> Metallic Dry Inks are ideal for a host of high-value applications such as photo publishing, direct marketing, collateral, certificates, invitations, greeting cards and much more.



Highlight logos and graphic elements with stunning metallic effects.



Enhance the look of photos and collateral with metallic image overlays.



Bring the eye-catching value of metallic inks to personalized communications to add even more pop to your jobs.

#### Xerox<sup>®</sup> Speciality Dry Inks are designed to deliver maximum value and maximum impact.

Xerox<sup>®</sup> Speciality Dry Inks can be used interchangeably in the fifth print station without impacting print speed. The dry ink cartridges are customer replaceable, meaning that you stay productive and on schedule without downtime for a service call. Wow your customers, differentiate your business, and expand your services with capabilities that sparkle. Xerox<sup>®</sup> Speciality Dry Inks add creative effects that get your prints noticed and bring a new dimension to your digital printing business.



Earned the 2014 Graph Expo Must See 'Ems Award

