

# Breathing Inspiration into Print

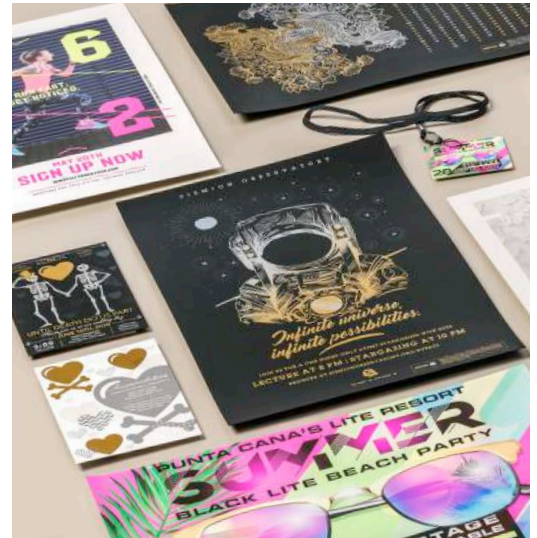
## It's time to bring more imagination to every printed page.

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

As expectations change for digital print, how will you adapt?

Not to be confused with technologies that allow you to add a single additional colour along with CMYK, your new power to add punch to virtually any application comes in the form of two self-contained, swappable multi-toner kits.

Our Vivid Toner Kit delivers four speciality spot colours: Gold, White, Silver and Clear. Our Fluorescent Toner Kit adds impact with Fluorescent Cyan, Fluorescent Magenta and Fluorescent Yellow.



### 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 digital printing advantages such as short runs and a wide array of imageable substrates, digital embellishment options unlock new, inspiring, high-value opportunities.<sup>2</sup>

With Adaptive CMYK Plus Technology, today's market demands can be met with swap-and-go simplicity. This 3-in-1 capability (swap CMYK, Vivid, and Fluorescent Speciality Toners in one Xerox® device) lets you triple 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.

Adaptive CMYK Plus Technology gives you an affordable entry point into high-value print enhancements, letting you realise new profit potential from your PrimeLink 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.




**Swap out toners for the Xerox® Vivid Speciality Toner set:**




Run exciting new applications with shimmering metallics, White and Clear.



**Swap out the toners for the Xerox® Fluorescent Speciality Toner set:**



Create eye-catching, colourful prints that glow under UV light!



With just a few simple steps – and in about ten minutes – you can remove your CMYK toner set and replace it with exciting embellishments created with Vivid or Fluorescent Speciality Toners.

**Triple your versatility with two new, easy-to-swap accessory kits featuring high-demand speciality toners for new applications and embellishments.**



- KEY VIVID KIT COMPONENTS**
- Starter Toners (Gold, White, Silver and Clear)
  - Vivid Xerographic Drawer Unit
  - Vivid Dispenser Assembly
  - Cart (927 mm x 711 mm x 705 mm)
- KEY VIVID WITH THE FLUORESCENT KIT COMPONENTS (COMBO KIT)<sup>1</sup>**
- Everything in the Vivid Kit (above) plus:
- Starter Toners (Fluorescent Cyan, Fluorescent Magenta, Fluorescent Yellow)
  - Fluorescent Xerographic Drawer Unit
  - Fluorescent Dispenser Assembly
- COMPATIBLE PRINT SERVER CHOICES**
- Xerox® EX C9065/C9070 Print Server Powered by Fiery®
  - Xerox® EX-i C9065/C9070 Print Server Powered by Fiery®
  - Xerox® Integrated Colour Server with BiancoDigitale Software – Server Software for the PC

Vivid and Fluorescent Speciality Toners help target high-growth applications like greeting cards, flyers, invitations, posters, signage, gift vouchers and more.

Your gamut capabilities expand far beyond CMYK with the ability to add speciality toner enhancements in two runs – or on their own for unique effects.<sup>2</sup>

Fluorescent Speciality Toners capture immediate attention with their eye-grabbing glow – and can shine with even more “wow” when exposed to UV light.

<sup>1</sup>Fluorescent Kit available only in combination with the Vivid Kit  
<sup>2</sup>See Design Guide for detailed instructions

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

