Breathing Inspiration into Print

It's time to bring more imagination to every printed page. Speciality printing is one of the fastest-growing digital segments, opening up expanded possibilities for designers, printers and print buyers.[1]

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.

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

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, Adaptive CMYK+ 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 like short runs and a wide array of imageable substrates, digital embellishment options unlock new, inspiring, high-value opportunities.[2]

With Adaptive CMYK+ 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+ technology provides an affordable entry point into high-value print enhancements, letting you realise new profit potential from your Versant investment.

24–89%

The print premium buyers are willing to pay over CMYK only[1]

1 Keypoint Intelligence/InfoTrends, "Beyond CMYK: The Use of Special Effects in Digital Printing"
2 Keypoint Intelligence/InfoTrends Print Trends Outlook 2019

Print traditional digital applications with CMYK:

K C M Y

Get the consistent quality you count on.

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

W G S Clr

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

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

K FC FM FY

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 Speciality Toners able to print unique and stunning applications in a single pass, or add exciting embellishments to standard CMYK jobs.

Triple your versatility with two new, easy-to-swap accessory kits featuring high-demand speciality toners for new applications and embellishments.
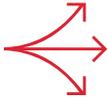
A freestanding, three-bay cart is included, providing safe and convenient storage for all your toner sets.

VIVID TONER KIT

White, Gold, Silver and Clear

Vivid Xerographic Drawer

Vivid Dispenser Assembly

FLUORESCENT TONER KIT

Fluorescent Cyan, Fluorescent Magenta and Fluorescent Yellow

Fluorescent Xerographic Drawer

Fluorescent Dispenser Assembly

COMBINATION VIVID AND FLUORESCENT KITS

Best value with a total of 11 Speciality Toners

COMPATIBILITY

Xerox® Versant® 80-page-per-minute presses running EFI Fiery® software FS200 or FS200 Pro and higher.

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.[*]

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

*See Xerox® Adaptive CMYK+ Kit for Xerox® Versant® Presses Graphic Design and File Preparation Guidelines for detailed instructions

For more information, visit **Xerox.co.uk**

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