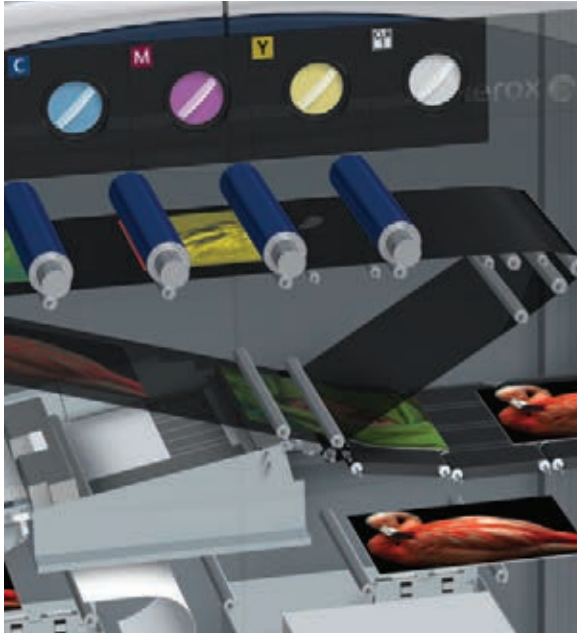


Xerox® Colour 800i/1000i Press  
Speciality Dry Inks



Fine-tune your business value.





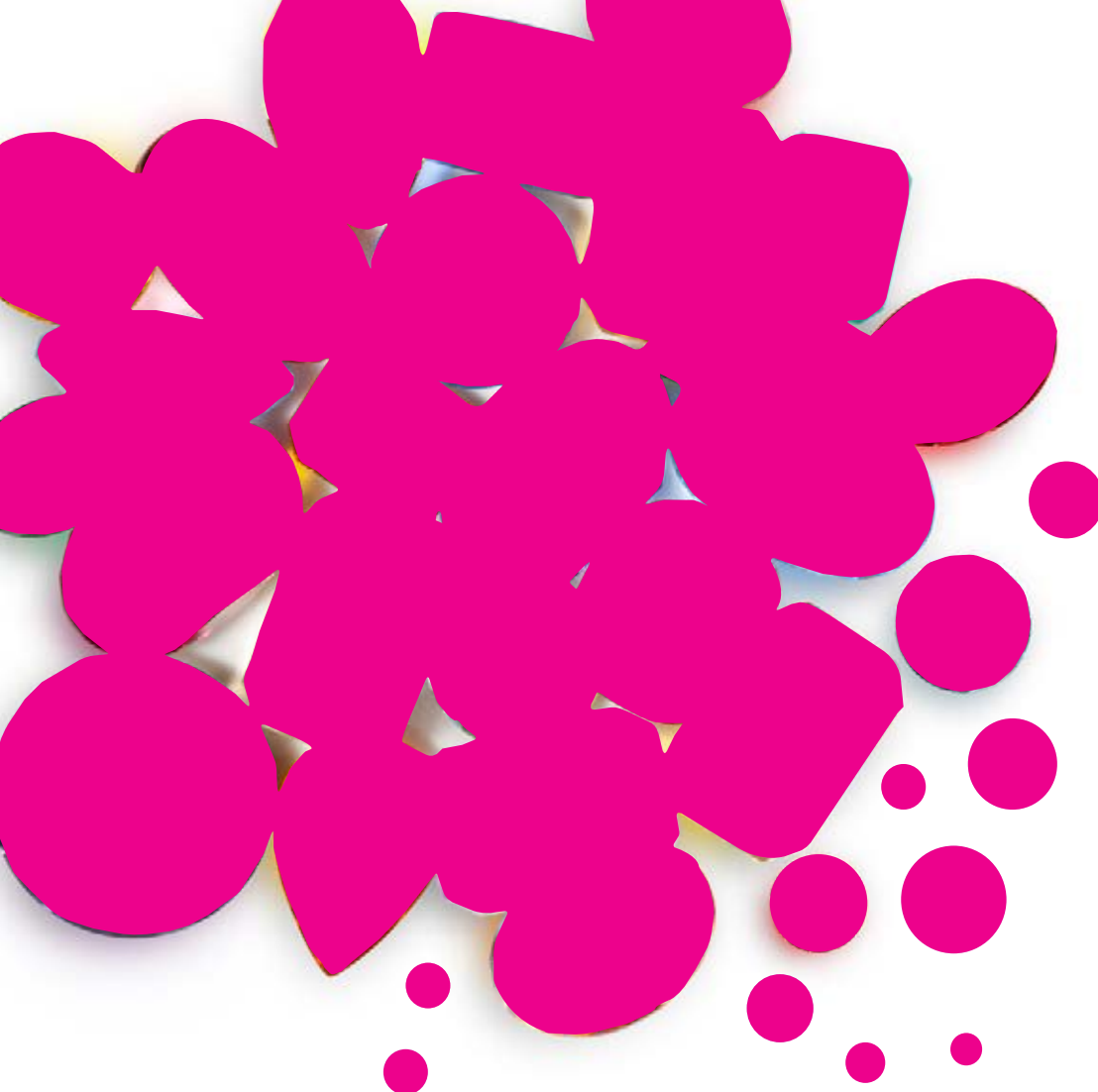
# Move beyond the expected into new, profitable opportunities.

**Add incredible value to your digital prints with one of our eye-catching Xerox® Speciality 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.

Xerox® Speciality Dry Inks are available as options exclusively for the Xerox® Colour 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 colour, 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 speciality  
photo applications, this speciality  
finish adds depth and a smooth,  
consistent look to move an entire  
sheet from ordinary to outstanding.



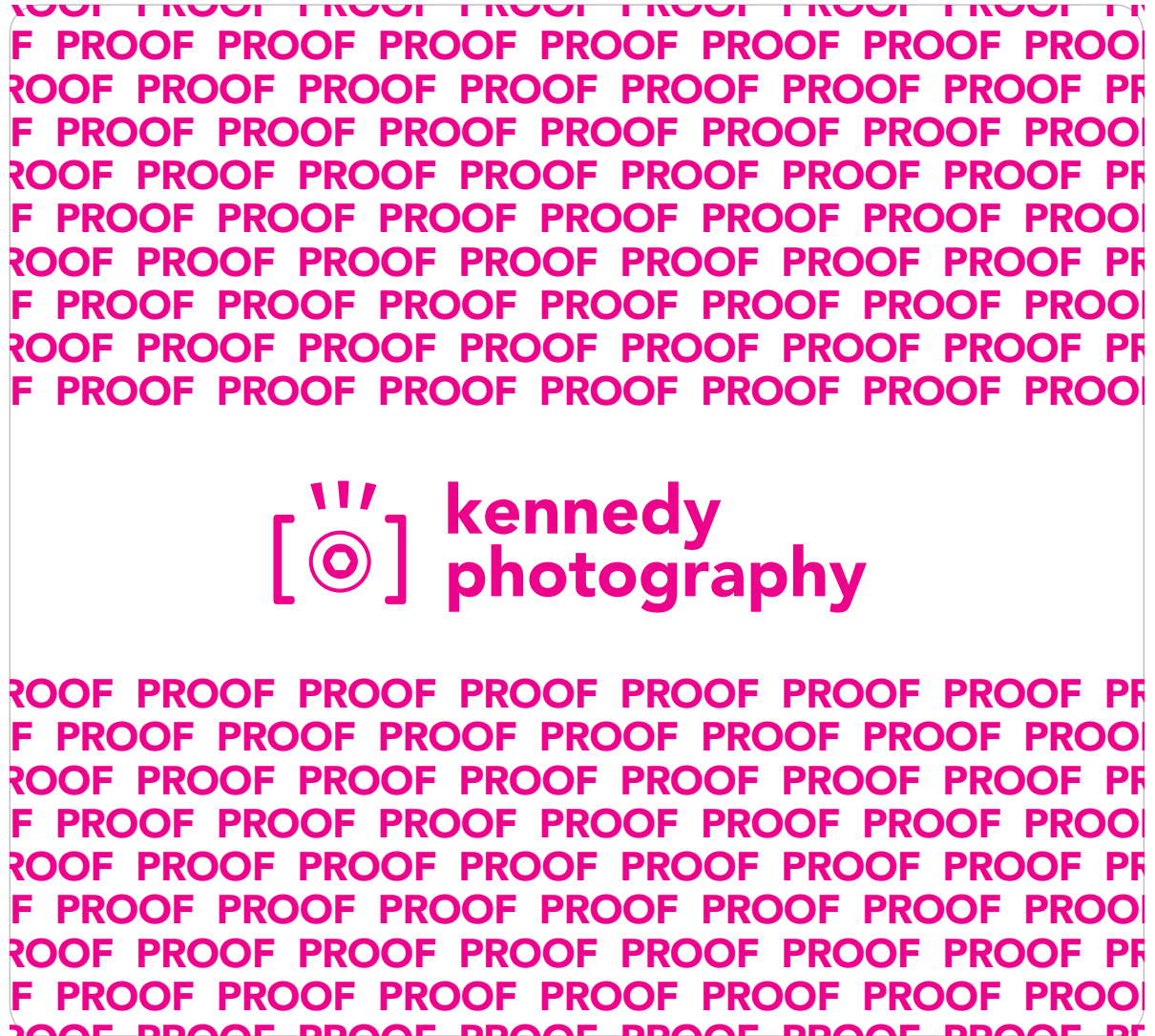


- Evenly print on textured stocks for better digital image quality
- Achieve a soft finish to your entire piece, creating an offset-like appearance
- Add a protective layer to extend the life of the pieces that are prone to wear from handling

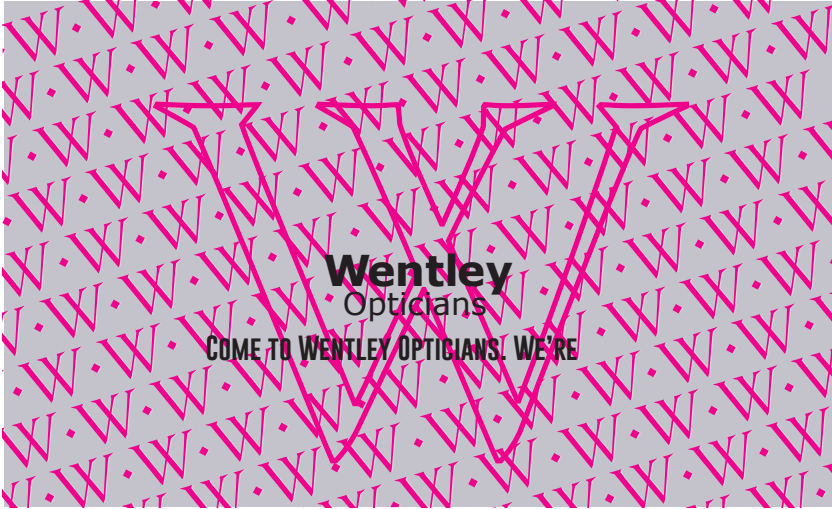
Xerox® Clear Dry Ink

## 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.



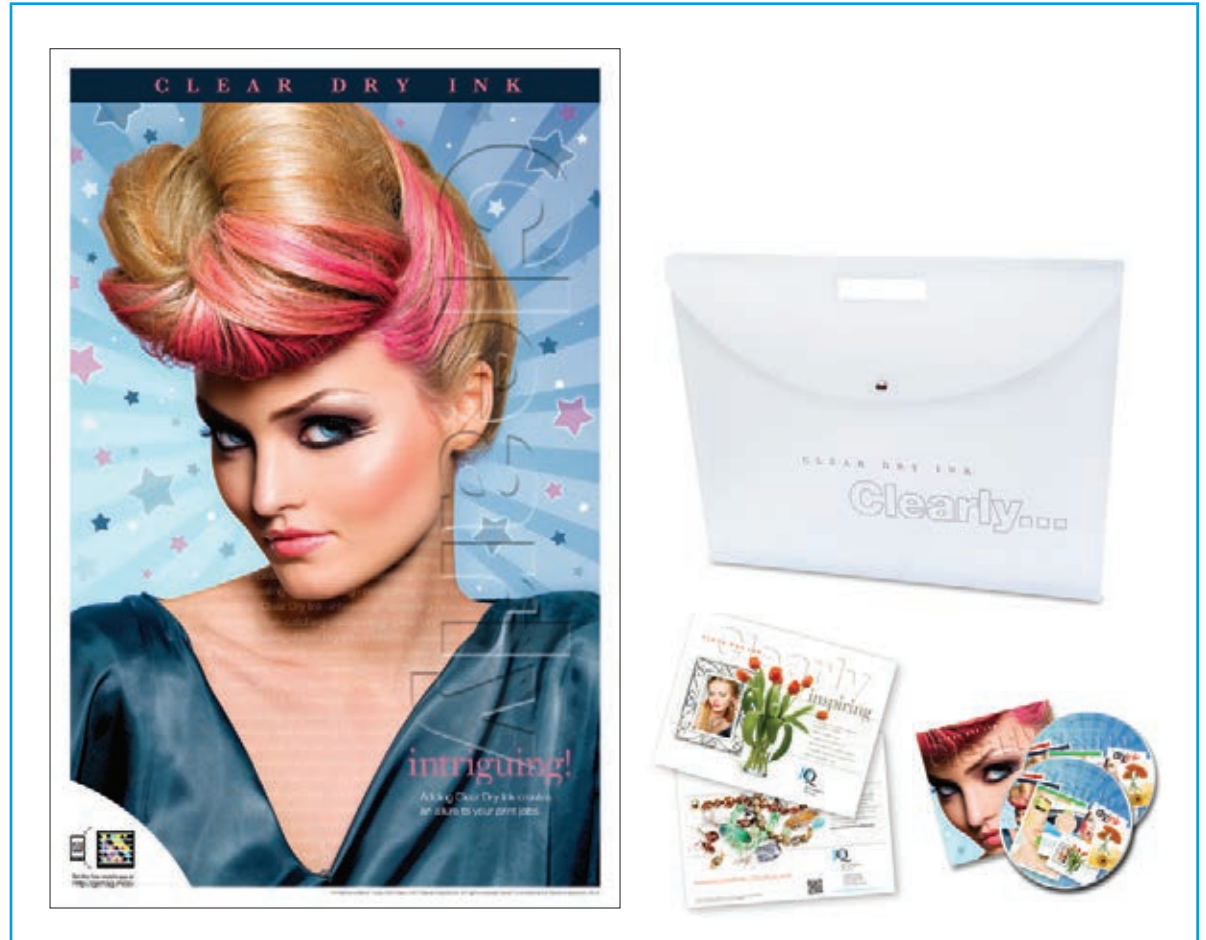
## Focus on what matters most with programmes that help you build your business.

The Clearly Different programme and kit give you the tools to market your digital colour 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 programme and kit combine all of the advantages of Clear Dry Ink with the power of personalisation.

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







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 colour – 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.

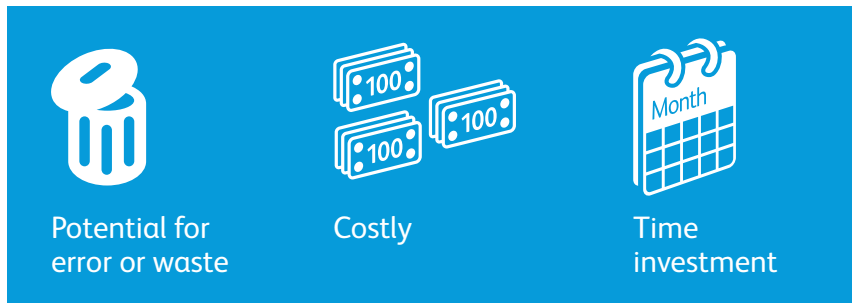


## Replace traditional foil stamping and offset metallic inks with a cost-effective, in-line digital alternative.

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.

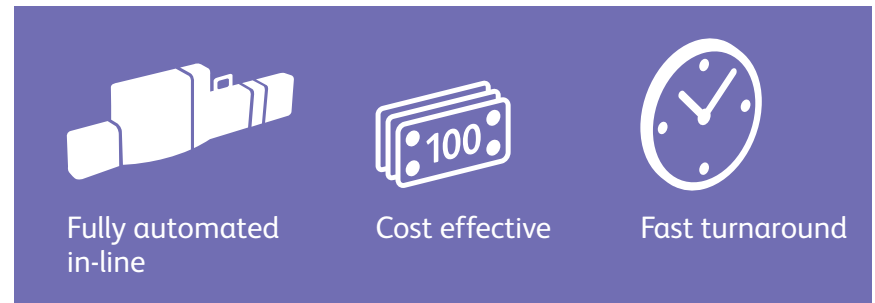
### Traditional Foil Stamping



#### Many time consuming steps:



### Xerox® Metallic Dry Inks



#### 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 personalised 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"

|  |                                      |             |
|--|--------------------------------------|-------------|
| <b>BIERE BAR NOIRE ALE</b><br>3.5% ABV American Pale Ale<br>Refreshing and hoppy, yet with sufficient supporting malt. | <b>BIERE BAR NOIRE</b><br>California | <b>\$8.</b> |
|--|--------------------------------------|-------------|

|   |                                      |             |
|---|--------------------------------------|-------------|
| <b>BIERE BAR NOIRE PA</b><br>7.5% ABV American PA<br>A decidedly hoppy and bitter, moderately strong American pale ale. | <b>BIERE BAR NOIRE</b><br>California | <b>\$8.</b> |
|---|--------------------------------------|-------------|

|   |                                      |             |
|---|--------------------------------------|-------------|
| <b>BIERE BAR NOIRE PA</b><br>5.0% ABV American Wheat Beer<br>Refreshing beers that can display more hop character and less yeast character than their German cousins. | <b>BIERE BAR NOIRE</b><br>California | <b>\$8.</b> |
|---|--------------------------------------|-------------|

### CRAFT BEERS OF THE WORLD

|  |                                |             |
|--|--------------------------------|-------------|
| <b>ALICE WHITE</b><br>5.0% ABV Witbier<br>A refreshing, elegant, tasty, moderate-strength wheat-based ale. | <b>ALICE BREW CO.</b><br>Maine | <b>\$8.</b> |
|--|--------------------------------|-------------|

|   |   |             |
|---|---|-------------|
| <b>BEAR POINT ALE</b><br>3.5% ABV American Pale Ale<br>Refreshing and hoppy, yet with sufficient supporting malt. | <b>BEAR POINT BREWING CO.</b><br>California | <b>\$8.</b> |
|---|---|-------------|

|  |   |             |
|--|---|-------------|
| <b>BRUTE REPUBLIC PA</b><br>7.5% ABV American PA<br>A decidedly hoppy and bitter, moderately strong American pale ale. | <b>BRUTE REPUBLIC BREWING CO.</b><br>California | <b>\$8.</b> |
|--|---|-------------|

|  |                                  |              |
|--|----------------------------------|--------------|
| <b>FRUIT STRAWBERRY ALE</b><br>4.1% ABV Fruit Beer<br>A harmonious marriage of fruit and beer. Distinctively fruity. | <b>Brouwerij Grey</b><br>Belgium | <b>\$10.</b> |
|--|----------------------------------|--------------|

|  |   |             |
|--|---|-------------|
| <b>HIGH COAST WHEAT</b><br>5.0% ABV American Wheat or Rye<br>Refreshing wheat or rye beers that can display more hop character and less yeast character than their German cousins. | <b>HIGH COAST BREWERY</b><br>California | <b>\$7.</b> |
|--|---|-------------|

|  |                                  |             |
|--|----------------------------------|-------------|
| <b>FALLU PILSNER</b><br>4.5% ABV German Pilsner<br>Crisp, clean, refreshing beer that prominently features a light hop bitterness. | <b>FALLU BRAUEREI</b><br>Germany | <b>\$8.</b> |
|--|----------------------------------|-------------|



## CRAFT WHISKEY

### STRAIGHT BOURBON WHISKEY

|                             |              |
|-----------------------------|--------------|
| <b>ALICE ANCHOR</b>         | <b>\$11.</b> |
| <b>BREAKER BABY BOURBON</b> | <b>\$16.</b> |
| <b>JOHN DUNN</b>            | <b>\$16.</b> |
| <b>OLD GRANDMA</b>          | <b>\$14.</b> |
| <b>REBEL</b>                | <b>\$16.</b> |

### WHEATED WHISKEY

|                        |              |
|------------------------|--------------|
| <b>EVAN FITZGERALD</b> | <b>\$8.</b>  |
| <b>OL' RELIABLE</b>    | <b>\$12.</b> |
| <b>MAKERS MODEL</b>    | <b>\$16.</b> |

### CASK STRENGTH

|                   |              |
|-------------------|--------------|
| <b>BOOKER T</b>   | <b>\$14.</b> |
| <b>WILD HERON</b> | <b>\$14.</b> |

### SINGLE BARREL

|                    |              |
|--------------------|--------------|
| <b>BRAVERTON'S</b> | <b>\$12.</b> |
| <b>CLAVET</b>      | <b>\$12.</b> |
| <b>RED WING</b>    | <b>\$14.</b> |
| <b>TOMMY MACK</b>  | <b>\$12.</b> |

### STRAIGHT RYE

|                     |              |
|---------------------|--------------|
| <b>FLAUVERTON'S</b> | <b>\$8.</b>  |
| <b>JIM BRAND</b>    | <b>\$8.</b>  |
| <b>MOONSTRUCK</b>   | <b>\$10.</b> |
| <b>TEMPLETON</b>    | <b>\$9.</b>  |
| <b>RUSTY NAIL</b>   | <b>\$12.</b> |

### MOONSHINE

|                            |              |
|----------------------------|--------------|
| <b>HARVEST MOON</b>        | <b>\$8.</b>  |
| <b>HILL COUNTRY MOON</b>   | <b>\$10.</b> |
| <b>OLD SMOKEY</b>          | <b>\$10.</b> |
| <b>APPLE PIE</b>           | <b>\$9.</b>  |
| <b>PEACH PIE</b>           | <b>\$9.</b>  |
| <b>STRAWBERRY LEMONADE</b> | <b>\$9.</b>  |



Xerox® Metallic Dry Ink

## Make your customers look good with creative uses of Xerox® Speciality 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 Speciality Dry Ink may affect the cost of a project. This tool is available on the Xerox® EX Print Server.



**LIBERTY - AMITY - COURAGE - TENACITY - STRENGTH**  
SMOOTH SEAS DO NOT MAKE SKILLFUL SAILORS

**GOODSAILORS**  
LIBERTY AMITY  
*Authentic Adventure*  
WE TRAVEL TO DISCOVER

**xerox**  Printed on a Xerox® Color 800i/1000i Press with Xerox® Silver Metallic Dry Ink.  
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Our unique low-melt Speciality 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 Speciality Dry Inks to personalise premium mailers for high-end customers on any type of media.

**Kiwi AIR** BOARDING PASS 2014 Kiwi Miles: 123,560  
Total Kiwi Miles: 567,321

**PLATINUM MEMBER**

**WE LOVE SEEING YOU, SARAH**

0123456789

**AIRLINES**

0123456789

Hi Sarah,

As a sincere thank you for the trust you place in Kiwi Air, we have upgraded your frequent flier status to PLATINUM. In addition to the benefits you currently enjoy, we have added a free one-year membership to our Kiwi Air Spa Lounges, which can be found in major airports worldwide.

We also invite you to enjoy a drink on us the next time you are relaxing in a Kiwi Air Spa Lounge. Our exclusive partnership with Biere Bar Noire means that you can indulge in craft beer or whiskey as you enjoy our lounge's complementary WiFi, massages, and available showers.

Thank you again for your patronage, Sarah. We look forward to flying with you soon.

Best,

*Stan*

Stan Maverick  
President, Kiwi Air

**Kiwi AIR** Platinum Access Pass  
Kiwi Air Spa Lounge  
**SARAH NEWSOME**  
Member since: 2014  
0123456789

Questions? Contact us any time at 800-555-1234 or kiwi@air.com

**BIERE BAR NOIRE** 2 COMPLIMENTARY DRINKS

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Xerox Corporation in the U.S. and/or other countries. www.xerox.com

**xerox**







Simulate or enhance a metallic appearance in four-colour images with a tint overlay of Metallic Dry Ink.





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, honours, 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 F. ...", written over a horizontal line.

Chair of the Board

A handwritten signature in black ink, appearing to read "D. ...", 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® Speciality Dry Ink portfolio:

### How many Speciality Dry Inks can be used at once?

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

### Which DFE option supports Speciality Dry Inks?

Both DFE options on the Colour 800i/1000i Press enable full Speciality Dry Ink use.

**Does Speciality Dry Ink application slow down the press?** No. Speciality 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 Speciality 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 Speciality Dry Ink effects to files, or your operators can add some effects right at the print server. Contact your Xerox representative to obtain Speciality Dry Ink Design Guides.

**Can a current Colour 800/1000 Press customer upgrade to Speciality Dry Inks?** Yes, all current Colour 800/1000 Presses can be upgraded to Clear, Gold and Silver dry inks.

### Can users swap between Speciality Dry Inks?

Yes, and can do so without a service call.

## Frequently Asked Questions about Xerox® Clear Speciality 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 programmes 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](http://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.

### Can I create a dimensional feel with dry ink?

Yes, with the Clear dry ink there is a multi-pass capability of up to 7 times on any DFE.

## 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 colour – in the industry. Flop index is the measurement on the change in reflectance of a metallic colour as it is rotated through the range of viewing angles. A flop index of 0 indicates a solid colour, while a very high flop metallic or pearlescent basecoat/clear coat colour 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
- Speciality media and packaging applications
- Personalised direct marketing pieces

## Be more creative with Xerox® Speciality Dry Inks.

Speciality 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, Speciality Dry Inks bring a new dimension to digital printing.

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



[www.xerox.com](http://www.xerox.com)

Printed on a Xerox® Colour 800i/1000i Press on Xerox® Digitally Optimised Paper.

