

It's time to add White to your digital color palette.

Xerox® iGen® 5 Press



INCREASE MARGINS UP TO

400%

Print service providers' profit margins on digital print enhancement can be very high (50% to 400%), resulting in a quick return on investment (ROI).¹



NEW CAPABILITIES — AND EVEN MORE POSSIBILITIES.

The Xerox® iGen® 5 is widely recognized for delivering high-quality, high-value digital jobs — and with the option to run Xerox® White Dry Ink in the 5th print station, it can open a whole new world of possibilities.

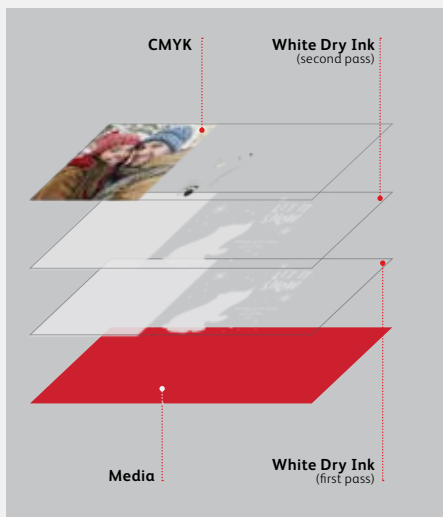
Need to emphasize an image so it stands out, draw attention to a logo, or take your folding cartons and window clings to the next level? The iGen® 5 + White Dry Ink makes it simple — and delivers remarkable results every time.

Bring the benefits of digital to a whole new set of jobs.

When you need to increase the value of digital print jobs, iGen® 5 delivers. The stunning specialty effects achievable with Xerox® White Dry Ink enhance its unmatched productivity and combine to create the ideal press for smart and profitable digital printing.

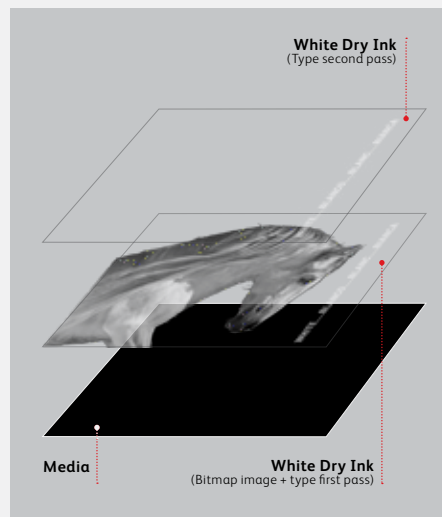
ADD LAYERS OF BEAUTY AND FUNCTION WITH WHITE.

Optimized for spot applications, White Dry Ink produces eye-catching appeal and highlights content with benchmark brightness and opacity. It can be applied in up to two layers using automated multi-pass. Additional layers of white can be manually printed for custom applications.



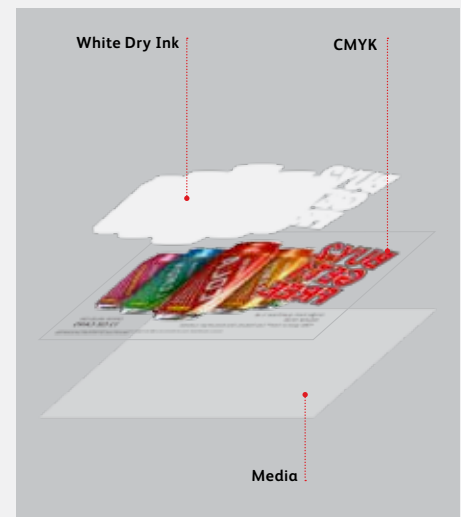
Print two layers of white under CMYK using automated multi-pass

White enhances dark, cover weight stock for higher-value postcards, invitations, direct mail, and more.



Add layers of White using manual multi-pass for a bolder look

White enhances dark, heavy weight, extra-long sheets, creating dramatic posters and presentation folders.



Run a spot White layer over CMYK on window cling graphics for added clarity and visual impact

White provides a functional layer on transparent substrates, giving you new opportunities in retail signage.

SAY YES TO MORE JOBS.

The addition of White Dry Ink in the 5th print station expands iGen® 5's versatility and allows you to offer customers a distinctive selection of special effects that will really make an impact. When you are running jobs that don't require any special effects, your operators can simply run in 4-color mode or swap out the White Dry Ink with Orange, Green, Blue, or Clear — and queue up a whole new round of high-value jobs. Xerox® workflow software helps coordinate job batching based on which ink is loaded into the 5th print station, ensuring the flow of work is optimized, shift after shift.

Contact your Xerox rep to schedule a demonstration today. See what the Xerox® iGen® 5 Press with Xerox® White Dry Ink can mean for your business. Visit www.xerox.com for more information.