Caution: Can't-miss CMYK+ opportunities ahead.

COMMAND A PREMIUM:

38%

According to a recent survey, print buyers expect to pay up to 38% more for fluorescent digital print enhancements than they do for 4-colour jobs.[1]

1 Keypoint Intelligence / InfoTrends Beyond CMYK 2016

Ink glows in UV light!

CREATE EYE-CATCHING DIGITAL PRINT ENHANCEMENTS

With the option to run Xerox® Fluorescent Yellow Dry Ink in the 5th print station, your Xerox® iGen® 5 Press can open a whole new world of possibilities.

The ink prints with a unique, high-visibility hue that demands attention. Book dust jackets jump off the shelf. Posters and indoor signage command attention. Direct mail sizzles.

The specially formulated ink also fluoresces – or glows – under UV light, electrifying print with a host of new engagement opportunities.

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Electrify and engage with Fluorescent Yellow Dry Ink.

When you need to dial up the value of your digital print jobs, iGen® 5 delivers. Designers can create files to run Fluorescent Yellow over or next to CMYK, amplifying page content and making critical messages stand out — loud and proud.

Spot and Flood Effects

Photo and Colour Enhancements

Watermarks

A GLOW YOU'LL ONLY GET FROM XEROX®

We developed this innovative ink to go beyond the neon and fluorescent yellow-coloured toners and inks available on the market today.

We took our inspiration from the **Optic Yellow** of tennis balls. Designed to grab and hold the eye when tennis was first broadcast on colour television, this stunning colour has traditionally been challenging to reproduce in print — until now.

SAY YES TO MORE JOBS

The addition of Fluorescent Yellow Dry Ink in the 5th print station expands the iGen® 5 Press's versatility and allows you to offer customers a distinctive selection of special effects that will make a big impact. Swap Fluorescent Yellow Dry Ink for White, Clear or a gamut-extension colour and queue up a whole new round of high-value jobs. When you are running jobs that don't require special effects, operators can simply run in 4-colour mode. Xerox® workflow software helps coordinate job batching based on which ink is loaded into the 5th print station, ensuring the flow of work is optimised.

For more information, visit **www.xerox.co.uk/igen5**

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