

# 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 color along with CMYK. Our Adaptive CMYK+ Technology delivers award-winning innovation with the power to transform your capabilities in simple, swappable kit form.



Xerox Adaptive CMYK+ Kits  
Outstanding Innovation in Production Print

The Xerox® Vivid Toner Kit delivers four specialty spot colors: 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.<sup>2</sup>

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 Specialty 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 realize new profit potential from your Versant 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

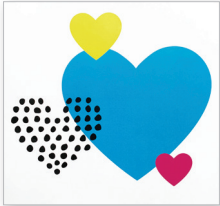
**HOW IT WORKS**

**XEROX® ADAPTIVE CMYK+ KIT**


Print traditional digital applications with CMYK:




Get the consistent quality you count on.




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




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



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




Create eye-stoppingly colorful 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 Specialty 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 specialty 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 Specialty Toners
- COMPATIBILITY**  
 Versant® 80-page-per-minute presses running EFI Fiery® software FS200 or FS200 Pro and higher.



Vivid and Fluorescent Specialty 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 specialty toner enhancements in two runs—or on their own for unique effects.\*



Fluorescent Specialty 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.com](http://Xerox.com)