

The Power of Magnets.

There's something inherently attractive about these promotional tools.

Capitalise on the potential for customised magnets with the Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer or Printer – and Xerox® DocuMagnet specialty media.



Xerox® Colour C60/C70 Printer



Xerox® D Series Copier/Printer

The Opportunity

They may be one of the oldest promotional items, but that doesn't mean magnets don't offer new and exciting opportunities. Among other applications, they can be used for direct mail marketing, photo applications, promotional incentives, sports schedules, calendars, business contact information, and save-the-date reminders. Economical digital printing – in black and white or full colour – means that they can be cost-effectively customised to particular needs.

The Xerox Advantage

Using Xerox® DocuMagnet specialty media, and the Xerox® Colour C60/C70 Printer and Xerox® D Series Copier/Printer or Printer, you can take the humble magnet and turn it into a powerful marketing tool.

DocuMagnet integrates a customisable magnet into an A4 carrier sheet, giving you the opportunity to print attention-getting graphics, photos, and business-building messages on both the magnet and the carrier sheet. The magnet can be peeled from the front, providing longlasting impact, while the carrier sheet provides room for a personalised message, cross-selling information, or other details that add value to your magnet package.

To print your DocuMagnets, take advantage of low-cost monochrome output via a Xerox® D Series Copier/Printer or Printer or high-impact colour output via the Xerox® Colour C60/C70 Printer. Both give you the advanced technology features, award-winning image quality, and productivity tools to create communications that work harder for you. And both devices are competitively priced to deliver real cost savings, from simple jobs to more complex. So you can quickly and effectively meet all of your customers' application requirements – for magnets and so much more.

