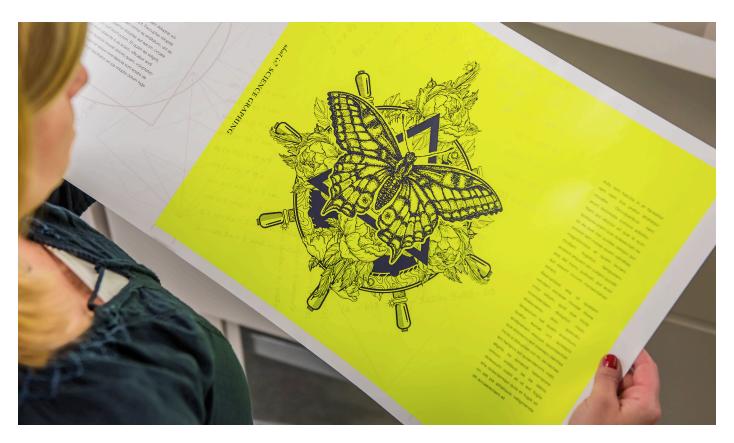
## Caution: Can't-miss CMYK+ opportunities ahead.



# 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





### CREATE EYE-CATCHING DIGITAL PRINT ENHANCEMENTS

With the option to run Xerox® Fluorescent Yellow Dry Ink in the 5<sup>th</sup> 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.



## 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

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  $5^{th}$  print station expands the iGen $^{\circ}$  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 5<sup>th</sup> print station, ensuring the flow of work is optimised.

