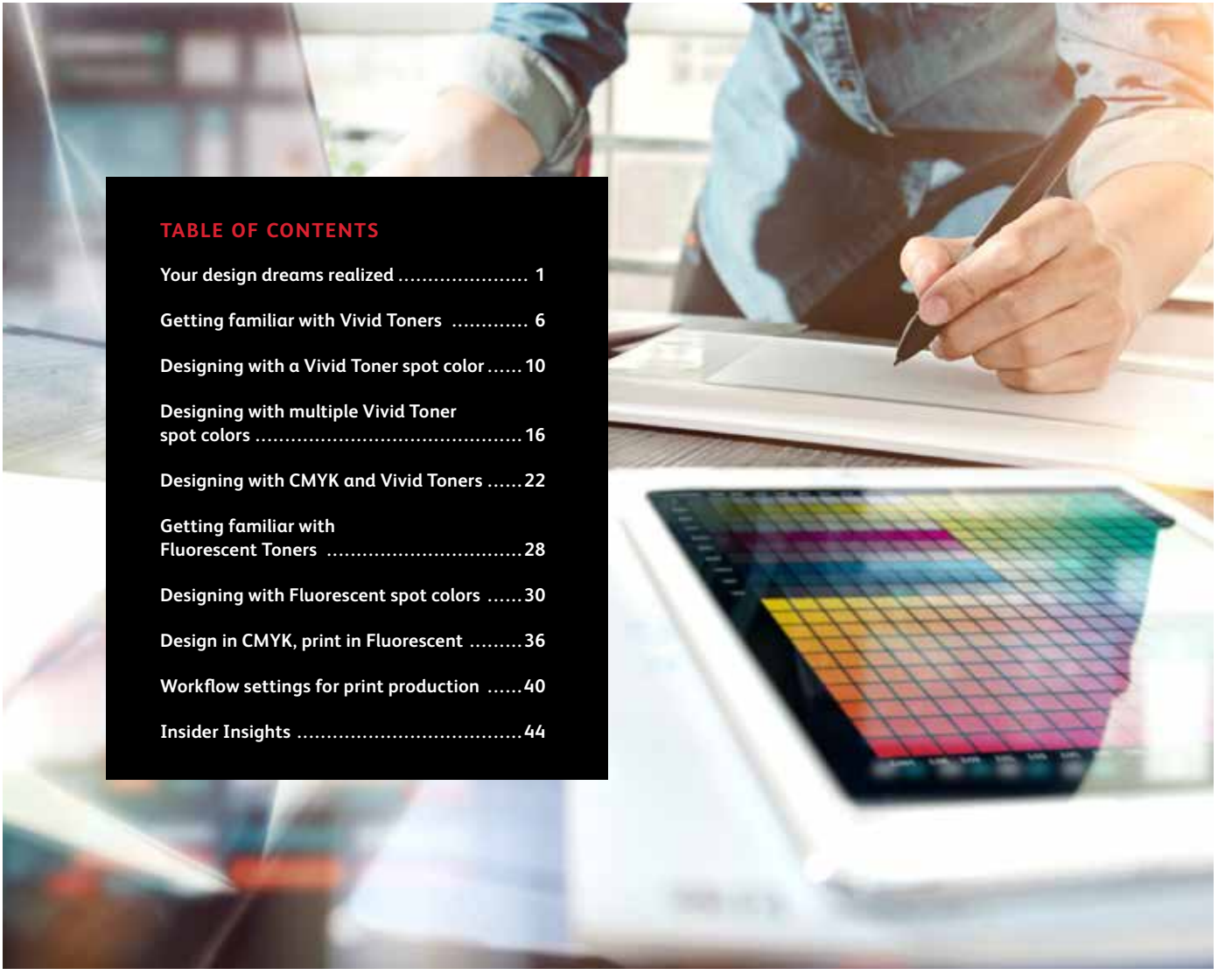
XEROX® ADAPTIVE CMYK PLUS TECHNOLOGY FOR THE XEROX® PRIMELINK® C9065/C9070 PRINTER

Graphic Design and File Preparation Guidelines

xerox™



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Your design dreams realized.

Welcome to more visual “wow!”

Most print designers we know dream of working on a project that involves specialty effects. There are a number of eye-catching finishes that can be applied by industrial printing companies, including using spot Fluorescent inks during printing or adding foiling or varnishes post-print. However, the extra cost and time involved can make these projects difficult to achieve, especially for smaller runs.

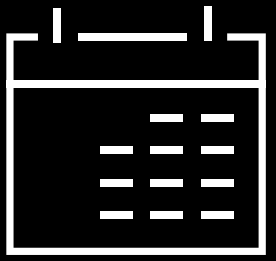
Xerox® Adaptive CMYK Plus Technology for the Xerox® PrimeLink® C9065/C9070 Printer changes that.

This innovative accessory lets you add high-value enhancements to short-run digital easily and cost-effectively with **Gold, White, Silver, and Clear Toners**, or with **Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow Toners**.

Say goodbye to costly processes and hello to new jobs.

Xerox® Adaptive CMYK Plus Technology makes it easy for you to breathe more inspiration into print while sticking to your clients' budgets and timelines.

USING TRADITIONAL METHODS TO ADD SPARKLE AND GLOW:



Add days to your production timeline.

While beautiful, post-process specialty enhancements like foil stamping are labor- and time-intensive.

Add cost.

All that labor makes foil stamping expensive. Also, it can be applied only to static (non-variable) elements.

USING ADAPTIVE CMYK PLUS TECHNOLOGY:

Deliver more enhancements—on demand.

Add a wide variety of fluorescent or metallic, white, and clear embellishments to any job element, whether it be static or variable.* Jobs are printed at the same speed as CMYK-only. No extra time is needed for setup or drying!

Ideal for:

Greeting cards and invitations

Flyers and brochures

Posters and signage

Event tickets, gift vouchers, and more!

*Ask your print service provider which Specialty Toner colors they have available.

Your new go-to design tool.

Xerox® Adaptive CMYK Plus Technology gives you a whole new way to think about design when you are creating for a Xerox® PrimeLink® C9065/C9070 Printer.

BREATHE INSPIRATION INTO PRINT WITH THIS FLEXIBLE OPTION:

Print traditional digital applications with CMYK:

K C M Y

Get the consistent 4c process quality you count on.

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

G W S Clr

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

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

K FC FM FY

Create eye-stoppingly colorful prints that glow under UV light!

You can also choose to run jobs with any TWO of the toner sets. This will require an additional, manual pass. We encourage you to work with your print provider to ensure the final result matches your expectations.

*The Fluorescent Toner set may only be purchased in combination with the Vivid Toner set.

Imagine it.
Create it.
Achieve it.

This guide will walk you through many ways to think about using Specialty Toners on the Xerox® PrimeLink® C9065/C9070 Printer. Best practices for file preparation are included to ensure print results match your design intent.

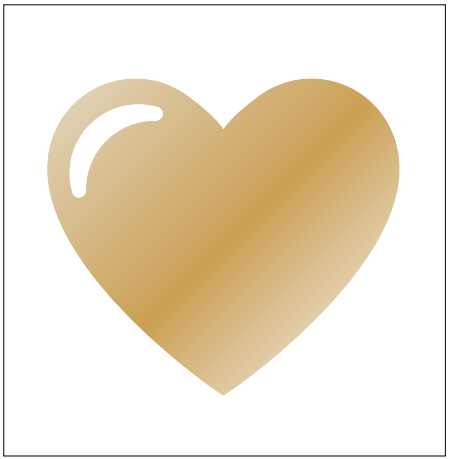
The design and file preparation steps included in this guide assume a working knowledge of Adobe® Creative Suite components.

Print instructions assume the press operator is familiar with the PrimeLink® Printer and print server options.

Getting familiar with Vivid Toners

Get ready to shine.

Create stunning specialty effects with Vivid Toners:

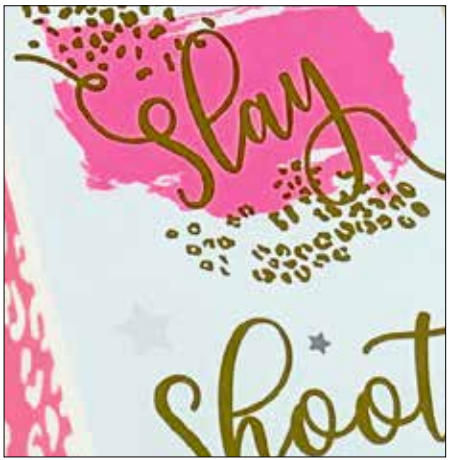


Create a spot color effect:

Each of our Vivid Toner Kit colors—Gold, White, Silver, and Clear—can be used on its own to create stunning spot effects. Our metallic inks contain reflective metallic pigments that deliver true sparkle and shine, amplifying your designs.

Use more than one spot color effect together:

Want to use more than one spot effect in a job? No problem! Adaptive CMYK Plus Technology loads four Vivid Toners at the same time, so you aren't limited to only one enhancement color per job.



Layer CMYK with Vivid Toners:

When you need a vibrant visual, think about the impact Vivid Toners can make when layered with CMYK. By re-running your base CMYK art with a second pass of Vivid Toners, you can add a high-impact layer of "wow"—simply and cost-effectively.

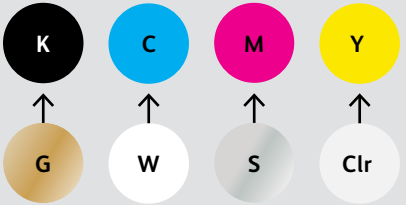
Breathing inspiration into print just got easier.

Print up to four Vivid Toners in a single pass.

Real metallic effects: The sparkle of metallic Vivid Toners can be used on their own or layered over other colors—either CMYK or Fluorescent—to amplify content in new, visually stunning ways.

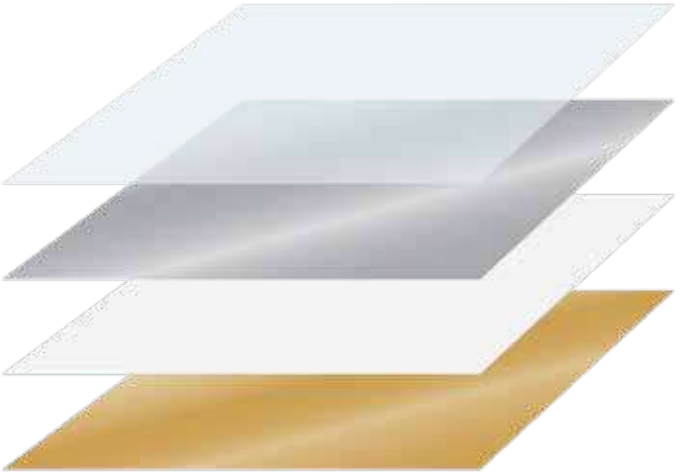
White and Clear effects: Create new opportunities for unique design expression. Unlock a broader range of specialty media with White Toner, and enhance virtually any stock with White or Clear design elements.

Vivid Toners replace CMYK in the PrimeLink Printer as a set:



Toner colors cannot be mixed across sets or placed in different cartridge positions.

LAYER ORDER, OBJECT OVERLAPPING, AND TRANSPARENCY EFFECTS FOR VIVID TONERS ARE ALL SET IN YOUR DESIGN APPLICATIONS. THIS GUIDE WILL GIVE YOU BEST PRACTICES TO FOLLOW FOR VARIOUS DESIGN TECHNIQUES.



Xerox® Adaptive CMYK Plus Technology is an innovative accessory kit that lets your print provider swap out their Xerox® PrimeLink® C9065/C9070 Printer's CMYK Toner with high-value Vivid Toners in minutes.

While Vivid Toners register well to each other on each side of a page, there can be some variation on jobs that require multiple toner sets, due to the fact that paper must be manually re-run through the press after the toners are swapped. Planning for this with designs that allow for registration variation will help you maximize the technology's benefits. You will learn more in this guide.

Designing with a Vivid Toner spot color

Add sparkle and shine with Gold, White, Silver, or Clear.

Make your designs stand out with a simple spot color effect.

Spot effects are stunning in their simplicity.

Use Gold, White, Silver, or Clear Vivid Kit Toners alone to add immediate, cost-effective value to graphics and text.

Spot color effects can be created in several ways:

- **In smaller areas,** like graphics or text using a single toner.
- **In larger flood areas,** as with a Clear overlay.

Add a spot color effect to graphics or text.

Choosing to add Gold, White, Silver, or Clear spot effects to design application created in Adobe® Creative Suite requires this simple process to help ensure accurate print results:

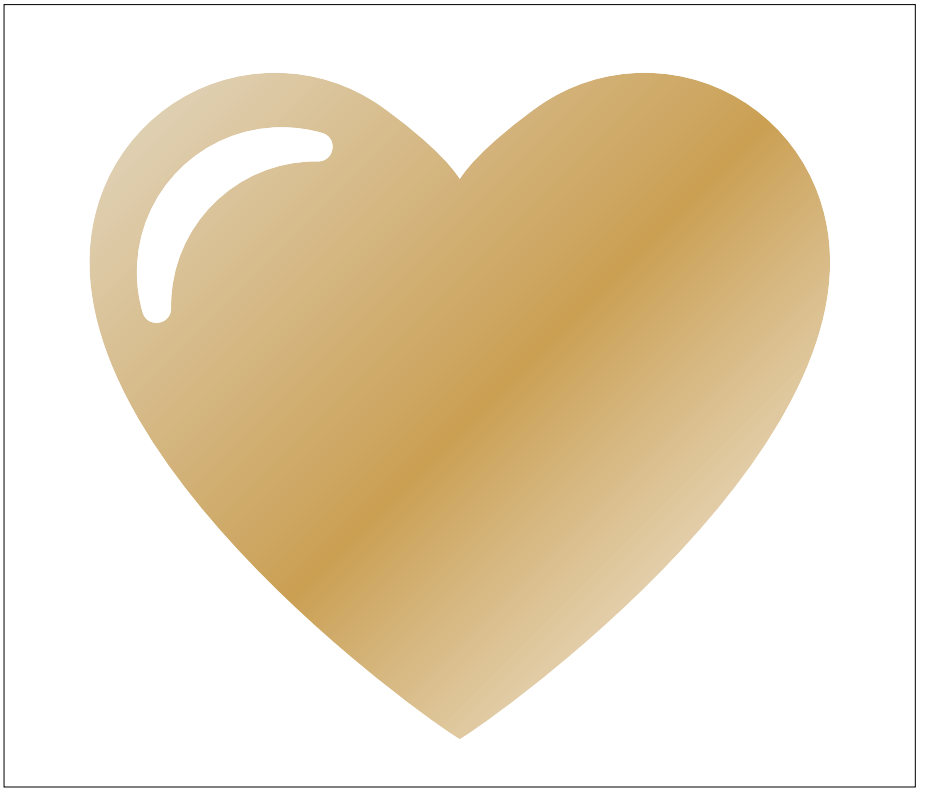
Spot color names are specific. Please reproduce exactly as shown here so the printer knows where to apply the Vivid Toner.

Since specialty effects are applied at the printer, your files won't accurately depict the printed results. We recommend you choose an on-screen color to make spot effects easily identifiable within your files.

In this guide, we will use:

- PMS 871C for **Gold**
- 100% Cyan for **White**
- PMS 877C for **Silver**
- 100% Yellow for **Clear**

Spot effects can be created in just a few simple steps. Start by determining what spot effect you want—Gold, White, Silver, or Clear—and where that effect will be applied within your design.



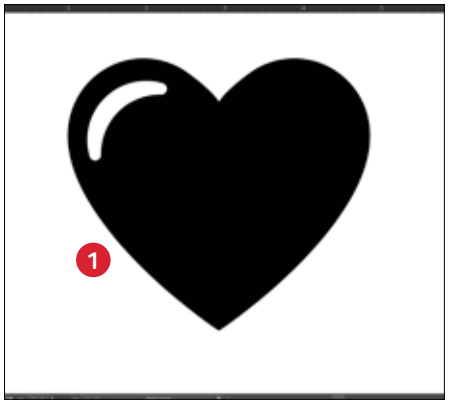
In this example, we'll show you how to create a graphic with a specialty fill.

This example uses:

SGold

Add a spot effect to graphics or text.

While this example uses Adobe® Illustrator®, the same concepts apply in Adobe® InDesign®.



1 CREATE A GRAPHIC OR TEXT

Import vector objects, draw and fill a shape, or select text that will have the **Gold** Toner applied in Adobe® InDesign®.

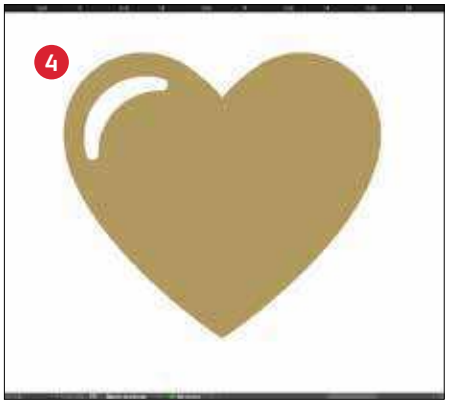
2 CREATE YOUR ON-SCREEN COLOR

Add PANTONE® 871C to your file so that when you're working on screen, the graphic looks similar to your desired Gold output.

3 DEFINE THE VIVID SPOT COLOR

Designate your PANTONE® 871C swatch as a **Spot Color** and name it **SGold.**

REMINDER:
Color names are specific and case sensitive. Please reproduce exactly as shown here! The names let the printer know where to apply the Vivid Toner.



4 FILL YOUR OBJECT

Select the objects in your layer and fill them with the **SGold** color.

Good communication with your print provider is key!

When you hand your job off for production, be sure to tell your print provider to run it with the Xerox® Vivid Toner Kit.*

They will need to have the Xerox® Adaptive CMYK Plus Technology.

Remember to ask for a proof on your specified stock. This will help ensure the printed result matches your design intent.

*See the *Workflow Settings for Print Production* section in this Guide for more detail on print settings

Designing with
multiple Vivid Toner
spot colors

Add sparkle and shine with Gold, White, Silver, and/or Clear.

Print up to four spot Vivid Toner colors in ONE pass.*

Amplify the power of Vivid Toner spot effects by using more than one color at a time.

Adaptive CMYK Technology allows a print provider with a Xerox® PrimeLink® C9065/C9070 Printer to swap out their CMYK Toners with Vivid Toners, giving you the ability to print up to four high-value specialty spot colors at the same time.

The key thing to remember when overlapping objects: knockout and transparency are created based on **layer** order and object **effect** (i.e., **Multiply**) within your design file.

See the **Insider Insights** section at the end of this guide for more information.

*Each "pass" represents a single trip through the printer.

Print up to four spot colors in ONE pass.

Start by determining what spot color effects you want—Gold, White, Silver, and/or Clear—and where those effects will be applied within your design file.

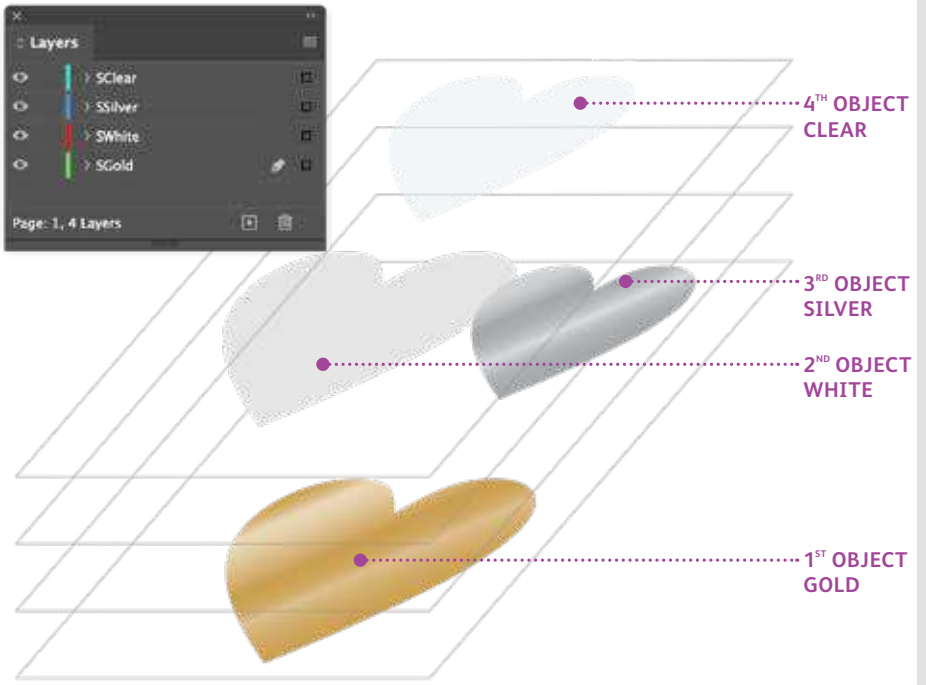
In this example, we'll show you how to use all four Vivid Toners together in one pass.

This example uses:

- SClear
- SSilver
- SWhite
- SGold

Production preview

The order of objects within your design file—and the effects you apply to those objects—is what controls each print's appearance.



In this example, a designer has chosen to order objects in a specific way to achieve an overlapping appearance.

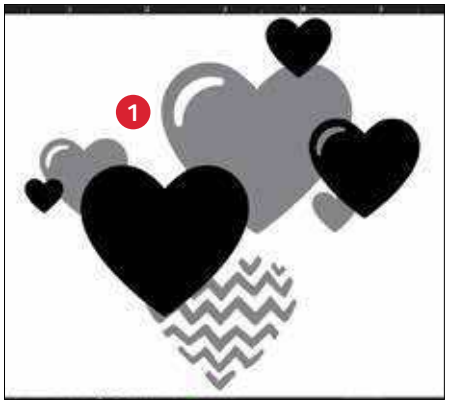
This is done by organizing objects in layers within your design file so that some objects are in front of others.*

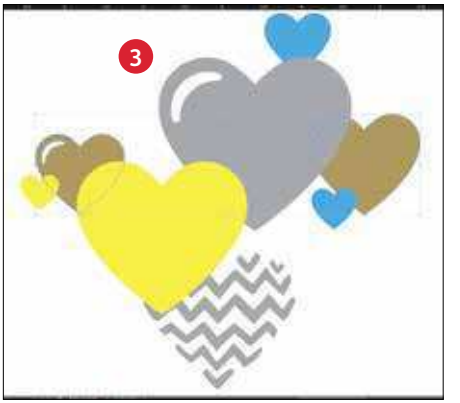
The PrimeLink® Printer will translate your design—including the object positioning, spot colors, and any transparency effects you have specified—to the paper.

*See the **Insider Insights** section in this Guide for more detail on overlapping Vivid Toner objects

Use more than one spot effect together.

Up to four Vivid Toners can be used in a design file—and may even be placed so they overlap—depending on the desired result.





1 CREATE YOUR DESIGN

Create your design and decide where you want your spot colors to appear.

2 DEFINE YOUR SPOT COLORS

Make sure your spot colors are set up and named correctly:

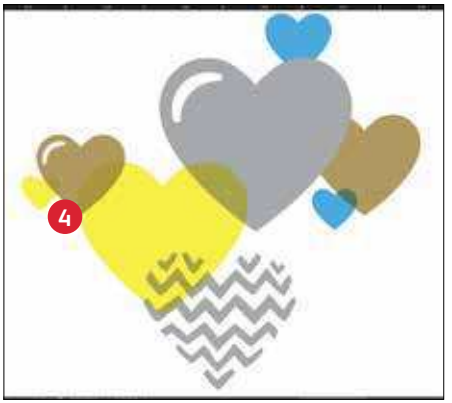
SClear (Capitalized),
SSilver (Capitalized),
SWhite (Capitalized), and
SGold (Capitalized)

All should be designated as **CMYK Spot Colors.**

3 FILL YOUR OBJECTS

Decide where you want to use your Vivid Kit Toners to create an exciting "wow" effect.

NOTE:
Make note of where objects overlap in your design and decide whether you want them to sit on top of one another or visually blend with a transparency effect.



4 IF YOU HAVE MULTIPLE VIVID TONER OBJECTS OVERLAPPING IN A DESIGN

Depending on the desired effect, you may choose to **Multiply** the overlay objects so the two spot layers blend. **Clear** should **ALWAYS be set to Multiply** to achieve the best sheen.

See the "Insider Insights" section at the end of this guide for more information on Multiply.

For more information on overlapping Vivid Toner objects in your design files, refer to the Design Tool for Xerox® Adaptive CMYK Plus Technology (available from your Xerox rep).

Designing with CMYK and Vivid Toners

Create eye-catching designs with up to eight colors on a page.

Print CMYK and Vivid Toner colors in TWO passes.

Layering CMYK prints with Vivid Toners unleashes a whole new set of design possibilities.

Use solids or tints of Gold, White, Silver, or Clear Toners with CMYK to bring a whole-new “wow” factor to digital print.

CMYK and Vivid Toners are printed in two passes, so designs must be optimized so they do not require exact registration between the two toner sets.

Bring it all together.

You can enhance visual interest by layering areas of CMYK with Vivid Toners to create imaginative, eye-catching designs.

In this example, we'll show you how to use CMYK and Vivid Toners together.

This example uses:

SGold

Magenta

Layering Vivid Toners on top of CMYK can amplify their impact...

When designing for jobs that use both CMYK and Vivid Toners, you should apply CMYK in the first pass and Vivid Toners in the second.

Choose where each toner set's colors will stand on their own and where they will be layered within your design.

NOTE:

Because a two-pass job like this requires the paper to be manually run through the printer a second time, you should design for registration variation.

For more information on this, see the Insider Insights section at the end of this guide.

Bring it all together.

Creating designs that use both CMYK and Vivid Toners uses different principles from those you learned for creating spot Vivid Toner designs with overlapping elements, and requires two different print passes.

1 CREATE YOUR DESIGN

Create your design and decide where you want your spot colors to appear.

2 DEFINE YOUR SPOT COLOR

Make sure your spot color is set up and named correctly:

SGold (Capitalized)

It should be designated as a **CMYK Spot Color.**

3 FILL YOUR OBJECT

Decide where you want to use your Vivid Kit Toners to create the best “wow” effect you can!

4 MULTIPLY YOUR OBJECTS

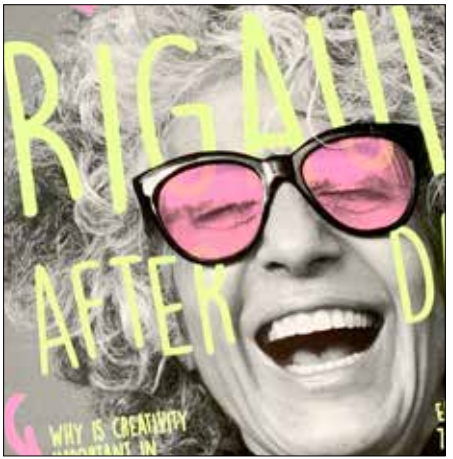
Depending on the desired effect, you may choose to **Multiply** the overlay objects so the two spot layers print as desired.

Clear should **ALWAYS be set to Multiply** to achieve the best sheen.

Getting familiar with Fluorescent Toners

Get ready to glow.

Create stunning specialty effects with Fluorescent Toners:



Create an eye-catching "Spot Wow" with Fluorescent spot colors:

Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow can be used on their own or layered with Grayscale imagery to grab—and hold—attention.

Unlock an intriguing glow with blended Fluorescent process printing:

Because the Fluorescent Toner Kit contains Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow—in addition to Black—you can design in CMYK and still get an extra pop and glow when you print with blends.

Bottom line: Unlike using Vivid Toners, there are 2 ways to design for the Fluorescent Toner Kit.

1 **"Spot Wow" Fluorescent Toner Workflow**

Specify various Fluorescent Spot colors for added pop!

2 **"Blended" Fluorescent Toner Workflow**

Design as you would for standard CMYK to create blends of Fluorescent colors.

Designing with
Fluorescent spot colors
IONA
AFTER DARK
STUDENT UNION
EAST HALL AUDITORIUM
7:00 P.M. TO 8:30 P.M.
WHY IS CREATIVITY IMPORTANT IN THE 21ST CENTURY?
TUESDAY, OCTOBER 8
LIGHT REFRESHMENTS WILL BE SERVED

Specifying Fluorescent spot colors.

Make your designs stand out with Fluorescent spot colors.

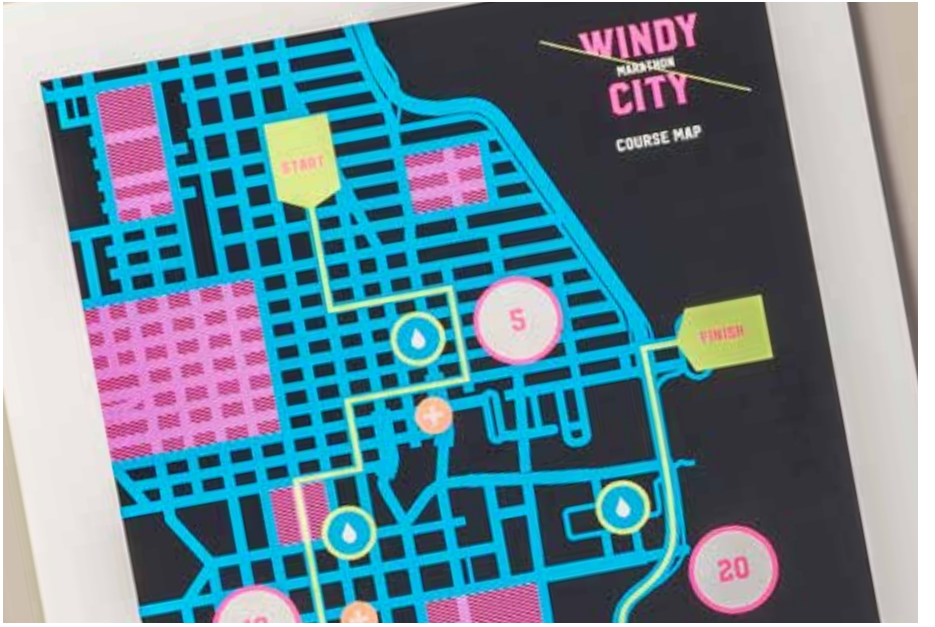
Spot effects are stunning in their simplicity.

Creating Fluorescent spot colors is simple.

The easiest way to use Fluorescent Toners is to specify a spot (or spots) of Fluorescent Cyan, Fluorescent Magenta, or Fluorescent Yellow.

Contrasting Fluorescent Toners with Black elements within a design helps Fluorescent colors pop even more.

Note: Some Fluorescent colors pop more than others. Always be sure to test your jobs to be sure they are printing as expected.



Add a spot color effect to graphics or text.

Naming Fluorescent colors correctly and specifying them as "Spots" in your Adobe® design file will deliver more saturated colors when printing.

Specify as 100% Cyan and name "**FCyan**"

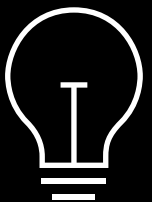
SAVE AS A SPOT COLOR

Specify as 100% Magenta and name "**FMagenta**"

SAVE AS A SPOT COLOR

Specify as 100% Yellow and name "**FYellow**"

SAVE AS A SPOT COLOR



If you leave these colors tagged as "Process" in your design file, they will still print with fluorescence—but they will not be as saturated as when they are tagged as "Spot."

Spot effects can be created in just a few simple steps. Start by determining which Fluorescent spot color(s) you want and where each effect will be applied within your design.

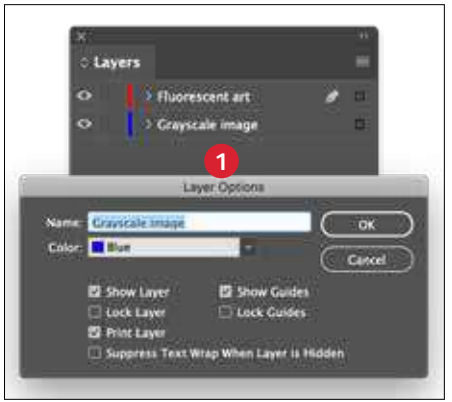
In this example, we'll show you how to create specialty Fluorescent fills for text and vector art.

This example uses:

- FCyan
- FMagenta
- FYellow

Add a spot effect to graphics or text.

While this example uses Adobe® InDesign®, the same concepts apply in Adobe® Illustrator®.



1 SET UP YOUR LAYERS

While this isn't 100% necessary, working in layers will help you keep a clean working file.

Create a base layer for your Grayscale image. Next add a layer for your Fluorescent art and text.

2 IMPORT YOUR GRAYSCALE IMAGE

Open your Grayscale image and place it on the Grayscale image layer.

3 CREATE FLUORESCENT DESIGN ELEMENTS

Next, create the elements you wish to be Fluorescent and place them on the Fluorescent art layer.

4 CREATE FLUORESCENT SPOT COLORS

Open the Swatch Palette and create your Fluorescent colors:

FCyan (Capitalized), **FMagenta** (Capitalized), and **FYellow** (Capitalized).

All should be designated as **CMYK Spot Colors.**

5 FILL YOUR OBJECTS

Select the objects in your Fluorescent layer and fill them with the **Spot Colors.**

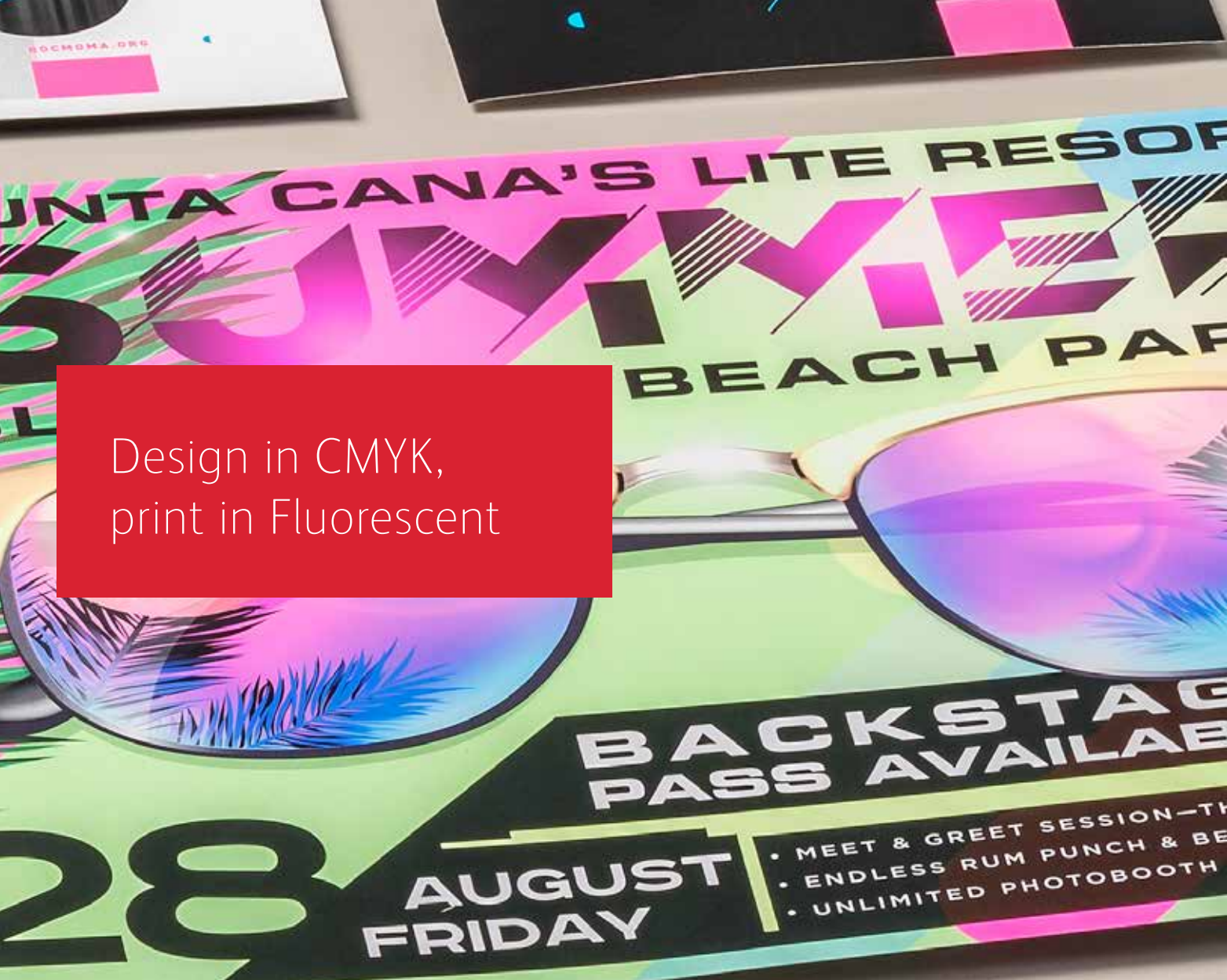
Choosing to set some of your Fluorescent objects to Multiply, like these glasses lenses, can add a fun dimension to your piece.

Good communication with your print provider is key!

When you hand your job off for production, be sure to tell your print provider to run it with the Xerox® Fluorescent Toner Kit.

They will need to have the Xerox® Adaptive CMYK Plus Technology.

Remember to ask for a proof on your specified stock. This will help ensure the printed result matches your design intent.


Design in CMYK,
print in Fluorescent
BACKSTAG
PASS AVAILAB
AUGUST
FRIDAY
28
• MEET & GREET SESSION—TH
• ENDLESS RUM PUNCH & BE
• UNLIMITED PHOTOBOOTH

DESIGN IN CMYK, PRINT IN FLUORESCENT

Give your art new “glow” in print.

Make your designs stand out with the POP of blended Fluorescent colors.

Don’t change a thing about your design! Just change toners.

Since the Fluorescent Toner Kit contains Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow along with process Black, it lets you print process CMYK images with an intriguing pop and glow.

The Fluorescent Toner Kit is different from the Vivid Kit in that the colors can be blended together, just like with CMYK process printing.

DESIGN IN CMYK, PRINT IN FLUORESCENT

Bring a new glow to your CMYK art.

While this example uses Adobe® Illustrator®, the same concepts apply in Adobe® InDesign®.

1 OPEN OR CREATE YOUR CMYK ARTWORK

Start with an existing CMYK file or create new art.

2 MAXIMIZE YOUR IMPACT

Contrasting areas of fluorescent color with Black in your design can amplify the effect of the Fluorescent Toners when your file is printed.

3 PRINT WITH FLUORESCENT TONERS

Fluorescent Toners make your process color designs pop and glow with minimal effort!

Good communication with your print provider is key!

When you hand your job off for production, be sure to tell your print provider to run it with the Xerox® Fluorescent Toner Kit.

They will need to have the Xerox® Adaptive CMYK Plus Technology.

Remember to ask for a proof on your specified stock. This will help ensure the printed result matches your design intent.

Workflow settings for print production

WORKFLOW SETTINGS FOR PRINT PRODUCTION

Set yourself up for success.

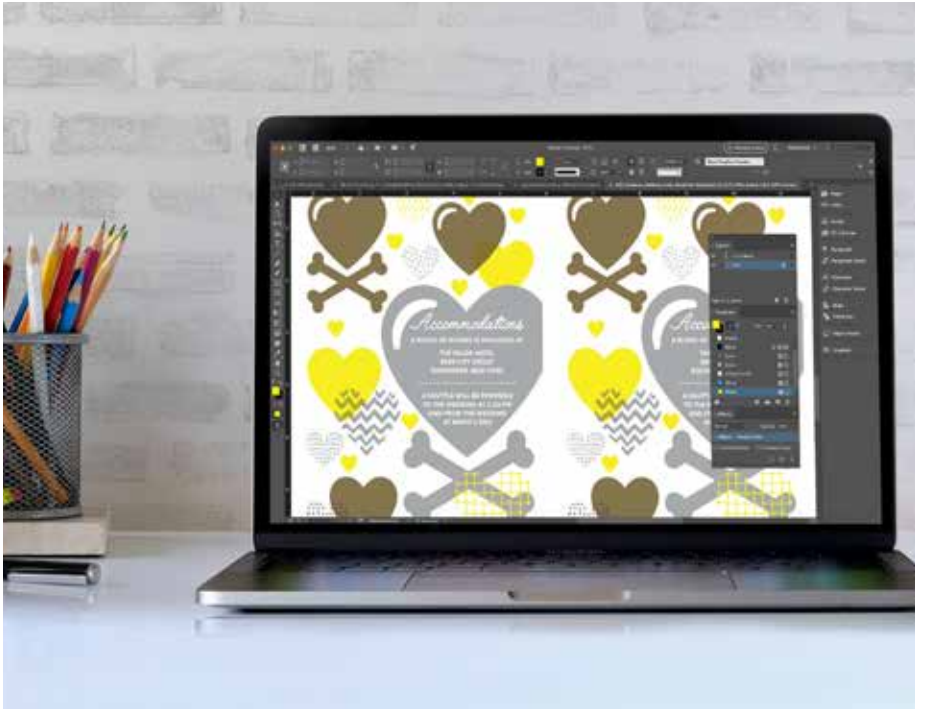
Simplify the Specialty Toner Kit proofing and production process with these tips:

EFI Server:

Xerox® EX-I C69065/C9070 Print Server Powered by Fiery® or Xerox® EX C9065/C9070 Print Server Powered by Fiery®—*used for all jobs in this sample kit*

- Workflow/Preset: Vivid_Kit or Fluo_Kit
- Server/Toner Set: Vivid, Fluorescent, or Standard
- Glossy Level set to Glossy when your file has Clear or Vivid Toner

Reference the Production Notes and Demo Guidance Document for more information and visuals, which can be obtained from your Xerox rep.



Color breakdowns across the workflow, from design to print:

Vivid Toners	Designer View: Adobe Cloud Display	Printer View on EFI Server: Preview (processed job)	EFI Preflight Report	What you'll see	
Gold	Set up as Spot Color: PMS 871C and named **SGold**	Displays as Gold	Spot Color: SGold	**Preview:** To get here, right-click on the job you are printing and select Preview. This will let you see what the designer sees.	**Printed Output**
White	Set up as Spot Color: 100% Cyan and named **SWhite**	Displays as Cyan	Spot Color: SWhite		
Silver	Set up as Spot Color: PMS 877C and named **SSilver**	Displays as Grey	Spot Color: SSilver		
Clear	Set up as Spot Color: 100% Yellow and named **SClear**	Displays as Yellow	Spot Color: SClear		
Spot Wow Fluorescent Toners Workflow	**Designer View: Adobe Cloud Display**	**Printer View on EFI Server: Preview (processed job)**	**EFI Preflight Report**	**What you'll see**	
Fluorescent Cyan	Set up as Spot Color: 100% Cyan and named **FCyan**	Displays as Cyan	Spot Color: FCyan	**Preview:** To get here, right-click on the job you are printing and select Preview. This will let you see what the designer sees.	**Printed Output**
Fluorescent Magenta	Set up as Spot Color: 100% Magenta and named **FMagenta**	Displays as Magenta	Spot Color: FMagenta		
Fluorescent Yellow	Set up as Spot Color: 100% Yellow and named **FYellow**	Displays as Yellow	Spot Color: FYellow		

Blended Fluorescent Toners Workflow	Designer View: Adobe Cloud Display	Printer View on EFI Server: Preview (processed job)	EFI Preflight Report	What you'll see	
Fluorescent Cyan	CMYK or RGB blends as used in the design	Blends as used in the design	Cyan	**Preview:** To get here, right-click on the job you are printing and select Preview. This will let you see what the designer sees.	**Printed Output** Note: The CMYK or RGB blends in the design will be created using the Fluorescent Specialty Toners and black toner.
Fluorescent Magenta	CMYK or RGB blends as used in the design	Blends as used in the design	Magenta		
Fluorescent Yellow	CMYK or RGB blends as used in the design	Blends as used in the design	Yellow		

For more information on design best practices for Xerox® Adaptive CMYK Plus Technology, please refer to the Design and File Preparation Guidelines for the Xerox® PrimeLink® C9065/C9070 Printer on Xerox.com.

INSIDER INSIGHTS

Xerox® Adaptive CMYK Plus Technology is an innovative accessory kit that lets your print provider swap out their Xerox® PrimeLink® C9065/C9070 Printer's CMYK Toner with high-value Specialty Toners in minutes.

While Specialty Toners register well to each other on each side of a page, there can be some variation on jobs that require both CMYK and Specialty Toners, due to the fact that paper must be manually re-run through the printer after the toners are swapped. Planning for this with designs that allow for registration variation will help you maximize the technology's benefits.

Design for registration variation in these scenarios:

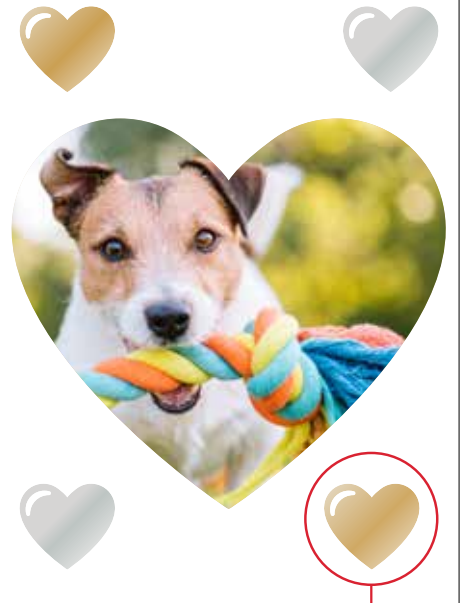
When you're planning on using Specialty Toners in addition to CMYK,

OR

When you're planning on running 2-sided jobs.

Intentionally overlap and set to Multiply

OR



Leave ample white space

The enhancement techniques shown in this guide will print differently depending on your stock surface. Coated or silk sheets deliver smoother effects than uncoated.

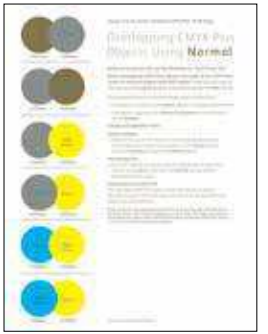
It's always a good idea to proof a design on your chosen stock prior to a full production run. This will help ensure the final result matches your design intent.

Overlapping objects when designing for the Vivid Toner set.

When overlapping specialty objects, the order of the Vivid Toners in the printer does NOT matter.

What DOES matter are the following variables with respect to layout and settings within your design file:

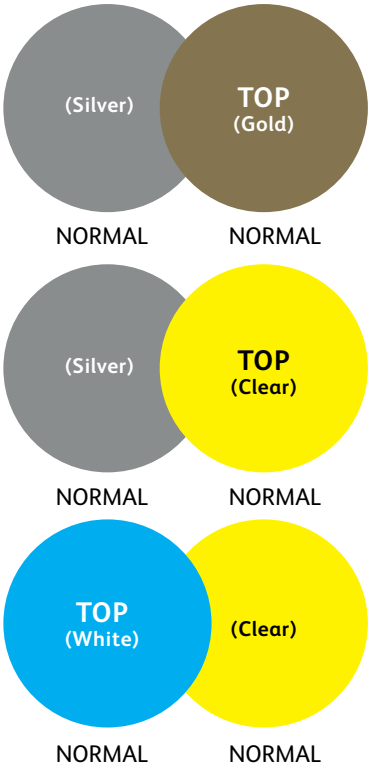
- Object position in the **Layers** palette
- Object settings in the **Effects/Transparency** palette



For more information on overlapping Vivid Toner objects in your design files, refer to the Design Tool for Xerox® Adaptive CMYK Plus Technology (available from your Xerox rep).

Print Engine Order: **CMYK Toners**	K	C	M	Y
Print Engine Order: **Vivid Toners**	G	W	S	Clr
Design Applications: **On-screen Preview**	G **SGold** on screen: PMS 871C	W **SWhite** on screen: 100% Cyan	S **SSilver** on screen: PMS 877C	Clr **SClear** on screen: 100% Yellow

Overlapping Vivid objects using **Normal**:



This example shows the printed design effects achieved by:

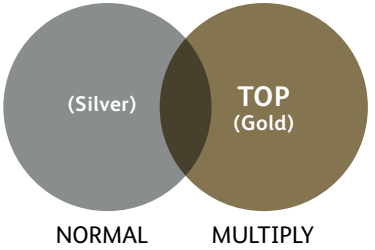
1. The objects' position in the **Layers** palette (Top layer, Bottom layer).
2. The objects' setting in the **Effects/Transparency** palette when set to **Normal.**

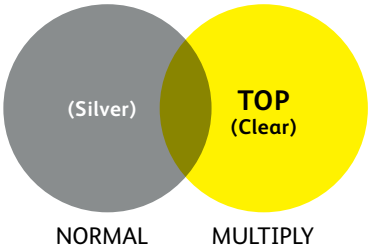
The Top layer Vivid Toner object (circle) will always overprint the Bottom layer Vivid Toner object (circle) when all the objects are set to Normal.

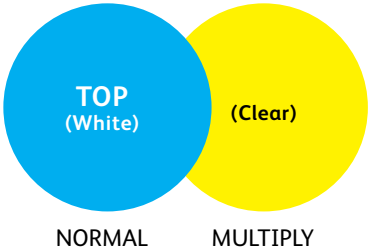
While these examples showcase Vivid Toner colors, the same principles apply if you are Overlapping or Multiplying Fluorescent Spot colors.

Overlapping objects when designing with ONLY Vivid Toners.

Overlapping Vivid objects using **Multiply** and **Normal**:







This example shows the printed design effects achieved by:

1. The objects' position in the **Layers** palette (Top layer, Bottom layer).
2. The objects' setting in the **Effects/Transparency** palette, when set to **Multiply** and **Normal.**

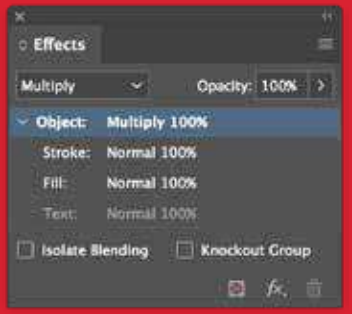
The Top layer Vivid Toner object (circle)—**in combination with** the setting **Multiply**—will always show a transparency effect with the Bottom Vivid Toner object layer (**Normal** setting).

In this printed example, the Vivid Toner object (Clear circle) is set to Multiply, but it is NOT the Top layer; therefore, the two overlapping Vivid Toner objects (Clear and White circles) do not have transparency in the overlapping portion of the two objects.

The Top layer (White circle) would have to be set to Multiply to have transparency in the overlapping portion of the two objects (White and Clear circles).

Working with Clear Specialty Toner:

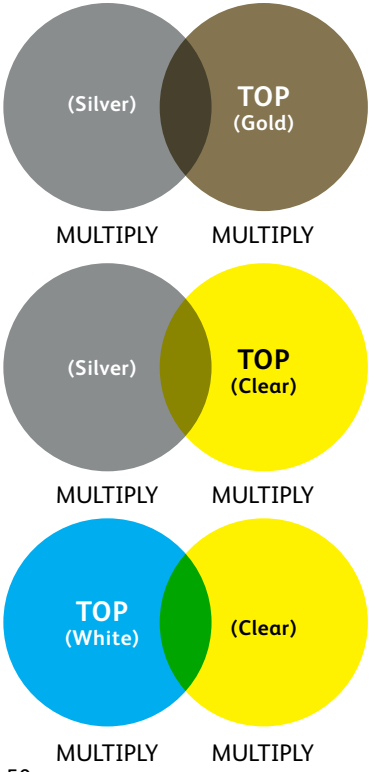
To achieve the best sheen on your printed output when using Clear Toner, you should always set Clear objects to **Multiply** in the **Effects/Transparency** palette within your design file:



CLEAR STARS SET TO MULTIPLY
IN THE DESIGN FILE

Overlapping objects when designing with ONLY Vivid Toners.

Overlapping Vivid objects using only **Multiply**:



This example shows the printed design effects achieved by:

1. The objects' position in the **Layers** palette (Top layer, Bottom layer).
2. The objects' setting in the **Effects/Transparency** palette, when all are set to **Multiply.**

The Top layer Vivid Toner object (circle) **in combination with** the setting **Multiply,** will always show a transparency effect with the Bottom Vivid Toner object layer when it is also set to **Multiply.**

Refer to the Vivid Shape Tool for the full information on overlapping Vivid objects. It can be obtained on SMART Centre or from your Xerox Rep.

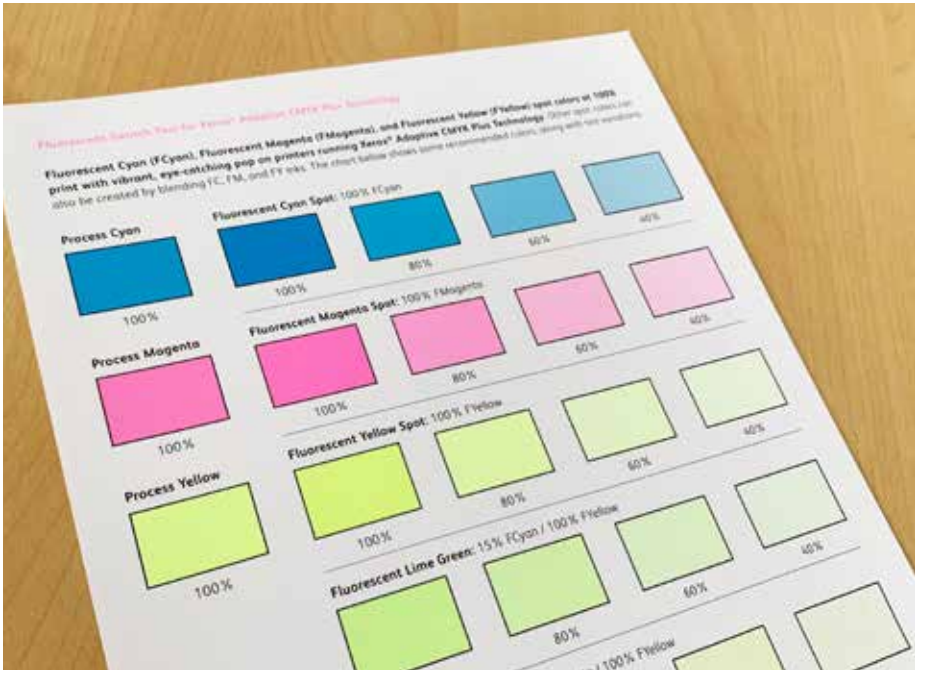
Fluorescent Kit Toner Swatch Tool.

Select Fluorescent Spots and blends more easily:

This Fluorescent Swatch Tool will allow you to see a printed set of Spots and blends achieved through Fluorescent Toners.

Remember that some Fluorescent colors pop more than others. Always be sure to test your jobs to be sure they are printing as expected.

Refer to the Fluorescent Swatch Tool for Xerox® Adaptive CMYK Plus Technology for the full information on possible Fluorescent colors. It can be obtained on SMART Centre or from your Xerox Rep.



Breathing inspiration into print.

It's time to bring more imagination to every printed page.

Expectations for digital print are changing. How will you adapt? Xerox® Adaptive CMYK Plus Technology triples your design freedom by giving you the power to add new high-end specialty enhancements using the Xerox® PrimeLink® C9065/C9070 Printer. Glowing Fluorescents. Glimmering Golds. Eye-catching Silver. A versatile layer of White. Plus, elegant Clear accents.

Xerox® Adaptive CMYK Plus 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.

For more information, visit **Xerox.com**

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