

# It's time to add White to your digital colour palette.

Xerox® iGen® 5 Press



INCREASE MARGINS UP TO

# 400%

Print service providers' profit margins on digital print enhancement can be very high (50% to 400%), resulting in a quick return on investment (ROI).<sup>1</sup>



## NEW CAPABILITIES – AND EVEN MORE POSSIBILITIES.

The Xerox® iGen® 5 is widely recognised for delivering high-quality, high-value digital jobs – and with the option to run Xerox® White Dry Ink in the 5<sup>th</sup> print station, it can open a whole new world of possibilities.

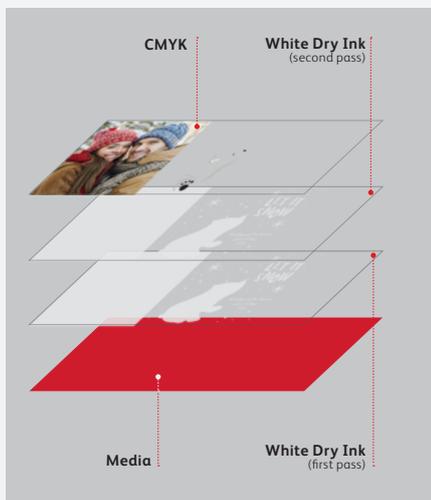
Need to emphasise an image so it stands out, draw attention to a logo, or take your folding cartons and window clings to the next level? The iGen® 5 + White Dry Ink makes it simple – and delivers remarkable results every time.

# Bring the benefits of digital to a whole new set of jobs.

When you need to increase the value of digital print jobs, iGen® 5 delivers. The stunning specialty effects achievable with Xerox® White Dry Ink enhance its unmatched productivity and combine to create the ideal press for smart and profitable digital printing.

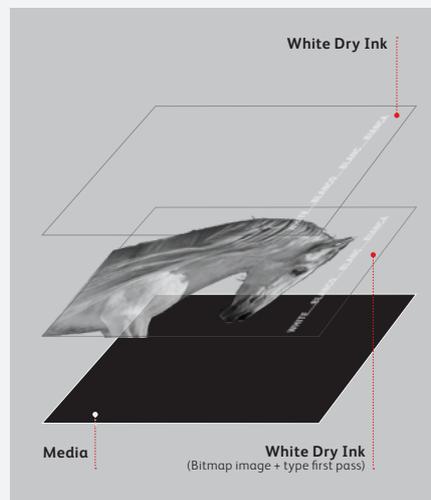
## ADD LAYERS OF BEAUTY AND FUNCTION WITH WHITE.

Optimised for spot applications, White Dry Ink produces eye-catching appeal and highlights content with benchmark brightness and opacity. It can be applied in up to two layers using automated multi-pass. Additional layers of white can be manually printed for custom applications.



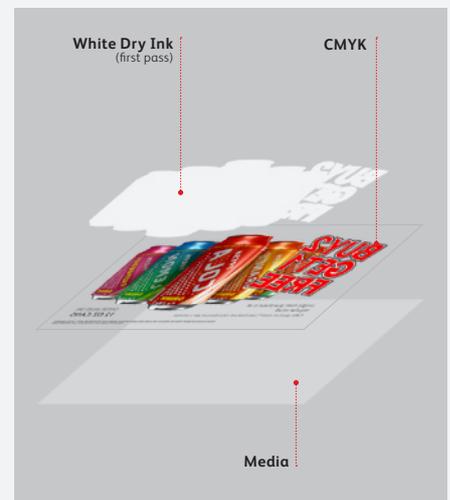
### Print two layers of white under CMYK using automated multi-pass

White enhances dark, cover weight stock for higher-value postcards, invitations, direct mail, and more.



### Add layers of White using manual multi-pass for a bolder look

White enhances dark, heavy weight, extra-long sheets, creating dramatic posters and presentation folders.



### Run a spot White layer over CMYK on window cling graphics for added clarity and visual impact

White provides a functional layer on transparent substrates, giving you new opportunities in retail signage.

## SAY YES TO MORE JOBS.

The addition of White Dry Ink in the 5<sup>th</sup> print station expands iGen® 5's versatility and allows you to offer customers a distinctive selection of special effects that will really make an impact. When you are running jobs that don't require any special effects, your operators can simply run in 4-colour mode or swap out the White Dry Ink with Orange, Green, Blue, or Clear – and queue up a whole new round of high-value jobs. 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, shift after shift.

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