Caution: Can’t-miss CMYK+ opportunities ahead.

CREATE EYE-STEALING DIGITAL PRINT ENHANCEMENTS

With the option to run Xerox® Fluorescent Yellow Dry Ink in the 5th 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.

COMMAND A PREMIUM:

38%

According to a recent survey, print buyers expect to pay up to 38% more for fluorescent digital print enhancements than they do for 4-color jobs.¹

Ink glows in UV light!

¹ Keypoint Intelligence / InfoTrends Beyond CMYK 2016
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.

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