Breathing Inspiration into Print

It’s time to bring more imagination to every printed page.
Specialty printing is one of the fastest-growing digital segments, opening up expanded possibilities for designers, printers, and print buyers.1

As expectations change for digital print, how will you adapt?

Not to be confused with technologies that allow you to add a single additional color along with CMYK. Our Adaptive CMYK+ delivers award-winning innovation with the power to transform your capabilities in simple, swappable kit form.

Our Vivid Toner Kit delivers four specialty spot colors: Gold, White, Silver, and Clear. The Fluorescent Toners in our Combination Kit add impact with Fluorescent Cyan, Fluorescent Magenta, and Fluorescent Yellow.

GET NOTICED
Designers are born to dream. To create. To imagine. The best designers fully understand the capabilities and limits of traditional CMYK processes.

Now, with the Xerox® Adaptive CMYK+ Kits designers have more freedom to explore. More opportunity to bring ideas to life. And more ways to be sure print pieces get noticed.

ADAPT + FLEX
When coupled with digital printing advantages such as short runs and a wide array of imageable substrates, digital embellishment options unlock new, inspiring, high-value opportunities.2

With Adaptive CMYK+ Technology, today’s market demands can be met with swap-and-go simplicity. This 3-in-1 capability (swap CMYK, Vivid, and Fluorescent Specialty Toners in one Xerox® Device) lets you triple the versatility of your hardware investment.

PRODUCE + PROFIT
You juggle dozens, maybe hundreds, of print jobs every day. Now you can add enhancements to those jobs, reaching new, lucrative markets without sacrificing the benefits of short run digital printing.

The Adaptive CMYK+ Kits gives you an affordable entry point into high-value print enhancements, letting you realize new profit potential from your PrimeLink investment.

24–89%
The print premium buyers are willing to pay over CMYK only1

1 Keypoint Intelligence/InfoTrends, “Beyond CMYK: The Use of Special Effects in Digital Printing”
2 Keypoint Intelligence/InfoTrends Print Trends Outlook 2019
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