

# Applications Kit Value Propositions and Production Notes



**It's time to bring more imagination to the printed page.** Be ready to help your customers—and their clients—succeed in the changing world of print. As demands accelerate for printed enhancements, the time is right for Xerox® Adaptive CMYK Plus Technology, an innovative accessory kit that lets Xerox® Color C60/C70 Printer owners swap out their CMYK Toners with high-value CMYK Plus Toners in minutes.

## SALES REPS

Use this document to familiarize yourselves with the key selling points of the CMYK Plus Toner print samples. Helpful callouts are included per sample to aid in your discussions with customers.

## ANALYSTS

Use this document as a production notes reference for each print job prior to demonstrating Xerox® Adaptive CMYK Plus Technology capabilities at customer demos or events.

Print-ready PDFs may be downloaded from the Xerox® Color C60/C70 Printer page on SMART Centre.

## Don't Be So Koi – Koi Fish Calendar



### PRINT PRODUCTION

#### Media:

- Refer to Xerox RML online for the latest supported media
- 12"x18"/SRA3
- Dark Media, White, or Polyester Cling
- HW 3 or 4; depending on media

#### EFI Server:

Xerox® EX-I C60/C70 Print Server Powered by Fiery® or Xerox® EX C60/C70 Print Server Powered by Fiery®—used for all jobs in this sample kit

- File Name: KOI\_Calendar\_Vivid\_size.pdf
- Workflow/Preset; Vivid\_Kit
- Device Center/Spot Color Folder; move the CMYK\_Plus\_ON folder to the top of the list
- Glossy Level set to Glossy

– If using a heavy weight fuser, this will cancel out the Glossy mode, making the result less noticeable

- Finishing: Face-Up Normal Order
- Job Properties: Paper Size 12"x18"/SRA3
- HW 3 or 4; depending on media
- Single Sided

Note: EFI Proof printing option, will result in unexpected results; when using the Vivid Kit workflow.

### POINTS OF DISCUSSION

**This artistic landscape calendar shows off the Koi art with crystal clear details. Namaste all day, every day in 2019.**

- 1** The Clear CMYK Plus Toner is used as an overlay embellishment highlighting the Mondays of each week of the month and adding subtle design attention to the numeric text.
- 2** Clear is also used on the 2019 text, used again as almost a background element, subtle and not distracting from the image.
- 3** Fine point size used on all the dates are dazzling in Gold and Silver.
- 4** Gradients of Gold and Silver are used to help meld together the two images, adding an imaginative design element.
- 5** Beautiful on a classic Black substrate or a White stock. On a semi-cling Polyester stock, this application is perfect for window calendars and even office file cabinets.
- 6** Bring fine art into any environment, home, or office.

For more information on design best practices for Xerox® Adaptive CMYK Plus Technology, please refer to the CMYK Plus Design and File Preparation Guidelines for the Xerox® Color C60/C70 Printer on SMART Centre.

## Infinite Possibilities – Planetarium Event Sign



### PRINT PRODUCTION

#### Media:

- Refer to Xerox RML online for the latest supported media
- 12"x18"/SRA3
- Dark or White Media
- HW 3 or 4; depending on media
  - Image Transfer is set to default of 100%
  - Depending on media; may need to Adjust Image Transfer, which requires an **Administrative Login**
  - Machine Status/Tools/Maintenance/ Adjusting Image Transfer
- Decurlers are available and can be set, depending on the media
  - Interface Module Decurler with the Standard Finisher Decurler

#### EFI Server:

- File Name: Planetarium\_Vivid\_size.pdf
- Workflow/Preset; Vivid\_Kit
- Device Center/Spot Color Folder; move the CMYK\_Plus\_ON folder to the top of the list
- Glossy Level set to Glossy
  - If using a heavy weight fuser, this will cancel out the Glossy mode, making the result less noticeable
- Finishing: Face-Up Normal Order
- Job Properties: Paper Size 12"x18"/SRA3
- HW 3 or 4; depending on media
- Single Sided

Note: EFI Proof printing option, will result in unexpected results; when using the Vivid Kit workflow.

### POINTS OF DISCUSSION

This application emphasizes the game changing opportunities CMYK Plus Toners offer.

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| <p><b>1</b> The Clear CMYK Plus Toner is used for the sky bursts, perfect for emphasizing the shimmering celestial sky objects.</p> | <p><b>4</b> Gold and Silver reflect beautifully against the dark medias, demanding attention and creating memorable effects.</p>                      |
| <p><b>2</b> Move the sheet to see the visual stimulus that Clear brings to the night sky.</p>                                       | <p><b>5</b> A premium design deserves a premium print; this can now be produced at profitable price points with the Xerox® Color C60/C70 Printer.</p> |
| <p><b>3</b> Simple design techniques create artistic gradients of Silver transitioning to Gold.</p>                                 | <p><b>6</b> Move the sheet to see the brilliance that Clear brings to the night sky.</p>  |

For more information on design best practices for Xerox® Adaptive CMYK Plus Technology, please refer to the CMYK Plus Design and File Preparation Guidelines for the Xerox® Color C60/C70 Printer on SMART Centre.

## Until Death Do Us Part – Wedding Invitation



### PRINT PRODUCTION

#### Media:

- Refer to Xerox RML online for the latest supported media
- 12"x18"/SRA3
- Dark, White, or Linen Media
- HW 3; depending on media
  - Image Transfer is set to default of 100%
  - Depending on media; may need to Adjust Image Transfer, which requires an **Administrative Login**
  - Machine Status/Tools/Maintenance/ Adjusting Image Transfer
- Decurlers are available and can be set, depending on the media
  - Interface Module Decurler with the Standard Finisher Decurler

#### EFI Server:

- File Name: Wedding\_Invite\_Vivid\_size.pdf
- Workflow/Presets; Vivid\_Kit
- Device Center/Spot Color Folder; move the CMYK\_Plus\_ON folder to the top of the list
- Glossy Level set to Glossy
  - If using a heavy weight fuser, this will cancel out the Glossy mode, making the result less noticeable
- Finishing: Face Down - Normal Order
- Job Properties: Paper Size 12"x18"/SRA3
- HW 3; depending on media
- Two Sided

### POINTS OF DISCUSSION

This wedding invite shows the unique and personalized applications that can easily bring in new business from the thriving and profitable wedding market.

- 1** This wedding invite is 4-up and two-sided; all in one print pass. This means productivity, personalization, and differentiation with Gold, Silver, and Clear adornments.
- 2** The CMYK Plus Toners provide Clear, Gold, and Silver all in one print pass, Duplex.
- 3** Clear is used to create a veil, Gold is used for the bride's accessory of a spider on her shoulder—small accents that pop and demand attention.
- 4** Gold/Clear/Silver hearts and bones provide an array of effects on side two.
- 5** Overlay Gold with Clear to reflect a matte effect. Overlay Silver with Clear to brighten.
- 6** Setting Clear to multiply in the design application provides transparency of objects below the Clear.

For more information on design best practices for Xerox® Adaptive CMYK Plus Technology, please refer to the CMYK Plus Design and File Preparation Guidelines for the Xerox® Color C60/C70 Printer on SMART Centre.

## Gold Getter – Cosmetic Box



### PRINT PRODUCTION

#### Specialty media; Pre-perforated for digital printing

- 12"x18"/SRA3
- Pre-perforated 2 up boxes on white matte stock or HW 3 or 4; depending on media
  - Image Transfer is set to default of 100%
  - Depending on media; may need to Adjust Image Transfer, which requires an **Administrative Login**
  - Machine Status/Tools/Maintenance/ Adjusting Image Transfer
- Decurlers are available and can be set, depending on the media
  - Interface Module Decurler with the Standard Finisher Decurler

#### EFI First Pass:

*Note: This will print only the CMYK colors in the file.*

- File Name: Cosmetic\_Box\_Vivid\_size.pdf
- Workflow/Preset; CMYK\_Kit
- Device Center/Spot Color Folder; move the Vivid\_Kit\_OFF folder to the top of the list
- Glossy Level set to Glossy
  - If using a heavy weight fuser, this will cancel out the Glossy mode, making the result less noticeable
- Finishing: Face-Up Normal Order
- HW 3 or 4; depending on media
- Job Properties: Paper Size 12"x18"/SRA3
- Single Sided

*Note: Tray 5 paper orientation; using the perforated/diecut paper. Feed edge is "glue area" tab. Bottom box tab is facing outbound.*

#### EFI Second Pass: (Easy Swap to the Vivid Toner Kit on the C60/C70 Printer):

- Right-click on the file in the Queue; select "Remove Raster"
- Device Center/Spot Color Folder; move the CMYK\_Plus\_ON folder to the top of the list
- Glossy Level set to Glossy
  - If using a heavy weight fuser; this will cancel out the Glossy mode. The result will be less noticeable
- Finishing: Face-Up Normal Order
- Job Properties: Paper Size 12"x18"/SRA3
- Single Sided

### POINTS OF DISCUSSION

**This cosmetic box jumps off the highly lucrative cosmetic retail shelves and into the hands of consumers.**

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|--|--|
| <p><b>1</b> This trending outrageous gold and hot magenta pink leopard print brings memorable brand attention for new and returning customers.</p>                         | <p><b>4</b> Hot Magenta is used for the CMYK (first pass), providing the underlay for the Sparkling Gold leopard.</p>                                    |
| <p><b>2</b> This application is a manual two pass. First pass with Magenta toner, then a second pass with CMYK Plus Toners (Gold, Silver, and Clear).</p>                  | <p><b>5</b> CMYK and CMYK Plus Toners used together with packaging becomes a powerful duo for unmistakable brand awareness.</p>                          |
| <p><b>3</b> Easy construction—this pre-perforated lay-flat cosmetic box can be used in any market, bringing <b>affordable packaging</b> to digital in-line production.</p> | <p><b>6</b> The Clear CMYK Plus Toner is used for the stars, (second pass) adding additional "glam" that gets noticed on tightly packed shelf space.</p> |

**For more information on design best practices for Xerox® Adaptive CMYK Plus Technology, please refer to the CMYK Plus Design and File Preparation Guidelines for the Xerox® Color C60/C70 Printer on SMART Centre.**

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For more information, visit [Xerox.com](https://www.xerox.com)