

# Help your customers be more creative. The value is digitally clear.

**Xerox® Color 800/1000 Presses let you enhance the creativity and impact of your prints with an optional fifth print station** that lets you apply a clear effect—expanding your capabilities to capture more high-value applications.

Clear Dry Ink also enables you to create a subtle, professional watermark effect or add an element of security. Or, you can flood the entire page with clear to draw attention and create contrast within an application. Go ahead and be creative. Using Clear Dry Ink gives you the ability to add a new dimension to your printing business, helping your customers differentiate their printed pieces. With Clear Dry Ink, you can highlight images for visual variety, making them pop off the page; draw attention to headlines and variable text; highlight photos, logos or variable images; create artistic effects; add watermarks and visual value and elegance to your customer's output.

The creative options you can offer by adding this new, Clear Dry Ink capability can help you become a true partner to your customers. You can advise customers already expert in design and layout on how to set up their files properly for this additional clear layer to achieve their desired effect. Or you can offer creative value to customers when they deliver their files, by adding some of these effects right at your print server.



Base image without Clear Dry Ink areas.

With Clear Dry Ink, you can address specific areas on your printed piece or flood an entire sheet, enabling you to:

- Highlight images for visual variety to make them pop off the page
- Draw attention to a headline or variable text
- Enhance photos, logos or variable images
- Simulate pearlescent or metallic appearance
- Apply digital watermarks to add artistic effects or enhance security
- Enhance print quality of textured stocks

CET Productions

T: 604-270-0318 / 1-888-898-1232

F: 604-270-3210 E: cet@cetproductions.bc.ca

Unit 112 - 11786 River Road, Richmond, BC, Canada V6X 3Z3

Real world applications – Multi-Pass Clear Dry Ink can be a valuable and cost-effective way to increase the success of everyday applications such as photo books, greeting cards, invitations and direct marketing materials using Multi-Pass Clear Dry Ink.

Add more creativity – Creating dimensional effects with up to seven layers of Clear Dry Ink will help your customers command attention in new and creative ways that generate inquiries and sales.



Highlighted area in blue indicate areas where Clear Dry Ink was applied in this example.

- A** Highlight areas in images for visual variety to make them pop-off the page
- B** Enhance appearance of simulated metallics
- C** Highlight silhouetted photos
- D** Create tinted varnish effects
- E** Draw attention to headlines
- F** Create interesting watermarks