Fine-tune your business value.
Specialty Xerox® Dry Inks are available as options exclusively for the Xerox® Color 800i/1000i Presses. Learn more:

1 Xerox® Clear Dry Ink
7 Xerox® Metallic Dry Inks – Silver and Gold

Move beyond the expected into new, profitable opportunities.

Add incredible value to your digital prints with one of our eye-catching Specialty Xerox® Dry Inks and watch your digital print business take on a whole new dimension.

By applying rich, creative effects such as spot or flood coating, metallic or simulated foil stamp effects in-line, you can deliver the best of digital print on demand—both timing and boutique print finishing value, right from one automated workflow. Your business gets the benefit of cost-effective yet incredible high-end production, and your clients get the benefit of a complete “Wow” response.
Add a new dimension to create high-end applications.

Go ahead and be creative. Using Clear Dry Ink gives you the ability to add value to your printing business, helping your customers differentiate their printed pieces. With Clear Dry Ink spot varnish effects, you can highlight specific areas on your jobs to make them pop off the page.

Xerox® Clear Dry Ink

Increase the depth and overall sheen of that color, giving it a little lift off the page and catching attention. Enhance visual variety with a simulated pearlescent or metallic appearance.

Xerox® FreeFlow® Print Server now enables multi-pass application, adding up to seven layers of Clear Dry Ink to magnify the dramatic dimensional effects.

Draw attention to an image, headline, border, or variable text with a unique finish.

Xerox® Color 800i/1000i Press | Specialty Dry Inks
Xerox® Clear Dry Ink

Offer clear value to your customers by inspiring their creativity.

Flood your printed pieces with Clear Dry Ink to provide an even sheen across the entire page. Ideal for photo publishing and specialty photo applications, this specialty finish adds depth and a smooth, consistent look to move an entire sheet from ordinary to outstanding.
• Evenly print on textured stocks for better digital image quality
• Achieve a soft finish to your entire piece, creating an offset-like appearance
• Add a protective layer to extend the life of the pieces that are prone to wear from handling
Xerox® Clear Dry Ink

Add valuable design features to existing and new applications.

Xerox® Clear Dry Ink application is great for adding artistic design elements and unexpected details that differentiate your messages. Or, include watermarks for added security and validation. These elements can be subtle or direct, static or variable. Clear Dry Ink markings provide authentication to discourage reproduction or convey a distinct mood to enhance the impact of your prints.

Enhance security and prevent unwanted duplication with watermarks.
Run a name or logo across a page for subliminal repetition and recognition.

Use the watermark effect as a design element.
Focus on what matters most with programs that help you build your business.

The Clearly Different program and kit give you the tools to market your digital color with Clear Dry Ink capability.

- Teach your designers how quick and easy it is to modify or create designs for Clear Dry Ink
- Showcase and distribute posters, fun-flips, photo towers, and more
- Modify and reprint source files and build a stronger business

The Clearly More Personal program and kit combine all of the advantages of Clear Dry Ink with the power of personalization.

- Increase the engagement and response rates of your printed materials
- Add personalization to jobs without compromising productivity
- Train your sales people and designers how to create demand for personalization
Be the first to offer customers the new Xerox® Metallic Dry Inks.

Xerox has created a new benchmark for metallic effects with stunning yet cost-effective Metallic Dry Inks, now offered in Silver and Gold.

These aren’t just Pantone simulations. Our carefully engineered Silver and Gold Dry Inks have some of the highest flop indexes—a measure of change in reflectance of a metallic color—in the industry.

What’s more, the job you up-value with metallic details will run in-line at rated speeds, providing you with faster turnaround times on high-value applications.
Xerox® Metallic Dry Ink

Replace traditional foil stamping and offset metallic inks with a cost-effective, in-line digital alternative.

Foil stamping and offset metallic inks add a glamorous pop to high-value applications but come with a cost. The time investment, custom dies, materials, waste, and workflow are cost-prohibitive for short runs and variable data.

With Metallic Dry Inks in Gold and Silver, you can create stunning, simulated foil stamp and metallic effects on static or variable elements to enhance a wide variety of applications—right in-line—for a streamlined digital workflow and fast turnaround. Produce impressive metallic effects in the same high-value price point without all of the productivity limitations of non-digital processes.
Print communications with value that you and your customers can count on.

Like Clear Dry Ink, the Metallic Dry Ink options can add a brilliant dimension to your digital print business. These exciting inks let you migrate more jobs to digital—jobs that previously ran off-line such as invitations, certificates, business cards and more. You can even integrate Metallic Dry Inks into personalized and branded communications, boosting the perception of your customer’s customers with an eye-catching, premium look.

Bring in collateral from customers using Silver or Gold in their brand. Highlight logos and graphic images to make each element shine.
Xerox® Metallic Dry Ink

Make your customers look good with creative uses of Specialty Xerox® Dry Inks.

Add an extra layer of sparkle and shine to mailers, invitations, advertisements, and photographic imagery by enhancing the metallic look of a wide range of commercial and photo applications. Capture more high-value, high-profit potential applications by offering a dramatic look with the price and timeline your digital customers desire.

The Fiery® Smart Estimator can help determine how a Specialty Dry Ink may affect the cost of a project. This tool is available on the Xerox® EX Print Server.
Our unique low-melt Specialty Dry Inks can be applied in-line to a huge variety of substrates, including textured medias, polyesters, vinyls, magnets, and more, opening up opportunity for exciting new applications.

You can also use Specialty Dry Inks to personalize premium mailers for high-end customers on any type of media.

Hi Sarah,

As a sincere thank you for the trust you place in Kiwi Air, we have upgraded your frequent flier status to PLATINUM. In addition to the benefits you currently enjoy, we have added a free one-year membership to our Kiwi Air Spa Lounges, which can be found in major airports worldwide.

We also invite you to enjoy a drink on us the next time you are relaxing in a Kiwi Air Spa Lounge. Our exclusive partnership with Biere Bar Noire means that you can indulge in craft beer or whiskey as you enjoy our lounge’s complementary WiFi, massages, and available showers.

Thank you again for your patronage, Sarah. We look forward to flying with you soon.

Best,

Stan Maverick
President, Kiwi Air
Xerox® Metallic Dry Ink

FINE JEWELERY
Simulate or enhance a metallic appearance in four-color images with a tint overlay of Metallic Dry Ink.
Use multi-pass with Gold and Silver Dry Ink just like Clear Dry Ink for texture or dimension, such as adding the effect of a raised seal or stamp on official documents.
Frequently Asked Questions
Frequently Asked Questions about the Xerox® Specialty Dry Ink portfolio:

How many Specialty Dry Inks can be used at once? One Specialty Dry Ink can be installed in a press at a time.

Which DFE option supports Specialty Dry Inks? Both DFE options on the Color 800i/1000i Press enable full Specialty Dry Ink use, including multi-pass.

Does Specialty Dry Ink application slow down the press? No. Specialty Dry Ink jobs are produced in-line at rated speeds.

How can I accurately price these new high-value applications? The Fiery® Smart Estimator helps you determine the cost of applying any Specialty Dry Ink before the job runs. This tool is available on the Xerox® EX Print Server.

Is the design process complex? It’s easy. Using our Design Guides, your designers can easily add Specialty Dry Ink effects to files, or your operators can add some effects right at the print server. Contact your Xerox representative to obtain Specialty Dry Ink Design Guides.

Can a current Color 800/1000 Press customer upgrade to Specialty Dry Inks? Yes, all current Color 800/1000 Presses can be upgraded with the purchase of a Metallic Dry Inks kit.

Can users swap between Specialty Dry Inks? Yes, and can do so without a service call.

Frequently Asked Questions about Xerox® Clear Specialty Dry Ink:

Are there any extra steps required to achieve a glossy finish? Clear Dry Ink boasts a pleasing high gloss that is completed in-line at rated speeds. The glossy effect will not slow you down.

How can I encourage customers to take advantage of clear effects? We have programs and kits built to provide you with the tools needed for marketing your Clear Dry Ink capabilities. You’ll receive print samples to share with customers, source files to work in, and training for your staff. To learn more about Clear Dry Ink or to receive your kit, contact your Xerox sales representative or go to: xeroxclearlymorepersonal.com.

Is Clear Dry Ink the same as varnish? Clear Dry Ink is not varnish but can simulate many spot and flood varnish effects. Unlike varnish, it can be applied to variable information. Applying Clear Dry Ink is the more productive process: it is applied during printing rather than in a post process and requires no drying time.

Frequently Asked Questions about Xerox® Metallic Dry Inks:

Are the Silver and Gold Dry Inks truly metallic? Yes. They are not Pantone simulations. These truly metallic Silver and Gold inks hit Pantones 877 C and 871 C, and offer some of the highest flop indexes—a measure of change in reflectance of a metallic color—in the industry. Flop index is the measurement on the change in reflectance of a metallic color as it is rotated through the range of viewing angles. A flop index of 0 indicates a solid color, while a very high flop metallic or pearlescent basecoat/clear coat color may have a flop index of 15–17.

Which applications are good targets for Metallic Dry Inks? Metallic Dry Inks are good alternatives to foil stamping and offset metallic inks as they are applied in-line, saving time and money. Silver and Gold can be used on virtually any application for any industry, such as:

- Brand-managed logos and collateral
- Photo applications such as greeting cards or books
- Specialty media and packaging applications
- Personalized direct marketing pieces

Can Silver and Gold be done as multi-pass? Yes. Create dimension, such as the look of a raised seal, by applying layers of Metallic Dry Inks.
Be more creative with Specialty Xerox® Dry Inks.

Specialty Dry Inks add creative effects that bring your prints to life and get your messages noticed. Whether highlighting areas with spot treatment, creating a smooth, even sheen with flood treatment, or simulating metallic effects, Specialty Dry Inks bring a new dimension to digital printing.

To learn more about Specialty Dry Inks and the Xerox® Color 800i/1000i Presses, please contact your Xerox representative.