

Xerox® Iridesse™ Production Press

CMYK+ Design and File Preparation Guidelines

CREATE YOUR “WOW” DESIGNS



johnewright
SIGNAGE | EXHIBITION | PRINT

instaprint

Your design dreams realized.

Welcome to more visual “wow!”

Most print designers we know dream of working on a project that involves specialty effects. Varnishes and foiling are two popular examples of eye-catching finishes that can be applied by industrial printing companies, but the added cost and time can make these projects quite a rarity.

The Xerox® Iridesse™ Production Press changes that. With this press, you can combine stunning four-color imagery with up to two Specialty Dry Inks – including a choice of metallic Xerox® Silver Dry Ink, Xerox® Gold Dry Ink, or Xerox® Clear Dry Inks – in a single pass, all without sacrificing digital printing benefits such as economical short runs and personalized printing.

It's never been easier or more cost-effective to unleash brilliant, results-driving specialty effects!





“Wait... this is all digital printing?”

(Yes... we get that a lot!)

The Xerox® Iridesse™ Production Press gives you a whole new way to think about design. With up to two specialty inks available, digital print can move from being a basic option to an absolute must-have.

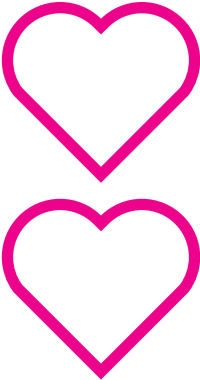
This lets you breathe new life into print in several ways:

The image displays three business cards for TORI RAE, fine artist, arranged horizontally. Each card features the text 'dream big be passionate' at the top, a circular icon with a number (01, 03, and 02 respectively), the name 'TORI RAE' and 'fine artist', three small circles, and contact information: '555.987.7236', 'toriraearts@gmail.com', and 'toriraearts.com'. The cards are set against a dark, textured background. The first card (01) is printed with CMYK colors. The second card (03) features a blue and pink geometric pattern with silver and gold spot effects. The third card (02) has a light background with iridescent metallic and clear spot effects.

**Print stunning
CMYK alone**

**Print CMYK + spot
specialty effects**
Silver, Gold, or Clear

**Go for ultimate
brilliance!**
Iridescent metallics
and spot effects



**Your clients
will love the
budget-friendly
impact digital
specialty effects
provide, too!**

HOW THE XEROX® IRIDESSE™ PRODUCTION PRESS WORKS

We make it easy to create more “wow” per page.

Print CMYK plus two types of specialty effects at the same time.

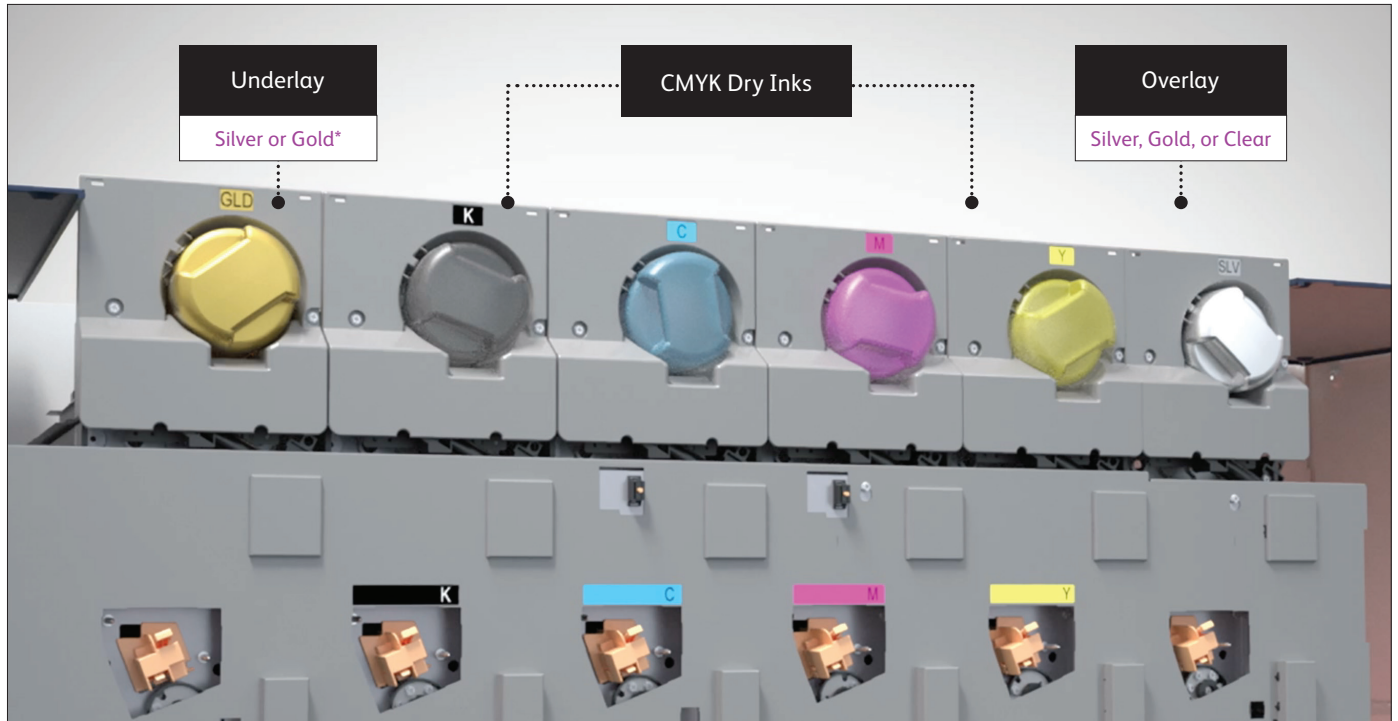


Real metallic effects: The sparkle of High Definition Emulsion Aggregate (HD EA) Silver and Gold metallic colors can be used on their own or layered with CMYK to deliver new, stunning iridescent palettes that create more “wow” in less time.



Clear spot or flood effects: Get impressive results in a single pass when you highlight page content with HD EA Clear Dry Ink spot or flood embellishments.

You can also work with your print provider to build up multiple layers of Clear on a page, creating dimensional effects.



The Xerox® Iridesse™ Production Press with Color FLX Technology combines the value of a four-color digital press – personalization, economical short runs, and agile production – with up to two HD EA Specialty Dry Inks in a single pass.

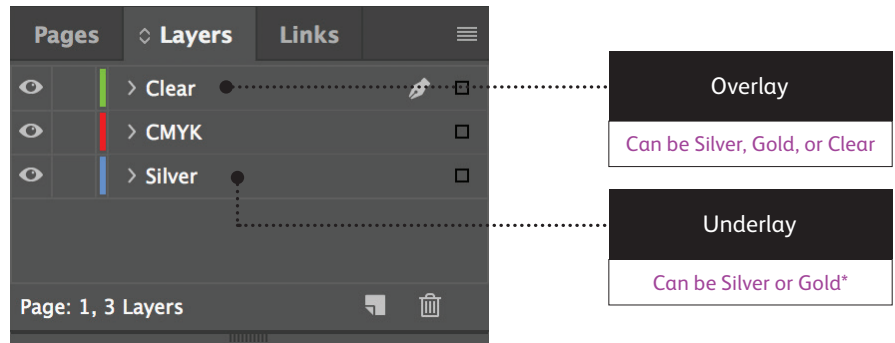
That single pass is important. It means that the different inks register very tightly, which is not the case with other digital print technologies that require your print provider to manually feed paper through a press multiple times. Our tight registration gives you a much higher-quality result.

* Currently, underlays and overlays cannot use the same Specialty Dry Inks – for example, Silver and Silver. The colors must be different.

When it comes to designing for the “wow,” *it’s all about thinking in layers.*

Layers should be arranged in your files to mimic the order in which the Specialty Dry Inks are applied at the press. A metallic layer of Silver or Gold may be applied as the first layer on the page, creating an underlay for the iridescent hues you will see in this guide.

CMYK elements are in the middle, and Silver, Gold, or Clear may be used on top as a spot overlay.



The specialty effects in this guide reproduce best on stocks with very smooth paper surfaces, such as coated or silk.

It’s always a good idea to proof a design on your chosen stock prior to a full production run. This will help ensure the final result matches your intent.

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Say goodbye to costly foiling or coating and hello to new jobs.

Unique digital embellishment capabilities on the Iridesse™ Production Press make it easy for you to unleash more results-driving “wow” per page while sticking to your clients’ budgets and timelines.

Using traditional methods:



Add days to your production timeline.

While beautiful, foil stamping is a labor- and time-intensive printing method that requires multiple runs to achieve multi-color designs.



Add cost.

All that labor makes foil stamping expensive. Also, it can be applied only to static (non-variable) elements.

With the Iridesse™ Production Press:



Deliver beyond CMYK on demand.

Add a wide variety of metallic and clear embellishments to any job element, whether it be static or variable. Jobs are printed at the same productive rate as CMYK-only – 120 pages per minute.

No extra time is needed for setup or drying!

Printing two Specialty Dry Inks in a single pass gives you a whole new level of design flexibility. In fact, that's one of the reasons we named this unique capability *Color FLX Technology*.

Color FLX Technology lets you do new things with digital print.



Create a spot specialty effect:

Each of our Specialty Dry Inks – Silver, Gold, or Clear – can be used on their own to create stunning spot effects. Our inks contain reflective metallic pigments that deliver true sparkle and shine, amplifying your designs.



Use more than one spot specialty effect together:

Want to use more than one specialty spot effect in a job? No problem! Two inline housings and tight color-to-color registration means multiple spot effects can be produced quickly and accurately within each job.



Create ultimate brilliance with iridescent palettes:

When you need a vibrant visual, think about the impact a palette of iridescent metallic hues can make. Silver or Gold can be layered with CMYK to create vibrant metallic spot colors, gradients, and more.



This guide will walk you through many ways to think about using HD EA Specialty Dry Inks on the Xerox® Iridesse™ Production Press. Best practices for file preparation are included to ensure print results match your design intent.

The design and file preparation steps included in this guide assume a working knowledge of Adobe® Creative Suite applications. Print instructions assume the press operator is familiar with the Xerox® EX-P 6 Print Server Powered by Fiery®.