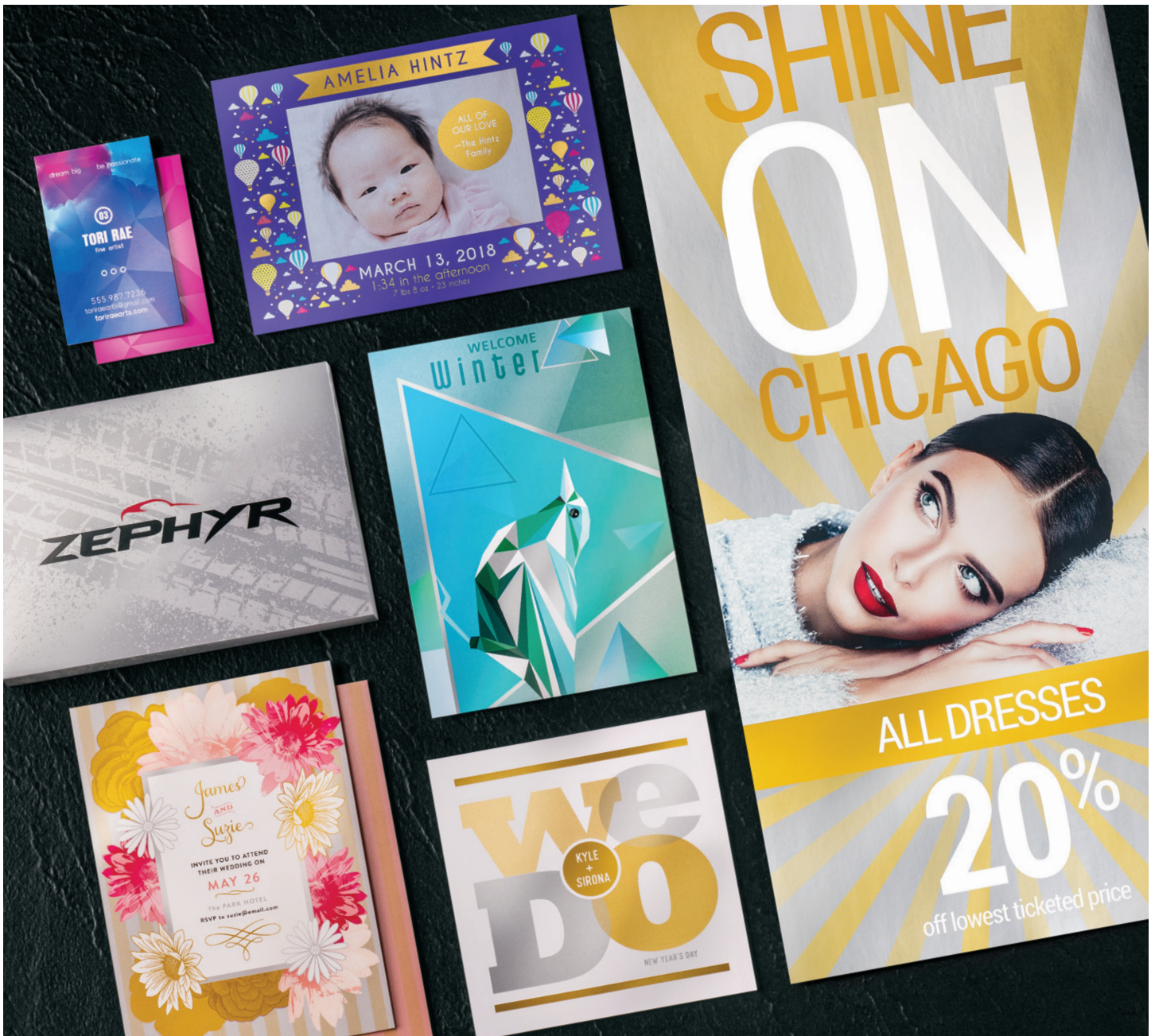


Be Brilliant

Xerox® Iridesse™ Production Press



LOFFLER

For more information, contact us, your Xerox Authorized Channel Partner, at 952.925.6800 or visit: www.loffler.com

xerox™

In a world where print is often commoditized, fitting in isn't wise. Standing out? *That's brilliant.*

The Xerox® Iridesse™ Production Press combines the value of highly-automated, agile digital production with exceptional image quality and jaw-dropping embellishment effects, making it easier to unleash the potential of print and achieve remarkably brilliant results.

25
billion
pages

Keypoint Intelligence-InfoTrends projects that digital print enhancement volume will grow 27% annually, reaching 25 billion pages by 2020.*

“Now we can offer metallics to clients who need a less expensive alternative or a faster turnaround or personalization.

It's a whole new sphere of business.”

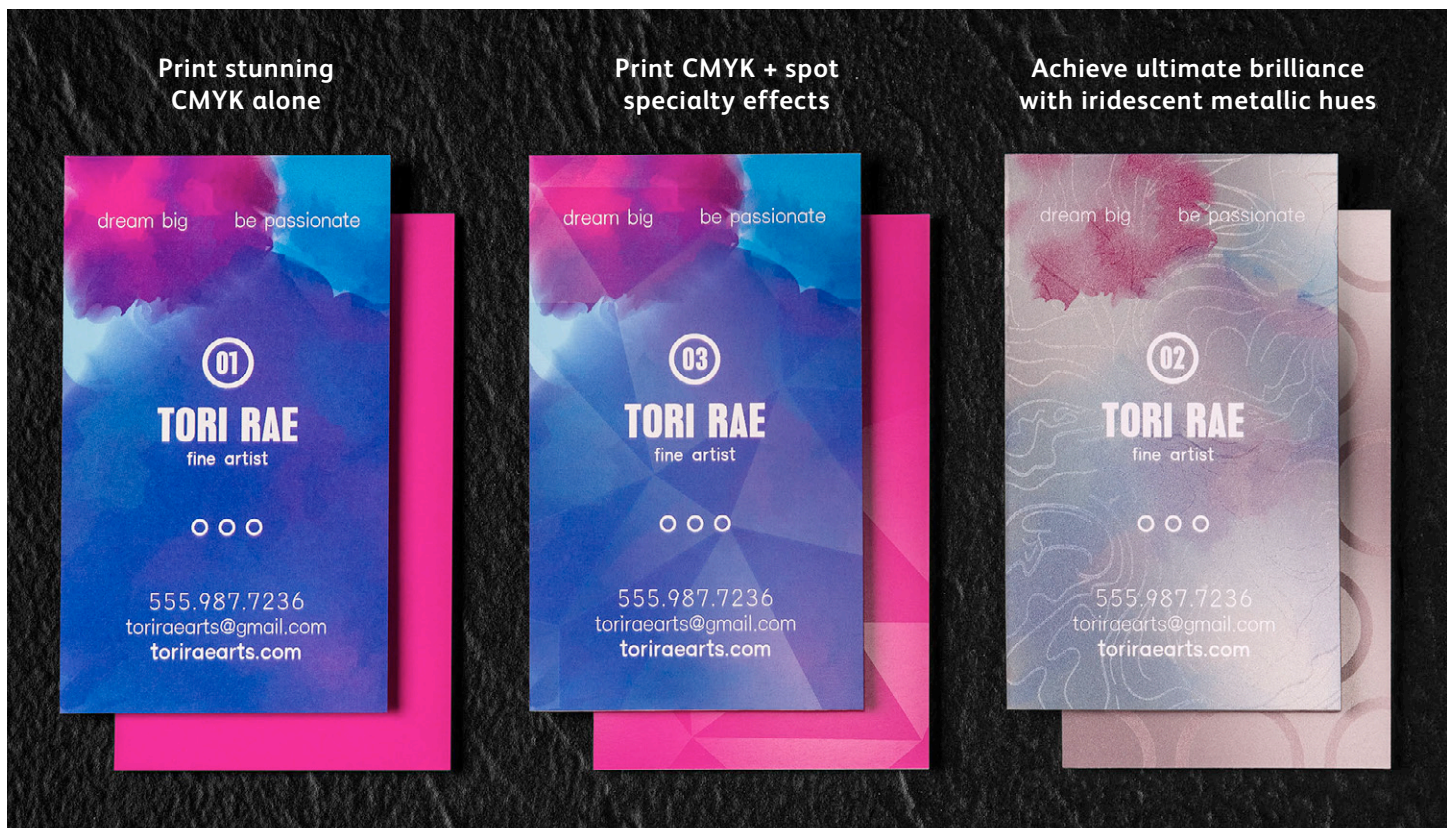
Glen Robins, Sales Director
Instant Print West One
West London, UK



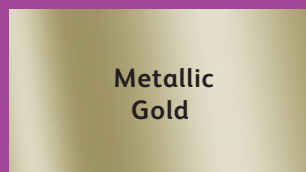
*Keypoint Intelligence-InfoTrends, "Beyond CMYK: The Use of Special Effects in Digital Printing," 2016

Release more “wow” per page with Color FLX Technology.

Iridesse™ redefines digital printing with award-winning Color FLX Technology, which layers CMYK with up to two Specialty Dry Inks in one single, incredibly productive pass – all while maintaining “spot on” registration from color to color. Color FLX Technology lets you:



Iridesse™ lets you do more with color on a page using flexible combinations of popular High Definition Emulsion Aggregate (HD EA) Specialty Dry Inks:



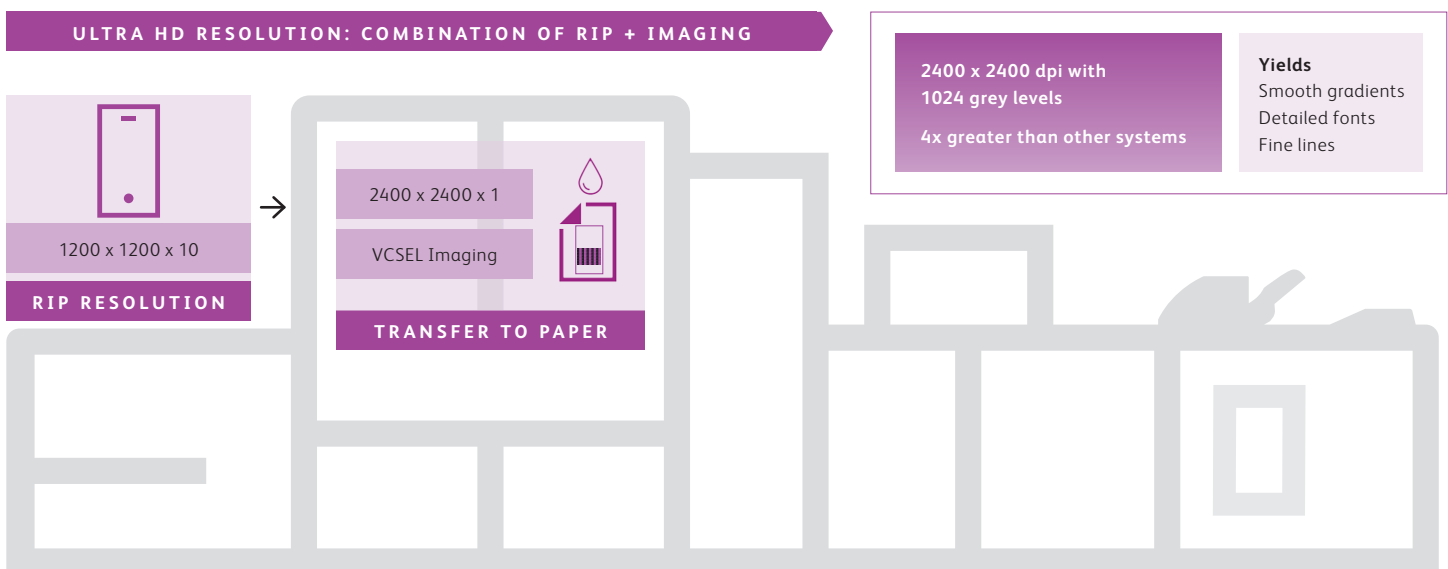
HD EA Gold and Silver Dry Inks incorporate flecks of metal for outstanding sparkle with a true metallic appearance. These inks strike a valuable balance between low-cost CMYK metallic representations and high-end offline foil stamping.



HD EA White and Clear Dry Ink spot or flood embellishments create new opportunities for unique design expression. Unlock a broader range of specialty media with White underlays, and enhance virtually any stock with White or Clear design effects.

Brilliance starts with stunning four color quality.

The Iridesse™ “wow” is rooted in incredible CMYK quality, making it a perfect choice for a full array of digital jobs. You can take on more short run, short turn work without making tradeoffs thanks to technologies that dramatically improve image quality, including market-leading Ultra HD Resolution combined with a new, low-gloss small particle toner formulation and xerographic enhancements.



ULTRA HD RESOLUTION

While other presses may RIP at the same level, the image pipeline that feeds data to the Iridesse™ engine is unique, delivering 4 times more information to the press than competitive digital systems do.

The combination of 1200 x 1200 x 10-bit RIP rendering and 2400 x 2400 x 1-bit print imaging yields unrivaled Ultra High Definition (HD) detail for smooth, beautiful gradients and tints, impeccable fine lines, and unprecedented small text accuracy.

LOW GLOSS, HIGH QUALITY

New High Definition Emulsion Aggregate (HD EA) Toner is another key component of the press's brilliant CMYK quality.

HD EA Toner has a smaller particle size: 4.7 microns compared to the previous 5.8 microns. This smaller size creates smooth prints with lower gloss and excellent shadow detail, even in challenging images.

STAY CONSISTENTLY BRILLIANT

Internal process controls ensure consistency within each print run so you can deliver confidently, job after job.

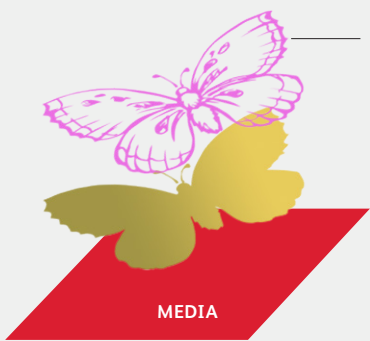
The press lays down Mark On Belt (MOB) patches between pages and measures them automatically and continuously during each run, compensating for any registration or density issues in real time and eliminating the potential for color drift.

Breathe new life into print with jaw-dropping embellishment effects.

CREATE A RAINBOW OF IRIDESCENT EFFECTS

A play on the word “iridescence,” Iridesse™ is synonymous with visual effects beyond CMYK that amplify page content and captivate recipients. HD EA Specialty Dry Inks can be layered together or combined with CMYK tints to create stunning spot colors, metallic gradients, photographic enhancements and more – and it’s all done in-line, in a single pass, and at rated speed.

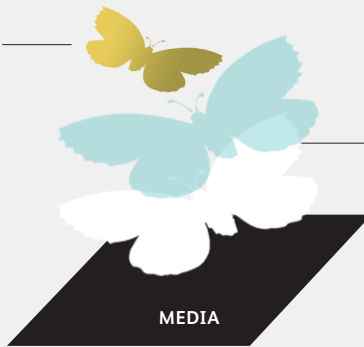
Layer Metallic + Clear effects:



Overlays

Underlays

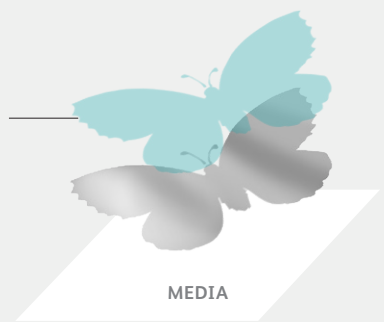
Layer Metallic + White effects:



CMYK

Underlays

Create Iridescent hues:



CREATE A SPOT SPECIALTY EFFECT:

Each of our HD EA Specialty Dry Inks – Gold, Silver, White, or Clear – can be used on their own to create stunning spot effects that deliver a big visual impact while freeing your clients from time- and cost-intensive offline processes.

USE MORE THAN ONE SPOT SPECIALTY EFFECT TOGETHER:

Two inline specialty stations and precise 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. It's like having a full metallic color swatchbook available to each job, on demand.

“I must tell you that the registration is incredible... Unless you see this no one would believe you.”

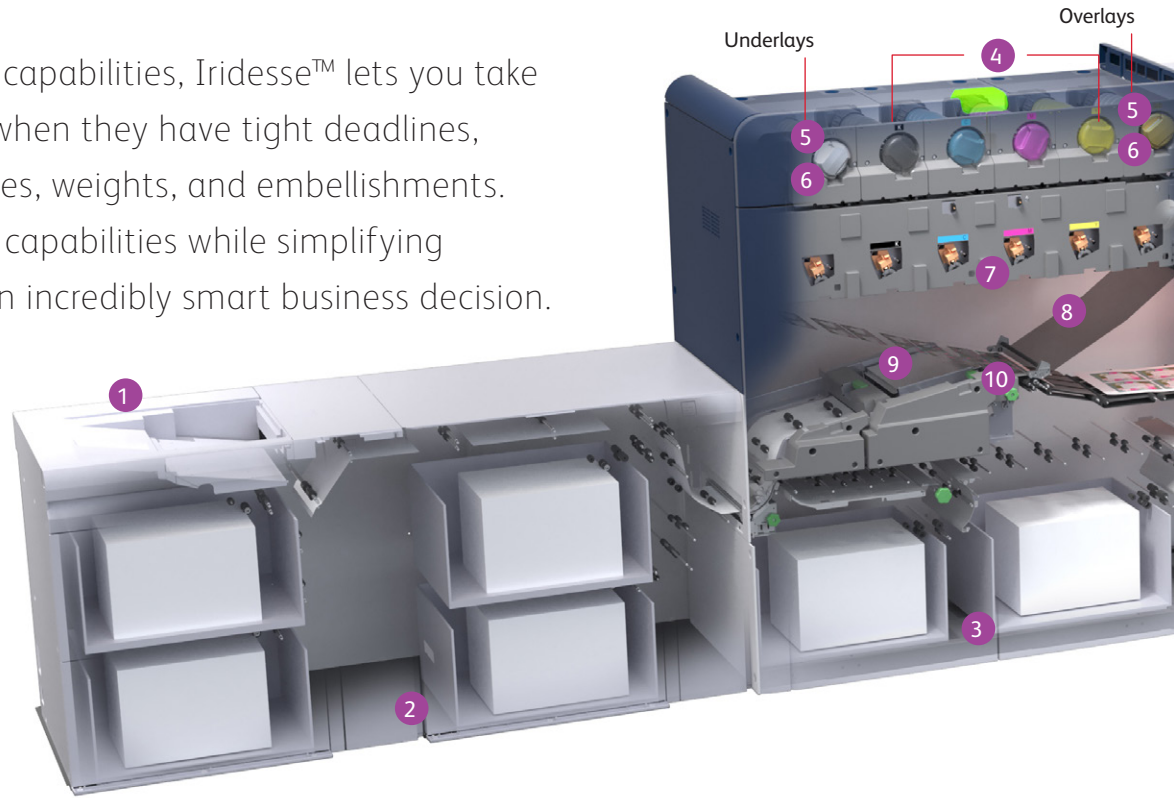
Dennis Beck, Owner
Minuteman Press of
North Palm Beach, Florida

Commodity-crushing technology that drives brilliant business results.

With robust production capabilities, Iridesse™ lets you take on complex jobs, even when they have tight deadlines, non-traditional stock sizes, weights, and embellishments. Iridesse™ expands your capabilities while simplifying production, making it an incredibly smart business decision.

DRIVE MORE PRESS PERFORMANCE

The Xerox® EX-P 6 Print Server Powered by Fiery® combines decades of print and color management expertise to streamline the management and submission of your jobs, unlocking the full production capabilities of Iridesse™.



1

FEED EXTRA LONG AND SPECIALTY MEDIA*

Multi-Sheet (MSI) Bypass Tray holds up to 250 sheets; ideal for feeding specialty, heavyweight, and Extra Long Sheets with additional accessories up to 13 x 47.2" (330 mm x 1.2 m).

2

DUAL ADVANCED HIGH CAPACITY FEEDERS*

Extends paper capacity up to 8,000 sheets with four additional trays in two feeder stations. When used with the Inserter option, this provides a total of 8 pick points and 12,500 sheets for printing at rated speed. Auto-Tray Switching and reload-while-run capabilities optimize production time.

3

STANDARD FEEDERS

Provides a total capacity of 4,000 sheets from two internal feeder trays that are integrated into the press's base design.

You can run lightweight and heavyweight stocks from 52–400 gsm (35 lb Text to 145 lb Cover) with sizes ranging from 7.2 x 7.2" (182 x 182 mm) up to 13 x 19.2" (330 x 488 mm), all from a small footprint.

4

CMYK TONER STATIONS

Allows for load-while-run capability. HD EA Toner produces high quality output using less toner and no fuser oil, delivering prints that can be written on or coated post printing.

5 6

SPECIALTY DRY INK STATIONS*

Puts specialty effects at your fingertips, creating high impact prints at full-rated speed. Choose to add one or two stations and run HD EA Gold, Silver, or White underlays together with HD EA Gold, Silver, White, or Clear overlays in a single, precise pass.

EZ SWAP

Enables fast, efficient Specialty HD EA Dry Ink changeovers so you can vary and execute more high-value print embellishments more easily – with no maintenance or cleanup.

7

LONG LIFE PHOTO RECEPTORS/AUTO CLEANING COROTRONS

Provides more uniform charge to the photo receptor via a dual-wire/dual-grid design that delivers more stable print quality within a page and from page to page. Self-cleaning technology optimizes press availability while maintaining high print quality standards.

8

CLOSED LOOP PROCESS CONTROLS

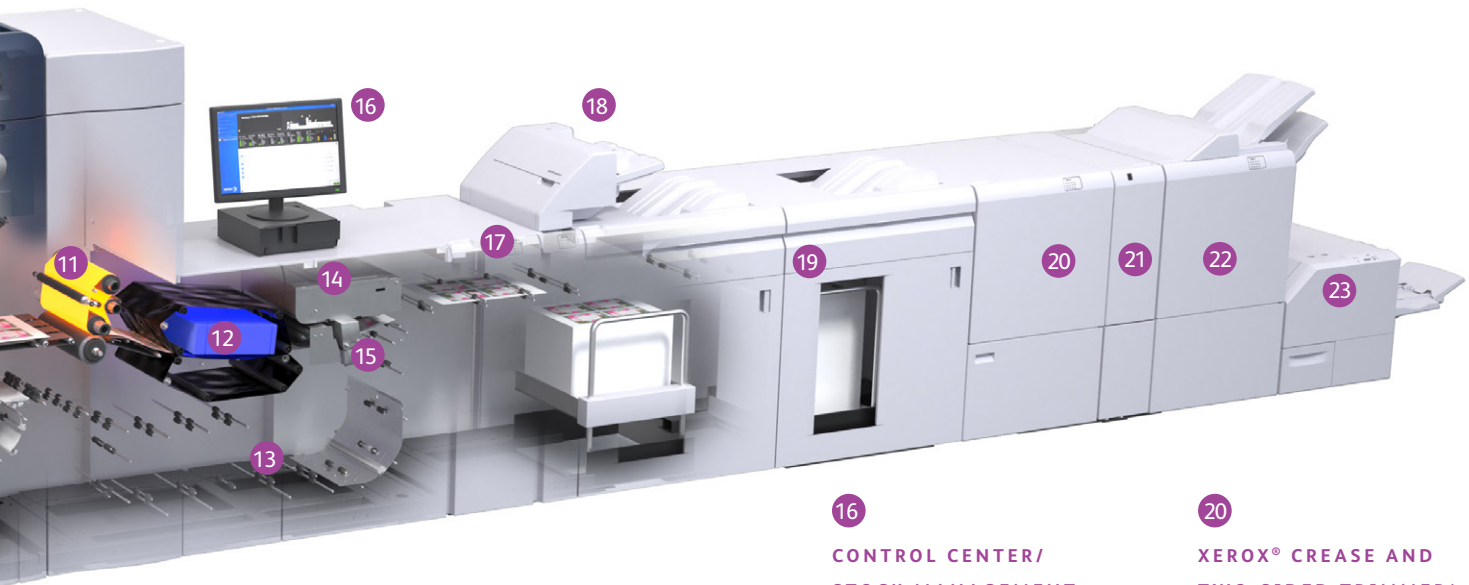
Enables continuous closed-loop monitoring of color patches and registration targets on the Intermediate Transfer Belt. Any needed quality adjustments are made immediately and automatically.

*Optional components



SEE THE PRESS COME TO LIFE WITH AUGMENTED REALITY!

Go to your App Store (iOS or Android).
Search for “Solimar Systems,” then tap the link. Install and open the app.
Select “Scan” and focus the camera on the center of the press illustration below.



9 PAPER ALIGNMENT

Ensures precise +/-0.5 mm front-to-back registration at rated speed with advanced center registration technology that automatically adjusts for paper size and weight.

10 INTERMEDIATE BELT TRANSFER

Supports greater print speed and reliability across a wide range of media and applications.

11 BELT ROLL FUSER

Rapidly transfers energy more efficiently using a silicon-coated Teflon belt that fuses a wide range of stocks up to 400 gsm at rated speed.

12 COOLING MODULE

Cools prints for optimum finishing and stacking.

13 AUTO SHEET CLEARING

Provides simple, efficient, and virtually hands-free jam recovery.

14 FULL WIDTH ARRAY WITH ACQS

Ensures quick, accurate color reproduction and boosts your productivity by automating key calibration, profiling, and alignment tasks using an inline scanner with RGB sensors.

Some of these automatic adjustments can be batched together and scheduled at the start of a shift or before essential jobs using the EZ Press Check function.

15 DECURLING UNIT

Delivers flat sheets optimized by media type using belt and roller technology for productive inline and offline finishing.

16 CONTROL CENTER/ STOCK MANAGEMENT

Enables simple media setup, stock management, and press operations. Operators have quick and easy access to automation features that keep the press running optimally.

17 INTERFACE DECURLER MODULE*

Provides a gateway to a wide variety of finishing alternatives.

18 XEROX® INSERTER*

Further extends pick point options with an additional tray, maximizing flexibility for complex jobs using specialty or pre-printed media.

19 XEROX® DUAL HIGH CAPACITY STACKERS*

Provides production stacking capabilities (available in single and dual combinations) for standard sheet sizes. Extra Long Sheets may be output to the top tray. Up to two removable carts add unload-while-run capability.

20 XEROX® CREASE AND TWO-SIDED TRIMMER*

Creates a professional high-quality look and feel with added durability for documents that get repeated use. Programmable for up to five customized creases.

21 C/Z FOLDER*

Produces professionally folded pages for flexibility in finished output.

22 PRODUCTION READY (PR) BOOKLET MAKER FINISHER*

Produces stapled sets of up to 30 sheets with one or two staples at variable positions.

23 XEROX® SQUAREFOLD® TRIMMER MODULE*

Provides higher-value finished documents with full-bleed trim and square fold spines.

Take on new opportunities with confidence.

This press is built to run. Four, five, and six colors. A rainbow of iridescent palettes. Mixed media. Heavy stock. Extra Long Sheets up to 47.2" (1.2 m). High-value inline finishing. Iridesse™ is synonymous with new capabilities and new levels of production confidence.

We make it easy to add the “wow” in a number of ways...

MORE COMPLEX

Designer

CREATE VIRTUALLY LIMITLESS SPECIALTY POSSIBILITIES

Work directly with Adobe® Creative Suite source files to apply any Specialty Dry Ink.



Design with CMYK+ any Iridesse Specialty Dry Ink(s) for optimal color flexibility

PROCESS FOR ADDING METALLICS TO DESIGN

Color-Logic® Process Metallic Color System™

USE PRE-DEFINED METALLIC SWATCHES AND EFFECTS

Use Silver underlay with a set of Adobe® Creative Suite plug-ins and 250 color swatches.



Enhance CMYK...

With specialty metallic palettes and effects

Xerox® FreeFlow® Core

AUTOMATE THE CONVERSION OF CMYK TO SPECIALTY EFFECTS

No designer? No problem! Use a menu of simple workflows to map CMYK elements to Gold, Silver, Metallic Hues, or White.



Convert CMYK...

To specialty color

EASY

Xerox® EX-P 6 Print Server

ADD A LAYER OF SPECIALTY COLOR TO CMYK

Up-value existing CMYK jobs with layers of Gold, Silver, White, or Clear with job editing and visual references.



Layer CMYK...

With specialty color

VISUAL EFFECT POSSIBLE

BASIC

STUNNING

Reduce the time it takes to achieve and maintain quality color.

Just as important as the “wow” is the “how.” Iridesse™ delivers all of its capabilities with superior production advantages, so you can produce higher value work easily.

DELIVER ON DEMANDING QUALITY REQUESTS, FAST

Clients expect consistently outstanding quality, and the Xerox-exclusive built-in Full Width Array scanner delivers. Automatic routines complete otherwise manual, time-consuming tasks in minutes. The Full Width Array scans diagnostic test pages at an operator’s request, inspecting for proper image alignment, second bias transfer, and lead-edge/trail-edge to inboard-to-outboard density variations.

PUT MORE TIME BACK IN EACH SHIFT

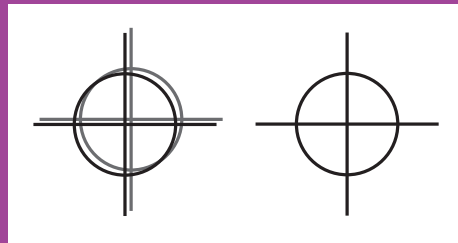
To further automate production, the EZ Press Check function can be used. This batches key operations to run automatically at the start of each shift or before color critical jobs, ensuring pages are “sale ready” the first time. Running these functions together reduces setup time from 20-30 minutes to under 10 minutes.



Automated quality control with extended Full Width Array functions deliver approval-ready prints in minutes.

BEFORE

AFTER



Auto Alignment Adjustment: Front-side to back-side image-on-paper registration.



Auto Density Uniformity Adjustment: Lead-to-trail edge and inboard-to-outboard density uniformity.

MAINTAIN STABLE, ACCURATE COLOR

The color settings on any xerographic press naturally drift over time, which is why Xerox developed the Automated Color Quality Suite (ACQS). ACQS automates the printing and measuring of calibration charts and then makes precise adjustments to color tables based on the results. Operators only need to start the procedure at the print server and then accept the results after the corrections are automatically performed, minimizing time and effort spent on otherwise manual tasks.

Colors need to be **Stable** — the same day after day



= **Calibration**

Colors need to be **Accurate** — the right colors



= **Profiling**

When it comes to digital print, it's time to think bigger and brighter.

With the ability to run sheets that are up to 47.2" (1.2 m) long in up to six colors – including combinations of Gold, Silver, White, and Clear – Iridesse™ is the perfect marriage of creative desires with new print capabilities.



KEEP EVEN THE MOST COMPLEX JOBS MOVING EASILY

Mixed Media Xceleration capabilities ensure superior performance for mixed or specialty stock jobs up to 400 gsm. The press's paper path is specially designed to move even the heaviest of media rapidly through the registration, imaging and fusing subsystems.

The press can combine multiple stocks into jobs imaged with up to six colors, so you can offer high-value complexity with supreme confidence and productively manage your operation.

LIBERATE MORE BRILLIANT DESIGN EXPRESSION

Imagine unleashing the power of digital print on black stocks, transparent clings, metallic, craft, and richly hued stocks, along with synthetics and polys. With Iridesse, these brilliant design expressions are today's reality.

Move past conventional digital stock sizes to bigger, more brilliant opportunities.

Auto-duplex up to 28.7" (729 mm)

8.5" x 11" (A4)

13" x 47.2" (330 mm x 1.2 m)

When you run Extra Long Sheets on the Iridesse™ Production Press, you can quite literally extend your production potential.

Extra Long Sheets can be run in weights up to 400 gsm and can be automatically duplexed in lengths up to 28.7" (729 mm).

Give each job a brilliant finish.

Move manual, offline finishing processes to an automated, efficient, end-to-end production line.

PRODUCE FULL-BLEED, PROFESSIONALLY TRIMMED AND CREASED BOOKLETS

When used together, the Xerox® Crease and Two-sided Trimmer, Production Ready (PR) Booklet Maker Finisher, and Xerox® SquareFold® Trimmer Modules turn your Iridesse™ Production Press into a high-end document finishing powerhouse.

Unleash the full potential of Iridesse™ by integrating stocks up to 350 gsm into durable, full-bleed, high-value booklets.



1 Xerox® Crease and Two-sided Trimmer: Allows booklets of up to 30 sheets to be professionally creased and folded inline using a trim crease – a complex fold that prohibits cracking. Up to five creases – standard or customizable – may be run per job, which automates and simplifies otherwise manual tasks.

2 Production Ready (PR) Booklet Maker Finisher: Produces stapled sets of up to 30 sheets with one or two staples at variable positions. Ideal for booklets and manuals that need efficient, productive finishing.

3 Xerox® SquareFold® Trimmer Module: Enhances the power of your finishing line with highly desired features such as square-fold spines and face trimming, producing higher-value brochures and booklets.

TRI-FOLD BROCHURES

Fold to letter/
A4 size



POCKET FOLDERS

Hold full-size
collateral packages



FLIERS/ MENUS

Longer accordion/
gate/roll fold jobs



DUST JACKETS

Cover larger-format
books with spines



PLUS BANNERS, GIFT PACKAGING AND MORE...



Brilliance in action.

The Xerox® Iridesse™ Production Press with award-winning Color FLX Technology lets you do more with 4, 5, and 6 colors on a page than any other xerographic system on the market. Combined with state-of-the-art automation, a wide range of productivity enhancing features and finishing options, and image quality that raises the bar on what digital presses can achieve, it has received rave industry and customer reviews from day one:

“I’ve tasked our designer with focusing 100 percent on developing design concepts with the metallic and clear dry inks.

That’s all I want her to think about.”

Marty Miller, President and Owner
Supply Concepts Inc.
St. Louis, Missouri

“I’ve been in printing for 30 years, and I haven’t seen a digital machine produce the kind of results we’re getting on Iridesse™. We put every stock we could find through it – colored, black, uncoated, rustic, gloss, 400 gram bamboo – everything.

The ink coverage is just fantastic, and the print quality is as close as it’s going to get to litho.”

Glen Robins, Sales Director
Instant Print West One
West London, UK

Print enhancement is becoming an important product differentiator and enabler for application expansion and more offset page transfer.

Keypoint Intelligence-InfoTrends,
“Beyond CMYK: The Use of Special Effects in Digital Printing,” 2016

2018 InterTech Technology Award Winner

Color FLX Technology’s breakthrough innovation has been recognized with the print industry’s prestigious InterTech Technology Award. The awards – managed by the largest graphic arts trade association, Printing Industries of America (PIA) – honor technologies that are transforming the graphic communications space. The judges recognized Iridesse™ for innovative engineering and being able to do things – like lay down up to 6 colors in a single pass – that no other digital production press can do.



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