Frequently Asked Questions

Xerox® Adaptive CMYK+ Kit for Xerox® Versant® Presses

Specialty printing is one of the fastest-growing digital segments, opening up expanded possibilities for designers, printers, and print buyers.[1]

Not to be confused with technologies that allow you to add a single additional color along with CMYK, your new power to add punch to virtually any application comes in the form of two self-contained, swappable multi-toner kits.

The Xerox® Vivid Toner Kit delivers four specialty colors: White, Gold, Silver, and Clear. The Xerox® Fluorescent Toner Kit adds impact with Fluorescent Cyan, Fluorescent Magenta, Fluorescent Yellow, and Black.

This document provides detailed answers to many of the questions print providers are likely to ask regarding this groundbreaking—and exclusive—Xerox offering.

WHAT IS XEROX® ADAPTIVE CMYK+ KIT OFFERING FOR VERSANT?

Two optional accessory kits for the Xerox® Versant® 180, allowing users to swap out the standard CMYK toners with either a Xerox® Vivid Toner Kit for Gold, Silver, White, and Clear Specialty Toners; or a Xerox® Fluorescent Toner Kit with Fluorescent CMY Specialty Toners. Adaptive CMYK+ technology is not an extra 5th toner housing as in other Xerox® Presses, but a unique Xerox capability leveraging patented toners and drop-in/pull-out drawers to quickly convert and adapt a standard Versant to run unique toners. Think of it in terms of Remove, Replace, and Reinvent. In about ten minutes the operator adapts the system and settings, no toner purge required, then prints with Versant quality and productivity – but in specialty toner colors.

WHICH VERSANT MODELS DOES THE ADAPTIVE CMYK+ KIT WORK WITH?

Any new Versant 180, or an installed Versant 180 that has an EFI DFE running FS 200 or higher software. The Adaptive CMYK+ Kit works with both the Versant 180 base model (External and Internal EFI DFE), and the Performance Package. For customers with a Xerox® FreeFlow® Print Server, or any model Versant 80, Versant 2100 or Versant 3100, it will not work. A Versant 180 and an EFI DFE is required.

CAN I USE ONE KIT ON MULTIPLE VERSANT 180s?

No. The Adaptive CMYK+ Kit is installed on a single Versant, and cannot be transferred to another serial-numbered Versant. Adaptive modifications are made to the press and DFE by a service tech to accommodate this technology and make it easy for the customer to swap out toner kits.

xerox™

HOW DOES IT WORK?

Think of it like this (once the Versant has been modified): Remove, Replace, and Reinvent. To swap out the Adaptive CMYK+ Kit, roll up the provided cart and start by removing the CMYK toner and drums. The operator then simply replaces with the Adaptive kit components – no tools required. Restart the system to reinvent the press's ability to print with White, Gold, Silver, or Clear; or in Fluorescent CMY depending on which kit is installed. The changeover from kit to kit takes about ten minutes. You can see a YouTube video of the user toner swapping here.

Remove.   Replace.   Reinvent.

HOW MANY KITS ARE AVAILABLE?

Three kits, a choice of Vivid Kit (W, G, S, C) or the Fluorescent Kit (FC, FM, FY) – or the combination Vivid + Fluorescent Kit, which is the best value to access Versant's 11-colors capability (1-White, 2-Gold, 3-Silver, 4-Clear, 5-Fluorescent Cyan, 6- Fluorescent Magenta, 7- Fluorescent Yellow; then include the Standard 8-Cyan, 9-Magenta, 10-Yellow, and 11-Black).

Together, your customers have access to 11 toner colors that can be used to create a million possibilities.

WHAT DO YOU DO WITH THE OTHER TONERS?

Included with the Adaptive CMYK+ Kit purchase is a cart for convenient storage of the Adaptive components. This cart is on wheels so you can roll it away to store the components not in use. All you need is one cart, even if you have both the Vivid and Fluorescent Kits. All the components fit in the single cart.

HOW IS THE VERSANT CONVERTED TO RUN ADAPTIVE CMYK+ KIT?

The Versant 180 needs a one-time Adaptive modification by service to utilize the Adaptive CMYK+ Kit toners and technology. This Adaptive modification allows operators to easily swap between toner kits without the use of tools. The cost of this equipment and the one-time Adaptive installation are included in the price of the Adaptive CMYK+ Kit. The modification can be done onsite during install or prior to delivery of a new Versant 180 (varies by sales channel). Updating a Versant includes hardware modifications to the press. After modification, it takes about ten minutes to swap between CMYK, Adaptive, or Fluorescent kits without any tools.

IS ADDITIONAL SOFTWARE REQUIRED?

No. But we do recommend Xerox® FreeFlow® Core software with its easy-to-use FreeFlow Core Accelerator for PrimeLink and Versant. The Accelerator makes adding high-value embellishments to any document drag-and-drop simple, day one and beyond. No designer or advanced training required.

WHEN A CUSTOMER PURCHASES A KIT, WHAT IS INCLUDED?

Included in the price is the onetime Adaptive modification by a service tech at the customer's location, or with a new Versant 180 configured to run Adaptive (varies by sales channel). Included is a cart for component storage. The cart is on rollers and accommodates both the Vivid and Fluorescent kits. Other elements include a connector drawer that enables the operator to do the quick swap without tools, as well as developer and the appropriate Adaptive CMYK+ starter toners.

DOES ADDING AN ADAPTIVE KIT CHANGE THE SPECS OF THE VERSANT?

Everything you know and love about Versant still works as usual. From 10-bit image processing to rated-speed performance. You can even use copy mode with the Adaptive CMYK+ Kit. You can still run envelopes, XLS, and all Versant features and finishing options are supported.

HOW IS THE VERSANT SELLING?

There's no doubt that the family of Versant presses is one of our hottest products. Since its launch just a few years ago, Xerox has sold more than 30,000 Versant presses—and that doesn't include those sold in Fuji Xerox territories. That averages out to a Versant Press sold or installed—somewhere in the world— about every 90 minutes. Our calculation for that includes 365 days a year, 24 hours a day, including weekends and holidays. No tricks, no fancy math. That's a lot of revenue, equating to a huge opportunity for profit and sales goal achievement.

Together, those Versant Presses if fired-up could print up to 100 million pages a day. Imagine the value of those numbers as a revenue stream for toner, paper, and other consumables.

WHAT IS THE COMPETITIVE ENVIRONMENT AND OUR XEROX ADVANTAGES?

As you know, robust price competitiveness from Canon, Ricoh, and Konica Minolta are givens in this market space. Versant is a strong leader, typically battling KM for market share. Neither KM nor Canon offer specialty toner/inks. Versant's Adaptive CMYK+ Kit provides new leadership against KM, and counters Ricoh's limited specialty toner offering.

Ricoh offers an optional fifth housing where one color beyond CMYK (Pink, Yellow, Clear, White), can be added one at time. Swapping one specialty toner requires about an hour, where Versant can switch between standard, Vivid, or Fluorescent full color sets in about ten minutes for each swap. Ricoh (Canon or KM) does not offer Gold or Silver. We created a Sales Job Aid facing off the Versant Adaptive vs. the Ricoh, available on SMART Centre Global.

Xerox delivers the industry's first drop-in/out Vivid or Fluorescent toner sets (11 different toners when you include the base CMYK set); no other vendor provides this level of customer swappable CMYK+ technology.

The Xerox® Versant solution provides a competitive advantage with a rapid ROI, even faster ROI when added to an existing installed Versant 180.

When it comes to Fluorescent, no other vendor offers a full set of Fluorescent colors— allowing Xerox to produce any fluorescent color vs. just Pink on Ricoh. Blending three colors of fluorescent, as well as full Fluorescent process printing is a unique offering in the digital print industry.

WHY THE VERSANT ADAPTIVE CMYK+ KIT?

Versant delivers with multiple configurations; it's a future-proof addition to any print operation. It gets even better with the Adaptive CMYK+ Kit —whether customers are just getting started with digital or looking to enhance their digital capabilities.

The Versant offers sought-after features, including advanced automation, high resolution printing, and printing on a wide variety of media types. The Versant is also notable for its accurate front-to-back registration, and its high productivity – even on jobs involving more than one type of stock.

Automation – automated color calibration, image quality controls, and registration combine, resulting in productivity and cost savings without sacrificing quality, control, or capabilities.

Ultra HD – four times more RIP resolution. Combines with low-melt EA Toner for an offset-like finish on a digital press.

Registration – Versant 180 praised for consistent front-to-back registration – earning a BLI 5-star rating in this category.

Wide Media Latitude (including envelopes) – wide range of media to maximize job types with the ability to run envelopes, 26-inch banners, polyesters/synthetics, textured, colored, and custom media.

Mixed Media Productivity – more productive than the competition when printing coated and uncoated stocks and mixed media in a single job.

HOW IS ADAPTIVE CMYK+ CHARGED TO THE CUSTOMER?

Customers purchase either the Vivid, Fluorescent, or the Vivid and Fluorescent kits. The Adaptive CMYK+ toners are then sold/reordered only on a "sold toner" basis. A starter-size toner set is shipped with the first install kit. The customer pays whatever their plan/size "click charge" is for a page, plus their cost for the specialty toners. We recommend ordering an additional set of toners to supplement the starter toners shipped with the initial kit. See the CED for Versant Adaptive CMYK+ Kit for toner yields and order numbers. The Adaptive CMYK+ Profit Estimator tool can also help a customer understand toner use and costing of an Adaptive CMYK+ print.

WHAT ABOUT CALIBRATION?

Specialty toners do not use a calibration or color profile, so don't calibrate with Vivid or Fluorescent toner targets or specialty color toners. Calibration and profiling is done in process color CMYK mode only. If CMYK color accuracy is critical, calibration and profiling should be done after swapping out the specialty toner set.

CAN YOU BLEND FLUORESCENT TONERS TO CREATE UNIQUE HUES BEYOND 100% SPOT?

Yes. Think of the Fluorescent Kit as capable of printing CMYK process—but in fluorescent toners. You can even print files designed for standard CMYK with the Fluorescent Kit to achieve eye-popping fluorescent outcomes. It is recommended to avoid "rich black" (K+CMY) because it degrades contrast—use pure Black (K) instead. Pantone matching and color management should not be expected with the Fluorescent Kit. Please see the Customer Expectations and Considerations for Versant 180 Presses Customer Installation and Planning Guide.

WHERE CAN I GET INFORMATION ON TONER YIELDS, SUPPLIES REORDERING, CONSIDERATIONS ON DESIGN, AND SWAPPING COLOR SETS?

The CED for Versant Adaptive CMYK+ Kit is located on SMART Centre on the Versant 180 page, in the Adaptive CMYK+ tab.

HOW CAN A CUSTOMER DETERMINE TONER USAGE, OR KNOW WHAT TO CHARGE WHEN SELLING ADAPTIVE CMYK+ PRINTS?

As part of your sales resources, you will have the ability to send the customer a link for an on-line tool designed to assist with the economic evaluation of Adaptive CMYK+ print jobs. Features of this Adaptive CMYK+ Profit Estimator tool are intended as a pre-sale evaluator to better understand the economic view of CMYK+ printing. Also, as a post-sale your customer can use this for the economic evaluation of job types. It includes a carousel of popular CMYK+ job demographics, the ability to estimate the economics of jobs based on size, area coverages, and toner colors used in printing.

WHAT IS THE CUSTOMER VALUE PROPOSITION FOR ADDING THE ADAPTIVE CMYK+ KIT?

They can grow print revenues (pages printed) without breaking the bank, or taking on too much risk — unlocking new, inspiring, high-value print opportunities, and reaching new, lucrative markets without sacrificing the benefits of Versant printing with an affordable entry point into high-value print enhancements. Because they can charge up to 80% more for CMYK+ output, they will create new profit potential from their existing Versant investment.

The Adaptive CMYK+ Kit is the stuff of imagination. It's a driving force in the marketplace that can help Versant customers grow faster and get noticed. They can go beyond color, bringing print to life with glittering Gold, stunning Silvers, vibrant Fluorescent, and versatile White and Clear toners.

WHY WOULD I WANT TO SELL THIS OFFERING?

- It is easy to sell, and your customers look to you for additional capabilities in an affordable and flexible solution.

- The ability to right-size CMYK+ by bringing it to the proven Versant platform allows you to add incremental revenue to new Versant sales or go back to your Versant 180 installs and sell them this kit.

- It's an opportunity to leverage your hard-to-churn older competitive and Xerox machines in your territory with a new Beyond CMYK alternative and set yourself apart as both KM and Canon do not offer specialty toner/inks.

Versant's Adaptive CMYK+ Kit provides new leadership against KM, and counters Ricoh's limited specialty toner offering. Xerox delivers the industry's first drop-in/out toner sets (for up to 11 different toners).

No other vendor provides this level of customer swappable technology. This easy-to-sell Versant solution provides a competitive advantage with a rapid ROI for customers, even faster ROI when adding to an installed Versant 180.

CAN I GET A CUSTOMER'S FILE PRINTED ON AN ADAPTIVE CMYK+ KIT-EQUIPPED VERSANT TO CLOSE THE SALE?

Yes. Xerox® File Test supports presale customer file testing for all sales channels and all geographies for Versant. This now also includes Adaptive CMYK+ printing. For information on how to submit a request, please contact Julie Rivers at +1 585.427.5885 or Julie.Rivers@xerox.com.

WHAT SALES AND ANALYST TRAINING IS AVAILABLE?

The way to become an expert in Adaptive CMYK+ is to take these fast-paced trainings created just for you. Access them via Learning@Xerox.

- CMYKPL3S (Sales): Xerox Adaptive CMYK+ Kit for Versant

- CMYKPL3A (Analysts): Xerox Adaptive CMYK+ Kit for Versant

- BEYCMYK: Leading Beyond CMYK with the Xerox® Product Portfolio

In addition to these eLearning courses and corresponding Job Aids, Under the Hood videos are available summarizing the capabilities and benefits of both the Vivid and Fluorescent toner sets. Under the Hood videos can be found on the Versant 180 XStream Video Channel: https://xerox.ravnur.com/employee/group/20607.aspx

WHAT CUSTOMER/EDUCATION IS AVAILABLE?

The customer's ability to utilize Adaptive features are the keys to their future success. We have created for customers a series of "How To" videos, Graphic Design and File Preparation Guidelines specific to Adaptive CMYK+ on Versant. Traditional Instructor Guide/Participant Guide, Customer Practice Print Jobs, and toner set swapping video is also available to educate press operators. Visit the Versant 180 page on SMART Centre Global for these valuable customer resources.

WHAT MARKETING SALES RESOURCES ARE AVAILABLE?

A Customer Sell Sheet, Scripted Customer Presentation, Versant print samples via the MAPs ordering process, the Product Explorer Versant site updated with Adaptive CMYK+, a CED for Versant Adaptive CMYK+, a landing page on Xerox.com for The Adaptive CMYK+ Kit, the on-line Adaptive CMYK+ Profit Estimator Tool, a press release, social media posts, and corporate marketing support with Beyond CMYK videos, customer communications, and industry publications. Always use SMART Centre Global, Partner Portal, or Showpad to find these Versant sales resources and much more.

Direct your customers to **https://www.xerox.com/Versant**