

BETTER TOGETHER

Dupli

Achieve More With Print

Offset

Screen Print

Digital Iridesse

HF Inkjet

High Volume & Short Run
Print On Demand

Promoting Human
Connections

Gold, Silver, White, or Clear

Relevant

Speed to Market
Results Oriented

More Personal
Direct Mail

This is in
our wheelhouse

Variable Color

Ease of
Doing Business
with Dupli

Unique
Eye Catching





Sappi McCoy® Silk 130 lb. Cover

Achieve More With Print

Like song and dance, some things are simply better together.

Dupli has brought four printing technologies together under one roof to offer all the printing options required to drive more sales your way.

Introducing Two New Production Presses that will add nicely to our existing offset, traditional digital and screen print capabilities.....

The Digital Xerox Iridesse Production Press brings a stunning “wow” factor to traditional digital print. With this press, CMYK imagery can be combined with specialty inks in a single pass—Gold, Silver, White, or Clear—all without sacrificing the cost and the quick turnaround benefits of digital print.

The Xerox Baltoro HF Ink Jet Press is a new solution in inkjet printing that offers you speed to market, variable color and high quality print opening the door to new applications in direct mail, catalogue printing, envelope printing and more.

But what does this all do for you?

In Dupli you have a partner that can bring you all the latest print technologies to build customer connections and drive business growth.

So just like...peanut butter and jelly...s'mores and campfires...and song and dance, the combination of all the print technologies Dupli can offer to you is simply better together.

This book will help you understand the individual capabilities of modern digital and inkjet technologies in action!



GLD



Sappi McCoy® Gloss 80 lb. Cover

UNDERLAY

OVERLAY

GLITTERY

Flecks of real metal are embedded in Xerox® Specialty Gold Dry Ink to create eye-catching sparkle and shine. Use Gold Dry Ink to grab the light and draw valuable attention to your printed designs.

Spots and Floods

Amp up graphics and logos with a hit of spot Gold or turn low-cost plain white paper into dazzling “wow” sheets with a flood of Gold Dry Ink.

Photo Enhancements

Merge a layer of Gold Dry Ink with photographic images to add depth, sparkle, and intrigue—or to highlight specific imagery content.



GOLD

Metallic Colors

Create a rainbow of custom metallic colors or use our pre-defined swatches. Either way, it's like being able to specify a full spot color swatchbook in a single run.

Mix Enhancements

Iridesse lets you run more than one specialty enhancement at the same time, with spot-on registration. Gold+Clear, Gold+Silver, Gold+White. You choose!

GLD



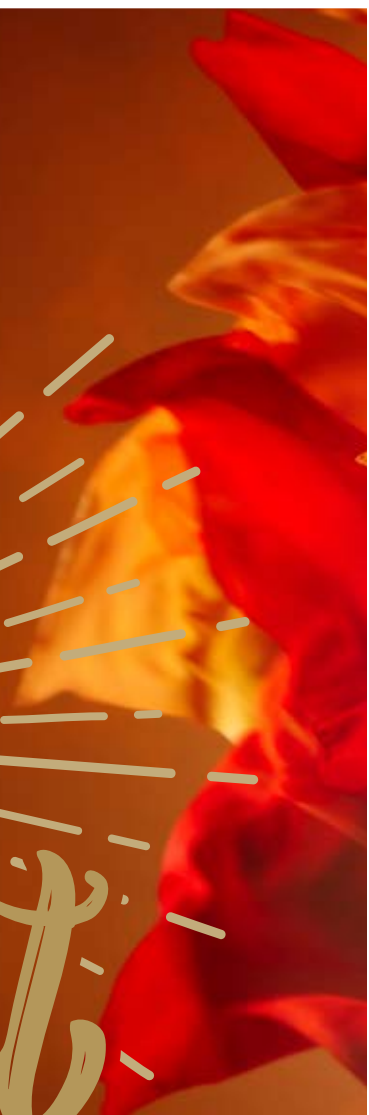
N/A

Sappi McCoy® Gloss 80 lb. Cover

UNDERLAY

OVERLAY

*dare
to be
different*







Sappi McCoy® Gloss 80 lb. Cover

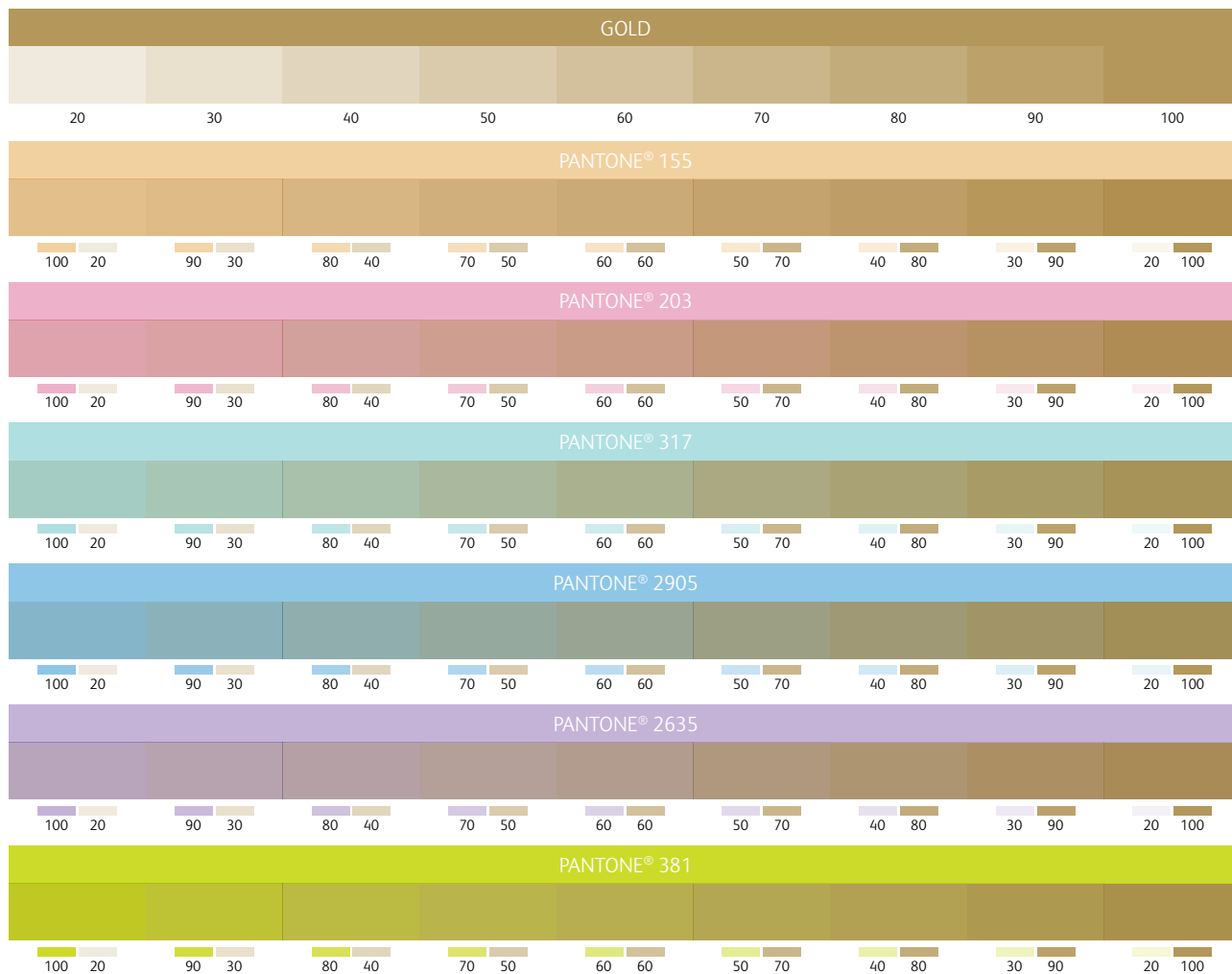


celestial

B E A U T Y
+ S P A

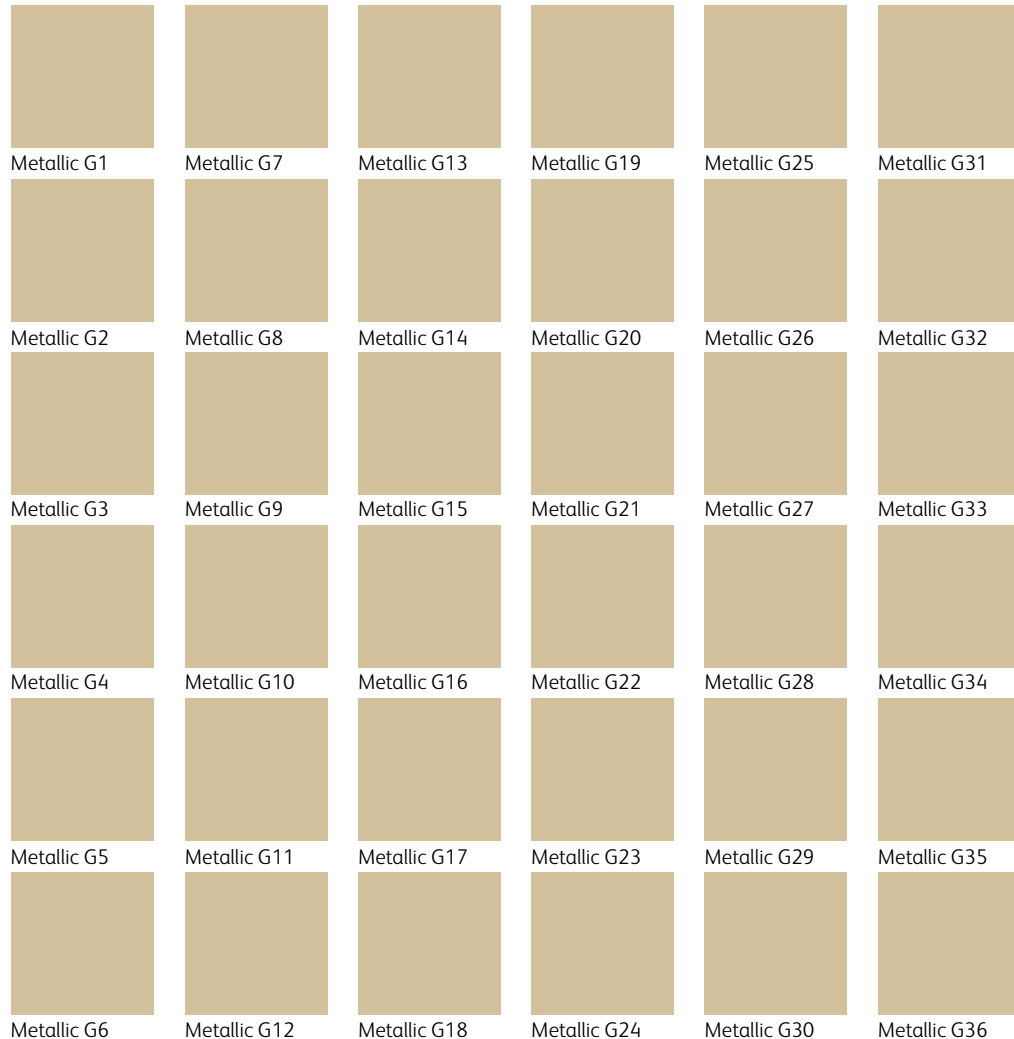
Mix your own custom Gold-based colors

Custom metallic colors are created by multiplying CMYK tints over a metallic underlay. The chart below shows what happens when you mix varying percentages of both CMYK and Gold. Use this as a guide when creating custom colors; be sure to proof on your desired stock before a final run.



Specify pre-defined Gold-based metallic colors

The swatches on the following pages can be loaded into Adobe® InDesign® to help you add metallic color to your designs more easily. Reference these pages for expected results or ask your print provider to reproduce this swatch set on your desired stock.



WARMER HUES

Sappi McCoy® Gloss 80 lb. Cover



Metallic G1	Metallic G37	Metallic G73	Metallic G109	Metallic G145	Metallic G181
Metallic G2	Metallic G38	Metallic G74	Metallic G110	Metallic G146	Metallic G182
Metallic G3	Metallic G39	Metallic G75	Metallic G111	Metallic G147	Metallic G183
Metallic G4	Metallic G40	Metallic G76	Metallic G112	Metallic G148	Metallic G184
Metallic G5	Metallic G41	Metallic G77	Metallic G113	Metallic G149	Metallic G185
Metallic G6	Metallic G42	Metallic G78	Metallic G114	Metallic G150	Metallic G186

COOLER HUES

SILVER

Flecks of real metal are embedded in Xerox® Specialty Silver Dry Ink to create eye-catching sparkle and shine. Use Silver Dry Ink to grab the light and draw valuable attention to your printed designs.

Spots and Floods

Amp up graphics and logos with a hit of spot Silver or turn low-cost plain white paper into dazzling “wow” sheets with a flood of Silver Dry Ink.

Photo Enhancements

Merge a layer of Silver Dry Ink with photographic images to add depth, sparkle, and intrigue—or to highlight specific imagery content.



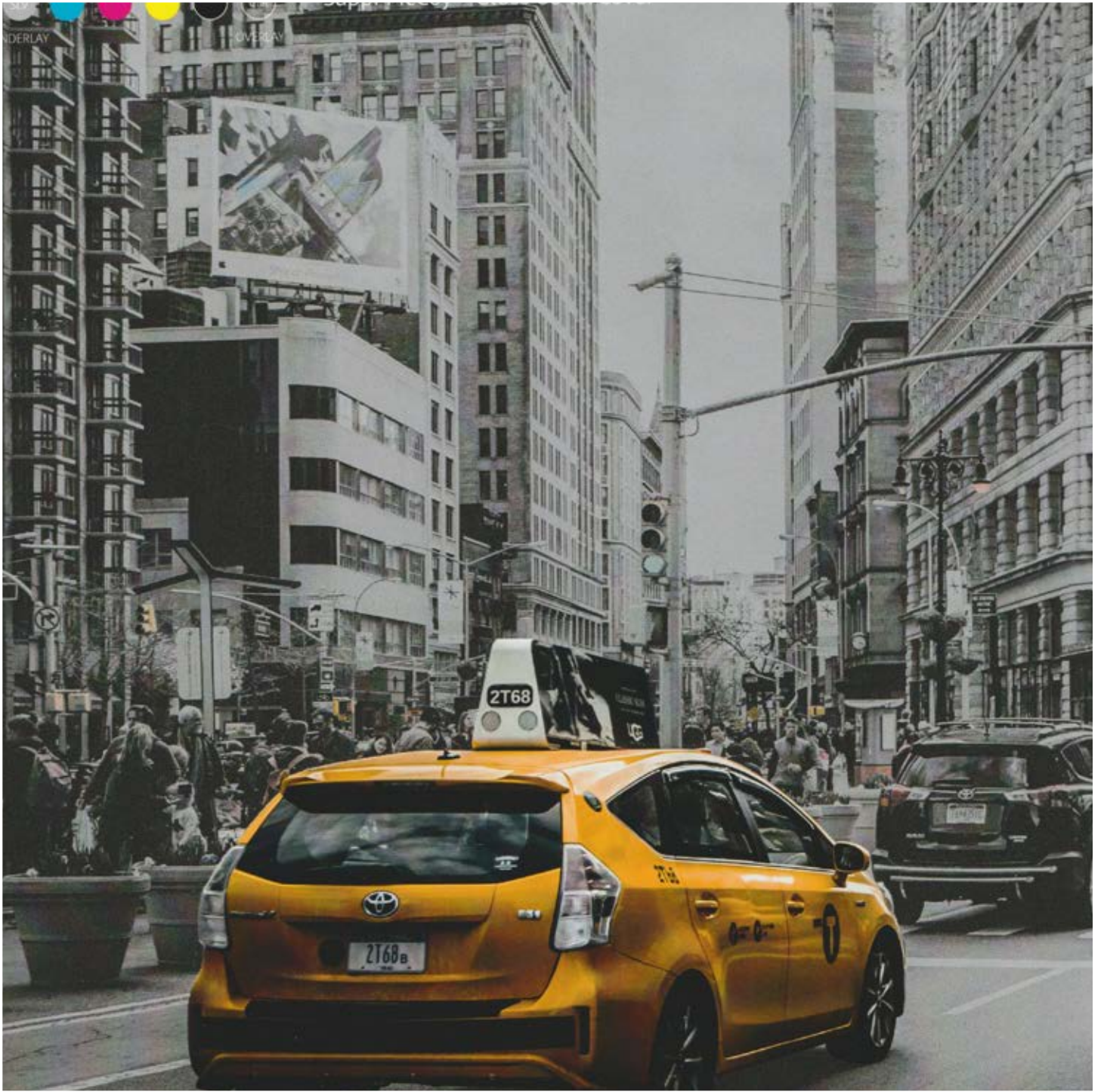
sparkle

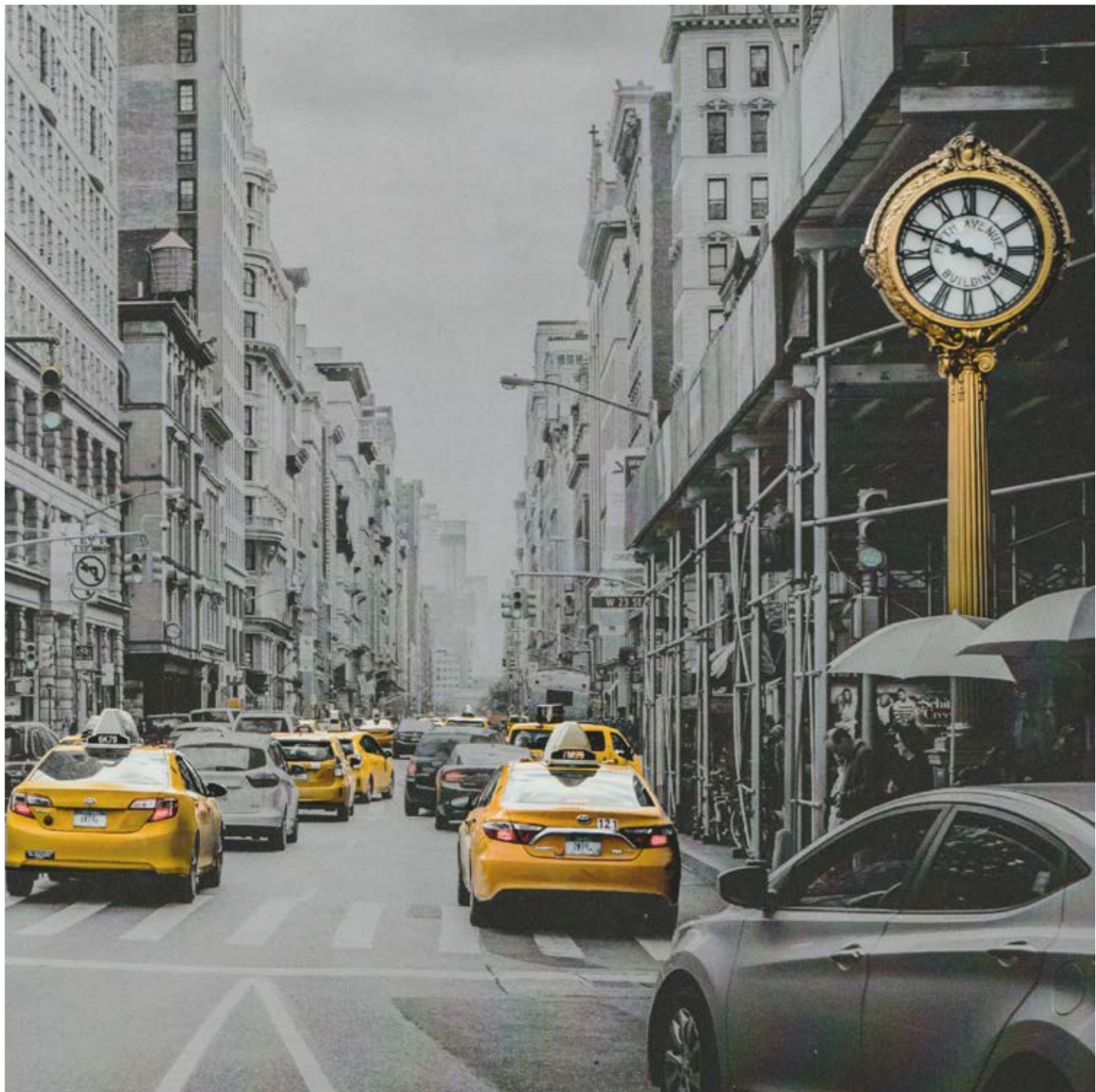
Metallic Colors

Create a rainbow of custom metallic colors or use our pre-defined swatches. Either way, it's like being able to specify a full spot color swatchbook in a single run.

Mix Enhancements

Iridesse lets you run more than one specialty enhancement at the same time, with spot-on registration. Silver+Clear, Silver+Gold, Silver+White. You choose!





SLV



UNDERLAY

OVERLAY

Sappi McCoy® Gloss 80 lb. Cover

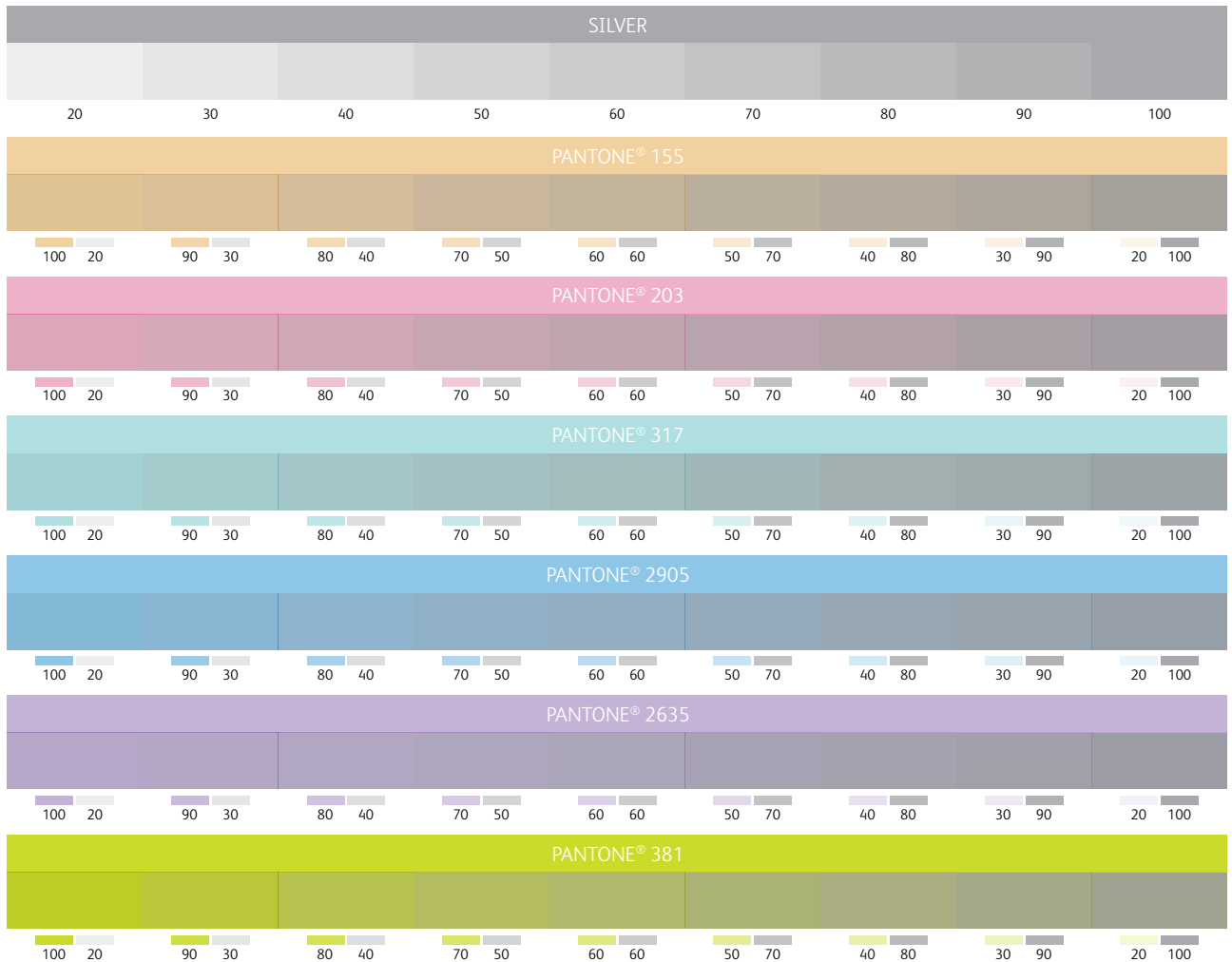
Spectacular
**HOLIDAY
SALE**

**BUY ONE GET ONE
50% OFF**



Mix your own custom Silver-based colors

Custom metallic colors are created by multiplying CMYK tints over a metallic underlay. The chart below shows what happens when you mix varying percentages of both CMYK and Silver. Use this as a guide when creating custom colors; be sure to proof on your desired stock before a final run.



Specify pre-defined Silver-based metallic colors

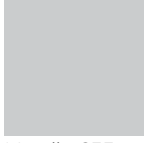
The swatches on the following pages can be loaded into Adobe® InDesign® to help you add metallic color to your designs more easily. Reference these pages for expected results or ask your print provider to reproduce this swatch set on your desired stock.



WARMER HUES

Sappi McCoy® Gloss 80 lb. Cover



					
Metallic S1	Metallic S37	Metallic S73	Metallic S109	Metallic S145	Metallic S181
					
Metallic S2	Metallic S38	Metallic S74	Metallic S110	Metallic S146	Metallic S182
					
Metallic S3	Metallic S39	Metallic S75	Metallic S111	Metallic S147	Metallic S183
					
Metallic S4	Metallic S40	Metallic S76	Metallic S112	Metallic S148	Metallic S184
					
Metallic S5	Metallic S41	Metallic S77	Metallic S113	Metallic S149	Metallic S185
					
Metallic S6	Metallic S42	Metallic S78	Metallic S114	Metallic S150	Metallic S186

COOLER HUES

N/A

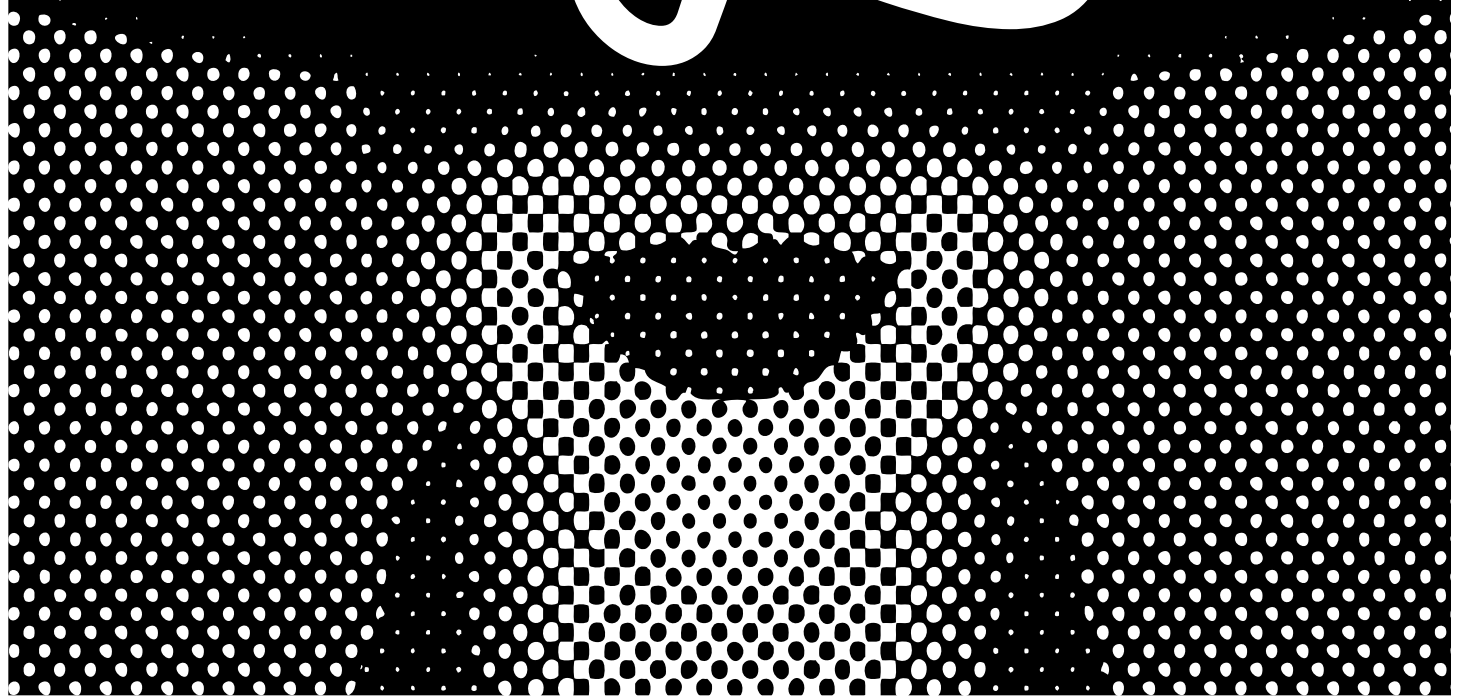


N/A

UNDERLAY

OVERLAY

bright



Whites

White is essential to any designer's palette—and now you have access to it even when designing for production on colored stocks.

Spots and Floods

White can be used on its own to create stunning spot designs or as a flood under CMYK images so they print as intended on colored or specialty stocks.

One or Two Hits

White can be applied in either one or two hits, giving you the flexibility to create differing levels of opacity and brightness.

Mix Enhancements

Iridesse lets you run more than one specialty enhancement at the same time, with spot-on registration. You may choose:

White+Clear.

White+Silver.

White+Gold.

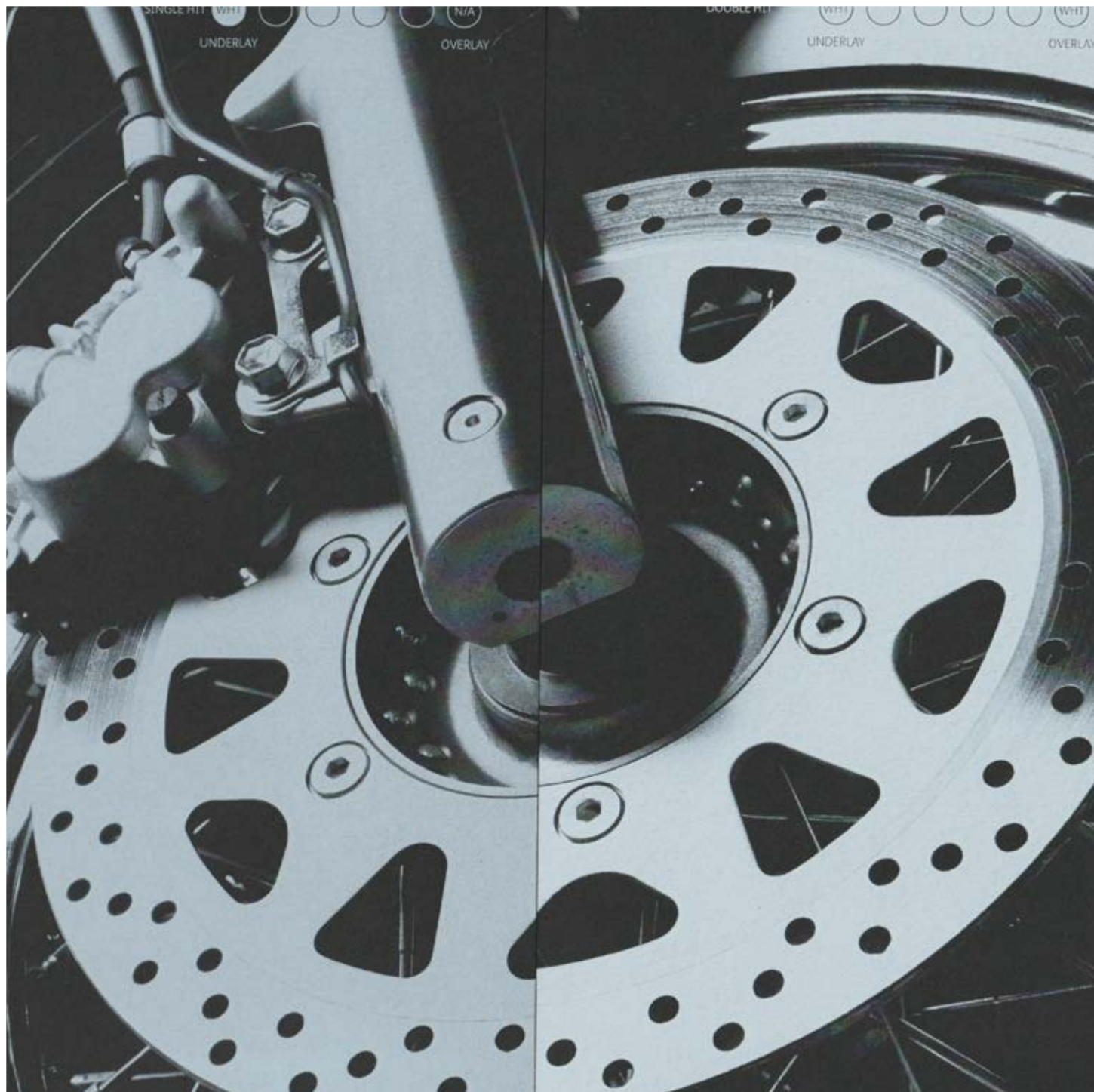
White+White.

RLAY

OVERLAY

W
A



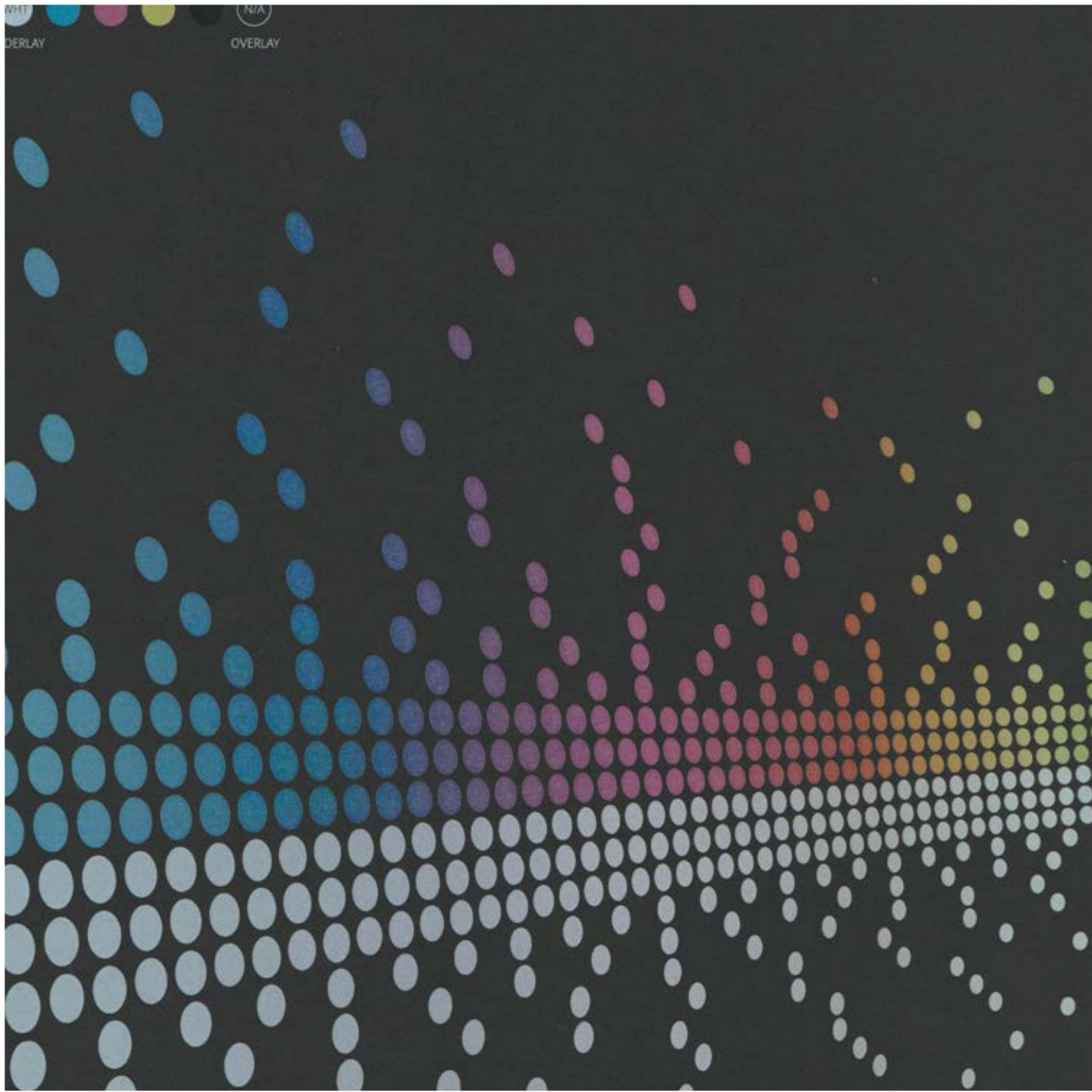


WHT

N/A

OVERLAY

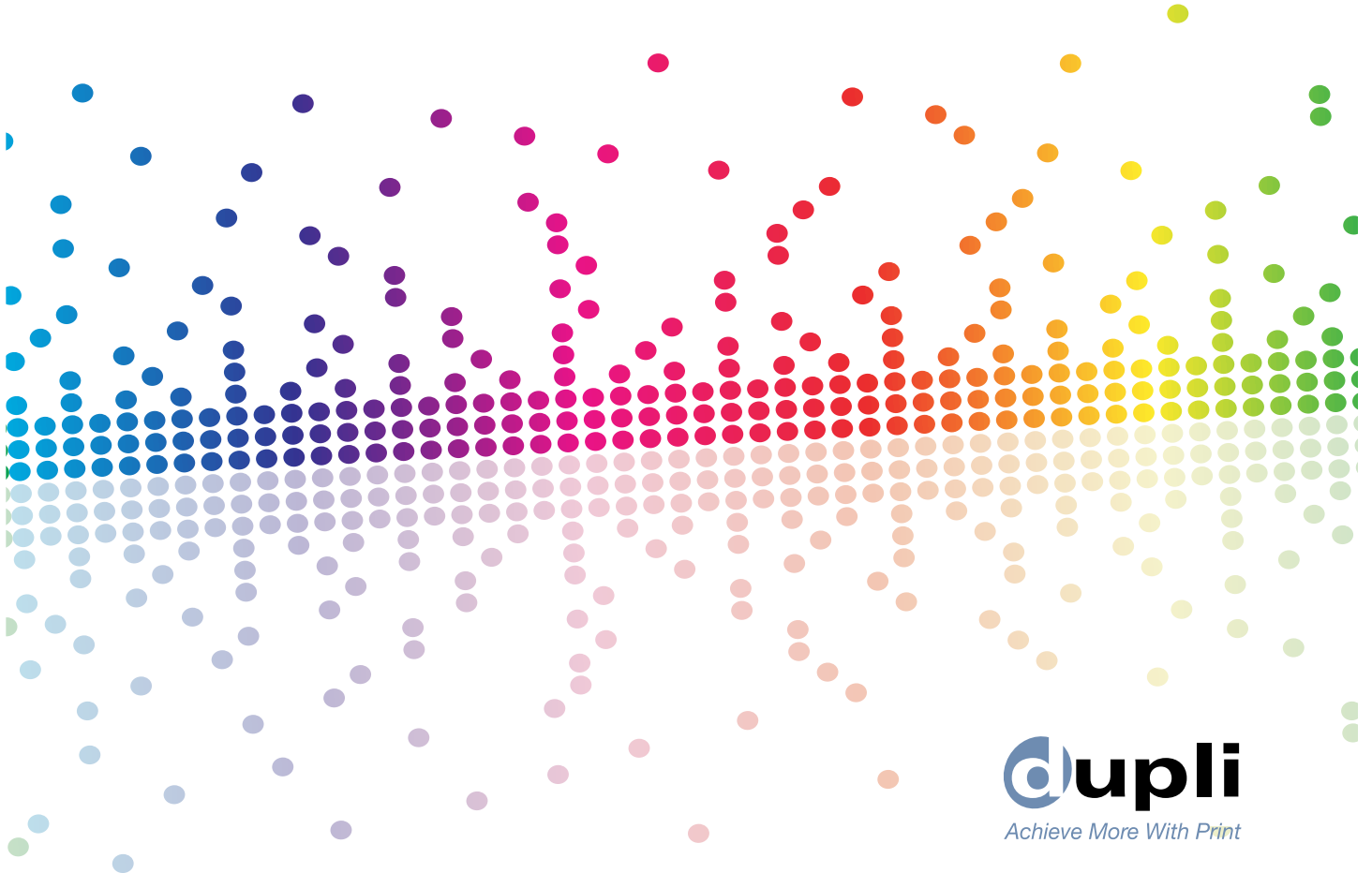
OVERLAY



INTRODUCING

A New Way To Inkjet

(Like Nobody's Business...and it's all for you)



dupli
Achieve More With Print

The Xerox® Baltoro™ HF Inkjet Press

Built for Direct Mail, Envelope and Marketing Campaigns when speed of delivery, high-quality and variable color print are all required for the maximum lift.

IMAGE MOODBOARDS



WHAT IS THE ADVANTAGE?

Quicker Turn / Speed to Market

Variable Color Print

Longer Run Print On Demand

New Applications / Opportunities

High Impact Quality

Ease of Doing Business with Dupli

AVAILABLE PAPER GRADES

Opaque Text Weights

60 lb. 70 lb. & 80 lb.

Opaque Cover Weights

80 lb. & 100 lb.

Silk Text Weights

80 lb. & 100 lb.

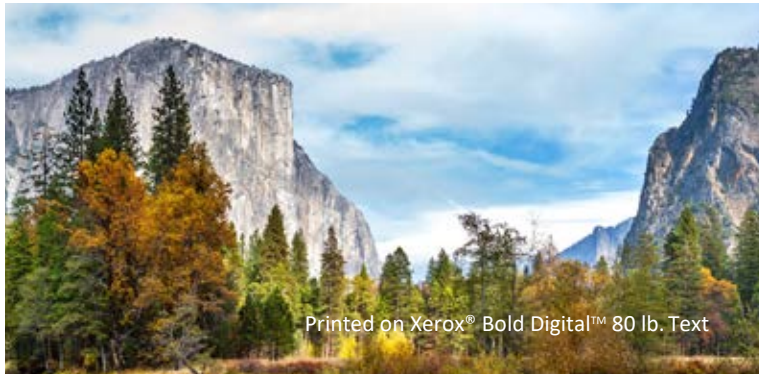
Silk Cover Weights

80 lb.

 **dupli**

Achieve More With Print

Printed on Blazer Digital® White Satin 80 lb. Cover



Printed on Xerox® Bold Digital™ 80 lb. Text

Drive More Sales With Dupli Direct Mail Inkjet And Flat Sheet Envelope Conversion



TRADITIONAL ALL-IN-ONE MAIL PACKAGES Speed to Market, Variable Inkjet, Converted Envelope

BETTER TOGETHER

- ✓ Relevant
- ✓ Unique
- ✓ Eye-Catching
- ✓ Results Oriented
- ✓ All Under One Roof

Flat Sheet Letter (8.5" x 11")
Printed on the Xerox®
Baltoro™ HF Inkjet Press

Flat Sheet for Envelope
Printed on the Xerox® Baltoro™
HF Inkjet Press & Converted on
Dupli's Envelope Converter

Return Envelope printed
on injet press



Flat Sheet for No. 10 Envelope
Printed on the Xerox® Baltoro™
HF Inkjet Press & Converted on
Dupli's Envelope Converter

Flat Sheet for 6" x 9" Envelope
Printed on the Xerox® Baltoro™
HF Inkjet Press & Converted on
Dupli's Envelope Converter



Flat Sheet Letter (8.5" x 14") with
Perforation for Tear-Off Remittance
Printed on the Xerox®
Baltoro™ HF Inkjet Press



Printed on Xerox® Bold Digital™ 80 lb. Text

Bringing Marketing Collateral and Direct Mail Together

Tell and print a consistent story with Dupli

Brand Consistency

Direct Mail Postcards | Catalogues | Marketing Collateral



- ✓ Booklets
- ✓ Brochures
- ✓ Certificates
- ✓ Coupons
- ✓ Flyers
- ✓ Greeting Cards
- ✓ Invitations
- ✓ Newsletters
- ✓ Note Cards
- ✓ Pads
- ✓ Postcards
- ✓ Posters
- ✓ Rack Cards
- ✓ Sell Sheets



Promoting Human Connections With Print

An abstract, colorful painting featuring a harp as the central element. The harp's frame is rendered in warm tones of orange, red, and brown, while its strings are depicted in cool shades of blue, purple, and white. A woman's face, with a serene expression, is integrated into the composition, her features blending with the brushstrokes. The background is a rich, textured mix of colors, including deep blues, purples, and earthy browns. Overlaid on the painting are several semi-transparent musical notes and a treble clef, suggesting a connection between visual art and music. The overall style is expressive and emotional, with visible brushwork and a sense of movement.

Song and Dance

Dupli

Achieve More With Print

**BETTER
TOGETHER**



BETTER
TOGETHER

Dupli

Achieve More With Print

Offset

Screen Print

Digital Iridesse

HF Inkjet

High Volume & Short Run
Print On Demand

Promoting Human
Connections

Gold, Silver, White, or Clear

Relevant

Speed to Market
Results Oriented

More Personal
Direct Mail

This is in
our wheelhouse

Color

Ease of
Doing Business
with Dupli

Unique
Eye Catching