

Make your  
mark in  
retail with  
Clear Ink.

# PARALLAX INTRODUCES SMALL FORMAT DIGITAL PRINT SERVICES

Size capability of 13" x 27"



## CLEAR DELIVERS A HIGH-IMPACT STATEMENT.

### Changing the game.

Our retail and upscale customers want a consistent pop and vibrancy across their printed materials, both in store and on their marketing collateral or promotional materials.

We know our customers are always looking for new ways to set their organizations apart from the crowd. With the ability to print to Clear Ink Parallax is working hard to help customers achieve this by delivering the innovation they need to stand out. If you look around, there are just a ton of applications where a Clear Ink can dramatically add value to printed pieces.

### Ironically, clear is the path to vivid.

The gloss effect of the Clear Ink delivers a premium look quickly and affordably, and all inline. Vibrancy of photos will come to life and gives logos and product images a luxurious feel that stands out. With Clear Ink, it's easier to produce items like gift cards and coupons embedded with unique security patterns and codes.

Apply Clear Ink to the following materials to achieve the dramatic effect and get noticed!

- Store Catalogs
- Look Books
- Counter Cards
- Direct Mail
- Business Cards
- In-store Displays and Signage
- Loyalty Cards
- Gift Certificates

Print capability on an array of materials including papers, plastics, films, vinyls and adhesive backed materials up to 13" x 27" in size