

# PARALLAX INTRODUCES SMALL FORMAT DIGITAL PRINT SERVICES

Size capability of 13" x 27"

White Ink.  
There's  
nothing vanilla  
about it.



## WHITE INK TAKES YOUR BUSINESS BEYOND BASIC.

White Ink is becoming a true game changer for marketing and promotional materials. The ability to print White Ink on clear, colored and metallic media enables a dramatic overall effect and enhances the purity of individual images so that they really stand out.

This innovation has really changed the landscape for many of our customers - especially those in the restaurant and hospitality industries. With White Ink and oversized print capabilities, Parallax can create beautiful menus, attention-getting window displays and eye-catching invitations that look like they were printed with metallic ink. What's even more impressive, is that we can now do all of this faster and more affordably than any traditional offset press ever could.

We know our customers are always looking for new ways to set their organizations apart from the crowd. With the ability to print to White 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 White Ink can dramatically add value to printed pieces.

Many business-enhancing print applications include:

- Window clings
- Decals
- Light box transparencies
- Packaging
- Metallic effects

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