

Contact:  
David Lindsay  
+1 404 931 7760  
david.lindsay@efi.com



## **EFI Showcases its Advanced Cubik Digital Printer for Wood at Fimma-Maderalia Tradeshow**

**Valencia, Spain** – 09 Feb. 2018 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) presented its EFI™ Cubik digital inkjet decoration system for wood at the Fimma-Maderalia tradeshow held this month in Valencia, Spain. The award-winning Cubik 700, a high-speed, single pass printer, brings the analogue-to-digital transformation taking place throughout the technology and manufacturing sectors to wood colouration and decoration markets.

EFI is a world leader in industrial inkjet solutions, helping customers benefit from adopting digital in a variety of industries including commercial printing, signs and display graphics, textiles, corrugated, ceramics, concrete and wood. The company leverages its expertise across all of these segments to bring to market new and innovative ways of thinking about imaging and decoration on a wide range of substrates and building materials. As a result, customers gain new possibilities for expanding their revenue opportunities.

In the case of wood, direct digital printing to wood materials gives new life to an affordable raw material and opens a world of decorative possibilities for home and office, construction and other applications where there is growing demand for customisation. While expanding the range of imaging possibilities, technologies like the EFI Cubik printer also provide a way to reduce waste and drive environmental sustainability in wood decoration.

### **World-class inkjet expertise for wood decoration applications**

The Cubik print system helps users redefine wood decoration with best-in-class technologies from EFI, an inkjet imaging leader, with its proven single-pass imaging technology and specially developed mineral inks that enhance wood without hiding the material's inherent beauty.

EFI Cubik brings together a variety of inkjet technologies that can add new value to nearly all wood industry segments, including plywood, agglomerates and natural wood. The printer provides high-quality decoration, maximum performance and efficient ink consumption as part of a unique EFI ecosystem that includes the printer, genuine EFI inks with high UV fade resistance and an EFI Fiery® proServer digital front end and colour management system, all of which can work together as a fully integrated offering to deliver high value to building materials manufacturers.

José Luis Ramón Moreno, vice president and general manager of EFI Industrial Printing, stated, "We appreciate the excellent reception given to us by industry leaders during the development phase of EFI Cubik, and we were excited to bring this breakthrough solution to one of the world's preeminent

gatherings of wood professionals. EFI sees this as an important growth opportunity, and we will continue to share innovations with the wood industry around the analogue-to-digital transformation.”

EFI also exhibited at the Cevisama trade fair in Valencia, showing the latest technologies from EFI Cretaprint™, the leading product line for digital ceramic decoration. For more information about EFI industrial inkjet products for wood and other building materials, visit [www.efi.com](http://www.efi.com).

### **About EFI**

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analogue to digital imaging. We are passionate about fuelling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. ([www.efi.com](http://www.efi.com))

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