



## **Prime Visual Marketing Primed for Digital Growth with Addition of its Second EFI VUTEk High-speed Inkjet Press**

**FREMONT Calif.**, March 6, 2018 – [Electronics For Imaging](http://www.electronicforimaging.com), Inc. (Nasdaq:EFII) announced that [Prime Visual Marketing](http://www.primevisual.ca) ([www.primevisual.ca](http://www.primevisual.ca)) has installed its second high-performing EFI VUTEk HS100 Pro digital inkjet press complete with EFI Fiery proServer Premium digital front ends. The visual marketing company in Concord, Ontario, Canada, uses the presses to meet growing demand for retail printing services among its growing national client base.

“We bought our first VUTEk HS100 Pro to satisfy growing demand of our existing and expanding client base,” said Peter Lucas, CVO of Prime Visual Marketing. “It turned out to be an excellent decision. Our productivity increased 33% while consistently producing high-quality work. Efficient ink consumption and incredible reliability also added to the bottom line.

“We were able to successfully fulfill our original business plan and decided to further expand our future business plan,” Lucas continued. “That’s when we knew it was time to invest in a second press.”

### **Production firepower to ensure client satisfaction and value**

With its second press, the company is able to accommodate more multi-location, national brand accounts, and further expand a high-profile roster of fortune 500 accounts.

“When dealing with national brands, you have a responsibility to fulfill your obligations from concept to execution. Competitive price points, performance, quality and the ultimate ability to precisely execute campaigns effectively are the cornerstone of our success. Not having the correct combination of human and mechanical resources would challenge any concept of success,” said Lucas.

The two HS100 semi-automatic wide format digital presses on Prime Visual’s floor meet the company’s need for heightened productivity, cost control, and high-quality output. At 10.5 feet (3.2 meters) wide, with hybrid flatbed and roll-to-roll capabilities, they feature a rugged, industrial design optimized for 24/7 operation, printing up to 100 boards per hour in 6 colors plus two white channels. Its innovative Pin & Cure imaging technology delivers precise ink lay down for better image quality, gloss control, and increased color gamut.

“The flagship model HS100, coupled with our highly skilled team has allowed us to successfully grow our business and consistently meet the demands of our clients. It’s hard for others to compete with that type of powerful combination. Our success is critical upon maintaining a leadership position within this elite space,” said Lucas.

### **Quick turnaround for national campaigns**

Following the equipment upgrade and investment late last year, Prime Visual, a company that specializes in retail environments, is in excellent shape to meet any burst capacity it encounters from current or newly acquired clients. Now, the company not only has redundant capabilities, but it is also well positioned to fulfill expected future growth with efficiency, optimum operating costs, and high performance.

“If you have three to four national campaigns executing in a week, you’re not going to be successful unless you have the correct equipment. Our latest investment with EFI has allowed us to provide comfort to our team and our clients in knowing that we have some of the highest digital print capacity in the country, if not the continent,” said Lucas. “Any other type of device we researched in the market was not able to provide us with that type of comfort.”

Prime Visual complements its EFI VUTEk hybrid superwide-format inkjet presses with an eco solvent large-format printer, an A3-format offset press, a toner-based digital press and an assortment of finishing, and binding equipment. But for most of its 12 years of existence, the company has been an EFI customer. “The EFI team really wants to make sure that you get what you need, and the company has such a large line-up of machines, that they can fit you with anything you require to meet your customers’ needs. They’re truly an amazing company and that’s the type of company we like to keep!” said Lucas.

### **About EFI**

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling 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))

#### **Follow EFI online:**

Follow us on Twitter: <https://twitter.com/EFIPrint>

Follow us on Instagram: <https://www.instagram.com/efiprint>

Find us on Facebook: [www.facebook.com/EFIPrint](http://www.facebook.com/EFIPrint)

View us on YouTube: [www.youtube.com/EFIDigitalPrintTech](http://www.youtube.com/EFIDigitalPrintTech)

###

**NOTE TO EDITORS:** The EFI logo, VUTEk and Fiery are registered trademarks of Electronics For Imaging, Inc. in the U.S. and/or certain other countries. EFI is a trademark of Electronics For Imaging, Inc. in the U.S. and/or certain other countries. All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.

Nothing herein should be construed as a warranty in addition to the express warranty statements provided with EFI products and services.

This news release contains forward-looking statements, that are statements other than statements of historical fact including words such as "anticipate", "believe", "estimate", "expect", "consider", "plan" and similar, any statements related to strategies or objectives of management for future operations, products, development, performance, any statements of assumptions or underlying any of the foregoing and any statements in the future tense. Forward-looking statements are subject to certain risks and uncertainties that could cause our actual or future results to differ materially. For further information regarding risks and uncertainties associated with EFI's businesses, please refer to the risk factors section in the Company's SEC filings, including, but not limited to, its annual report on Form 10-K and its quarterly reports on Form 10-Q. EFI undertakes no obligation to update information contained herein, including forward-looking statements.