



EFI Announces the First European Installation of Its Logic SQL Print Management Software with VUTEK Superwide Digital Inkjet Printers

UK Wide Format Printer, Multigraphics, Chooses EFI Logic to Manage its VUTEK-driven Print Business

Ipex – **Birmingham, England** – April 6, 2006 – EFI, the world leader in digital controllers, superwide format printers and inks, and print management solutions, has announced the first European implementation of its innovative, industry-leading management solutions with its range of superwide format VUTEK engines.

Bradford, England-based wide format print specialist, Multigraphics, has selected EFI's Logic™ SQL to streamline its wide format print operation, dominated by two VUTEK UltraVu® II 5330 5 metre engines, one VUTEK UltraVu® II 3360 3 metre engine and the VUTEK PressVu® UV 200/600 UV-curing flatbed printer. Multigraphics produces a range of large format printed products such as banners and POS graphics, with a number of England's major high street supermarkets and retailers on their books.

Gary Lasham, managing director, Multigraphics says, "Due to their low set up costs and quick turnaround times, the VUTEK printers have offered us fantastic opportunities to produce an increasingly high volume of short runs for more clients. The financial implications of this are of course highly beneficial, but we have been lacking a system that enables us to keep track of a growing list of print jobs and clients.

"EFI's Logic management system will bring together all aspects of our business and introduce transparency across the company," he continues. "This will, for example, allow the VUTEK press operators to pull data directly from other departments such as estimating and order entry. Similarly, it will allow our accounts, billing and finished goods departments to view real time progress of the jobs on the shop floor. Our experience with EFI's range of superwide format printers has been second to none and it therefore made perfect sense to select its Logic management tool to ensure fluidity and consistency in our business processes."

EFI Logic SQL combines end-to-end integration of the print production process with a powerful set of data collection tools, with applications covering every business function from estimating to billing, order entry to shipping, purchasing, inventory control, finished goods, accounting and more.

Guy Gecht, CEO of EFI, says, "EFI's ultimate goal is to increase our customers' profitability by introducing greater efficiencies in their workflow and business processes. We offer fully integrated solutions; the Multigraphics installation is the first in Europe to combine VUTEK with Print MIS, and we look forward to many more customers worldwide combining some or all of EFI's industry-leading solutions."

At Ipex, EFI will show solutions from its portfolio of robust, integrated products, which include powerful Fiery® servers, advanced VUTEK superwide digital inkjet printers, web-enabled collaboration tools, and world-class print MIS and proofing solutions - as well as integration among these solutions. EFI solutions will also be shown in partner booths throughout Ipex and in the Process Automation and JDF Pavilion co-sponsored by CIP4.

About EFI

EFI (www.efi.com) is the world leader in digital controllers, superwide format printers and inks, and print management solutions for commercial and enterprise printing. EFI's award-winning technologies offer integrated document management tools from creation to print, including high fidelity color Fiery® print servers that can output up to 2000 ppm; VUTEK superwide digital inkjet printers and UV and solvent inks capable of printing on flexible and rigid substrates; powerful print production workflow and management information software solutions for increased performance and cost efficiency; and an array of corporate printing solutions. EFI's integrated solutions connect seamlessly, delivering unbeatable performance, cost savings and increased productivity. EFI maintains 23 offices worldwide.

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