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EFI Optitex Launches 3D Design Illustrator to Validate and Customize 3D Garments in Adobe Illustrator



LAS VEGAS, January 25, 2018 – EFI Optitex®, the world’s leading provider of integrated 2D & 3D CAD/CAM apparel platform technology, has launched the Optitex 3D Design Illustrator, a plug-in tool allowing designers the freedom to validate and customize 3D garments in Adobe® Illustrator®. The new 3D Design Illustrator was announced this week at 19th annual EFI Connect users’ conference in Las Vegas.

Through working in the native design environment on a PC or a Mac, designers can visualize 3D garments, with accurate proportion and scaling, and customize the garment’s fabric, texture, print patterns and graphic placement without waiting for a printed sample.

The plug-in works by importing 2D and 3D pattern files or building block libraries into Adobe Illustrator and activating a window with a 3D representation of the pattern side-by-side. Users can export the final file as a picture or 3D file, validate designs among teams, and send directly for digital or sublimation printing.

“3D adoption is already a necessity for nearly every successful fashion company, and in that space, it is important to onboard all teams from design to production,” said Guy Alroy, head of Textile product management, EFI Productivity Software. “Now, entire teams can enable 3D capabilities to streamline the whole design to print workflows, letting them focus on creativity, reduce physical prototypes, and get to market faster than before.”

A [video](https://tinyurl.com/y8k3dsm9) of the new plug-in software is available at: tinyurl.com/y8k3dsm9. For more information, visit www.efi.com/optitex.

EFI also offers Fiery DesignPro textile design plug-ins for Adobe Illustrator and Photoshop on Mac or Windows computer platforms. Fiery DesignPro cost-effectively improves textile design speed and accuracy, lets designers experiment more confidently, and communicates color consistently from design to production.

EFI fuels success

EFI develops breakthrough technologies connecting the online world to the physical one, providing the industry's largest portfolios for the textiles, signage, packaging, ceramic tiles, personalized documents and corrugated segments. EFI Optitex software is the world's leading provider of an integrated 2D/3D platform that enables users to quickly create true-to-life 3D digital garments, empowering apparel and soft goods companies to revolutionise the way they develop, produce, and market their products. Visit www.efi.com/optitex for more information.

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