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## Beith Digital Installs Five-metre EFI VUTEk Roll-to-Roll Printer to Deliver Top-quality Day/Night Prints

**Ratingen, Germany** – 09 July 2018 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) today reported that Sandton, South Africa-based [Beith Digital](#) has installed an EFI™ VUTEk® [5r](#) roll-to-roll LED inkjet superwide-format printer. The newly installed device delivers the high speed and quality the company needs to improve its graphics capabilities. For some time, the company has seen an increasing number of European clients entering the South African market and, with the new printer, Beith Digital can deliver the higher-quality backlit prints these new clients demand.

With more than 50 years' worth of experience, Beith Digital is recognised as an industry leader in large-format digital printing. The company also owns additional VUTEk UV and LED printers and an aqueous dispersed dye sublimation [VUTEk FabriVU](#)® soft signage printer and is capable of direct digital printing on virtually any type of substrate, from rigid to roll-fed – including paper, glass, fabric and other media. In November 2004, Techni Ad Digital purchased Beith Digital (Pty) Ltd. in its entirety. The two digital print departments of Techni Ad and Beith were subsequently joined to become one of the largest digital print facilities in Africa.

Beith Digital's customer base has rapidly been expanding with its new European customers. These companies, many of which are only now starting to enter the South African market, demand printers to deliver the same quality prints – especially backlit prints – wherever in the world they conduct their business. The automatic backlit printing option and EFI's high-quality white ink on Beith Digital's new printer give the company more capabilities to meet evolving customer demands.

“In the past, we had to run backlit images as a standard profile to suit the day, but at night it would be washed out because we couldn't print both sides,” explained Beith Digital Managing Director Devyn Wagner. “That's one major reason why we purchased an EFI VUTEk 5r. With the 5r we can now offer them the best solution. The printed image will always look its best – in daylight as well as at night.”

But that wasn't the only reason Beith Digital went for the new printer. The company was looking for a machine that uses the latest curing technology at a speed and quality that would allow it to produce large volumes of outdoor work.

“Before we had the VUTEk 5r installed, we were using UV technology that was only capable of running 150 square metres per hour compared to the 400 square metres per hour we now currently run, matte or gloss.” Wagner said. And with its 1200-dpi resolution and 7-picolitre print capability, the visual quality is stunning from a distance as well as at close range.

Beith Digital also enjoys the multiple-roll capability and automatic inline finishing options available in the printer – features that allow the company to be much more productive to stay in pole position for quite some time to come. “With the 5r, we can offer even the most demanding clients a much quicker turnaround than ever before,” Wagner stated.

### **About EFI**

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