



EFI Expands Opportunities for Graphic Printers, Inc.; GPI Profits Jump 35% Due to Fiery Industry-Leading Speed and Flexibility in VDP Innovation

FOSTER CITY, Calif.--(BUSINESS WIRE)--Jan. 18, 2006--EFI (Nasdaq:EFII) today announces Meridian, Miss.-based customer Graphic Printers, Inc.'s marked success with the EFI Fiery Color Server's variable data printing (VDP) capabilities. A long-time EFI Print MIS customer, Graphic Printers, Inc. (GPI) owner Ed Pierce began offering VDP services after attending the Connect 2004 EFI Users' Conference, where he learned about the profit opportunities made possible by the Fiery Color Server, which is open, flexible, scalable, and includes the most comprehensive, proven range of VDP languages. Pierce now reports a 35% profit increase based on revenue from Fiery-driven variable data projects. EFI, the world leader in digital controllers, superwide format printers and inks, and print management solutions for commercial and enterprise printing, now readies Connect 2006, its Seventh Annual Users' Conference to be held April 30 through May 2, 2006, at the Venetian Resort in Las Vegas.

Prior to Pierce's attending Connect, GPI had been adversely affected by the printing industry's increasing commoditization. With competitors selling solely on price, Pierce looked to significantly differentiate GPI with innovative print technology. Generally aware of EFI's VDP leadership, he sought new information and solutions at Connect and attended the conference with GPI's graphics designer and a key customer. He said, "I knew that it was going to be difficult for me to gain a real understanding of all of the aspects of variable data printing -- and I have an extensive background in printing. I believed it might also be a challenge for my customers, so it made a lot of sense to invite our second largest customer to Connect at our expense so that we could collaboratively develop this first initiative." Once Pierce accomplished a successful variable data initiative with his marquee customer, he leveraged his growing expertise with a number of other customers.

Pierce attributes GPI's measurable rejuvenation, and his immeasurable renewed enthusiasm for the industry, to Connect. Based on what he and his colleagues learned at Connect, GPI acquired a Fiery-powered Konica-Minolta 8050 color digital press, along with the Fiery Graphic Arts Package and DesignMerge from Meadows Software. Pierce chose this solution for its high-quality and value and the integrated capabilities that would enable him to successfully deploy variable data solutions. "The ability for us to talk to the suppliers face-to-face and see live product demos made me a better shopper. Connect made me aware of all of the technology available and helped me get what I needed in order to fulfill the needs of my customers."

Millions of Fiery users depend on Fiery technology for precision color, consistent high quality output, and workflow innovation. EFI's newest Fiery digital controller offers unparalleled color quality, open VDP workflow flexibility, and expert-level tools for graphic arts professionals. Including such VDP languages as Fiery FreeForm™, industry standard PPML, and a host of legacy proprietary languages, the EFI Fiery Digital Front End provides seamless integration into existing variable data workflows and ensures consistency regardless of whether the job is VDP or non-VDP.

"GPI's success story is a terrific example of why EFI produces Connect," said Marc Olin, vice president/general manager, EFI Print MIS Solutions. "Our sole objective for the conference is to deliver the information our customers need in order to achieve full profit potential. It's gratifying to know that Connect, as well as EFI solutions, so profoundly improved Ed's business."

GPI was invited to Connect as an EFI Print MIS Solutions customer. According to Pierce, EFI's PrintSmith® is integral to GPI's success. Pierce said, "PrintSmith has helped us integrate our organization from an information perspective, making it much easier to find information about jobs, both in progress and historically. It cuts down on rework due to errors, and it helps us be more profitable."

EFI PrintSmith automates the entire business process from estimating to invoicing for small commercial print shops, copy centers, and print-for-pay companies with on-demand and digital environments. The scalable, turnkey solution is designed to help companies more efficiently manage their businesses, reduce costs, and maximize profits.

The Connect 2006 program includes a wide array of learning opportunities, keynote addresses, and breakout sessions based on the theme "Expand Your Opportunities." From fulfillment to mailing operations to super-wide format printing to integrated digital printing and VDP -- virtually every session will focus on new ways to help EFI customers thrive in a dynamic, competitive market.

Availability

Fiery color servers are available through EFI's OEM partners. EFI Print MIS solutions are sold direct from EFI. More information, including Connect registration, is available at www.efi.com and 1-800-875-7117.

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 end to end, 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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