



Printing Companies Get on the Fast Track to Digital Success at FESPA Asia with EFI's Industrial Textile, Packaging and Graphics Innovations

Bangkok – 20 Feb. 2018 – The new EFI™ Reggiani [FLEXY](#) industrial digital textile printer making its regional debut at FESPA Asia allows nearly any business to get into industrial textile by offering the outstanding performance and results of larger Reggiani printers. The printer joins several advanced print technologies from [Electronics For Imaging](#), Inc. (Nasdaq:EFII) for wide-format digital, textile and corrugated packaging printing at the show, including EFI [Fiery](#)® digital front end (DFE) products and EFI [Productivity Suite](#) MIS/ERP business and production management workflow software.

EFI digital printing technologies, including the products the company is presenting in Bangkok this week, create better, streamlined digital production workflows that help customers drive margin growth while decreasing turnaround times and time to market. For example, Thailand's leading bedding company, [Jaspal & Sons Co Ltd](#), is building more efficiency into its textile production processes after adopting digital printing with an EFI Reggiani printer.

According to Jaspal & Sons Chief Sales and Marketing Officer Tarun Puri, "Digital production with the EFI Reggiani printer in our plant has had far-reaching significance and has changed our perception as to how we think about design."

Best-in-class performance for digital textile production

The 1.8-metre Reggiani FLEXY printer showing at FESPA Asia gives apparel and décor producers the ability to confidently run a wide variety of fabrics – from knitted to woven, as well as low- and high-stretchable materials – using the printer's new sticky belt with Dynaplast system, which provides optimised fabric adhesion with adjustable temperature and pressure.

The Reggiani FLEXY model incorporates the latest digital technologies for best-in-class performance, is easy to operate and has a low maintenance cost, making it an ideal solution for production and sampling alike. It is the first EFI industrial textile printer to have a new, green housing, reflecting Reggiani's brand heritage as well as the product line's environmentally friendly production advantages, such as an ink recovery feature that dramatically reduces ink consumption.

EFI Reggiani digital printers also benefit from an advanced production workflow available with the new [Fiery Textile Bundle](#). The bundle combines the tools for

efficient textile design and file preparation, with the Fiery digital front end (DFE) for professional colour management and high-quality RIP output. The design tools quickly and easily create professional designs, seamless repeat patterns and multiple colourways, and include functionality to manage colour libraries and palettes for design teams. The bundle's Fiery DFE features dedicated textile functionality to deliver accurate colour, fine details, high saturation, and smooth gradients, and can be used with all EFI Reggiani digital printer models and dedicated cutting systems.

A new virtual reality experience

Show attendees visiting EFI in stand A10 at the Bangkok International Trade and Exhibition Centre can experience EFI's 360-degree, interactive virtual reality demonstrations of two of the industry's most-advanced production inkjet technologies.

- A VR demo of the EFI VUTEk® [HS125 Pro](#), a 3.2-metre inkjet press, provides an immersive VR experience in flatbed or roll-to-roll printing where viewers can open the printer doors to see carriage movement and the printer's Material Edge Guide system, and point and click to load media, initiate printing, and simulate refilling ink.
- EFI's brand-new VR demo of the [EFI Nozomi C18000](#) gives an up-close, virtual look at this ultra-high-speed, single-pass, LED inkjet press, a breakthrough production device that is helping to redefine the role digital print plays in corrugated packaging and merchandise display applications.

Attendees can also see innovations from the new version 6 of EFI's Enterprise Commercial, Midmarket Print, Publication, Quick Print, Packaging and Corrugated Packaging Productivity Suites for advanced, end-to-end business and production MIS/ERP workflows. These workflow advancements include the latest EFI [Corrugated Packaging Suite](#) – a comprehensive, end-to-end management execution system for full box plants, sheet plants and sheet feeders. Plus, FESPA Asia features the latest version of EFI's award-winning [Digital StoreFront®](#) Web-to-Print software.

“Last year's FESPA Asia was an extremely successful event for us to showcase our broad-ranging, innovative lineup of digital industrial textile products,” said EFI Asia Pacific Director Andy Yarrow. “This year, in addition to highlighting best-in-class EFI Reggiani products, we are excited to share how products across our portfolio help businesses from the textile, commercial print, signage and packaging spaces gain a true competitive advantage.”

EFI's complete inkjet portfolio, which in addition to some of the industry's leading industrial digital textile printers also includes LED and UV inkjet wide-and superwide-format production systems and world-class printers for the decoration of ceramic tiles, wood and other building materials, gives customers profitable opportunities for the “Imaging of Things,” delivering greater product customisation and appeal in

everything from signage and packaging to décor, apparel and industrial manufacturing. To see many of the extensive, imaginative applications possible with EFI print technology, visit www.ImagingofThings.com or www.efi.com.

About EFI

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

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

View us on YouTube: www.youtube.com/EFIDigitalPrintTech

#

NOTE TO EDITORS: The EFI logo, Fiery, VUTEk and Digital StoreFront 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.

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.