



Oceano Acquiring Nine EFI Cretaprint Printers as it Expands its Digital Tile Decoration Partnership with EFI

Fremont, California – 25 July 2018 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) and one of its key customers in China, [Foshan Oceano Ceramics Co., Ltd.](#), announced an expansion in their partnership. EFI™ supplies its Cretaprint® ceramic tile decoration printers and Cretacolor inks to Oceano, which has agreed to take delivery of an additional nine printers this summer. The printers, which are to be installed in Oceano’s plants in Guangxi and Jiangxi, will be used to produce floor tiles and porcelain tiles and will give the company unprecedented opportunities to address important décor trends.

With the agreement, Oceano will expand the range and scope of digital EFI technologies it uses to drive greater versatility and creativity in its production lines. Unlike other digital tile printer manufacturers, EFI has a more-complete offering for ceramic tile producers with printers, inks and EFI Fiery® [proServer](#) digital front end and colour management technologies.

“EFI has been a valued and trusted supplier of advanced digital technologies that help us be more innovative and flexible in meeting customer demand for new designs,” said Mr. Shaoji Pang, vice president of Oceano. “This new expansion of our longstanding partnership with EFI will help us continue to expand while staying on the leading edge of design.”

“EFI is very excited to collaborate with Oceano on future projects that will help Oceano further expand its market presence, while also giving the company the ability to streamline its processes for designing and producing new tile designs,” said José Luis Ramón Moreno, vice president and general manager, EFI Industrial Printing. “Our EFI Cretaprint ecosystem of tile decoration technologies gives industry innovators like Oceano the ability to rapidly adopt popular new tile sizes and patterns.”

For more information about advanced digital ceramic tile decorating using EFI Cretaprint technologies, visit 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)

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