

# Select

Magazine  
ISSUE 17. 2016



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## Print is Everywhere. And It's Going Digital



**efi**





As a marketing manager for an industry-leading manufacturer, I always look forward to international trade shows. This year, that is especially true for drupa. That's because this drupa marks a turning point in our industry.

As the theme of this edition of Select suggests, *Print is Everywhere* and it is growing. How exciting! What is most exciting is that new capabilities are taking us outside the norm into new industries. Printers will be serving these industries far beyond the world of advertising. Now you will become an integral part of their manufacturing processes.

Whether you look to the fashion industry, interior decoration, packaging or ceramics, you'll need to think about gaining efficiencies for your operation—so you can keep costs down and your agility up. So I would like to point your attention to a product category that will be displayed prominently at drupa. I'm talking about productivity software. Without the ability to easily manage your entire operation, entering new markets can be costly. EFI will showcase the EFI Productivity Suite at drupa. You can learn more at the EFI drupa microsite: to [drupa.efi.com/welcome](http://drupa.efi.com/welcome).

Cestrian Imaging offers an interesting example of what some companies are doing to provide customers with more than just print. I invite you to read their story on page 10.

With insight into ceramic tile printing (page 20), corrugated applications (page 16) and garment printing (page 18), Select promises to provide examples of how *Print is Everywhere*.

I also invite you to learn about the Imaging of Things Exchange (page 13). I hope you will join the exchange and add your work to the gallery. And if you have a special application you'd like to share, please contact me: [adriana.puccio@efi.com](mailto:adriana.puccio@efi.com).



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# Print is Everywhere. And It's Going Digital.

## Digital technology is changing what we print... and how we grow

With all the talk about electronic communications replacing print, print has never been healthier. In fact, everywhere you turn, there it is. What most people don't realise is that more and more items—from the clothes we wear to the chair we sit in—have been printed. That's because digital inkjet technology makes it possible.

Digital technology has changed our lives. From our mobile devices to our GPS assistants, we've surrendered to the digital era. But what we may not be aware of is that those little zeroes and ones have actually opened the gates to new opportunities. What digital technology has done for us personally, it is now doing for our businesses—especially the business of print.

### Technology opens the gates

At Connect 2016, EFI showcased the Home of the Future. Every item within this charming environment had been printed—the beautiful sheer curtains, the table tops, the wall coverings, the art work, the furniture upholstery, even the floor tiles. Every item was meticulously, yet inexpensively produced—all with digital inkjet technology.

Across the way EFI showed a label display. Here, sliver-thin labels were applied to bottles, giving the appearance that the art had been printed directly onto the surface. You could not tell if some of the labels had been printed with metallic inks instead of the white ink plus CMYK over metallic film that created them.

Inks that actually stretch over surfaces make printing on formable plastics possible. As a result, not only can you work with a thermoforming company to create three dimensional signs, but you can create a wide array of items—supermarket food displays, product displays, garbage pails, trays, car dashboards, clamshell packaging, and more.

You can also get creative with three dimensional billboards or point-of-purchase displays that intrigue and engage consumers. Or perhaps consider using corrugated materials for packaging and POP.

Speciality inks also further your ability to create vehicle graphics. Move from cars and vans to long-distance lorries and high-speed trains, even planes and hot-air balloons.

Wood panelling, kitchen countertops and marble tiles decorate our homes. Chances are even an experienced printer cannot tell if the wood wall or granite countertop is real or printed.

Let's not forget good old document printing. Companies such as Canon, Xerox, and Konica Minolta all have high-quality production presses that create colour-correct, personalised products that go hand in hand with multi-channel marketing campaigns—the perfect union of digital with print.

### Printing firms are the benefactors

Large-format printers are already moving to soft signage to create new types of print. The ability to print on textiles allows them to seek out new markets, beyond the traditional. New opportunities are endless as digital printing gets better and better and allows us to print on more and more surfaces.

EFI customers enjoy a quick return on investment with digital inkjet printing. That's because technologies such as green LED curing not only expands printing capabilities, but it also saves money and reduces waste while allowing you to meet environmental regulations.

Productivity software plays another important role—increasing efficiencies not just in the press room, but throughout the organisation, allowing companies to work smarter and more profitably. Print is everywhere. What are you waiting for?



# Start-Up Business Realises a Dream

**A print shop with the latest technology, the highest quality and the most efficient workflow**

In November 2014 three friends, wide-format printer Alexander Augustin, IT specialist Robert Schmidt and his business partner Sylvio May established Printesso GmbH. Their dream was to have a printing company with the latest equipment, the best quality and the highest level of automation.

Augustin knew exactly what he needed: a roll-to-roll printer with a width of up to five metres capable of printing at the highest speed and with the finest resolution. In addition, he also needed a hybrid machine that could print from a roll or on boards - also at the highest quality and fastest speed.

Through their many trips to the Far East, Schmidt and May were aware they could

purchase inkjet machines there at very low prices. They visited a trade fair and checked out the print quality offered by numerous machines, but to no avail. They continued their search at Viscom in Düsseldorf, but still could not find a five-metre press that offered a sufficiently fine resolution. Only EFI™ had machines which met their needs and, with 1,000 dpi and 12 picolitre drops, printed the highest quality at the fastest speed. They chose the EFI VUTEk® GS5000r and the EFI VUTEk GS3250Lx Pro.

## **WELL-TRAINED**

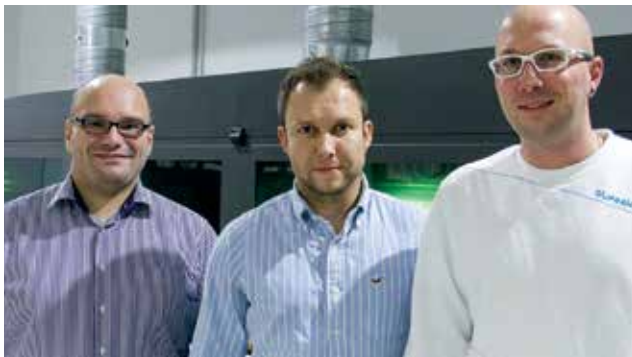
When the VUTEk printers were installed, EFI provided thorough product training.

Since both machines were purchased with a maintenance contract, which also included a small stock of spare parts, not only were they trained to operate the machine, they also knew how to maintain it.

"The intensive training on our printers has helped us discuss and resolve minor issues or faults quickly with assistance from the service hotline in Brussels," says Augustin.

The new business partners were also introduced to the EFI Fiery® proServer, which automates communication between the Fiery XF software and the printer regarding job-specific tasks. That way, tasks such as nesting, step and repeat, scaling, cropping and tiling can be controlled from the Fiery.





The three managing directors:  
Robert Schmidt (l), Sylvio May and Alexander Augustin.



Alexander Augustin (l), Clemens Wurster, EFI Technical Sales  
Specialist and Karel Hošek, EFI Professional Services Consultant (r).



The EFI VUTEk GS3250Lx Pro prints 60 1.20 m x 2.40 m boards  
an hour.



### **SAME QUALITY ON ROLLS AND BOARDS**

The GS3250Lx Pro printer's LED-cured inks adhere to practically all absorbent and non-absorbent surfaces. And the printer can quickly change from one printing mode to the other. "We wanted to offer the entire range at the same quality for our customers," says Augustin. "We have definitely achieved that because today we can produce the same quality on flexible and rigid materials."

### **IMPROVING IMAGES WITH WHITE**

The GS3250Lx Pro prints with 8 colours that can include either double CMYK inks or CMYK plus four light CMYK colours. In addition, there are two colour channels for white, which can be printed in one pass with the process colours. So on coloured substrates, users can apply gleaming white under the whole printed image to make the process colours appear more brilliant. They can also apply the white under parts of the image, which, when done on products like films for light boxes, provides the same high contrast on an image in transmitted light as in reflected light.

### **PRINT ON PRACTICALLY ANYTHING**

The GS3250Lx Pro cures the inks using LED lights so films and plastics can be printed without difficulty. "LED curing was especially important for us," explains Augustin, "because it allows us to print on a wide range of substrates: in addition to cardboard and paper, we can also print on textiles, PVC, mesh, tarpaulin, self-adhesive films and vinyl for floor coverings."

### **FLEXIBLE, GOOD AND FAST**

"We chose the EFI LED printer because of its great flexibility, quality and speed," Augustin adds. He gets greater flexibility with the printer because it prints on boards or rolls and can handle a practically unlimited range of substrates. It offers high quality because it always prints with 1000 dpi resolution and smaller 12-picolitre droplets. In eight colours plus white, it prints at a rate of about 110 square metres an hour. The LED lights have no problem curing this, so the company can finish boards and rolls immediately after printing.

### **AUTOMATING THE WORKFLOW**

To complement their VUTEk printers and achieve the production efficiencies they were looking for, the Printesso team chose EFI Pace™ MIS software. The Pace modules they chose included Price List Quoting (PLQ), Inventory, Job Control, Job Shipment, Job Billing. Printesso uses PLQ to create quotes. It works this way: they send a customised quote letter to customers, convert the quotes to jobs, use a customised Job Jacket, create and track shipments and customise Delivery Notes from Pace, bill jobs (including consolidated invoices) and send a customised Invoice report to the customer. Printesso also uses a Job-Status workflow to have a high visibility of the jobs from a management point of view and from a production point of view. Pace Material Management is Printesso's next step. The management trio hope to achieve more transparency, the ability to reduce on-hand inventory and to automate purchasing.





YOUNG World Faces  
Collection by Robert  
Young, Fabricated by  
McRae Imaging

# THE BENEFITS OF SOFT SIGNAGE

## Digital textile printing brings new application opportunities to display print businesses

Today many wide-format print service providers are eager to determine potential new market opportunities, with prospects based on topical technologies that can determine how their jobs are going to be produced in the coming years. Over time we have seen ink formulations reach various levels of development, with some becoming more popular than others according to application type and end user requirement. But, at the same time, other chemistries might have been demonstrating their potential but, while many of these seem to bring more advantages than disadvantages, they still haven't caught on.

One often-discussed area, and certainly not new within the realms covered by technologies suitable for display and retail applications, is that of digital textile printing. For many years, the term soft signage has been bundled in with other

options when technologies are discussed but, while some manufacturers and end users have achieved great success, many haven't found the process to be as immediately worthwhile as originally envisaged. Without doubt there are huge benefits to be engendered when working with fabrics both for interior and exterior applications. But no one will deny that there is a learning curve to get the best of the technology - and this is an element which needs to be understood by everyone involved from manufacturer down to display producer and print service provider.

Despite established opportunities and further potential for more traditional ink types used for display production, market demands are showing the need for the use of lighter weight materials, easier logistics, and more environmentally friendly routes. For print service providers to offer their

customers a wider range of options there is a growing segment where alternatives to traditional processing requires a different type of print technology combined with the necessary workflow and finishing processes. The concept of soft signage is not a new one but, although the use of polyester-based fabrics is widely realised as a good alternative for many application types, the essential mix of hardware and software expertise has not always been available as a dedicated solution.

The acquisition by EFI of established fabric printer manufacturer Reggiani has led not only to new opportunities in industrial production; it has also has broadened the scope for businesses wanting to enter the soft signage market. The combination of experience and expertise from both companies now means that digital textile production can be taken to a new level for users in

the display segment who want a green yet versatile substitute for flexible graphics. Although UV-curable inks can be used very successfully across a vast range of roll-fed media, with many options that successfully emulate traditional fabric printing, there are nonetheless many benefits to be gained from using dye sublimation as an alternative. Primarily, durability and "hand" or feel are both very important factors in applications where the result needs to drape or hang naturally and this is not easy to achieve realistically without a dedicated textile platform. Because the sublimation process means that the dyes, or inks, bond direct to the fibres of polyester based fabrics, applications have excellent longevity and retain their strong saturation and powerful colours with the additional advantages of very high abrasion resistance without fading. Finished jobs are easy to handle without fear of creasing and, because of their lightweight nature, delivery costs are also lowered. Additionally, many applications used within a simple framing structure are easy to replace in retail environments, removing the need for specialist installers or fitters.

While most businesses are aware of the potential for soft signage the market is still largely untapped and offers huge growth potential for display specialists, sign-makers and print service providers looking for new revenue streams. The ability to be able to produce very fine quality graphics that compete with continuous tone images, along with strong block and solid colours plus crisp text, is one major strength

gained by working with polyesters and mixes using low-energy dye sublimation or high-energy disperse dyes. However, of increasing importance to brand owners and agencies is the need for an environmentally friendly option using materials that are suitable for recycling. Likewise, the attraction of aqueous based ink technologies brings with it a complete lack of odour so that displays can be installed immediately following calendaring or fixation.

Although the principles are not new for printing, either as a two-step dye sublimation process using a carrier paper before transfer onto the final material or direct to the end fabric, the display industry as a whole has been relatively slow to accept digital textile production as a valid alternative to existing technologies. Some potential users have shown concern about the learning curve required while others believe the entire process is too complicated to be considered a practical option. Historically many machines have offered relatively inexpensive choices but have failed to stand the test of time or to reach expected productivity and standards. A good return on investment must be based on high quality results that offer the right levels of durability, along with workflow and throughput capabilities that allow businesses to generate good margins on both time and cost per print.

The combination of the technologies available both from EFI and Reggiani results in a series of printers that not only offer the rugged reliability essential when producing soft signage

but also incorporates the right digital front-end and productivity software. These must be designed to optimise working with fabrics and the idiosyncrasies of the sublimation process, with heat fixation being another vital ingredient for finishing. Unlike machines which incorporate an integrated calender, independent units add higher levels of flexibility and throughput options enabling users to run multiple printers and streamline their workflow.

EFI Reggiani is positioned strongly in the soft signage sector by unifying many decades of technology experience based on the transition from analogue to digital production which is increasing in importance throughout the textile arena. Many of the principles that are already applied successfully within the industrial fabric printing segment have been refined so that, now, display producers are able to reap the benefits that can only be gained through the manufacturer's long-term expertise and market knowledge.

The introduction of the 3.4m wide EFI™ VUTEK® FabriVU 340 and its smaller counterpart, the 1.8m wide EFI VUTEK FabriVU 180, heralds a completely fresh and innovative approach to soft signage printing. These wide-format digital textile printers blend together new and established technologies that are based on sound and long established manufacturing standards with integrated state-of-the-art productivity capabilities. With these ingredients, users are assured of reliability and superiority with streamlined workflow leading to high-quality results.

Without doubt, the market is poised for significant growth within the soft signage sector, and this runs parallel to the increase in demand for industrial textile machines that now demand the ability to produce low volumes with mass customisation. For businesses wanting to extend the types of application that can be generated using greener, easier to handle, durable and colourful print, dye sublimation now provides a formidable alternative for myriad interior and exterior graphics.

These images created for the PanAm Games and DKNY were printed using EFI Reggiani technology by soft-signage producer MacRae Imaging (Canada). The difference the Reggiani ReNOIR Pro made to their business was "mind boggling," says co-owner Bob Murray. Read about MacRae's move to textile printing here: [resources.efi.com/McRae](http://resources.efi.com/McRae)



Fabric Light Box, Printed by MacRae Imaging



# HANDS-FREE CROSS-MEDIA MARKETING

## EFI Digital StoreFront version 9.0 release



Digital StoreFront 9.0  
with DirectSmile  
Cross Media Campaigns



The Campaign  
Dashboard

EFI™ Digital StoreFront® 9.0 adds powerful integration with EFI's leading cross-media marketing solution - EFI DirectSmile.

EFI DirectSmile lets you create and manage cross-media marketing campaigns, which include email, VDP Printed items, pURL, gURL, mobile pages, text messages and social media apps. DirectSmile makes it simple to build templates, add data and manage each step of the campaign lifecycle.

The integration of Digital Storefront with DirectSmile Cross Media, lets you offer marketing campaigns directly in your web-to-print store. Your customers can easily select a predesigned campaign, customise elements such as images and text and then upload their own data. You retain control over the original artwork, enabling you to maintain branding consistency while your customers are able to customise their campaign elements to suit their target audience and message.

By offering campaigns in your web-to-print portal you get the benefit of continuous utilisation of campaign templates. In the past, your customer needed to contact your CSR for any changes to the campaign, which also required one of your operators to spend time implementing these changes. With the new integration into DSF, your customers can make these changes themselves, leaving you with higher margins. Now, one campaign template can generate recurring revenue over and over again with minimal cost to you.

Your customers can order campaign items like any other product in the web-to-print system. As they configure items the pricing will be updated to reflect the final costs. When they are finished they are asked to confirm the purchase through a standard checkout process. The simple and intuitive user interface enables even first-time users without any cross-media marketing experience to order and manage campaigns.

Once the campaign is up and running, the Campaign Dashboard allows your customers to track and measure performance. Here they'll see live campaign analytics and response rates for both active and past campaigns.

The printed VDP components of the campaign can be automatically converted to a job and sent to the Fiery® controller for output - giving you fully hands free end to end automation. This ensures that orders are accurately and quickly converted to jobs, with minimal manual intervention.

The combined web to print and cross media offers an easy to use intuitive e-commerce platform, combined with the power of DirectSmile's multi-channel marketing solution.

Download the Digital Storefront 9.0 Webinar to learn more:  
<http://webinar.efi.com/EFIDigitalStoreFront>



Image Personalization  
by EFI DirectSmile



# THE PRINTER THAT TAKES YOU TO THE BEST OF BOTH WORLDS

*EFI™ VUTEK® HS100 Pro*



This revolutionary digital inkjet press delivers print quality approaching offset at the speed of screen—with lower operating costs than screen. It prints in white and has a full suite of automation and material handling options. Take off with EFI. **Call 0808 101 3484 or +44 (0)1246 298000 or visit [vutek.efi.com/HS100Pro](http://vutek.efi.com/HS100Pro) for more information.**



# Giving Customers What They Need

Cestrian expands capabilities, increases capacity and provides multi-channel marketing—all while increasing efficiencies



Cestrian Imaging Ltd, based in Cheadle U.K., is a visual communications company employing over 80 people. Cestrian's aim is to bring brand communications to life, from design to production. The company is an industry leader in PVC banner and textile printing for retail point-of-sale signage as well as an expert in personalised marketing communications.

Most recently, the company invested in the EFI™ VUTEK® HSr Pro, a dedicated roll-to-roll inkjet printer – part of a dual-press purchase that also included an EFI VUTEK HS100 Pro hybrid roll/flatbed printer. The company chose the EFI presses because of their robust production capabilities. The printers' precise ink lay-down enables production-quality imaging at full-rated

speeds. This enables highly consistent, reliable ink adhesion on a wide range of substrates.

"At Cestrian we pride ourselves on developing and processing materials which provide our customers with the best solution for their requirements, including those products that have high environmental credentials.



However, our innovative approach to product development is not without its challenges, with some materials providing print instability and ink adhesion issues, for example. The EFI VUTEK printers give us the flexibility to process these materials with a low amount of waste, offering high quality at a competitive speed," said Paul Gibson, Cestrian's production director.

#### CUSTOMER FOCUS

With 20 years of experience in the outdoor advertising market, Cestrian is known for delivering high-quality, timely results for its clients' outdoor graphics and poster printing needs. The EFI VUTEK printers meet Cestrian's high standards with multiple running speeds and print quality settings that give the company the ability to quickly process standard out-of-home graphics, as well as high-end backlit display printers.

One of the first companies in the UK to offer inkjet billboard printing, Cestrian today can also wrap an entire building, transforming any given urban landscape with dramatic advertising images.

Cestrian uses the latest-version of the EFI Fiery® proServer technology to reduce RIPping times while ensuring consistent, high-quality imaging on its printers. The company also is a long-time user of EFI DirectSmile software, which Cestrian uses to develop personalised marketing materials.

#### MULTI-CHANNEL MARKETING

When Cestrian was looking for a system that would seamlessly synchronise print, URLs, Email and SMS whilst tracking response rates to deliver increased ROI for its customers, the company chose EFI DirectSmile. Not only was DirectSmile able to provide this solution, but it also proved extremely easy to use and enabled Cestrian to streamline operations.

"The marketing industry is changing rapidly, with multi-channel communications considered the most effective way of engaging consumers," says Emma Baker-Smith, marketing manager, Cestrian.

"Following the demonstration and valuable advice from Transeo Media, UK distributor of EFI DirectSmile, it was clear that it would offer us an easy-to-use solution that would enable us to realise fully integrated, targeted marketing campaigns that deliver increased ROI. Since its installation, the system has already proved to be more time and cost efficient than our previous platform, allowing us to be more profitable as well as provide a quicker service." As DirectSmile is fully automated, Cestrian

has been able to take advantage of its time saving capabilities, allowing the company to set up a campaign, schedule it for a specific time and leave it to distribute.

"The marketing industry is changing rapidly, with multi-channel communications considered the most effective way of engaging consumers."

*Emma Baker-Smith*

#### MEETING DEMANDS FOR MEASURABILITY

"The ability to create, test and dispatch from one screen dramatically increases the speed with which we can complete and distribute a customer campaign," says Baker-Smith. "Being able to track campaign responses and measure activity is also truly innovative. This allows us to improve our customers' databases as well as strengthen their customer relations through better

targeted, follow-up campaigns."

DirectSmile's personalisation capability was another major deciding factor for Cestrian. "Personalised marketing materials evoke an emotional and impactful reaction from the recipient in a way that mass communications just can't," says Neil Bather, managing director, Transeo Media. "Statistics show that marketing materials have just seconds to catch the attention of their target audience. For this reason alone, it is essential to get the right mix of creative design, messaging and fulfilment and personalised content can increase a campaign's chance of success dramatically."

#### TRAINING AND SUPPORT

"The training provided by Transeo Media was excellent, and the support team are always on hand to provide a quick solution to any query. Even when we were interested in doing something that the system was not developed to do, the team were keen to help us devise a new way of fulfilling our needs and ensure our satisfaction. Ultimately, with the help and advice from Transeo Media, DirectSmile has opened our eyes to what can be achieved," concludes Baker-Smith.



*Emma Baker-Smith,  
Marketing Manager, Cestrian*



*The EFI high speed  
printers in Cestrian's  
production hall*



# Building Strong Customer Relationships

## Schrijen-Lippertz caters to major brands as well as small clients with W2P



"Danone accesses our system at four of its locations. We then determine within DSF where the invoice should go and how it should get paid. That's all in there, in such a way that there can never be any misunderstandings," Backus explains. "DSF also links with our own ERP which generates and processes the invoice. Everything has to be perfectly integrated logistically."

"Using templates, we create a series of communication products based on the corporate identity, which the customer can partly adjust afterwards. That is of course only with the right authorisation, and within the agreed standards, so that the corporate identity is also safeguarded," adds Flokstra.

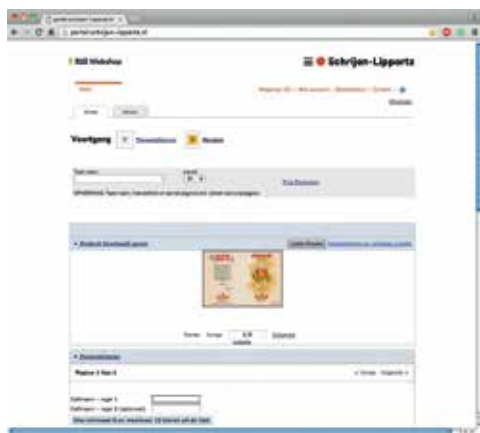
### Ensuring flexibility

"Flexibility is a necessity, which we enjoy with Digital StoreFront," says Backus. "In the case of DSM, another customer, following an order for a product we set up on the DSM site, an invoice is automatically sent to DSM from DSF. This is subsequently approved and processed within DSM."

Flokstra says, "I talk to purchasing managers and facility managers, and sometimes with IT specialists, due to the fact we may have to deal with coupling purchasing systems. A direct link is made with our customers' existing ERP system. However, the benefits in terms of efficiency are twofold, and our customers understand that very well. After establishing a number of parameters and settings, we all get a great deal of advantages from this, such as speed and ease of use."

### Cementing customer relationships

The relationship between Schrijen-Lippertz and its customers is not one of a typical internet printer offering hundreds of products, but rather of one who produces custom sites with a customer-specific range of items that builds strong relationships, says Flokstra. "We use a blueprint of the customer's range and make that available online, which means a great deal of ease for the customer at ultimately low prices. Digital StoreFront is the ideal medium for this purpose. We have implemented this with a sizeable share of our customers, almost half."



Based in Voerendaal, the Netherlands, Schrijen-Lippertz excels in print and multimedia. With over 25 employees and 80 years of experience, the company can produce everything from business cards to newspapers and magazines as well as fine art books. And because of its wide array of equipment it can produce one copy or tens of thousands.

The company serves over 700 clients from hospitals, universities and major brands to design agencies and museums, even the bakery on the corner. "They are all equally dear to us," says managing director Marthin Flokstra.

### Getting close to the customer

Schrijen-Lippertz uses EFI™ Digital StoreFront® (DSF). Flokstra explains that the software is intended "to give access to our customers. DSF lets us regulate the back end regarding who can do what in terms of ordering, managing stock or layout, as well as the corresponding structure of the cost centres." With the help of DSF, the company provides a custom website for various customers from which they can place orders.

Jörgen Backus, multimedia manager, manages the printing for around 80 customers - mostly sizeable organisations. He creates job templates so that a customer such as Danone can easily fill in or change the content as needed.

"We have a number of considerable plans with EFI Digital StoreFront in 2016, to build websites for third parties as well as for ourselves, offering interesting business opportunities," adds Flokstra.



# Imaging of Things Exchange

Online community lets EFI customers showcase their work to attract new business

The Imaging of Things exchange is an online community that allows EFI customers to connect and share ideas with other print professionals and print buyers looking for unique and innovative applications.

EFI customers can join and use the online community for free. You can post photos and videos of your most creative work produced on EFI inkjet printers and/or EFI Fiery® digital print technologies. It's an opportunity to showcase your creativity and innovation in a forum that helps generate new business leads.

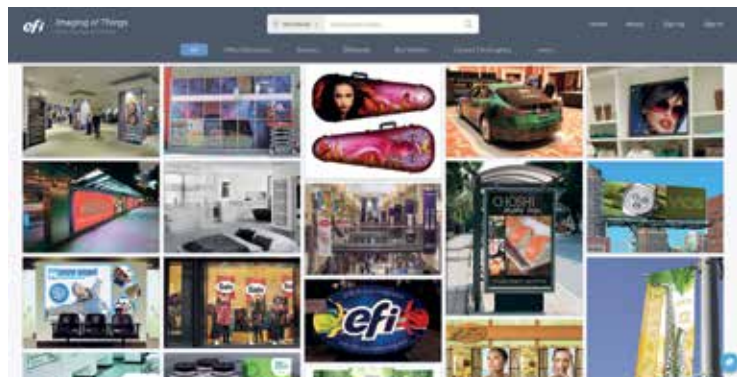
"We are constantly inspired by innovative applications our customers create with EFI technology putting great images on almost any type of material," says Guy Gecht, EFI's CEO. "EFI created the Imaging of Things exchange to help our customers advertise these capabilities with a larger global community."

EFI customers, along with ad agencies, marketers, brand owners, designers and others in the creative community, can register to participate in the Imaging of Things exchange by visiting [www.ImagingofThings.com](http://www.ImagingofThings.com). Once registered, they can begin discovering and sharing unique applications as well as follow other users. The site is designed to be an easy way for printers and print buyers to connect and gain inspiration from each other in a dynamic online community.

Businesses worldwide create a wide range of innovative, high-value and high-quality imaging applications with EFI printers. EFI's printer portfolio features the industry's top industrial LED, UV and water-based narrow web, wide- and superwide-format printers, including leading ceramics and textile print technologies. This portfolio gives printing companies profitable opportunities in The Imaging of Things, delivering greater product customisation and appeal in everything from signage and packaging to décor, apparel and industrial manufacturing.

The Imaging of Things Exchange was first announced at the 2016 EFI Connect. Hear CEO Guy Gecht explain the idea behind the exchange in this video interview:

<http://news.efi.com/imaging-things-video>



NEWS

## EFI RECEIVES PRESTIGIOUS ALFA DE ORO AWARD FOR CERAMIC TILE-PRINTING ECOSYSTEM



*Fiery proServer for Cretaprint, a complete colour management solution for ceramic tile decoration.*

EFI™ exhibited its integrated Cretaprint® system at Cevissima, the international ceramics show. It consists of new X4 technology for tile printing up to 1.8m wide, ink and Fiery® proServer products. This new tile-printing ecosystem won the 40th annual Sociedad Española de Cerámica y Vidrio (Spanish Society of Ceramics and Glass) Alfa de Oro award for machinery innovation.

This prestigious machinery award, which is presented biennially to honour ceramics and glass manufacturing equipment that stimulates technological and artistic creativity, recognised the family of EFI Cretaprint products and their new integration with innovative Double Tile Printing (DTP) 2.0 technology.

DTP, which is compatible with all the printers in the EFI Cretaprint family, enables the simultaneous production of two different patterns or designs within a single print head. It also gives tile manufacturers the ability to produce different-sized tiles simultaneously on their Cretaprint printer, an advantage that helps users extend beyond standard products to capture growing market demand for longer and larger tiles.

EFI's X4 technology is an industrial inkjet hardware platform offering high quality, versatility and higher-productivity printing.

EFI Fiery proServer for Cretaprint is a colour management solution for ceramic decoration. It incorporates users' actual ink costs to calculate the most affordable ink combination. Plus, a new CMYK+spot colour mode on the Fiery proServer simplifies editing tasks without limiting the product's full technical capabilities.



EFI showcased six new printers, such as the VUTEk FabriVU 340 soft signage printer (above) and the VUTEk LX3 Pro (below)



# FESPA DIGITAL 2016

## EFI impressed visitors with innovative inkjet and workflow applications

At EFI's stand at Fespa Digital, showgoers discovered innovations that help generate more revenue and improve profits with the ability to print on thinner substrates and direct to thermo-formable substrates to name just a few.

### **GROW AND PROFIT WITH PRODUCTION-LEVEL INKJET PRINTING**

With the industry's largest portfolio of green LED inkjet printers, EFI demonstrated the energy and money-saving benefits of the technology. Visitors also saw how LED printers are able

to print on thin, heat-sensitive substrates, a benefit that opens the door to new, more profitable opportunities.

Other EFI inkjet printers on display open even more doors. The EFI™ H1625-SD printer and EFI SuperDraw UV inks print directly to a wide range of thermo-formable plastics. This "direct-to" process eliminates costly and time-consuming screen printing or hand painting as well as pre-printing and laminating on formable plastics.

With near-photographic image quality, you can win high-volume corrugated plastic sign jobs and deliver fast turnarounds on custom thermoforming applications.

EFI showcased the VUTEk® LX3 Pro LED printer as the perfect way to boost POP business. It is designed for high production throughput, higher volumes and shorter lead times without compromising quality.

The VUTEk HS125 Pro printer - *the fastest VUTEk product ever developed* - is the new 3.2m, hybrid product offering true analogue replacement capabilities with quality approaching offset, production speeds up to 125 boards per hour, and a variety of automated material handling options including one for corrugated board.



Six new printers and Productivity Suite products were drawing crowds to EFI's booth



EFI also featured the new 3.5-metre Quantum LXr LED printer that offers the best in print quality, versatility, and total cost of ownership (TCO) in its class. Featuring resolution up to 1200 dpi, 7pL droplets, and an impressive collection of optional accessories, the EFI Quantum LXr is a versatile all-in-one, high-quality printer.

### REVENUE-BUILDING FABRIC APPLICATIONS

EFI also presented its new soft signage and industrial textile printing technology: the VUTEk FabriVU 340 and the Reggiani ReNOIR NEXT 180, respectively.

VUTEk FabriVU prints direct to textile or transfer paper with water-based dispersed dye inks and with the ability to changeover from one to the other. It offers true production-level speeds and high-quality images with four colours and wide colour gamut, ultra-high resolutions up to 2,400 dpi and four-level greyscale imaging. This aqueous-based system is available in two widths (1.8 m and 3.4 m).

The ReNOIR Next prints at a remarkable 2400 dpi, CMYK, plus special colours. And they print on both paper and textiles with the same ink set. That means that not only can you produce soft signage but you can use it to print on paper and polyester—allowing you to increase your capabilities with a single machine.

### CONTROLLING YOUR BUSINESS

EFI also demonstrated its Productivity Software including Digital StoreFront®, Pace™ and GamSys. The company showed how these products optimise your office and production workflow, reduce costs, and improve job costing and pricing accuracy.

EFI's e-commerce experts showed how Digital StoreFront can attract new prospects and improve client engagement with branded websites, online catalogues, cross-media, and dynamic publishing capabilities. Also on display was the Fiery® proServer which provides consistent and accurate print output, regardless of printer, file, media or ink type.

### EFI AT DRUPA 2016

We'll continue our drive to bring new business and higher profits to EFI customers. At our drupa exhibit you'll find new printing technology that will open doors to still more applications.

In hall 9, stand A40 you'll experience the "Imaging of Things". EFI will demonstrate how you can print on almost everything—paper, ceramic tiles, furniture, decorations and textiles. Profitable print opportunities are everywhere! We'll also show you the advantages of our end-to-end workflow—with solutions for your management and production workflows that will make your processes cost-effective, integrated and automated.

Whether or not you are planning to visiting drupa this coming May, you can get a sneak preview of the innovations EFI will be showcasing. Visit our drupa microsite ([drupa.efi.com/welcome](http://drupa.efi.com/welcome)) to learn more.



The new VUTEk LX3 Pro printer is designed for high production, higher volumes and shorter lead times without compromising quality.

## Greater speed and environmental benefits

### DuPont Digital Printing collaborates with EFI Reggiani to deliver new digital textile pigment ink.



DuPont Digital Printing and EFI Reggiani announced the introduction of DuPont™ Artistri® PK2600 digital textile pigment ink for EFI™ Reggiani ReNOIR digital textile printers. The ink is designed primarily for cotton textile

roll-to-roll printing that shows performance comparable to reactive ink results.

In addition to cotton textile roll-to-roll printing, Artistri PK2600 ink also has been shown to work well on a number of fabrics that cannot be printed with reactive inks including polyesters, viscose, cotton/polyester blends and non-woven materials.

Pigment inks offer a streamlined workflow, faster turnaround and greatly improved environmental attributes that mills and print specifiers are demanding. The new ink provides these benefits while still offering true colour and the soft feel comparable to reactive printing, excellent fastness and best-in-class digital printing performance. Because Artistri PK2600 ink requires no steaming or washing production steps, job turnaround is significantly faster while water and chemical usage and costs are minimised.

DuPont produces and tests every batch of Artistri ink to an extremely tight tolerance, which helps ensure its exceptional color saturation is repeatable, day to day, month to month and year to year.



The new DuPont Artistri. digital textile pigment ink for the Reggiani ReNOIR digital textile printers ensure repeatable results which is crucial for home textile applications.

# AUTOMATING A COMPLEX CORRUGATED WORKFLOW

Norway's Glomma Papp meets and exceeds the challenge



Glomma Papp's production halls in Sarpsborg, Norway.



With 25% market share, Glomma Papp is one of the largest corrugated converters in Norway. And they do it all: from engineering package construction to designing, printing and converting boxes and displays. Yet, it would be incorrect to classify the company simply as large

or full service. The more accurate description is a company that loves a challenge and draws on nearly 85 years of experience to offer innovative solutions—whether you are looking for a box that practically flies off the shelf, a display that shoppers cannot ignore, protective shipping cartons or all three.

In fact, the need to coordinate an elaborate combination of products for their high-profile clients is what made it all the more necessary for Glomma Papp to automate the manufacturing process. According

to Tor Helge Solheim, production and logistics manager, "We are also known for producing exceptional quality at the right time. This is not something we were willing to sacrifice. That's why it was imperative to move forward into the modern era," he says.

## THE PC-TOPP SYSTEM

PC-Topp is a browser-based corrugated plant scheduling and production control system. It integrates smoothly to any ERP or order entry system. PC-Topp is easy to implement in any environment. Planners quickly adopt the modern Pull Planning approach to scheduling. Rather than creating corrugator schedules first and then lining up the orders on the conversion machines, Pull Planning lets the planner create a longer term plan for each machine in the first place. Knowing which orders are needed when in conversion, PC-Topp then makes sure the right orders are put on the corrugator, reducing work-in-progress, while guaranteeing the smoothest possible flow of production on the corrugator. While offering automatic functions where they make sense, PC-Topp lets the planner maintain control, and the resulting schedules benefit from the system's experience and logic.





### THE BENEFITS FOR GLOMMA PAPP

There were several reasons why PC-Topp stood out, explains Solheim. "We felt we'd get more personal, hands-on attention from PC-Topp." Glomma Papp was not disappointed. According to Solheim, "PC-Topp engineers are very skilled programmers who understand the business. When we come to them with new ideas they listen and programme the solution into the software."

For example, PC-Topp automated the safety instructions so the operators wouldn't even have to think about it. "PC-Topp knows when it is time to perform the quality controls and if something goes wrong, a messaging system knows where to send an email/text message to alert the correct people. It could be a technician, a supervisor or a fork lift driver," says Solheim.

Another plus—the software is extremely user friendly. Solheim says that this is especially important when you implement it on the shop floor.

What seems to especially please Solheim is the record-breaking game his crew plays. "They love to break records. The system records the speed for each run and if a new speed record is set, the data go to the managing director and the team gets rewarded," he says. "It's pretty impressive when the software allows you to build in responses that motivate employees."

"If you want to know more of the benefits of PC-Topp, just read the brochure," says Solheim dryly. "It's all true!"

Clearly Glomma Papp's automated production system has helped to support and strengthen the company's reputation as an innovative solutions provider that clients can rely on.



## UPCOMING EVENTS



### SIGN & DIGITAL UK

19th - 21st April  
Birmingham, UK  
<http://www.signuk.com>



### DRUPA

31st May - 10th June  
Düsseldorf, Germany  
<http://www.drupa.com>



### VISCOM PARIS

6th - 8th September  
Paris, France  
<http://www.viscom-paris.com>



### FESPA AFRICA

7th - 9th September  
Johannesburg, South Africa  
<http://www.fespafrica.com>



### LABELEXPO AMERICAS

13th - 15th September  
Rosemont, (IL), USA  
<http://www.labelexpo-americas.com>



### SIGN ISTANBUL

29th September - 2nd October  
Istanbul, Turkey  
<http://www.signistanbul.com>

# Digital Textile Printing Enables Fast Turnaround

Millennium Fashions combines high quality with high speed



Fast turnaround, exceptional quality and 30 years of experience are the reasons leading brands such as Marks & Spencer, Arcadia and Vera Moda choose Millennium to create their top-selling items.

Located in Sharjah, United Arab Emirates, Millennium Fashions Industries Ltd. does it all—from design and pattern making to fabric printing and garment construction.

According to Millennium's managing director Mahomed Iqbal Kassam, starting a business in the fashion industry was daunting. But with the help of EFI Reggiani the company eased into a logical and lucrative workflow. "We were new in the field when we first came to Reggiani, but with their help we have learnt so much and our business has really excelled", he says. The EFI Reggiani digital printers, he

adds, "render fantastic quality and are so straightforward to use". Millennium operates three Reggiani machines that are capable of printing enough fabric to finish roughly 15,000 garments per day." Millennium operates three Renoir Compact printers, two with 16 and one with 8 heads.

"We also chose Reggiani because of the company's great reputation and the service provided has been excellent throughout", Kassam says. "The after care service has been exceptional; we wouldn't know what to do without Reggiani's fantastic engineers".

With a staff of 550 and the ability to deliver complete orders in less than two weeks, Millennium cannot afford to skip a beat. It's no surprise that strong relationships with suppliers like EFI Reggiani are a critical factor in the company's success. "I understand

that EFI have only recently acquired Reggiani. We are looking forward to the new products and developments the company will be introducing in the future", he says.





# EFI ACQUIRES DYE AND COLOUR SYSTEMS DEVELOPER RIALCO LIMITED



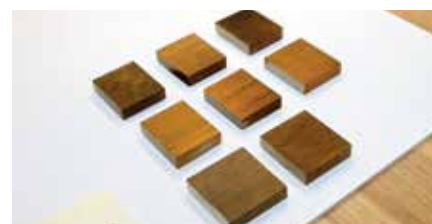
EFI™ has acquired Rialco® Limited, one of Europe's leading suppliers of dye powders and colour products for digital print and industrial manufacturing industries.

Based in Bradford, UK, Rialco will now operate as part of EFI's industrial inkjet business, and will continue to work closely with and support its existing clients as well as expand and grow its capabilities with new products and new customers. EFI plans to improve its inkjet portfolio with Rialco's advanced ink component capabilities.

The dye-sublimation ink market Rialco serves is one of the fastest-growing sectors of the global ink industry, with new research from Smithers Pira forecasting 18.4% year-over-year growth in dye-sublimated material print volumes through 2021, and a greater than 100% increase in volume and value of dye-sublimated printed material in that same time frame.

"The deal announced today gives EFI the platform to extend the technical advantag-

es we provide to customers in the signage, textile, ceramics and other industries that are rapidly transitioning from analogue to digital printing," said Stephen Emery, vice president of EFI's ink business.



## GO FURTHER WITH WORLD OF FIERY WEBINARS Now Available On-demand



"I loved knowing there was so much to do with Fiery. We've had it for over a year, but we haven't really used it. It was incredible to see how much time/effort can be saved."

"I have been using the Fiery for 10 years and I have not been aware of the depth of the software until today. I wish I had known all this years ago."

This is what just two of the participants had to say about the World of Fiery Webinars. Now you can experience these same benefits and more. Fiery experts give colour professionals, print business owners, wide-format print providers and in-plant/CRD operations managers a new level of expertise.

### JOIN US LIVE IN 2016

Our 2016 series has already commenced covering topics such as colour management, prepress, and more. Join our experts to learn how to leverage your technology to compete more effectively



and offer new services to your customers. We offer sessions on various topics and in different languages. Use the links below to register for the 2016 series.

The World of Fiery team looks forward to seeing you soon. For more information, contact us at [wof@efi.com](mailto:wof@efi.com).

### GET WORLD OF FIERY WEBINARS ON DEMAND

View the webinars at your convenience on [YouTube](https://www.youtube.com). And download the additional resources presented in our webinars. Find the WoF Webinars here: For toner and cut-sheet applications: [webinar.efi.com/WorldofFiery](http://webinar.efi.com/WorldofFiery)

For Wide Format: [webinar.efi.com/WorldofFieryWF](http://webinar.efi.com/WorldofFieryWF)

# CERAMIC TILE MAKER REAPS THE BENEFITS OF COLOUR MANAGEMENT

Ability to predict final colour shortens product development time



Adding Fiery proServer allowed Wonderful Group to get more realistic tile decoration with consistent colour and lower ink usage.

As one of the largest architectural ceramics manufacturers in China, Wonderful Group constantly work to develop new products to meet the growing needs of their customers. But new product development can be time consuming, with many design iterations and tile firings required before they can see the actual results. Plus, it was never easy for designers to predict or visualise the final colour without seeing an actual production tile. Multiply that across multiple product lines and several brands including Marco Polo, L&D, Wonderful and others, and the Wonderful Group had a big challenge. They decided to evaluate colour management solutions on the market and, as part of their research, visited the Ceramics China show in 2014. There they saw the Fiery® proServer. Mrs. Xiao, director of R&D says, "We were amazed by Fiery proServer capabilities like lightweight prototyping on inkjet printers. We could see how this would help us visualise our designs in the ceramic colour space, irrespective of the number of output channels."

## Taking the next step

Wonderful Group, located in Dongguan City, have 22 EFI™ Cretaprint® printers in three locations. They value these printers because they are very reliable. Mrs. Moli Li, general manager of EFI Cretaprint China, first spoke to Wonderful Group about the Fiery proServer and its benefits. She recounts that she told the company, "The proServer produces the most accurate and consistent colour quality for ceramic tile decoration and lowers ink consumption – no matter what the production conditions." And, with Fiery ColorWise® technology, the company would be able to see an accurate prediction of final colour onscreen or on inkjet proofs, without the need to wait for final production equipment to produce a prototype. This would clearly cut product development time at Wonderful Group considerably. Plus, it offered them other benefits in colour quality and commodity costs. So Wonderful Group decided to add a Fiery proServer to their Cretaprint printers at one of their plants.





One of the largest manufacturers of architectural ceramics in China, Wonderful Group has four subsidiaries and three manufacturing facilities with 40 production lines.

#### Reaping the rewards

After adding their first Fiery proServer, Wonderful saw how easy it was to adapt to the workflow. In addition, they also saw some important benefits in speed, quality and cost:

- Improved inkjet product research and reduced product development cycles
- Increased production efficiency
- Products became more realistic
- Unit quantity of ink decreased, reducing the cost of production
- Since Fiery separations are optimised for the Cretaprinter, they ensure optimal use of inkjet nozzles, which helps reduce maintenance on the machines

Because the Fiery proServer uses adaptive algorithms that are optimised for ceramic tile decoration and based on spectral measurements of actual tile production conditions, Wonderful Group is able to keep improving colour accuracy and prediction over time. They get best-in-class colour matches to the original designs, no matter what the print condition, location, ink used, glaze or kiln. Fiery ColorWise accuracy means they no longer have to make trial-and-error file adjustments on the production line to match colours.

After seeing the benefits of the Fiery proServer, Wonderful decided to buy a second proServer for another plant and has already successfully installed it. Mrs. Xiao says, "We are extremely happy with Fiery proServer and will continue to buy additional units for our growing production plants across the world."

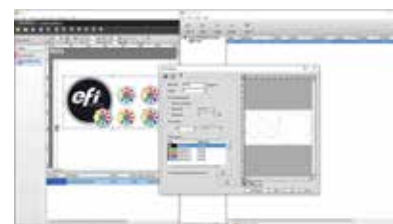
## EFI and SAI Collaborate

### Seamless device integration for Fiery wide-format print-and-cut environments

The Fiery® Cut Server Option provides the power and versatility of SAI's cut contour technology in a Fiery workflow to drive one or more of the 1300+ supported cutting devices from more than 80 suppliers, whether sheet or roll-fed. This integrated technology from SAI, a leading provider of software solutions for the professional sign making and wide-format digital printing industries, enables users of the Fiery workflow solutions to enjoy a fully automated end-to-end print-and-cut workflow.

The Cut Server Option delivers convenience, reliability and precision for users regardless of whether they're driving cutters from smaller providers, or those from larger manufacturers. By eliminating the need to work with different software for each cutter type, job management is easier and all printing and cutting processes can be seamlessly linked. Up to eight cutting engines can be driven simultaneously, accelerating production times and eliminating bottlenecks.

The collaboration effectively enables more customers to enjoy an end-to-end print-and-cut environment with minimal touch points and maximum automation. Fewer manual steps also reduce the chance of human error and therefore waste. The solution works by having the Fiery digital front end extract the cut paths from the job and deliver them to the cutter; meanwhile, without manual intervention, the digital front end also readies the job for preview and automatic printing. Depending on the customer workflow or preference, cut path recognition can be automatic or manual so that operation may be unattended if desired, giving businesses further flexibility.



The SAI-powered Cut Server Option enables users of the Fiery workflow solutions to enjoy a fully integrated end-to-end print-and-cut workflow



The EFI Cut Server Option delivers the power and versatility of SAI's cut contour technology in a Fiery workflow to drive one or more of the 1300+ supported cutting devices from more than 80 suppliers



# Employing Speed and Quality to Serve High-Profile Brands

## PM-TM move to high-speed, hybrid technology



High-end interior decoration printing such as furniture surfaces, wallpapers and murals.



When Aleksandrs Gurvičs ventured into the signage market in 2009, his company consisted of him, his partner Jānis Kokorevičs, and a single wide-format printer. Today PM-TM, located in Riga, Latvia, employs 40 people using 20 production systems.

In 2009 we were at the height of the recession, yet the two young entrepreneurs dove into the market. Clearly, their determination and focus was enough to overcome economic obstacles and grow PM-TM into the leading signage company in the Baltics. In 2016 their reach extends to four Nordic countries.

PM-TM's formula for success is a clear understanding of client needs as well as the willingness to invest the company's profits into new technology to better serve those clients. This could be why names such as Coca Cola, Sony, L'Oreal, Beiersdorf, Reckit Benckiser, Henkel, GlaxoSmithKline trust PM-TM with their brand identity.

### MEETING THE CHALLENGE

PM-TM excels at meeting the challenge of rapid growth. In 2014 when the volume increased again Gurvičs knew he needed a production-speed, wide-format printer, but could not afford to sacrifice quality. After visiting the EFI Customer Experience Centre in Belgium, he knew the VUTEK® H2000 Pro was the right choice for his organisation. He found it to be superior to any other competitive system on the market. "Honestly, EFI is so much better in all aspects," he says.

The VUTEK H2000 Pro offers production-level speed, greyscale imaging and UltraDrop™ Technology to deliver photographic quality. UltraDrop offers smaller drop sizes and more precise control with native 7pL print heads and true multi-drop addressability in each dot position. Combined with four-level greyscale and two ink density levels the result is outstanding smoothness in shadows, gradients and transitions.





"In addition to handling higher volume, the VUTEk H2000 Pro gives me the option of switching from sheet to roll-to-roll and it has white-ink capability," adds Gurvičs. "This is so important for backlit and transparent film applications. And the UV inks allow us to keep our commitment to the environment."

The VUTEk H2000 Pro offers a single-pass white ink option which enables printing opaque white backgrounds or white on dark substrates at very high-speeds.

"Great technical service was another reason for choosing the H2000 Pro," says Gurvičs. EFI's service is superior to their competitor's in our region. Yet, this machine is extremely reliable. We run it in three shifts with no problems."

### SPECIALISED APPLICATIONS

Artitude is a division of PM-TM. Its focus is on interior décor and offers printing and installation of everything from floor laminates and murals to furniture and windows. PM-TM puts the VUTEk H2000 Pro to work for his interior design clients as well as large-format signage and point-of-purchase displays.

Gurvičs says, "the VUTEk is ideal for wallpaper, murals and furniture surfaces."

The Fiery® XF drives the VUTEk H2000 Pro at PM-TM. This gives the company the advantage of exceptionally accurate colour management—an absolute necessity when working with high-profile product brands and interior design applications.

With advanced spot- and process-colour optimisation Fiery XF offers the best possible colour output without time-consuming trial-and-error colour correction or complicated device link profiles. Dynamic smoothing technology eliminates file-related banding and ensures smooth and consistent quality for fine art production. Plus, Fiery XF is fully compliant with the latest ISO, G7 or Fogra PSD standards.

### SOUND STRATEGY

"To be competitive we provide all services under one roof; that makes us faster, flexible and less expensive than other companies," explains Gurvičs. The PM-TM staff includes specialists in marketing and advertising as well as experts in production



Aleksandrs Gurvičs,  
Managing Director.

and installation. This is what makes PM-TM a sought after consulting service. The company goes well beyond printing to meet the needs of over 250 clients in the Baltics and beyond.

Gurvičs says his next step might be an EFI VUTEk GS model. This will allow him, he says, to increase volume while saving on labour costs. And that means making more money. An added advantage, he adds, is the system's ability to integrate with the Fiery XF.

## THE POWER OF FIERY CERTIFICATION

### White papers on how investing in professional development will help you stay competitive

A few years ago EFI developed and launched a Fiery Certification programme to give new and experienced Fiery users the opportunity to achieve formal recognition for their skills and knowledge. The programme delivers a comprehensive technical training on Fiery servers and software options, and consists of two certification levels:

- Fiery Professional Certification establishes a solid foundation of knowledge in Fiery technology
- Fiery Expert Certification builds on the Professional level and develops a more in-depth expertise

Ever since the programme was launched, it has proven to be a great success, adding hundreds of Fiery Certified Professionals and Experts each year, both end customers and channel partners. Inspired by the excellent feedback and increasing interest, we decided to explore how the programme graduates perceive the advantages and benefits of becoming Fiery Certified. We conducted extensive interviews and published the findings in two white papers,

each focused on their own target audience – end customers and channel partners. Here is a summary of the input we received.

#### Why become Fiery Certified?

Print service professionals identified that with the certification they are able to:

- Capitalise on their Fiery and print engine investments by instantly applying acquired knowledge
- Recognise and resolve production issues more quickly
- Identify ways to improve their workflow and significantly increase productivity
- Build stronger credibility as print service providers and increase customer satisfaction and loyalty.
- Stay competitive and grow professionally with enhanced skill set

Channel partners pointed out that the certification helps them:

- Be more confident when delivering product demos or recommendations, and sell more professional services
- Differentiate themselves from the competition and increase customers' confidence

by having certified staff

- Build a strategic partnership with their customers by acting as consultants to identify their future business needs
- Identify and solve customer challenges promptly through more personal knowledge
- Educate their customers how to get the most out of their Fiery servers, such as "right the first time" file preparation and better colour management
- Increase their value in the company and build a professional development path

Learn more about the certification programme, and access the two white papers and other marketing materials from the Resources section of the Fiery Professional Certification page: [www.efi.com/fierypro](http://www.efi.com/fierypro) and the Fiery Expert Certification page: [www.efi.com/fieryexpert](http://www.efi.com/fieryexpert).



# MISSION: CONTROL

MONARCH

PACE™

PRINTSMITH™  
VISION

RADIUS®

EFI™ MIS/ERP software gives you better visibility into your operation, enabling you to reduce costs and boost productivity. Get the unmatched automation and optimisation of EFI, the industry leader in MIS/ERP software. We have ignition. **Call 0808 101 3484 or +44 (0)1246 298000 or visit [products.efi.com/MIS](http://products.efi.com/MIS) for more information.**

