



# efi fuels customer success at FESPA

**During a press conference at FESPA efi revealed their strategy of Ecosystem focused on growth segments. Leading the transformation from analogue to digital colour printing through best-in-class products, technologies and services. The new FLEXY launched at FESPA was also introduced during the press conference. efi targeted the burgeoning industrial textile printing market with the new Reggiani Renoir Flexy, making its worldwide debut at FESPA 2017.**

The 1.8m-wide Flexy offers the same outstanding level of performance as the larger Reggiani printers and enables sign and print companies to enter the industrial textile sector. Thanks to its brand new Dynaplast technology, it can be used in conjunction with a wide variety of fabrics, including everything from knitted to woven, as well as low- and high-stretchable and stretchable materials.

The 1.8-metre printer is available with eight printheads and has a production speed of more than 400 sqm/hour with a resolution of up to 2,400 dpi. It incorporates the latest digital technologies for

best-in-class performance, is easy to operate and has a low maintenance cost, thus making it an ideal solution for both sampling and production.

Also new at FESPA was the entry-level Pro 16H LED hybrid printer, which has an embedded Fiery front end. "It is ideal for sign shops with a couple of Mimaki machines, Rolands or HP printers who want to move up to one device and be able to handle rigid materials," said Scott Schinlever, senior vice president and general manager EFI Inkjet.

EFI also brought the high-speed 345sqm/hour Vutek 3r to the show, which is said to have the highest resolution in its class and offer superior quality, using EFI UltraDrop Technology seven-picolitre printheads. It also boasts the highest productivity in its category with speeds of up to 345 sqm/hour.

Designed to be the industry's most technically advanced LED roll-to-roll production offerings, the new VUTEK roll-to-roll printer line includes unique, integrated production workflow benefits



*Scott Schinlever, senior vice president and general manager EFI Inkjet.*



Antoni Tricomi, Director R&D, Federica Beretta, Operating Marketing Manager, Paolo Torricella Area Sales Manager/Product Manager and Adele Genoni, General Manager EFJ Reggiani.

that enable print professionals to do more work in less time.

Users gain a competitive advantage in quality and throughput thanks to the value-added options, including an inline finishing system for all-in-one printing, x-cutting, slitting and collecting, and additional white and light colours.

Another model in the new roll-to-roll printer line, the 5-metre EFJ VUTEK 5r LED printer, also boasts best-in-class print resolution and productivity with throughput speeds up to 455 square metres per hour.

According to Mr. Malcolm McGowan, CEO of McGowans, Ireland the largest digital printer in Ireland, "We researched

all the single-pass technology available for large format printing and the efi Nozomi press was the best in the class by far for our applications. The press checks all the boxes for point-of-sale applications and it allows us to quickly enter packaging market as well."

Frank Tückmantel, Vice President of Corporate Marketing, EFJ says, "FESPA as an association has always done a great job of bringing customers and their members to the show. Allowing us, as a sponsor and a manufacturer, to introduce our new technologies to somebody that really cares and the Association members of FESPA truly care. And the size of the exhibition and the traffic shows that FESPA is doing something right, getting their members here and creating an interesting environment and we want to be part of that. It's a marketplace that we definitely want to benefit from." ♦



Frank Tückmantel, Vice President Corporate Marketing at EFJ.

Other products on display included the latest release of EFJ's workflow productivity software, ver-