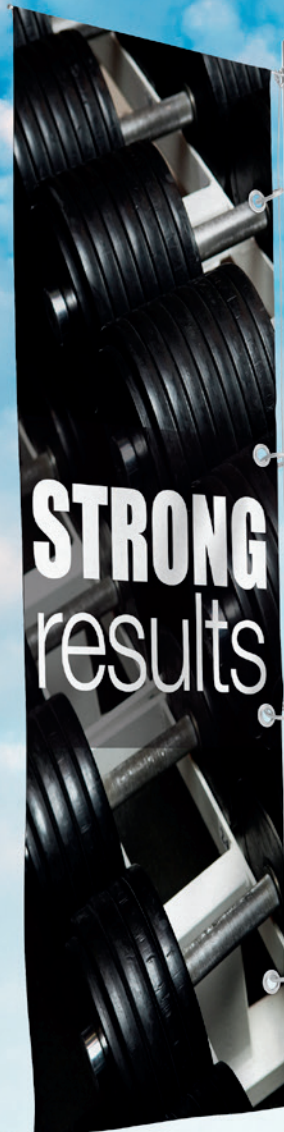


efi Inkjet Soft Signage

Dye-sublimation Printers



Make it a banner year.

Hear that boom?

The soft signage market is exploding.

The soft signage market — defined as printing display graphics direct or transfer to textile media — is experiencing unprecedented growth. In fact, according to IT Strategies, soft signage printer sales are expected to expand 8% annually until 2018. And the output of dye-sublimation digital soft signage printing is expected to enjoy an 8% CAGR (Compound Annual Growth Rate) between 2015 and 2020.* No wonder so many printers are waving the soft signage flag!

Now is the perfect time to invest in your future.

Today's digital dye-sublimation printers are better than ever and made to precisely fit your needs. Models like EFI™ VUTEk® FabriVU printers are industrial, entry-level, aqueous-based digital printers designed specifically to put printers in the lucrative soft signage market fast.

Models like EFI® Reggiani ONE and PRO series printers boast the advanced features to help established soft signage producers develop and drive more business. No matter what your needs, your future can be filled with the lucrative soft signage capability that commands hard profits.



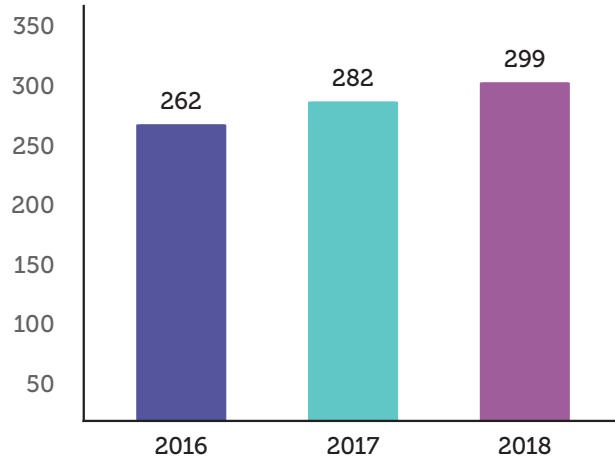
Unlike competitive systems, our medium-viscosity, higher-concentration inks are easier to dry, because they contain less water. That means they behave perfectly on paper as thin as 57 g/m².

Move over vinyl, paper, and PVC — soft signs are better.

What's driving the growth of soft signage? Buyers. They think it's better for four key reasons:

1. Soft signage is reusable. Unlike vinyl and paper, it can be displayed, then folded up and shipped to another location to be displayed again.
2. Soft signage is less expensive to ship. Textile substrates weigh less than vinyl and PVC. That makes shipping costs lower.
3. Soft signage has a higher-value look and feel to it as compared to vinyl and paper.
4. Soft signage has a better environmental footprint than vinyl or PVC.

Projected Soft Signage Printer Sales Worldwide



*IT Strategies 2016

Dye-sublimation printing with a

Although dye-sublimation technology dates back to the 1950s, it's come a long way. Today's aqueous-based digital printers turn modern polyester-based fabrics into bold graphics. This transformation happens when microscopic particles of solid ink dyes are heated to the right temperature, changing them into a gas. When applied to the polyester surface, these dyes form a permanent bond by interacting within the subsurface of the fabric. The result is superb color saturation, sharply defined text and graphics, and long-lasting results.



We use high-resolution print heads to print images in fewer passes. Fewer passes mean more accurate dot placement and efficient ink usage. The result is higher-quality images with smooth transitions and crisper type.



Direct-to-textile printing allows deep penetration of the ink into, and saturation of, the fabric, and you also can benefit from the cost savings of not having to use a transfer paper.

competitive edge.

Direct-to-textile and transfer printing for maximum versatility.

Direct-to-textile printing uses high-energy dispersed dyes to achieve high-resolution results. It's ideal for applications where a continuous length or ink penetration on the backside is required, such as for dimensionally long event and fence graphics, building wraps, and flags. With this process, waste is reduced because no transfer carrier paper is required.

Transfer printing is accomplished by printing the reverse image directly to heat-resistant paper and then, using a heat press or calender, transferring the graphic to the polyester material, on which it forms a permanent — and beautiful — result.

Because both processes have their advantages, it only makes sense to utilize soft signage printers that do both with an easy changeover. Their maximum versatility means maximum ROI and profitability.



Our special ink formulations contain less water, which means you can use lighter, less-expensive papers. Lighter paper means faster transfer times using less energy. And that will boost your productivity.



Transfer printing is accomplished by printing direct to transfer paper and then using a calender to transfer the graphic to the final polyester material, resulting in a high-quality, vibrant images with fine detail.

Incredible feel. Vivid colors. Extra green.

Everything customers are willing to pay a premium price for.

Vivid colors. Excellent drape and feel. Longevity. These are the soft signage attributes that keep customers coming back for more. When transformed into eye-catching graphics by aqueous-based digital printers, polyester-based fabrics provide a natural look, drape, and tactlessness, without lingering smells or odors.

Since the sublimation process means that the dyes, or inks, bond direct into the fibers of polyester-based fabrics, applications have excellent longevity and retain their strong saturation and powerful colors. In addition, they're crease resistant, abrasion resistant, and withstand washing and inclement weather conditions without fading.

A green solution for the environment — and your bottom line.

Dye-sublimation digital printers are environmentally responsible — from their aqueous-based inks to their smaller footprint, less ink consumption, and lower energy usage. And because of the lightweight nature

of soft signage, transportation is more efficient and delivery costs are lowered. All of this adds up lower costs for each high-margin job.

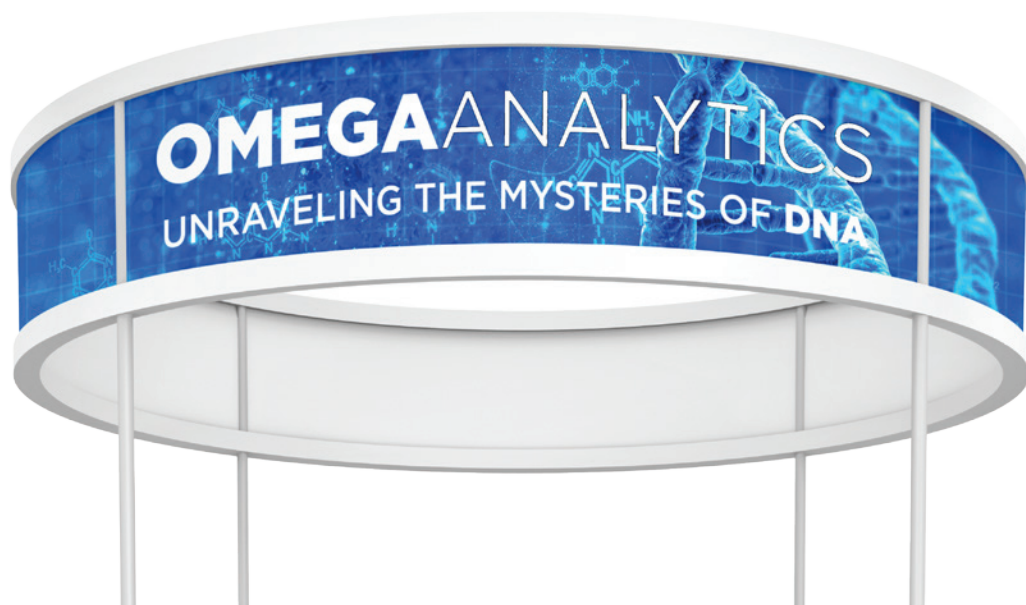


Thanks to our patented ink-recovery system, which circulates ink through the print heads and puts it back into the primary containers, we save you more than 95% of the ink lost in other systems on the market.



Your capabilities are limitless.

From banners and flags, to indoor point-of-sale and outdoor displays, to furnishing, wall coverings, and more, soft signage can be your strong competitive differentiator. You'll command higher prices and greater margins as you take command of your market.





Designed to put you in the soft signage market fast.

High-quality images. True production-level speeds.

Enter the world of profitable soft signage graphics printing with the EFI™ VUTEk® FabriVU series of digital fabric printers. They offer everything you need to produce high-quality images at true production-level speeds — all while keeping your running cost low and profit opportunity high.

- Specifically designed for the soft signage market
- Industrial build and 24/7 operation for more jobs, and profits
- Two times the productivity of competitive models
- Unique features like ink recovery system
- Lowest cost per meter in its category
- Manage future substrates like lighter fabrics



Print more and load less with our mini jumbo roll capability.

EFI VUTEk FabriVU 180 and 340 features at a glance.

	VUTEk FABRIVU 180	VUTEk FABRIVU 340
Colors	CMYK+	CMYK+
Print width	70 in (180 cm)	133 in (340 cm)
Resolution	2400 dpi	2400 dpi
Max. productivity/hr	4,305 ft² (400 m²)	5,381 ft² (500 m²)
Dryer	Heated platen	Heated platen



EFI VUTEk FabriVU 340

Designed to take your soft signage business further.

The superior choice for established producers.

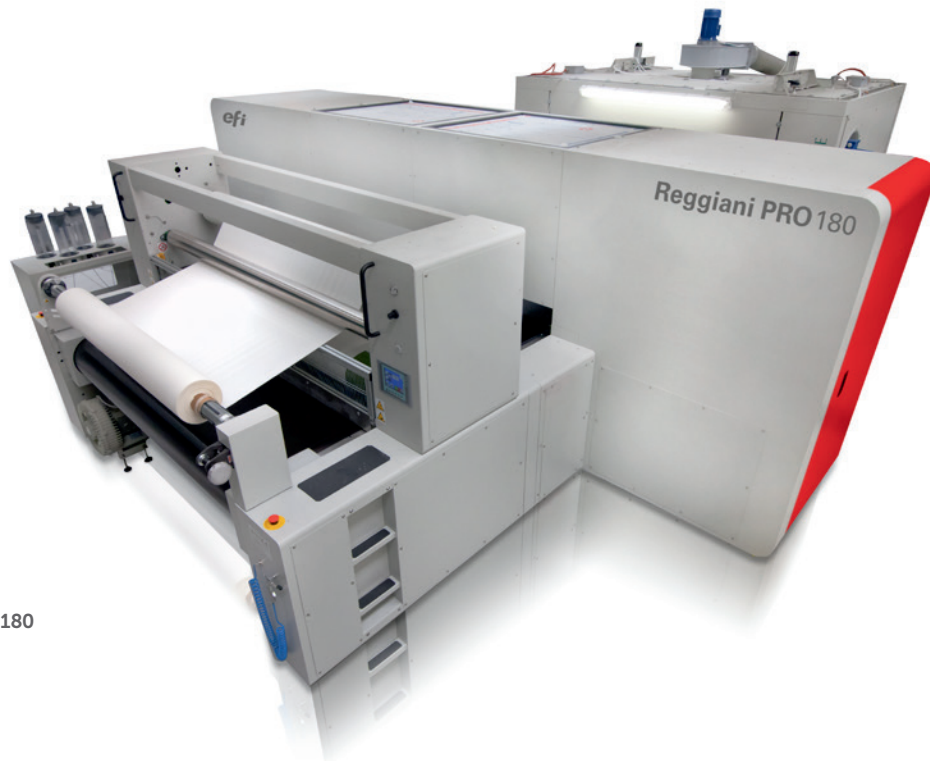
The EFI™ Reggiani series of digital fabric printers have been especially designed for established soft signage producers looking to aggressively develop and drive more profitability with industry-leading image quality and higher-volume capacity.



Our unique sticky belt technology, which never needs to be replaced due to stretching or deformity, enables consistent hold-down and movement of a wide range of textile materials at a high rate of speed.

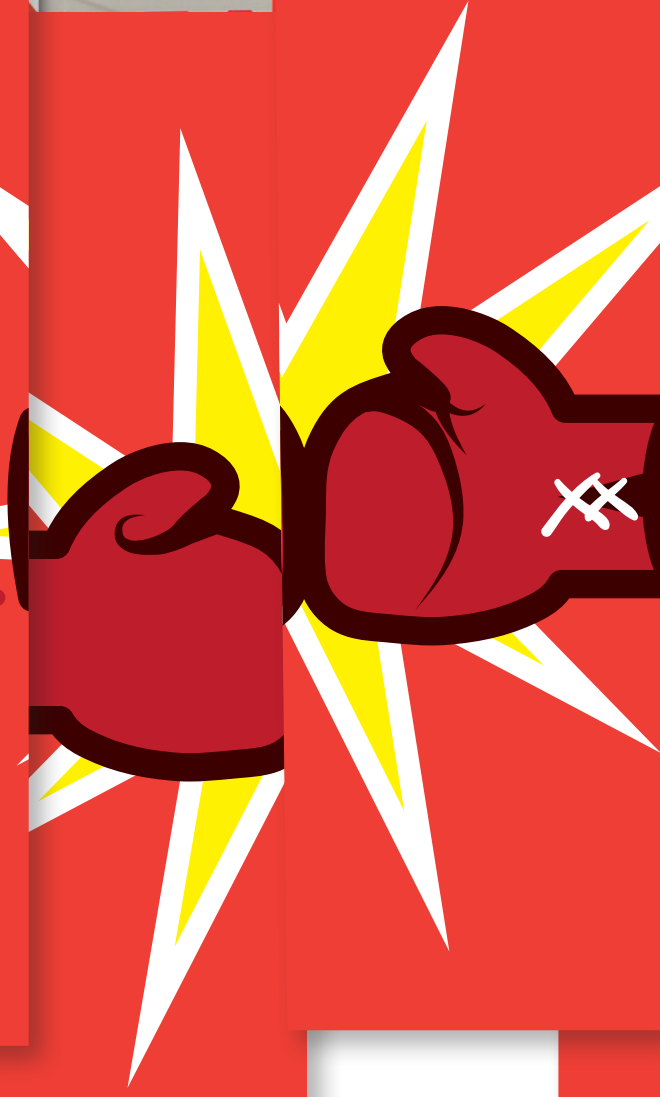
EFI Reggiani ONE 180 and PRO Series at a glance.

	REGGIANI ONE 180	REGGIANI PRO 180	REGGIANI PRO 340 8H	REGGIANI PRO 340 16H
Colors	CMYK	CMYK	CMYK	CMYK
Print width	70 in (180 cm)	70 in (180 cm)	133 in (340 cm)	133 in (340 cm)
Resolution	2400 dpi	2400 dpi	2400 dpi	2400 dpi
Max. productivity/hr	3,336 ft ² (310 m ²)	6,135 ft ² (570 m ²)	4,305 ft ² (400 m ²)	8,611 ft ² (800 m ²)
Inline Dryer	Oven	Oven	Oven	Oven



EFI Reggiani PRO 180

MAXIMUM IMPACT



with
SOFT SIGNAGE

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized 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, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 650-357-3500 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, DirectSmile, DocBuilder, DocBuilder Pro, DockNet, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, FabriVU, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Navigator, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inkintensity, Inkware, Jetrion, the Jetrion logo, LapNet, Logic, Metrix, MicroPress, MiniNet, Monarch, OneFlow, Pace, Pecas, Pecas Vision, PhotoXposure, PressVu, Printcafe, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEK, the VUTEK logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.

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