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Texas AlphaGraphics Facility Captures Rigid-Substrate Growth Opportunity with EFI H1625 LED Printer

FREMONT, Calif., March 4, 2016 – Rob Chatwin, Signs Manager of the Denton, Texas, AlphaGraphics franchise, took the growth trajectory he saw in wide-format inkjet printing and shifted it into a higher gear by installing an [EFI™ H1625 LED](#) hybrid roll/flatbed wide-format printer.

Chatwin's print franchise location had seen significant growth in wide-format services, and he recognized a need to expand beyond the roll-fed latex printer it has on site. Chatwin contacted one of his trusted suppliers, [Konica Minolta®](#) Business Solutions (KMBS), to inquire about the H1625 printer and its capabilities.

"It was obvious to us that we needed to expand, so we contacted KMBS, which already supplies us with cut-sheet digital printing equipment," he said. "We also knew that KMBS's staff had training on the EFI product line. And we were comfortable knowing that, between KMBS's and EFI's capabilities, there would be quick turnaround for support."

While the company also considered a dedicated flatbed inkjet device, the H1625 LED printer, which has collapsible tables for rigid substrate print work, proved a better option in terms of preserving space and ease of installation. "The dedicated flatbed printers we looked at would have presented additional challenges in terms of even getting the printer through our doors to install it," said Chatwin, "so the hybrid format of the H1625 printer worked better for us in that regard."

AlphaGraphics Denton's new production inkjet system includes four-color imaging plus white and single-pass, multi-layer printing, as well as eight-level, variable-drop grayscale printheads for superior-quality imaging. A combination of quality and affordability also sets this model apart from other wide-format inkjet devices: Last year, the H1625 LED printer's high-quality results printing a complex test file earned it SGIA's Product of the Year Award for UV flatbed printers with white ink in the \$100,000-\$200,000 price range.

Greater versatility with 'cool cure' LED imaging

For Chatwin, the printer's mix of versatility, affordability and high-quality imaging drives greater profits and an expanding range of new product offerings. Its long-lasting, consistent LED lamp cures prints at low temperatures, and this "cool cure" capability gives Chatwin's business the opportunity to print on a broader

range of substrates, including thin or specialty media that cannot withstand other curing or drying methods.

The lower-temperature curing also translates into reduced energy costs. And, unlike solvent printers used in wide-format graphics printing, the printer's inks have virtually no VOCs.

"This has been a great machine for us," said Chatwin. "The lack of heat with the curing system is a benefit in terms of growing the types of products we offer. We are doing work on foamcore board and corrugated plastic that we used to outsource, and we have even started printing some special projects on wood and glass."

AlphaGraphics Denton also uses EFI [Fiery®](#) software for inkjet printers, a leading platform for managing color and efficiently processing wide-format imaging files. And, the company uses EFI MIS software for day-to-day business management.

For information about EFI products, visit www.efi.com.

About EFI

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AlphaGraphics Suwanee Drives Rapid Growth with an LED Production Printer from EFI

FREMONT, Calif., Nov. 5, 2014 – [EFI™](#) (Nasdaq: EFII), a world leader in customer-focused digital printing innovation, today reported that the AlphaGraphics center in Suwanee, Ga., has installed an [EFI H1625 LED](#) wide-format printer. The production printer model is a hybrid roll/flatbed device that includes industry-leading white ink and EFI’s “cool cure” LED inkjet technology.

With the assistance of AlphaGraphics’ headquarters, Alan Akins, owner and president, AlphaGraphics Suwanee, and his team evaluated a number of different offerings before making a final decision. “One of the things that moved us toward EFI is the quality of the white ink,” Akins said. “It is so much better than everyone else’s, a true white without the blue tones you find in other wide-format printers, and it is a much denser ink. Its speed gives us great throughput and we are really happy with the registration and overall quality.”

The EFI H1625 LED printer helps companies develop more creative business opportunities by printing on a broader range of substrates compared with UV or latex inkjet printers. The printer’s four color grayscale printheads produce near-photographic image quality, with saturated colors and smooth gradations.

LED innovation fuels success with reduced waste and lower energy usage

The printer’s cool cure LED technology handles roll or flatbed media that cannot withstand the heat of other curing or drying processes. Plus, the instant on/off LED lamps provide more consistent imaging with fewer wasted prints. The lamps also last longer than halide lamps employed in UV inkjet printers, reducing users’ consumables costs.

The printer also is a greener option compared to other print methods, printing with virtually no VOCs. Plus the printer’s LED lamps can significantly decrease power consumption.

“We’ve been in the printing business since 1990, and joined the AlphaGraphics network about three years ago,” Akins noted. “Since that time, we have tripled our business to \$1.2 million in annual revenues with 11 employees. Our new EFI Wide Format printer will be a key factor in helping us continue that growth.”

Upgrading for business growth

Akins has offered wide-format services in one form or another since 1994 and the EFI H1625 LED printer acquisition is the latest in a series of upgrades that have helped to expand the business. “We have been able to add wholesale work

for other AlphaGraphics centers in Atlanta to our mix,” he said, “and we have been really pleased with the ability to print backlit materials and do direct printing on black boards. This is something we couldn’t do before. We’ve experimented with just about everything, including black neoprene and metal side pieces for equipment such as x-ray machines.”

Another new opportunity for the company is the ability to print on 20 pound roll paper. “This helps us compete with the latex printers out there,” according to Akins. “And, we can do a lot of things that they can’t; the printer is extremely versatile.”

“It is gratifying to see the level of innovation at companies like AlphaGraphics Suwanee,” said Scott Schinlever, senior vice president and general manager, EFI Inkjet Solutions. “The features and capabilities we offer for inkjet graphics production with this printer are key to customers who want to grow with wide-format printing and develop profitable, new business opportunities.”

Software offerings from EFI provide additional advantages to AlphaGraphics Suwanee. Akins is pleased with the EFI Fiery® [XF](#) software AlphaGraphics Suwanee uses to drive his new printer. “We have Fiery servers running other equipment in the center,” he said, “and we are very familiar with the workflow. We have also been happy with Fiery’s color management capabilities since we often produce pieces of the same job on color toner presses and our wide-format solvent printer. With Fiery, we are able to ensure that all of the pieces look the same.”

AlphaGraphics Suwanee also uses EFI PrintSmith™ business management software for estimating and accounting tasks.

For more information about EFI Wide Format printers and other EFI products, visit www.efi.com or contact 800-875-7117.

About EFI

EFI (www.efi.com) is a worldwide provider of products, technology and services leading the transformation of analog to digital imaging. Based in Silicon Valley, with offices around the globe, the company's powerful integrated product portfolio includes digital front-end servers; superwide, wide-format, label and ceramic inkjet presses and inks; production workflow, web to print, and business automation software; and office, enterprise and mobile cloud solutions. These products allow users to produce, communicate and share information in an easy and effective way, and enable businesses to increase their profits, productivity, and efficiency.

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