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## Todd Zimmerman Joins EFI as VP and GM for Display Graphics

*Print industry leader brings a wealth of knowledge and expertise to EFI's global inkjet signage and graphics business*

**FREMONT, Calif.**, May 25, 2021 –Todd Zimmerman, a long-time graphic arts executive with a strong track record of growing advanced technology initiatives in print, has joined [Electronics For Imaging, Inc.](#) as its new vice president and general manager, Display Graphics.

He comes to EFI™ from Fujifilm® USA, where he spent a decade and a half in a variety of executive roles, most recently as division president and corporate VP of Fujifilm Global Graphic Systems. Prior to joining Fujifilm, Zimmerman worked in sales with Kodak Polychrome Graphics.

“Todd brings a wealth of valuable knowledge to a role that is key to EFI’s ongoing success,” said Scott Schinlever, chief operating officer, EFI Inkjet. “His experience and management style are significant assets to accelerate an EFI Display Graphics portfolio that offers best-in-class technologies today and will deliver breakthrough technologies in the near future.”

Zimmerman assumes his new role at a time when many EFI customers are growing their businesses to meet recovery-fueled, post-pandemic business needs, especially in key application areas, such as point-of-purchase graphics, tradeshow and event signage, and environmental graphics and décor. As print businesses regain their momentum, Zimmerman will lead EFI’s largest inkjet business segment, a Display Graphics business that is among the world’s largest developers of superwide-format UV LED and dye-sublimation inkjet printers and inks.

“EFI has an outstanding portfolio of offerings for the sign and display graphics market, and I am looking forward to helping the company further enhance those offerings,” Zimmerman said. “This is a unique opportunity, and I am happy to be joining a highly talented team that has demonstrated the ability to not only listen to, but also respond quickly to changing market trends and customer feedback.

“The range of advanced EFI solutions – from our unmatched portfolio of UV LED flatbed, hybrid and roll-to-roll printers to world-class soft signage printers to upcoming, game-changing innovations such as single-pass inkjet for display graphics – means there is much for me to share with EFI customers to help drive their success.”

Zimmerman will be based in Londonderry, N.H., home to EFI's expansive Display Graphics Customer Experience Center for the Americas. He reports to Schinlever, who has responsibility for EFI's collective inkjet activities across the display graphics, packaging, textile and building materials markets.

For more information on EFI's portfolio of display graphics solutions, visit [www.efi.com](http://www.efi.com).

### **About EFI**

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling 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, building materials 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. ([www.efi.com](http://www.efi.com))

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