



Chinese Print Businesses Go for World-Class Quality and Productivity with New EFI VUTEk Printers

Shanghai – 24 Aug., 2021 – Forward-thinking print businesses across China are preparing for growth and productivity utilising the newest, highly advanced superwide-format display graphics printing technologies available from Electronics For Imaging, Inc. At the 21-24 July Shanghai International Ad & Sign Technology and Equipment Exposition, EFI™ and its display graphics channel partner Changyin Technology (Hangzhou) Co. Ltd, celebrated numerous new equipment sales to some of the country's innovative printing companies.

The Shanghai Ad & Sign event featured the worldwide debut of the new, 5-metre-wide EFI VUTEk® Q5r LED roll-to-roll printer. Shanghai Kangda Penhua Co. Ltd, took home the printer from the show floor, adding the VUTEk Q5r to build its offering producing premium-quality graphics for retail, décor and other production applications. Operating at speeds up to 672 square metres per hour, the VUTEk Q5r is EFI's fastest roll-to-roll printer and brings important competitive advantages to Shanghai Kangda Penhua.

Following a celebration ceremony at the show for his company, Mr Hao Sun, general manager of Shanghai Kangda Penhua Co. Ltd, said: "I have been a loyal customer of EFI since 2012 and owned several EFI printers. To be a market leader, I am always on the look-out to invest in the latest, best-in-class printing technology. I chose to invest in the VUTEk Q5r because I was impressed by its high speed and premium colour quality, and these are factors that will give me a competitive edge."

During the tradeshow, another printing company interested in state-of-the-art innovation, Shanghai BoEn Ad Co. Ltd, also committed to an EFI VUTEk Q5r to boost its digital graphics production offerings.

Mr Wenhao Fan, general manager of Shanghai BoEn Ad Co. Ltd, said: "We are confident that the VUTEk Q5r will be a game changer which will boost our production efficiency and enable us to continue to provide high quality and value-added solutions to our customers."

In addition, EFI celebrated Jiangsu Baicheng Digital Film Co., Ltd and LC Group; both companies purchased the EFI VUTEk h5 hybrid UV LED printer at the tradeshow. The 3.2-metre-wide printer is an ideal, high-production solution that handles flexible and rigid substrates up to 5.08 cm thick at speeds up to 109 1.2 m x 2.4 m boards, or 393 square metres, per hour.

Changyin Technology and EFI are delivering a new EFI VUTEK 5r+ roll-to-roll printer to another business making big steps in its production offering, Ningbo Lixin Printing Co., Ltd. Designed to offer superior throughput with a low total cost of ownership, the VUTEK 5r+ printer delivers premium imaging with high ink coverage, high colour density and a wide colour gamut at speeds up to 487 square metres per hour. And, like the VUTEK Q5r, it offers many in-line finishing capabilities and other options that can greatly increase overall throughput for high-value display graphics work.

“The International Ad & Sign Expo was the second in-person trade show EFI has participated in Shanghai since reopenings have begun,” said Rodd Harrison, vice president of sales, Asia Pacific, Electronics For Imaging. “In a region of the world where doing business in person is critical to building and maintaining relationships, we were gratified by the number of visitors to our stand and excited about the opportunity to refresh existing relationships and begin to build new ones. The printing companies we were able to celebrate at this year’s show are more than ready to take advantage of new opportunities to grow their businesses by adopting leading-edge solutions.”

For more information about advanced digital production printing with EFI VUTEK products, visit www.efi.com.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analogue to digital imaging. We are passionate about fuelling 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 personalised 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)

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