

EFI Receives PRINTING United Alliance Pinnacle Product Awards



Fiery FreeForm Create, Fiery finishing integration technology and Nozomi single-pass display graphics printer recognized as important advancements in digital print

FREMONT, Calif., Oct. 18, 2021 – Three advanced digital print technologies from Electronics For Imaging, Inc. were recognized as outstanding product that move the industry forward, winning the prestigious Pinnacle Product Award from PRINTING United Alliance. The winning products span a range of capabilities that help print businesses drive more value and productivity, including variable-data solution designed to grow the use of high-response, personalized one-to-one marketing, an integrated software solution to streamline and automate document finishing, and an ultra-high-speed display graphics production solution that employs EFI's leading-edge single-pass inkjet technology.

Fiery FreeForm Create – unlocking personalized print's potential

The newest version of EFI Fiery® FreeForm™ Create is the 2021 Pinnacle Product Award winner in the variable and transactional software category. The software, which has won several additional industry awards, is a free, variable data print (VDP) creation application that has been recognized time and again for the role it plays in helping the design and marketing community expand the use of personalized campaigns that deliver bigger impact and value.

Developed to be the easiest way to get started with VDP, Fiery FreeForm Create gives users the ability to quickly add variable text, images, and barcodes into files for production on Fiery Driven™ digital printers.

Faster, error-free workflows for digital print finishing

Another Fiery technology – EFI Fiery integration with inline and offline slitter/cutter/creaser finishers – earned the 2021 PRINTING United Alliance Pinnacle Product Award in the prepress and premedia software category. With this innovative offering, digital print providers can use Fiery Impose or Fiery Finishing Designer make-ready software in job prep stages to establish a more seamless, integrated workflow from a digital print device to inline or nearline slitter/cutter/creaser finishers from many different manufacturers.

The solution delivers a fully visual user interface that can significantly simplify the creation and editing of cut, crease and perforation marks on a print job, eliminating operator touch points and errors. As a result, users can save up to

80% in production setup time and ensure imposed jobs will be printed and finished correctly.

Award-winning quality at ultra-high speeds

EFI's newest super high speed production solution, the EFI Nozomi 18000+ LED single-pass printer for display graphics, is the winning product in the 2021 Pinnacle Product Awards' single-pass printer category. This award, which is given based on a strict file output comparison against a test print provided by PRINTING United, speaks to the premium quality and remarkable accuracy possible with EFI's groundbreaking UV LED single pass technology, using up to seven colors, including optional white, orange and violet inks.

Driven by a high-performance EFI Fiery blade server digital front end offering next-generation color profiling technology, the printer is capable of printing on synthetic media and paper-based materials at speeds up to 1,000 sheets or boards per hour – taking print's analog to digital transformation to a new, higher point. With the printer, signage and graphics businesses have the firepower to address their largest-volume needs with just-in-time and on-demand production for print runs anywhere from one to 10,000+ sheets.

Its unparalleled throughput – running up to three or four times faster than the most productive shuttle-based/multi-pass display graphics printers – helps users achieve the lowest cost per square foot for a wide application range of high-volume work.

“The 2021 PRINTING United Pinnacle Product Awards showcased much of the best technology innovations capable of driving printing businesses to greater profit potential, cost efficiency and market growth,” said Ken Hanulec, vice president of worldwide marketing for EFI, “We are honored to have earned these awards, as they demonstrate our longstanding and unwavering focus on creating the right technical innovations so customers can overcome even their biggest digital production challenges and achieve greater business success.”

For more information about wide format and other advanced print solutions from EFI, visit 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)

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