

## EFI Reggiani ecoTERRA Pigment Textile Printer Unveiled at FESPA Global Print Expo 2022



*Eco-friendly, all-in-one pigment inline printing and finishing solution drives efficiency and sustainability in industrial digital textile printing*

**Berlin** – 03 June 2022 – The innovative display graphics and industrial textile solutions from Electronics For Imaging, Inc., at the FESPA Global Print Expo deliver remarkable efficiency, quality and sustainability to help customers drive profits and win new business. The new EFI™ Reggiani ecoTERRA pigment solution making its debut there is an advanced integrated solution for streamlined, greener textile printing.

“We are truly thrilled to provide our FESPA visitors a preview of an innovative pigment printing solution that delivers authentic textile printing results while cutting water and energy consumption,” said EFI Reggiani Senior Vice President and General Manager Adele Genoni. “This is another confirmation of our commitment to green innovation. The EFI Reggiani ecoTERRA solution contributes to making the textile industry more sustainable, reducing the environmental footprint to deliver an eco-friendlier direct-to-fabric printing experience.”

### **A new level of sustainable direct-to-fabric printing**

Scheduled for availability later this year the EFI Reggiani ecoTERRA is an all-in-one solution for water-based pigment printing that requires no ancillary equipment for pre- and post-treatment. Its patent-pending technology gives customers a distinct competitive advantage, dramatically cutting energy and water consumption in the overall process for a more sustainable direct-to-fabric printing experience.

Users will benefit from ecoTERRA’s ability to deliver excellent wet and dry fastness, remarkable sharpness in detail and extraordinarily high durability while also yielding longer printhead life with reduced maintenance costs.

The new ecoTERRA ink range features 7 colours – cyan, magenta, yellow, black, blue, red and green – for an expanded colour gamut. An enhanced polymerisation and finishing unit for the EFI Reggiani ecoTERRA also gives the fabric a softer hand feel, delivering performance that is in line with the most stringent textile industry requirements.

Always committed to deliver to the market new cutting-edge technologies, EFI Reggiani has world-class products offering boosted uptime and reliability, high

performance throughput, and remarkable printing uniformity and accuracy – all while helping customers increase the sustainability of their textile manufacturing activities. For more information about EFI Reggiani products, visit [www.efi.com/reggiani](http://www.efi.com/reggiani).

### **About EFI**

EFI™ is a global technology company, leading the worldwide transformation from analogue to digital imaging. We understand our customers want breakthrough technologies to lead them through their digital journey. That's why we're passionate about driving their business growth with a scalable portfolio of products, solutions, services, support, and world-class partnerships for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials, commercial print, and personalised documents with a wide range of printers, inks, digital front ends, and workflow software. They work together to increase profits, cut costs, improve productivity, and optimize efficiency – job after job, year after year. We are devoted to our customers. And we definitely believe we have the right people, technology and experience to help them achieve their business goals. ([www.efi.com](http://www.efi.com))

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