



EFI Hits 800 New Generation Roll-to-roll Printer Milestone with Sale of VUTEk Q5r Printer to DécoAder

Ratingen, Germany – 04 July 2022 – Electronics For Imaging, Inc. today reported that Paris-based print business DécoAder has installed the 800th new generation EFI™ industrial roll-to-roll printer. DécoAder selected the 5.2-metre-wide EFI VUTEk® Q5r roll-to-roll LED printer to grow its existing fleet's capabilities, ensure high quality, increase output, and maintain a competitive edge over other SME digital print providers.

“We have never seen a printer with such technological development on the market before, and it far exceeds the capabilities of those already in use,” said Thierry Borrat, DécoAder's CEO. The VUTEk Q5r will help to meet the company's customers' needs in a variety of markets, but especially those within the event and vehicular print sectors.

Investing to meet customer demands

Founded in 1972, DécoAder gradually adopted digital printing to become a leading large-format print business in France. It employs 75 people and already houses four EFI VUTEk UV LED printers on its vast 3,000 square metre shop floor.

Managed since 2009 by Borrat and Christelle Meyer, DécoAder offers its clients a comprehensive range of services, and supports them throughout their projects right up to installation. In recent years, the business has experienced increased demand for faster turnaround times and higher-volume orders, while aiming to improve efficiency, minimise waste and increase their focus on sustainability.

“The selection of the Q5r guarantees us high productivity and a capacity to print significant volumes quickly,” said Borrat. “It allows us to meet the expectations of our customers, who approach us with very tight deadlines, especially in the events sector. The Q5r provides the necessary flexibility and comfort to respond to higher-volume markets.”

Cutting-edge advantages for industrial applications

The EFI VUTEk Q5r printer is the fastest roll-to-roll display graphics printer in its class, capable of running at speeds of up to 672 square metres per hour. It is available with four colours plus optional light colours, white, and a new UltraClear Coat for even more design and application possibilities.

The printer features EFI UltraDrop™ Technology with native 7-picolitre printheads and multi-drop addressability for high-definition quality. Benefits include smoothness in shadows, gradients, and transitions, as well as precise and sharp four-point sized text with a true resolution of up to 1,200 dots per inch.

Thanks to full print production workflow options, from the RIP to the finished product on the same platform, the printer offers users a competitive edge encompassing top-quality printing, high productivity, and optional in-line quality inspection, coating, and slitting and cutting.

"The economic model of our trade is changing," said Borrat. "There are lots of challenges, but they are essentially based on pricing and the environment. The option of coating and cutting in-line enables us to once again compete in markets where there is a lot of fierce competition."

The unique horizontal roll-to-sheet cutter system integrated into the printer enables automatic media cutting on the X-axis on the fly, without delaying printing. At DécoAder, this will streamline and minimise the manual handling process for vehicle fleet prints. Single- or double-bladed Y-slitters enable multiple jobs to be separated on a single full-width roll, minimising media waste.

DécoAder's new printer is capable of printing both white and clear together inline. White printing with a variety of multi-layer modes – plus the UltraClear Coat in glossy and matte modes with selective or full flood application for protection or design enhancement – enable DécoAder to expand creative possibilities in construction, interior design and personalised jobs. "This printer has opened new horizons for us and will enable us to offer our services with a creative bonus and distinct added value at an extremely competitive price," said Borrat.

In 2021, the EFI VUTEk Q5r roll-to-roll LED printer was recognized for its standout capabilities in the European Digital Press (EDP) Awards, beating out its competitors to receive the award in the large/wide-format printing systems category for printers above 350 centimetres wide. For more information about this printer and other advanced display graphics digital production solutions from EFI, visit www.efi.com.

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're committed to our customers' success. And we definitely believe we have the right people, technology and experience to help them achieve their business goals. (www.efi.com)

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