



EFI Announces Best in Ground (BIG) as New Distributor in Thailand for Display Graphics and Cubik Solutions

Fremont, California – 25 July 2022 – Electronics for Imaging, Inc. has named Best In Ground (BIG) as a new inkjet distribution partner in Thailand. The new partnership will focus on the distribution of EFI™ printers for the signage and display graphics space, as well as EFI Cubik single-pass UV LED printers for the decoration of wood and other building materials.

In addition to serving as an EFI distributor, the BIG staff will be trained to provide complete servicing for customers in the region, enhancing the existing EFI services infrastructure.

Headquartered in Nonthaburi Province, BIG is a graphics service provider dedicated to offering a high level of customer satisfaction with first-rate solutions and experience. The team provides local customers in the printing and packaging industry with profound expertise and technical after-sales services.

“We are thrilled about this opportunity to partner with EFI,” said BIG Managing Director Kornphob Panprasong. “The foundation of our business is to meet and exceed our customers’ expectations and to support them in the growth of their businesses. Efficiency and speed in addressing market demands are our customers’ biggest needs, and we are confident that EFI solutions will empower them to thrive in the face of these challenges.”

“The legacy that BIG has built in the Thailand market will help EFI to extend our customer reach even further to customers in the Asia Pacific region,” said EFI Inkjet Regional VP of Sales Rodd Harrison. “We are excited to be partnering with BIG to grow our presence in this rising market.”

For more information about EFI’s display graphics and industrial digital printing solutions, visit www.ifi.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 optimise 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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