



Laborprint Strengthens its Position in Brazil's Wide-format Sector with an EFI VUTEk h3 Printer

FREMONT, Calif., Dec. 21, 2022 – Laborprint, a printing company in São Paulo founded in 1995, has built a modern offering of complete solutions for the production of promotional materials, display graphics and packaging. And the company has just taken another important step in that direction by acquiring its second EFI™ VUTEk® hybrid flatbed/roll-to-roll UV LED inkjet solution – a VUTEk h3 superwide-format printer from Electronics For Imaging, Inc.

“We needed to increase our production capacity even further while exceeding the image quality standards required by the major brands we serve,” said Pedro Henrique Camiloti, Laborprint’s sales director. “There was nothing more natural for us than choosing EFI’s VUTEk h3 technology to accomplish this goal. The equipment added to our existing technology platform and contributed to another major step in positioning the company as an important force for point-of-sale materials and other wide-format applications.”

Premium-quality print with UltraDrop Technology

The EFI VUTEk h series offers outstanding reliability, ease of use and maintenance, quality, and productivity. Laborprint’s 3.2-meter (126-inch) wide h3 model printer is configured with eight colors in a CMYK x 2 configuration, plus two channels of white. It features EFI UltraDrop™ Technology and native 7-picoliter grayscale printheads that deliver high apparent resolution and high-definition print quality; outstanding smoothness in shadows, gradients, and transitions; and superb text quality down to three-point sizes.

The VUTEk h3 printer’s advanced “cool cure” UV LED curing technology significantly reduces the amount of energy consumed compared to other curing and drying methods. Not only does this reduce costs, but it also allows for printing on thin and specialty substrates that cannot withstand the heat generated by traditional UV and latex inkjet printers.

Printing at speeds up to 74 boards per hour, the VUTEk h3 printer also gives Laborprint the capability to scale up its operations to accommodate future business growth. Thanks to an option available for the printer, the VUTEk h3 printer can be field upgraded to the EFI VUTEk h5 model, which has a top speed of 109 boards per hour.

“Laborprint is a great example of a growing company that has leveraged EFI’s latest technology to secure a leadership position in its market,” said Ken Hanulec, EFI’s vice president of worldwide marketing. “Adding the VUTEk h3 to

its print production solutions gives them more flexibility in meeting customer needs and an opportunity to gain new customers to spur even further growth.”

For more information about high-volume VUTEk hybrid sign and display graphics printers from EFI, visit www.efi.com.

About EFI

EFI™ is a global technology company, leading the worldwide transformation from analog 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 personalized 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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