

## Fiery CADlink Starts 2023 Strong with Direct-to-Film Innovations at Impressions Expo

*Portfolio of RIP and workflow solutions drive economical, efficient, and high-quality apparel decoration, wide-format printing, engraving, and more*



**FREMONT, Calif.**, January 17, 2023 – Fiery®, the digital front end (DFE) digital print workflow business of [Electronics For Imaging](#), Inc., is demonstrating advanced [Fiery CADlink](#)® direct-to-film and wide-format DFE and workflow solutions for apparel decorators and specialty print businesses at the Impressions Expo in Long Beach, California. The Fiery CADlink booth, #2224, at the Jan. 20-22 trade show will feature robust color management tools that streamline and automate otherwise challenging prep work tasks to ensure apparel decorators can get the best results fast in apparel decoration. Dealer partner [DTF Superstore](#) is joining Fiery CADlink in its Impressions Expo booth exhibit.

The advanced Fiery CADlink [Digital Factory](#) v10 RIP and software technologies that will be demonstrated live in Long Beach give users fast solutions to troublesome tasks, such as creating knock-outs for automatic black, white or color removal. This advanced technology also provides another unique advantage, eliminating complicated file-preparation steps needed for direct-to-film production using white ink. Fiery CADlink solutions also enable printing on both sheets and rolls of film for the ultimate flexibility in apparel decorating operations.

“We are starting the year strong at our first industry trade show of 2023,” said Mike Chramtchenko, director of sales and marketing, EFI Fiery. “Our Impressions Expo exhibit features important advancements in direct-to-film printing that give garment decorators the ability to print on virtually limitless fabric types with no color limitations – using virtually any type of image file.”

### **Two dozen-plus partners featuring Fiery CADlink**

The expansive capabilities of this leading-edge digital print technology portfolio feature prominently throughout Impressions Expo. In addition to the exhibit in booth 2224, Fiery CADlink DFE and workflow software solutions for wide-format inkjet printing, film separations, digital engraving, and more will be shown in more than 30 partner exhibits across the show floor.

Direct-to-film printing using Fiery CADlink solutions brings a new level of sustainability and efficiency in garment decoration. Users can save time, money and resources in transfer work – and gain superior results compared with direct-to-garment printing – with a heat transfer production workflow that delivers:

- Outstanding results on natural fibers, polyester, and poly blends;
- Excellent hand feel and wash characteristics;
- High-quality color imaging for light or dark fabrics; and
- Compatibility with readily available, standard films used in analog garment decoration.

Fiery CADlink user Matt Gusse of [DTF2U.com](http://DTF2U.com) reduces his production costs and delivers exceptional quality with Digital Factory direct-to-film RIP software. According to Gusse, DTF2U.com is now able to produce “one of the softest, most affordable digital transfers available – with no color limitations, and no artwork limitations. Including the powder, paper, and film, we’re looking at a cost of 85 cents per square foot, with washability of 75 washes plus, far exceeding the 30 to 50 washes specified by most of the standards.

“We don't have fabric limitations, we don't have heat limitations, and all of this is powered by Fiery CADlink Digital Factory. It's made a huge difference in our business.”

For more information about Fiery CADlink direct-to-film printing and other products and solutions from EFI, visit [www.cadlink.com](http://www.cadlink.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. ([www.efi.com](http://www.efi.com))

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