

The logo for 'The Imaging of Things' features a stylized graphic of colorful dots (blue, yellow, pink, black) arranged in a pattern that suggests a trail or a cluster of points. To the right of this graphic, the word 'The' is in blue, 'Imaging' is in pink, and 'of Things' is in black.

The Imaging of Things

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The printing industry discovered gravity the same way Isaac Newton did. The "Apple" that fell on the print industry's head had names like iPhone and iPad. Almost overnight, people needed to print a lot fewer books, magazines, newspapers and office documents.

You might say, what's the big deal?

At EFI, we recognized the gravity of the situation immediately: Beside the small point that all of our business came from the print industry, we were well aware that this industry, like no other, is built on hundreds of thousands of small businesses worldwide, and almost 100 percent are family-owned. We realized that finding an answer for our business would also mean finding some crucial help for others that depended on our industry – we were "all in" when it came to this mission.

Just like gravity, the answer has been around us all along, yet it took us some time to figure it out. Almost every

object in our lives is imaged. We buy clothes because we like the way they look. We drive to the store in a car that has a certain color painted on it. At the store, we find what we are looking for based on signage, and then products in the store are packed in the most seductive, creative and informative

way possible. Will that change any time soon? Can we imagine a world where we buy toothpaste in a blank box because the information is online? Not in our lifetime. Pack-

aging will continue to be the selling point of products, and how regulators ensure that consumers get crucial information before they buy. It is a world where the "Imaging of Things" has a precious value.

Is the Imaging of Things vision limited to packaging and signage? Consider decorations like furniture, flooring, windows and glass. More and more, they are all being covered with printed images. When a "thing" is manufactured, part of the manufacturing process is to imprint an image on it. We



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Most recent tech purchase?
DJI Phantom drone

Last book read?
The Hard Thing About Hard Things

all know that printers put great images on paper, but how can we print on all of those other materials that have a variety of shapes and textures? Thanks to inkjet technology, we can print on almost any material without even touching it. Put some tens of thousands of inkjet nozzles on a production line, feed them more than 500MB of data every second, and suddenly you can transform to on-demand printed manufacturing without slowing down. We can already match analog production lines of ceramic tile at speeds of 240 feet per minute, and we have our sight set on catching up to the fastest packaging production lines running at speeds of 2,000 linear feet per minute.

“Gravity” helped EFI discover the Imaging of Things. It’s the force that moves us and our customers closer to solutions. We are well on our way to be part of transforming not just the traditional print industry, but some very large industries such as signage, out of home advertis-

Mentor or role model?
I was very lucky to have many.

Most used app?
Bridgebase

ing, tiles and packaging, and we are just getting started. It is a game changer for us, and more importantly for the thousands of family-owned businesses that are our customers. This is why we call it a mission.