

EFI to Exhibit at APPP EXPO 2023 in Shanghai, 18 to 21 June



Joined by distribution partner Changyin Technology, EFI will be featuring the best-in-class VUTEk Q5r roll-to-roll and the high-productivity VUTEk h5 hybrid display graphics printers

Shanghai, China, 18 June, 2023 — [Electronics For Imaging](#), Inc., announced that it will be exhibiting its advanced roll-to-roll and hybrid printing solutions for the sign and display graphics market at APPP EXPO 2023 in Shanghai, in collaboration with its distribution partner, Changyin Technology. In its 30th year, APPP EXPO 2023 is taking place on 18 to 21 June, 2023, at Shanghai's National Exhibition and Convention Center. EFI™ will be located in Hall 5.2, Stand-A0260 at the Expo.

More than a printer

The 5.2-metre EFI VUTEk® Q5r roll-to-roll LED printer goes beyond printing to provide a complete print-to-finished-graphic workflow – from RIP to finished product – all on the same platform. The VUTEk Q5r is the fastest superwide-format roll-to-roll solution in its class with productivity speeds up to 672 square metres per hour and features true resolution up to 1200 dpi.

The VUTEk Q5r printer is available with CMYK plus optional LC, LM, LK, white and clear inks with the option to run white and clear together. The clear ink, EFI's UltraClear Coat, can be used for decorative applications as well as for a final protective coating. UltraClear Coat prints inline, simultaneously with the image, saving time versus using a separate offline coating system, and can achieve a gloss or matte finish.

The printer handles a wide variety of flexible substrates with 300% better media utilisation, only requiring 40 cm of media to load a new roll, and is available with inline slitting and cutting, Roll & Tape, double-sided printing and other value-added workflow and media handling options to drive efficiencies into the production process.

“The VUTEk Q Series printers are gaining popularity amongst our customers globally and we have just sold our 100th Q series roll-to-roll printer to Swiss-based printing firm, Richnerstutz AG. This printer series is one big competitive edge for our customers, bringing unprecedented speed to our portfolio and a host of valuable features and options that take profitable roll-to-roll print production to a new, higher level,” said Paul Cripps, EFI Vice-President of Sales, EMEA and Asia-Pacific.

Future-proof your business with a competitive edge

Also, on display at the Shanghai APPP Expo, is the high-productivity 3.2-metre EFI VUTEk h5 hybrid roll/flatbed LED printer, which delivers top-tier image quality up to 1200 dpi and high throughput at speeds up to 109 boards per hour. With its automated media

handling options, including a ¾ automated media loading and stacker systems and super duty winders, the VUTEK h5 printer is ready to meet our customer's needs.

"EFI makes our customers' success our top priority, and our innovative digital print solutions portfolio will help to support and create valuable opportunities for display graphics companies to differentiate themselves, increase their productivity and grow profitability." said Kaiser Guo, EFI Senior Director, Sales and Business Development, Greater China, and ASEAN.

"We are proud to partner with a market leader like EFI and we have also seen a strong, growing demand for EFI's VUTEK superwide-format inkjet printers, which are known for their high productivity, quality, and reliability. We believe that EFI's advanced printing technology solutions will meet our customers' needs for premium print quality applications at an efficient total cost of ownership," said Mr. Ma Li, General Manager, of Changyin Technology.

To schedule one-on-one interviews with EFI and/or Changyin experts during the show, please contact:

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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)

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