



Lofton Label Steps Up to EFI Radius ERP

Foster City, Calif. - June 7, 2011 - [EFI](#)[™] (Nasdaq: EFII), a world leader in customer-focused digital printing innovation, today announced that [Lofton Label](#) is one of the first EFI PSI[™] Flexo customers to upgrade their software to [EFI Radius](#), a comprehensive ERP software system built for the packaging industry.

Lofton Label is one of the Midwest's largest label printing companies, with operations in Inver Grove Heights, Minn. The company produces flexo and digital pressure sensitive labels, including extended content labels, coupons, and food and beverage labels.

A PSI Flexo user since 1997, Lofton Label recently began looking for an alternative ERP system that would keep pace with technology changes in the industry. The company was evaluating Radius Solutions when they were purchased by EFI last year, making the decision an easy one.

"We are excited to remain EFI customers. The decision to upgrade to Radius means we get the premiere product in the packaging industry along with the opportunity to integrate with other EFI systems as we grow," said Mike Petrulo, executive vice president of finance and administration at Lofton Label, Inc. "The fact that Radius was developed from the ground-up for packaging companies, with built-in label and flexible packaging support, is a huge plus. The standard business intelligence capabilities are also impressive and will enable us to leverage information better, in turn leading to more streamlined operations."

Lofton Label is in the middle of their upgrade now. Overall, the company expects to improve workflow and reduce manual processes. In particular, Petrulo expects a significant drop in estimating time per job, by as much as 50 percent, and a greatly streamlined accounting workflow.

David Taylor, general manager of EFI Radius, comments: "Mike and the team at Lofton Label made the tough decision to invest in a new system during difficult economic times, with a focus on the long-term benefits it will bring the company. We're confident that Radius will exceed their expectations."

EFI Radius is a powerful ERP software platform designed to enable end-to-end, integrated business process management from order inquiry to cash receipt for label, flexible packaging, converting and folding carton businesses. EFI Radius offers a high degree of flexibility to manage the unique requirements of printing and packaging companies to help optimize and automate sales estimating; production planning, scheduling; materials management; shop floor data collection; job costing; time and attendance. It also offers comprehensive and intuitive reporting and business intelligence capabilities. For more information, visit www.efi.com or contact 800-875-7117.

About EFI

[EFI](#) (www.efi.com) is a world leader in customer-focused digital printing innovation. EFI's award-winning solutions, integrated from creation to print, deliver increased performance, cost savings and productivity. The company's robust product portfolio includes Fiery[®] digital print controllers and solutions; VUTEK[®] superwide digital inkjet printers, UV and solvent inks; Rastek[™] UV wide-format inkjet printers; Jetrion[®] industrial inkjet printing systems; print production workflow and management information software; and corporate printing solutions.

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