



EFI VUTEk GS3250r Combines Stunning Close Viewing Quality with High Production Speed

New roll-fed superwide device will convert solvent-based users to UV-curable printing

- **EFI at FESPA Digital, 24-27 May, Hamburg Exhibition Centre, Hall A1 Stand A10**

Hamburg, Germany - 24 May 2011 - Making its worldwide debut at FESPA Digital in Hamburg, EFI™'s latest dedicated roll-fed machine was developed to bring the cost savings and flexibility of solvent-based inks to a completely new UV-curable platform. Designated the EFI VUTEk® GS3250r, this 3.2m wide-format production printer produces high margin, closely viewed applications with a low total cost of ownership, a true 1000 dpi resolution plus dual roll-to-roll capabilities and the 3M™ MCS warranty.

EFI has designed and manufactured the VUTEk GS3250r to increase production rates and reduce investment and running costs substantially. Its true 1000 dpi output quality is complemented by a maximum throughput speed of 111 square m/hour to generate savings of up to 37 percent when compared with alternative platforms. Dual roll capability, multi-queue functionality and double-sided printing combine to give this machine the productivity of a roll-fed superwide-format system.

"The introduction of the VUTEk GS3250r represents a new generation of high production roll-to-roll printers with its ability to produce high quality throughput suitable for close as well as distant viewing," explains Scott Schinlever, senior vice president and general manager of EFI VUTEk and Rastek®. "There are still many users of solvent-based wide-format printers who want to make the move to UV-curable ink technologies but have been deterred because they believe there are trade-offs in image quality and that the process is slower and more costly. These businesses can now be assured that there is a machine available that will produce high-quality output with improved throughput speeds and cost-efficient production in a nearly VOC-free environment."

The rugged yet sophisticated construction of the EFI VUTEk GS3250r is complemented by its six-colour UV-curable inks, and a choice of true 1000 dpi resolution (14 picolitre drop size) or 600 dpi (28 picolitre) to cater for different output requirements. Designed both for short runs and high volumes, the machine handles dual rolls. It offers multi-queue functionality available at the user interface to run multiple jobs at the same time, and its double-sided printing capability makes it ideal for jobs where precise register must be maintained.

The machine incorporates EFI's VUTEk GS4 3M Premium UV-curable inks, which are supplied in five litre containers, for maximum reliability and the broadest colour gamut. With fast UV-curing producing excellent adhesion and long-life durability, there is minimal risk of flaking, crazing or cracking.

The VUTEk GS3250r also benefits from the 3M™ MCS™ (Matched Component System) Warranty when printing with 3M's flexible media, which broadens application potential across a wide range of flexible materials.

"The industry will welcome the arrival of the EFI VUTEk GS3250r because its extremely high quality and low running costs make it a wise choice for anyone wanting to produce the throughput and vivid colours generated by solvent-based ink formulations but on a UV-curable wide-format platform," comments independent consultant, Sophie Matthews-Paul.

The integration of EFI's Fiery XF RIP simplifies all areas of production, from advanced ICC colour management through to batching, queuing, nesting and tiling, and many other advanced functions necessary in today's production houses. The bi-directional communication between the Fiery XF RIP and VUTEk system provides audit information, such as printing time and ink and media usage, on every print job. This sophisticated yet easy-to-use solution can be used alongside the company's print MIS and Digital StoreFront web-to-print solutions, offering full JDF connectivity for greater business efficiency.

The new VUTEk GS3250r joins other wide-format print solutions from EFI at FESPA Digital. These include the 3.2m VUTEk GS3250LX, which features LED "cool cure" technology and continuous board feeding, and the enhanced VUTEk GS5000r 5m platform, which now has an in-line white ink option. Complementing these systems are two entry-level options, the Rastek H652 flatbed printer and the new Rastek R3204, which is the first 3.2m roll-fed solution from this stable. The Jetrion 4830 digital industrial label solution also will be in the stand.

About EFI

EFI (NASDAQ: EFII 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 colour print servers; VUTEk® superwide digital inkjet printers, UV and solvent inks; Rastek™ UV wideformat inkjet printers; Jetrion® industrial inkjet printing systems; print production workflow and management information software; and corporate printing solutions.

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