



EFI Launches New R3225 UV Inkjet Printer at ISA International Sign Expo

Entry-level Production Wide Format UV Roll-to-Roll Printer for Sign, Banner, POP, and Graphics Printers Who Want to Deliver Stunning Images on an Expanded Set of Substrates

Orlando, Fla. - March 22, 2012 - [EFI™](#) (Nasdaq: EFII), a world leader in customer-focused digital printing innovation, today announces the worldwide introduction of the EFI R3225 at the ISA International Sign Expo (through March 24 in Orlando). The new EFI R3225 is a 3.2-meter roll-to-roll, entry-level production UV inkjet printer that offers stunning image quality, low total cost of ownership, and access to a wide range of flexible substrates at production speeds, all at a price of around \$160,000. EFI is showing the new printer in their ISA booth #2302.

The EFI R3225 provides eight-level variable drop grayscale heads for superior quality images, optimized ink usage, and UV-curing inks for access to a wide range of substrates, giving owners the lowest total cost of ownership, greatest profit opportunity, additional addressable markets, and high customer satisfaction. Its UV-curable ink technology allows for the widest range of flexible substrates across countless applications including POP, banners, signage, fleet graphics, exhibition graphics and more.

"Using true eight-level variable drop grayscale technology, the EFI R3225 delivers stunning images, durable prints, and optimized ink usage," said EFI product manager Scott Wood. "This environmentally friendly printer produces minimal VOC levels, and reduced energy costs. The EFI R3225 uses proven UV-curable ink technology, and is 'the' alternative to latex printers for customers looking to migrate their current wide format eco-solvent and solvent printers to a more environmentally-friendly solution, while upgrading their businesses to drive expansion and profitability."

"The launch of the EFI R3225 is a significant move for print service providers wanting to make the move into 3.2m roll-to-roll wide-format UV-curable production but, until now, have been prevented from doing so because there has been no pedigree platform in the entry-level sector," said wide-format digital consultant Sophie Matthews-Paul. "Users need the assurance that, even though their investment comes at the low-end, they are benefiting from machine build, technology, ink and overall quality from a high-end manufacturer."

The EFI R3225 is designed to deliver outstanding output to printers of all levels and sizes. Every aspect of the printer has been evaluated to drive simple daily operation and routine maintenance for optimal up-time without compromising print quality. This includes the design of the software and mechanical features of the printer. Other enhanced features and benefits include print speeds up to 900 square feet per hour with stunning grayscale print quality, along with automated features to maximize productivity.

The EFI R3225 will be available in Q2 2012. For more information, visit EFI at ISA booth 2032, go to www.efi.com or call 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 controllers; VUTEk® superwide digital inkjet printers, UV and solvent inks; Rastek™ UV wideformat inkjet printers; Jetrion® industrial inkjet printing systems; print production workflow and business process automation software; and corporate printing solutions.

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