

Transfer Tech Printer Purchase Caps off Successful Fespa Asia for EFI Reggiani



BANGKOK –14 March 2017 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) had strong momentum with customers at the 15-17 Feb. Fespa Asia exhibition in Bangkok, where it presented a complete range of advanced textile technologies. The centrepiece of the exhibit was an EFI [Reggiani](#) NEXT textile printer purchased by a leading supplier to sportswear apparel producers, Muang Samutsakorn, Thailand-based [Transfer Tech Co. Ltd.](#)

The industrial textile printer, which is available in 1.8- and 3.4-metre widths, is a highly versatile product capable of printing either direct-to-fabric or on transfer paper using the same ink set. Transfer Tech’s new printer is 1.8-metres wide. EFI Reggiani demonstrated its capabilities during the show, printing on transfer paper for sportswear, fashion and signage applications, employing dye-sublimation inks.

Nakhon Pathom, Thailand-based [Nova Inter Tech Co.](#), Ltd, – the local EFI Reggiani sales and distribution agent for Thailand – assisted in the printer sale to Transfer Tech.

Leading-end technology in sportswear production

The Reggiani NEXT model can efficiently print on cotton, polyester, polyamide and various blends, using disperse direct, reactive, acid, dispersed dye-sublimation or textile pigment inks, giving Transfer Tech many more digital print capabilities for growth. It will provide Transfer Tech with higher levels of productivity and quality that are unique for industrial textile production printers, with variable-drop greyscale printing from 4 to 72 picolitres, a top resolution of 2,400 dots per inch and production speeds up to 350 square metres per hour.

“The sportswear brands we work with rely on Transfer Tech to drive innovation with the best production offerings possible,” said Transfer Tech Managing Director Peter Kraeutler. “The new EFI Reggiani printer gives our clients much more flexibility in both the types of products and the quantities they can order, while providing the high-end imaging quality our customers expect from us.”

A complete portfolio for greener, efficient textile printing

The EFI Reggiani NEXT printer was one of several technologies EFI presented at Fespa Asia. EFI Reggiani’s exhibit highlighted the 70 years of innovation, research, and technological excellence that have made EFI Reggiani – which includes the Reggiani Macchine, Mezzera, and Jaeggli brands of industrial printing technologies – a leading worldwide provider of complete solutions for the textile market. With its focus on the development of sustainable

processes, high-quality performance and outstanding service, EFI Reggiani helps its customers achieve superior results with its traditional and digital printers and pre- and post-treatment machines.

The exhibit at Fespa Asia highlighted the technologies that are driving development of the Asian domestic textile printing market, including:

- New technologies in development that leverage EFI's industry software expertise for web-to-print and workflow solutions including EFI Fiery® digital front ends, colour management systems and automated production and business management technologies
- Sustainable, green technologies and processes, such as pigment printing, and no-wash dispersed dye-sublimation print methods.

Fespa Asia visitors learned more about EFI Reggiani's green printing developments with new AQUA water-based reactive inks, which provide a safer printing process and high-end imaging capabilities while extending printhead life.

"Fespa Asia attendees showed significant interest in how EFI Reggiani can help them improve productivity and quality, optimise their textile manufacturing processes, and reduce energy and water consumption," said EFI Reggiani Vice President and General Manager Adele Genoni. "Customers such as Transfer Tech gain a significant competitive and sustainability advantage thanks to the innovation and service we provide to many of Asia's leading producers."

EFI's complete printer portfolio, which in addition to industry-leading textile printers also includes LED and UV inkjet narrow-, wide- and superwide-format technologies and ceramic decoration printers, gives customers profitable opportunities for the Imaging of Things, delivering greater product customization and appeal in everything from signage and packaging to décor, apparel and industrial manufacturing. To see many of the extensive, imaginative applications possible with EFI print technology, visit www.ImagingofThings.com or www.efi.com.

About EFI Reggiani

EFI Reggiani is a leading technology provider of a full range of industrial solutions for textile manufacturing, including high-quality textile printers for the fashion, home furnishing, sportswear, signage, flooring, automotive and outdoor markets, with a comprehensive portfolio spanning the company's original rotary screen technologies to the most advanced inkjet textile printers and inks in the industry. EFI Reggiani is part of EFI.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analogue to digital imaging. We are passionate about fuelling customer success with products that increase competitiveness and

boost productivity. To do that, we develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process. (www.efi.com)

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