

Contact:
Saskia Heller
Manager Corporate Communications
+49 2102-745-4121
saskia.heller@efi.com



Lönnerberg Implementing EFI's Midmarket Print Suite for Superior Superwide-format and Commercial Print Production Management

FREMONT, Calif., June 1, 2017 – Electronics For Imaging, Inc. (Nasdaq:EFII) today reported that Helsinki, Finland-based Lönnerberg is implementing EFI's [Midmarket Print Suite](#) workflow solution with award-winning [Pace™](#) MIS/ERP software at its core plus key components for imposition, data collection and analytics, eCommerce and cross-media marketing.

The new workflow suite will drive end-to-end efficiencies for Lönnerberg's display, signage and graphics operations, as well as its general commercial printing business. Improvements the company is gaining with the suite's newest version include an upgraded superwide format component database for easier estimating, planning and management in dedicated signage and graphics production printing environments, as well as a new workbench tool and deeper integration with imposition and fulfillment components.

Lönnerberg, a full marketing/print service provider covering areas such as point-of-sale marketing, commercial printing services, pre-media and design, packaging and labels, had been using a local, customised MIS/ERP system for the past decade. The company's needs have changed over time: The number of individual orders per year has increased significantly while, at the same time, the average order value has decreased.

As the market evolved, Lönnerberg found its old system could not adequately handle its requirements, driving the company to invest in a new system for the future. Automation, fewer touch points, adaptability to the market environment and the integration with other systems and applications were key criteria.

After extensive due diligence and a shortlist of four vendors, Lönnerberg decided on the EFI offering. Much to the satisfaction of Lönnerberg CEO Jarkko Viheriävaara, implementation of the project started in March. "Currently we are inputting the basic data into the system, where the EFI team are tailoring it according to our needs," he said. "EFI has a solid process in place for the Midmarket Print Suite implementation and we are looking forward to positive results."

Viheriävaara has been particularly impressed with the EFI Midmarket Print Suite's shop-floor data collection component. "In our business, schedules are changing all the time and delivery times are increasingly shorter," he said. "Therefore, accurate and up-to-date data and job information regarding the production flow are extremely important to our success."

The domestic market is Lönnberg's focus, with its business philosophy being based largely on fast and flexible and local service. "By improving our efficiency with the EFI Midmarket Print Suite and the Pace MIS/ERP solution, we feel like we will have many opportunities to grow our market share further," said Viheriävaara.

"We are excited to see that EFI was chosen to be the long-term solution for Lönnberg, they represent a new and exciting market for our software products and we look forward to many years of partnership with them," said Paul Cripps, EFI Vice President of Sales for the EMEA region.

About Lönnberg

Founded in 1922, Lönnberg is now the second-largest print provider in the Finnish market, with 170 employees and revenues expected to exceed €30 million this year. Printing technologies used by the company include sheet-fed offset, large format digital and small format digital, producing a large number of products, ranging from print advertising, publications and retail advertising to packaging, exhibition booths and interiors.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling 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 personalized 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)

Follow EFI Online:

Follow us on Twitter: <https://twitter.com/EFIPrint>

Follow us on Instagram: <https://www.instagram.com/efiprint>

Find us on Facebook: www.facebook.com/EFIPrint

View us on YouTube: www.youtube.com/EFIDigitalPrintTech

#

NOTE TO EDITORS: The EFI logo is a registered trademark of Electronics For Imaging, Inc. in the U.S. and/or certain other countries. EFI and Pace are trademarks of Electronics For Imaging, Inc. in the U.S. and/or certain other countries. All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.

Nothing herein should be construed as a warranty in addition to the express warranty statements provided with EFI products and services.

This news release contains forward-looking statements, that are statements other than statements of historical fact including words such as "anticipate", "believe", "estimate", "expect", "consider", "plan" and similar, any statements related to strategies or objectives of management for future operations, products, development, performance, any statements of assumptions or underlying any of the foregoing and any statements in the future tense. Forward-looking statements are subject to certain risks and uncertainties that could cause our actual or future results to differ materially. For further information regarding risks and uncertainties associated with EFI's businesses, please refer to the risk factors section in the Company's SEC filings, including, but not limited to, its annual report on Form 10-K and

its quarterly reports on Form 10-Q. EFI undertakes no obligation to update information contained herein, including forward-looking statements.