

Contact:  
David Lindsay  
PR Manager  
404-931-7760  
david.lindsay@efi.com



## **EFI Cretaprint Ecosystem Brings Bigger Digital Advantages in Tile Decoration at Tecnargilla and Cersaie**

**CASTELLÓN, Spain**, October 11, 2016 – At the recent Tecnargilla tradeshow in Rimini, Italy, [Electronics For Imaging](#), Inc. (Nasdaq:EFII) presented the distinct advantages available to the ceramics and home décor industries with its complete, advanced ecosystem of EFI™ [Cretaprint](#)® technologies. Visitors witnessed the latest EFI Cretaprint printers and [Genuine EFI Cretacolor Inks](#), along with advanced [EFI Fiery](#)® digital front end (DFE) technology for digital production workflows. EFI also presented the high-quality digital ceramic tile decoration capabilities the EFI Cretaprint ecosystem offers with a showroom display at the recent Cersaie 2016 tradeshow in Bologna.

Making its debut at Tecnargilla was the new [EFI Cretaprint D4](#) printer, which features up to 12 print bars. The printer fulfills the most demanding tile decoration needs by giving users the ability to incorporate a full range of ceramic inks and digital print effects. A newly upgraded [EFI Cretaprint C4](#) printer running at the show featured the just-released Xaar 2001 printhead. The C4 model is designed for ease-of-use, lower maintenance costs and energy savings. The new, optional Xaar printheads have 2,000 nozzles per head and deliver bold colors and special effects for high-coverage projects in an advanced Cretaprint platform that can print at resolutions up to 720 dpi and at speeds up to 164 feet per minute.

Another printer shown on EFI's Tecnargilla stand, the Cretaprint M4-SOL, is the most popular model of EFI Cretaprint's SOL series of printers available in widths from 700mm to 1800mm. Specifically designed for producing high-transit, porcelain-polished tiles, the printer gives users the ability to jet soluble-salt inks and bring richer colors to their porcelain tile decorations with lapatto and polished finishes.

For the first time at a ceramics tradeshow, EFI presented an LED UV-inkjet, wide-format solution for tile decoration – the [EFI H1625 LED](#), a 65-inch wide printer. The EFI H1625's LED UV-curable inks provide superb photorealism and vibrancy to customized, ceramic coating jobs. Users can move beyond traditional limitations in ceramic tile home décor imaging, printing one-off or short-run pictures and high-resolution images on conventional ceramic pieces and offering the higher-end quality common in graphic display imaging applications.

EFI also highlighted Cretaprint X4, the company's innovative, award-winning technology for new, larger slab lines. The new technology brings advanced,

smart functions for optimizing and customizing ceramics for architectural projects, including facades, flooring, paneling and countertops.

**Better color and consistency with the full EFI Cretaprint ecosystem**

EFI Fiery DFE technologies and Genuine EFI Cretacolor Inks bolster the EFI Cretaprint ecosystem for ceramic decoration printers, ink and color management. The latest EFI Fiery proServer DFE presented at Tecnargilla provides highly accurate and predictable results, with the lowest ink costs. Users benefit from improved color management tools, plus the proServer's unique Smart Ink Saving feature incorporates users' actual ink costs to calculate the most affordable ink combination possible for each pixel of a design.

The EFI Fiery proServer's industry-leading capabilities also help customers address Industry 4.0 initiatives for automated tile manufacturing, serving as a core integration piece to connect digital decoration with other, plant-wide systems and processes.

Genuine EFI Cretacolor Inks used in the Cretaprint printers at Tecnargilla are formulated to deliver the highest quality and optimal performance. At the show, EFI presented for the first time its newest color addition to Cretacolor Inks, a new Green ink that significantly expands the available color gamut for customers. Combined with Cretaprint printers and the Fiery proServer, the inks help users achieve maximum color intensity and gamut, chromatic range and color stability over time, and uniformity throughout the manufacturing line. Cretacolor inks are odorless, stable and non-hazardous, and offer a long shelf life of eight months from the date of manufacture.

Concurrent with the Tecnargilla exhibit, EFI also showcased the advanced technical productions capabilities of the Cretaprint ecosystem with its installation of high-end, digitally printed custom décor tile applications at Cersaie, the international exhibition of ceramic tile and bathroom furnishings held at the Bologna Exhibition Centre.

“With so many new innovations available, we were especially excited to meet with customers and prospects at Tecnargilla and Cersaie,” said José Luis Ramon Moreno, vice president and general manager, EFI Industrial Printing. “Our world-class, single-pass inkjet technology continues to expand the range of possibilities in ceramic decoration. And, with EFI's broader ecosystem of products, including inks, the Fiery proServer and short-run, wide-format UV LED technology, we have a unique ability to provide efficient, superior-quality, integrated systems that create new opportunities and fuel greater success for our customers.”

EFI Cretaprint printers offer the most advanced digital ceramic tile printing systems as part of its legacy as a leading provider of tile printers, consumables, accessories and digital equipment for the ceramic tile industry. For more information about EFI Cretaprint printers, visit [www.efi.com/cretaprint](http://www.efi.com/cretaprint).

## 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](http://www.efi.com))

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