

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



## **EFI Jetrion Digital Inkjet Printers now Available from LPP in the UK and Ireland**

**Ratingen, Germany** – 11 April 2017 – [Electronics For Imaging](#) (Nasdaq:EFII) announced that LPP Ltd has been appointed as a sole agent for EFI™ [Jetrion](#)® digital label and narrow web inkjet printers in the United Kingdom and Ireland.

LPP as a business was looking for a while to partner up with a leading manufacturer in the digital market. The opportunity to sell the Jetrion product range will help end users capitalise on ever-changing market dynamics with advanced, narrow-web inkjet technologies that give users lower running costs, a wide colour gamut and highly durable printing on a broad range of substrates. “Our knowledge, experience and customer base complements the capabilities the Jetrion range offers this fast growing market,” stated LPP Managing Director Ian Bates.

The agreement with LPP is a reflection of EFI’s commitment to expanding services to customers in the UK and Ireland. “From my first meeting with Ian and LPP Chairman Les Bradley their credibility in the label and packaging market shone through. I simply needed to have the best on board. For LPP, adding the Jetrion printers to their portfolio meets real needs in the digital market,” said Martin Mayo, EFI UK and Ireland Sales Director.

LPP has over 50 years’ experience in supplying a portfolio of equipment to enhance production of self-adhesive labels and narrow web packaging. EFI Jetrion joins Flexor, Flexomaid, Rotary Technologies, Teknek, Nikka, CPS, DMS on the list of companies LPP represents in the UK and Ireland.

EFI Jetrion industrial digital label and narrow web printing systems meet growing demand for shorter runs, versioning, faster turnarounds and inventory reduction — all while increasing customers’ margin potential on short run label quantities of 100 or less up runs of 50,000 or more. Jetrion production-level systems are scalable to grow with users’ businesses, and will help them capitalise on changing market dynamics.

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

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