

EFI Demonstrates its Advanced Digital Textile Ecosystem at TPF in Shanghai



Shanghai – 19 April 2017 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) is developing its advanced digital textile ecosystem designed to enable streamlined fast fashion production workflows. EFI™ is showing its unique workflow for design-to-image transfer process at the TPF tradeshow, April 19-21, at the Shanghai New International Expo Centre.

“EFI has assembled a unique solution for the apparel market and we are excited to be bringing it to TPF,” said [EFI Reggiani](#) Vice President and General Manager Adele Genoni. “Visitors to our booth will experience a textile workflow from design to print to image transfer, and gain an understanding of the huge potential that on-demand digital printing can bring to the fashion industry.”

A complete ecosystem for digital textile production

EFI’s offering allows for design agility, taking time and cost out of the design and manufacturing process. The company’s Digital Textile Apparel Ecosystem consists of the following components:

- **Design:** [EFI Optitex](#) 2D and 3D solutions that enable selection and preparation of designs, including patternmaking and avatar draping in a Digital Showroom.
- **Print Preparation:** EFI [Fiery](#)® digital front ends that quickly and accurately convert designs into printing data, with fast data transfer delivering superb colour fidelity.
- **Printing:** EFI Reggiani printing solutions offering high-end digital printing with water based dye-sublimation inks. This eco-friendly, green production technology delivers stunning colours and colour fidelity for striking fashion designs. EFI Reggiani printers are very versatile in their capabilities, and can print with a variety of ink types in addition to water-based to support virtually any fabric type for efficient digital production.
- **Image Transfer:** A heat press from EFI partner [Monti Antonio](#) for transferring printed designs from paper onto fabric.

The workflow on display simplifies the process for global collaboration and reduces the cost of both sample making and manufacturing of small-lot apparel. It is already revolutionising the fast fashion market by reducing the need to ship expensive samples, speeding up the design and manufacturing process.

EFI products for fashion applications bring unmatched flexibility to the garment production process, changing the way designers and retailers think about their collections. The digital design and production systems improve the process

without compromising quality, giving designers and retailers tools to develop and sell their best work quickly.

EFI's exhibit at TPF is in Hall N4 of the Shanghai New International Expo Centre, stand D02.

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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