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METROPOLE Invests in Exceptional Ecological Equipment with EFI VUTEk Printers

FREMONT, Calif., Aug. 14, 2017 – [Electronics For Imaging](#), Inc. announced the installation of two new printers at Paris-based superwide graphics provider [METROPOLE](#): a 5-meter EFI™ VUTEk® FabriVU® [520](#) soft signage printer and an EFI VUTEk [LX3 Pro](#) hybrid roll/flatbed LED inkjet printer.

METROPOLE is recognized as having the most reliable print technology in the heart of Paris. “Thanks to continued investment, we have been able to offer our clients a production operation capable of producing any creation,” noted Patrice Boquého, the company’s associate director.

“Our purchasing policy aims for exceptional equipment. That is why over the past year, we have acquired new superwide technologies, a unique offering in our territory,” said Boquého. “The EFI VUTEk FabriVU 520 and the EFI VUTEk LX3 Pro, which recently arrived, reinforce this policy. They allow for more creative freedom and that creates real advantages for our market.”

METROPOLE’s strategy in superwide-format technology investments has paid off. The company is focused on setting new benchmarks in superwide printing in a facility that has 3,000 square meters of workshops and offices and produces more than 300,000 square meters of banners, adhesive and other graphics applications per year. The company employs 90 and has revenues of €19 million, offering service that goes beyond printing to desktop publishing and design, management of administrative requests, finishing work, including welding, sewing and stapling, and on-site installation of printed jobs.

“In our profession, everything is based on quality and responsiveness,” Boquého explained. “In this very competitive market where the clients are more and more demanding, you have to know how to put forward ideas, innovative solutions, and a complete service – as well as maintain deadlines – to be different, because decisions are made later and later and no matter what happens, the printing remains the last link in the chain.”

After a detailed study of the printers available on the market, METROPOLE chose its two new EFI models. Now, the company is benefitting from the printers’ exceptional printing quality and speed. Plus, additional innovative capabilities such as 5m-wide textile printing on the VUTEk FabriVU 520, and being able to

create embossed designs with multilayer print capability on the VUTEk LX3 Pro, create greater value in METROPOLE's comprehensive graphics production offering.

METROPOLE's new VUTEk FabriVU soft signage printer offers resolutions up to 2,400 dpi and four-level grayscale printing with 4-18 picoliter drop sizes to ensure exceptional quality. It can run at 157 square meters per hour in point-of-purchase (POP) quality mode, and has a maximum speed of 446 square meters per hour. METROPOLE's customers can use the printer to migrate traditional signage and graphics work to textile soft signage, which has a lower carbon footprint because it is reusable, easy to store and lightweight, which reduces the amount of resources required to store and transport printed jobs.

The other new VUTEk model at METROPOLE is a versatile, 3.2 meter-wide hybrid roll/flatbed LED printer that is optimized for high-volume POP production and compatible with rigid and flexible substrates up to 5.08-cm thick. It has multilayer print capabilities in eight colors plus white with true 600 dpi or 1,000 dpi resolutions. The printer's "cool-cure" LED technology extends the range of supported substrates and offers greener, more sustainable production with reduced energy consumption compared to UV or latex printers.

About METROPOLE

METROPOLE, an expert in on-site events, offers strategic advertising space designed to enhance print and digital communications. With a DNA resolutely focused on service and innovation, METROPOLE has a complete offering that includes a production workshop with digital printing, flatbed printing, sublimation, superwide 3D printing, finishing work, design and installation. The company is among the most reliable on the market, responding to the needs of more than 1,000 clients from very different backgrounds: retail, cinemas, stadiums, exhibition centers, museums, photography exhibitions and more.

www.metropole.me

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)

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