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## MediaCo Group First Display and Graphics Specialist in the UK to Install an EFI VUTEk FabriVU 520 Printer

**Ratingen, Germany** – 16 August 2017 – [Electronics For Imaging](#), Inc. today reported that Manchester, UK-based [MediaCo Group](#) has installed an EFI™ VUTEk® FabriVU® 520 printer to boost capacity in its growing soft signage printing operation. The aqueous-ink dye-sublimation printer allows MediaCo to deliver single-piece fabric graphics up to 5m wide. MediaCo is the first display and graphics specialist in the UK to invest in the new printer model.

Founded in 1998, MediaCo Group is a multi-accredited, customer-focused and high-quality driven display graphics and systems specialist, covering areas such as event branding, exhibition graphics, sports stadium branding, museum, retail display and commercial interior solutions. MediaCo Group was one of the first businesses in the UK to print large-format fabrics and remains a leading UK large-format fabric printer today. The company produced a 68m x 100m fabric banner for use at Wembley Stadium as the main feature graphic used in support of Indian President Modi's visit to the UK. The image was produced in four giant 25m x 68m wide sections.

The company's choice for the printer – which utilises technology from EFI Reggiani, a worldwide leader with 70 years of expertise in industrial textile imaging – was not too difficult, according to MediaCo Group Managing Director Mark Wardle. "After many months of extensive testing and analysing print quality, colour gamut, ink vibrancy, contrast and emerging technology, we simply could not ignore the results of the new FabriVU 520 printer. The world-class expertise resulting from the collaboration between EFI's VUTEk division and Reggiani's dye-sublimation mastery is inescapable and made our decision very easy."

The real advantages to MediaCo's clients will become clear when they realise they can now access graphics of any width of up to 5m without seams. "Dye-sublimation products have previously been limited to a maximum width of 3.2m with the need for seams at larger widths, which can lead to puckering, mis-registration and unsightly lines in creative backdrops," said Wardle.

Initially, MediaCo is launching five materials that are known to them on the printer while putting their extensive expertise and experience to bear with larger, 5m-wide designs. "Over the past 16 years," Wardle noted, "we have been working towards this position and we are now ready to deliver to our clients the most advanced seamless fabric graphics available in the UK."

### **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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