

Contact:  
David Lindsay  
PR Manager  
+1 404-931-7760  
david.lindsay@efi.com



## **Campus Digital Imaging Moves to Same-day Delivery for Superwide-format Graphics with New EFI VUTEk 3r LED Inkjet Printer**

*Newly launched roll-to-roll printer model replaces three printers, improving throughput at Israel-based print business*

**FREMONT, Calif.**, Jan. 19, 2017 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) today reported that [Campus Digital Imaging Ltd.](#) has invested in an EFI™ VUTEk® 3r superwide-format roll-to-roll LED inkjet printer. The new printer, which was installed in Q4 of 2016, has already generated new business for the Rishon LeZion, Israel-based company.

“It’s faster than the three machines it replaces combined,” said Rami Cohen, General Manager at Campus Digital Imaging. “New customers usually ask how soon we can deliver before sending us their order. That often amounted to two or three days. Now we can offer same-day delivery or the day after at the latest.”

### **Top-tier quality, high-volume speeds, and best-in-class options**

The new printer offers the fastest speed and the highest resolution available among 3-meter graphics printers in its class. Plus, the printer offers best-in-class integrated material finishing and workflow options. Campus Digital Imaging chose the [EFI VUTEk 3r](#) for its speed, its technical superiority and because EFI quickly turned out to be a very reliable and credible business partner.

“It immediately became clear they have a lot of experience with inkjet printing,” Cohen said. “They have a thorough knowledge of the market as well and are eager to share it with you. EFI offered a lot of tips to grow my business with this new machine, many of which I’m already implementing.”

The company specializes in printing point of purchase (POP) displays and window branding for retail, and provides wide-format printing, production and installation services all over the country. Its customers include large retail companies, health maintenance organizations, hi-tech and pharmaceutical companies, etc.

Substrates the company currently handles include magnetic paper, textile, vinyl, PVC, polypropylene, flags and paper. While the cooler operating temperature of the LED-based EFI VUTEk 3r printer will enable Campus Digital Imaging to offer customers an even larger range of printable substrates, its standard media saving feature, the Media Saving Wizard, will reduce waste. Because POP displays are typically viewed from a close distance of three feet or less, Cohen and his team also

made sure that the new printer's resolution, color gamut and color fidelity were as good as the devices it was due to replace – a pair of 1.6m solvent inkjet printers and a sublimation textile printer.

The new VUTEk printer passed the test with flying colors. It offers speeds of up to 3,715 square feet (345 square meters) per hour, printing with true premium-quality resolutions of up to 1,200 dots per inch. The printer's 138-inch (350-cm) maximum width is suitable for a broad range of graphics production projects. In addition, Campus Digital Imaging's printer is equipped with an optional, built-in cutter and slitter.

Now, Campus Digital Imaging is offering customers better, much faster service. Despite the printer's higher, 1,200 dpi resolution, its throughput speed is higher than the three machines it replaces combined.

"Part of our dramatically increased productivity comes from the integrated slitter and cutter," Cohen explained. "Before, we had to move the printed rolls to an offline cutter/trimmer. Now, the finishing happens on the printer itself, synchronized with the printing process."

Cohen is happy with the robustness of the printer as well; the new VUTEk has been working without any downtime since it was installed three months ago. "At the moment, we are running the printer from 9 a.m. to 10 p.m. When we purchased the machine, we had already planned to grow the business so that, eventually, the VUTEk will be running for five consecutive days 24 hours a day," he said.

EFI officially launched the new VUTEk 3r printer and a new, five-meter version, the EFI VUTEk 5r printer, at [Connect](#), its annual users' conference taking place this week in Las Vegas.

EFI's complete printer portfolio, which in addition to industry-leading LED and UV inkjet narrow-, wide- and superwide-format technologies includes aqueous textile and ceramic decoration printers, gives customers profitable opportunities for the "Imaging of Things," delivering greater product customization and appeal in everything from signage and packaging to décor, apparel and industrial manufacturing. To see many of the extensive, imaginative applications possible with EFI print technology, visit [www.ImagingofThings.com](http://www.ImagingofThings.com) or [www.efi.com](http://www.efi.com).

### **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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