

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



BR Printers Positions Itself for Aggressive Growth with EFI Midmarket Print Suite ERP System

FREMONT, Calif., Aug. 2, 2017 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) announced that digital production company [BR Printers](#) has purchased the EFI™ [Midmarket Print Suite](#) solution, featuring EFI [Pace](#)™ as its core MIS/ERP software. In addition to centralized estimating and accounting capabilities, the end-to-end workflow software system also includes component solutions for web-to-print ordering, dynamic scheduling and shipping management. BR Printers, with production facilities in San Jose, California, and Independence, Kentucky, plans to make the Midmarket Print Suite the linchpin of a company strategy that will see the company grow its current digital printing business while expanding into superwide-format services.

“We’re looking to tie our whole business together. It will help us make smarter decisions in everything from costing to scheduling to accounting and fulfillment. We feel the EFI system gives us the ability to do that with technology that’s tried and tested,” said Adam DeMaestri, president of BR Printers.

“Our five-year plan is based on pretty aggressive growth, whether it be through acquisitions or organic sales,” added Martin Aalsma, BR Printers’ national vice president. “We’re putting the pieces in place right now to attain those goals, and installing the Midmarket Print Suite is one of the key centerpieces for our plan.”

BR Printers is experiencing growth in its trade book publishing business, but needs a more robust print management solution to create efficiencies that enable future expansion. “We need a system that can do solid data collection and convert that data into intelligent reporting,” Aalsma explained. “And we need to address best practices for internal automation, from estimates to accounting practices and all the other back-end systems. When we put that together, we’re going to see efficiency and productivity gains that position us for growth.”

The EFI Midmarket Print Suite will connect and manage BR Printers’ production lines, which includes two high-speed 20-inch continuous-feed inkjet presses; along with cut-sheet monochrome and color electrophotographic printers that use EFI [Fiery](#)® digital front ends. The company is in the midst of adding cut-sheet inkjet production capabilities as well. As the company expands into superwide-format printing in the future, the Suite features specialized tools that will allow for accurate and efficient estimating, scheduling and planning for inkjet signage and graphics production.

“EFI’s understanding of the print business, and its expertise, keeps us from reinventing the wheel,” said DeMaestri. “We really need a partnership with the company that’s going to sell us a product – a company that wants us to be successful – and we feel that we were are getting that with EFI.”

About BR Printers

BR Printers, founded in 1992 in Silicon Valley to serve the booming software markets, is a leading provider of digital printing products with a staff of 200. Based in San Jose, California, and Independence, Kentucky, the company’s product portfolio includes self-publishing solutions, print-on-demand, short run publications, web-to-print, rebinds and other digital printing solutions, fulfillment and logistics. (brprinters.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)

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