

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



Liberty Carton to Expand Capabilities with New EFI VUTEk HS125 Pro Inkjet Press

*High quality, cost-effective short runs and new business opportunities
drove acquisition decision*

FREMONT, Calif., May 1, 2017 – EFI (Nasdaq:EFII) today reported that Minneapolis-based [Liberty Carton](#), one of eight box plants owned by Liberty Diversified International, will be adding an EFI™ VUTEk® [HS125 Pro](#) printer to its production platform. The company, which was founded in 1918, produces a wide range of innovative corrugated products, from brown shipping boxes to sophisticated die-cut boxes, high graphic packaging, promotional packaging and kits, and POP displays. The VUTEk HS125 Pro printer will be added to the company’s fleet of offset and flexographic presses.

Mike Fiterman, the company’s CEO, said, “We are always looking for innovative ways to better serve our customers and live up to our founding principle of being ‘Dedicated to Delighting the Customer.’ What we found attractive about the VUTEk HS125 Pro is its high quality graphics that rival a litho label, including both matte and gloss finishes. It will be ideal for short runs, likely 1,000 units and under; save time and money on short runs as compared to litho; and allow us to help customers reduce inventory while offering a larger variety of options, both in terms of printing and substrates. We are looking forward to its contribution to the expansion of our current business and driving new business.”

Liberty Carton has a dedicated team focused on digital printing, displays and retail-ready solutions that will spearhead the implementation process for the new printer, which was installed in the first quarter of 2017. “We expect to use the VUTEk HS125 Pro for standard boxes, retail-ready boxes, displays, signs and promotional kits,” Fiterman added. “We’re anticipating that our talented team will also come up with additional uses for the printer as we gain more experience with it.”

“We are excited to be working with Liberty Carton,” said Frank Mallozzi, EFI’s senior vice president of Worldwide Sales and Marketing. “Although the company is approaching its centennial, Liberty Carton is no stranger to innovation. We look forward to collaborating with the Liberty Carton team as they ramp up operations in the digital realm.”

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 or 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)

Follow EFI Online:

Follow us on Twitter: <https://twitter.com/EFIPrint>

Follow us on Instagram: <https://www.instagram.com/efiprint>

Find us on Facebook: www.facebook.com/EFIPrint

View us on YouTube: www.youtube.com/EFIDigitalPrintTech

###

NOTE TO EDITORS: The EFI logo and VUTEk are registered trademarks of Electronics For Imaging, Inc. in the U.S. and/or certain other countries. EFI is a trademark of Electronics For Imaging, Inc. in the U.S. and/or certain other countries. All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.

Nothing herein should be construed as a warranty in addition to the express warranty statements provided with EFI products and services.

This news release contains forward-looking statements, that are statements other than statements of historical fact including words such as “anticipate”, “believe”, “estimate”, “expect”, “consider”, “plan” and similar, any statements related to strategies or objectives of management for future operations, products, development, performance, any statements of assumptions or underlying any of the foregoing and any statements in the future tense. Forward-looking statements are subject to certain risks and uncertainties that could cause our actual or future results to differ materially. For further information regarding risks and uncertainties associated with EFI’s businesses, please refer to the risk factors section in the Company’s SEC filings, including, but not limited to, its annual report on Form 10-K and its quarterly reports on Form 10-Q. EFI undertakes no obligation to update information contained herein, including forward-looking statements.