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SGS Cincinnati Expands into New Markets with EFI VUTEK 5r LED Printer

FREMONT Calif., April 21, 2017— [Electronics For Imaging](#), Inc. (Nasdaq:EFII) announced that [SGS Cincinnati](#) has installed its first EFI™ printer, the new, high-volume, high-performing EFI VUTEK® 5r LED roll-to-roll printer with a vacuum plate flatbed option. The Cincinnati-based integrated packaging and marketing production enterprise chose the 5-meter wide superwide-format product because the printer's versatility and speed will allow SGS Cincinnati to expand its point-of-purchase/point-of-display (POP/POS) signage business while bringing greater performance and efficiencies to its operations.

"We added the VUTEK because it will greatly improve our POP, POS and sales sample side of the business," said SGS Cincinnati Retail Production Manager Russ Brown. "The roll-to-roll capability expands our capability to print on a variety of different materials like translucent film for backlights, while the flatbed option means we can print on substrates up to 11mm thick, such as acrylics, and metal-backed styrene for high-quality products."

Brown says the company, which counts leading consumer brands such as Macy's, Dillard's and Bon-Ton among its clients, was impressed by the speed of the VUTEK 5r, while the larger size maximizes the output and enhances productivity. The impressive performance with the expanded substrate range will take SGS Cincinnati far beyond what it could achieve with its conventional presses for POP and POS work. The sales sample side of the business will also benefit from the enhanced substrates available.

"This is also our first foray into LED, and we were very impressed with the system," said Brown. "We can now offer more options with outdoor banners that deliver longer life with a friendlier technology. We can also print with white onto a roll or acrylic and put process color on top. We didn't have this ability until we received this machine and it's a pretty significant step for us."

Premium-quality imaging, fastest throughput, maximum performance

Featuring high-resolution, 7-picoliter EFI UltraDrop™ Technology, the new VUTEK 5r model is designed to offer both the fastest rated throughput – running at speeds up to 4,896 square feet per hour – and the highest imaging quality in its class, giving SGS Cincinnati the ability to maximize efficiency and performance. Its unique integrated production workflow advantages, including value-added options such as an inline finishing system for all-in-one printing, x-cutting, slitting and collecting, and advanced white printing modes, give

customers a distinct competitive advantage in the capabilities and quality they can offer.

An EFI Fiery® [proServer](#) Premium installed with the press provides superior color management as well as efficient processing, RIPing VUTEk print jobs up to 60% faster than previous proServer versions.

About SGS Cincinnati

SGS Cincinnati serves consumer packaging-goods companies and major retailers, specializing in artwork and prepress, color management, translation and localization, retail point of sale, comps and sales samples, kitting and fulfillment, photography, and gravure and flexo image carrier production. Founded in 1926, with a current staff complement of 160, the company operated as Stevenson Color until 2012 when it was purchased by SGS International, LLC, and rebranded as SGS Cincinnati. SGS is a global collective of companies and people that deliver end-to-end marketing solutions from concept through implementation. The collective approach gives clients access to the resources of the entire global network of facilities, agencies, talent and experience. Services include strategic brand design, integrated marketing communications, adaptive design, 3D CGI, integrated packaging and marketing, and digital management and distribution. For more information, visit www.sgsc.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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Nothing herein should be construed as a warranty in addition to the express warranty statements provided with EFI products and services.

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