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Patrizia Pepe Chooses EFI Optitex as Its 2D/3D Strategic Partner



MILAN, October 2, 2017 – EFI™ [Optitex](#), a world-leading provider of an integrated 2D & 3D CAD/CAM software platform for the apparel and textile industries, is pleased to announce a new strategic partnership with Tessilform, the Tuscany-based company owner of the famous brand, [Patrizia Pepe](#).

The partnership includes the acquisition of a large configuration of 2D and 3D EFI Optitex licenses by Patrizia Pepe, which will initially drive the digital transformation of its apparel department before extending the solutions to its bags department.

As 3D is seen as a key success factor to face the new challenges of the fashion market, Patrizia Pepe chose EFI Optitex after a thorough evaluation of what the market had to offer. “EFI Optitex is a trusted partner and the well-established leader offering a cutting-edge technology and the greatest knowledge regarding best practices for adopting 2D and 3D integrated solutions,” said Sebastiano Lombardo, Patrizia Pepe’s general manager.

“By incorporating EFI Optitex digital solutions into the company design and production workflows, we expect to decrease our time to market by 30%, while better streamlining our internal processes and significantly reducing our costs,” added Lombardo. “Moreover, we expect to launch high-quality offerings more frequently in order to meet our clients’ needs.”

Asaf Landau, EFI Optitex’s vice president and general manager, stated that the partnership with Tessilform is “very meaningful as Patrizia Pepe is another leading brand leveraging 3D to gain competitive advantage via digital transformation. We see the wave of 3D adoption accelerating with leaders which are leading the industry evolution.”

EFI Optitex’s portfolio includes 8,000 apparel and fashion companies, including famous brands in Italy and the world.

EFI fuels success

EFI develops breakthrough technologies connecting the online world to the physical one, providing one of the industry’s largest portfolios for the textiles,

signage, packaging, ceramic tiles, personalized documents and corrugated segments. EFI Optitex software is one of the world's leading providers of integrated 2D/3D platforms that enable users to quickly create true-to-life 3D digital garments, empowering apparel and soft goods companies to revolutionize the way they develop, produce, and market their products. Visit www.efi.com/optitex for more information.

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