

Kwik Kopy Australia Expands its Automated Workflow Partnership with EFI



Fremont, Calif. – 6 Nov. 2017 – During October meetings held at the Silicon Valley headquarters for Electronics For Imaging, Inc. (Nasdaq:EFII) North Sydney, Australia-based [Kwik Kopy Australia Pty Ltd](#), and EFI™ signed a new partnership agreement to provide advanced eCommerce/Web-to-Print workflows to the more than 100 Kwik Kopy Print & Design Centre franchise locations operating in Australia.

“EFI has been a valued partner for us, developing MIS and printer server solutions that help our franchisees generate a competitive edge in digital print,” said Stephen Penfold, Chairman and founder of Kwik Kopy Australia. “With this new agreement, we will also be establishing a stronger, highly automated Web-to-Print offering that further improves our total print workflows while making it easier for Kwik Kopy customers to do business with us.”

Kwik Kopy Australia has already seen strong success using EFI [PrintSmith™](#) Vision MIS workflow software across its franchises. Over the next several months those franchises will begin upgrading from their existing Web-to-Print technology to EFI’s [Digital StoreFront®](#) solution, an advanced web-to-print/eCommerce platform that seamlessly integrates with PrintSmith Vision.

“EFI has proven to be a reliable and trusted strategic partner with PrintSmith Vision, which has allowed our centres to perform production tasks, scheduling and estimating and more in a complete yet straightforward package,” said Penfold. “In the past two years of testing, we have seen how the company’s Digital StoreFront product offers the right cloud-based design, ordering, eCommerce and storefront tools for our franchisees to build customer loyalty and expand their print and marketing offerings.”

Kwik Kopy Australia Print & Design Centres will be able to improve client retention and satisfaction using the software’s award-winning online ordering capabilities, including a easy-to-use, single-page visual product builder for Kwik Kopy customers to upload files, select print options, preview their selections and receive a quote. One early adopter Kwik Kopy Centre already has an extremely successful implementation of the software, creating a custom storefront to handle print collateral for one of Australia’s largest restaurant chains.

A significant number of Kwik Kopy Australia Print & Design Centres also use EFI [Fiery®](#) digital front ends (DFEs) for their digital printing equipment. Those DFEs can integrate with both Digital StoreFront and PrintSmith Vision, enabling near lights-out automation. As a result, many print jobs will be able to be routed from

the Web-to-Print interface directly to a digital production device's print queue, with billing/payment, delivery and other information communicated directly into PrintSmith Vision for streamlined accounting and job tracking management.

"EFI invests more in time, resources and funding than any other developer to create efficient, robust integrated print workflow portfolios," said Gabriel Matsliach, senior vice president and general manager, EFI Productivity Software. "We are proud to be able to deliver that technology to Kwik Kopy Australia – one of the nation's largest networks of independent, family owned print businesses – to help those businesses grow and prosper."

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analogue to digital imaging. We are passionate about fuelling customer success with products that increase competitiveness and boost productivity. To do that, we develop breakthrough technologies for commercial print and publishing and the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised 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.

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