



## One of Africa's Largest Print Companies Becomes a Full Service Soft Signage Provider with EFI VUTEk FabriVU Printer

**Ratingen, Germany** – 24 October 2017 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) today reported that Sandton, South Africa-based Beith Digital has established a full soft signage offering for its customers and raised the bar for image quality and productivity with its [EFI™ VUTEk® FabriVU® 340](#) printer.

Despite already holding a market-leading position in display graphics, for some time now Beith Digital has seen its existing customer base increasingly in need of soft signage products. It was one type of printing the company couldn't fully handle, until now. Previously, when a client needed soft signage, the company used an EFI VUTEk LED inkjet printer to print directly onto coated fabric, but that process had some limitations in terms of the types of fabrics Beith Digital could use.

With the 3.4m-wide VUTEk FabriVU printer, Beith Digital now can print on four-way stretch polyester knit fabric, carpet, and other more "traditional" soft signage materials to produce products such as Texflex and sharkfin banners, telescopes, gazebos, event bins, banner walls, A-frames, cubes and stage backdrops.

### **Speed thrills: VUTEk FabriVU 340 is 'as reliable as it is fast'**

"We knew the deadlines for soft signage were just as challenging as with traditional large-format jobs, so we wanted a machine that could perform as fast as our roll-to-roll VUTEk LED machines," said Beith Digital Managing Director Devyn Wagner.

It was because of the positive experience Beith Digital had with its existing EFI printers that Wagner didn't hesitate a moment and went for the VUTEk FabriVU. "EFI's machines are robust and deliver consistently high quality throughout a run, and we knew the FabriVU was going to be as reliable as it is fast," he explained.

The printer's positive impact on the Beith Digital's business has been immediate. "We have already penetrated the soft signage market as well as the promotional items, flags and gazebos market, and we are seeing some good growth. We were getting 70% of our soft signage business from existing clients, but now we are getting up to 90%," said Wagner. "We expect to grow even further, for sure."

With more than 50 years of experience, Beith Digital is recognised as an industry leader in large format digital printing. The company has the digital capabilities to print direct to virtually any type of rigid or roll-fed substrate, from paper to glass

and fabric. In November 2004, Techni Ad Digital purchased Beith Digital (Pty) Ltd. in its entirety through K.D. Holdings. The two digital print departments were subsequently joined to become one of the largest digital print facilities in Africa.

## **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 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. ([www.efi.com](http://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](http://www.facebook.com/EFIPrint)

View us on YouTube: [www.youtube.com/EFIDigitalPrintTech](http://www.youtube.com/EFIDigitalPrintTech)

###

**NOTE TO EDITORS:** The EFI logo, VUTEk and FabriVU 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 statement.