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Imagine! Express Increases Capacity by a Factor of 10 with New EFI VUTEK HS125 Pro Inkjet Press

FREMONT, Calif., Oct. 27, 2016 – [Electronics For Imaging](#), Inc. (Nasdaq:EFII) today announced that [Imagine! Express](#), a subsidiary of Minneapolis-based Imagine! Print Solutions, has purchased an EFI™ VUTEK® [HS125 Pro](#) hybrid roll/flatbed inkjet press to increase its production capacity. The new, 3.2-meter wide, high-volume UV-inkjet device replaced an older-model EFI VUTEK printer.

“Although we did our due diligence before making a decision, in the end we chose to stay with VUTEK because we know the ins and outs of the machines – their quality and reliability – and because EFI has taken the product family to a new level with the HS125 Pro,” said Imagine! Express President Mike Lecus. “It’s a strong, high quality production press that will increase our capacity by a factor of 10.”

Imagine! Express’s previous VUTEK printer produced seven to eight boards per hour. The new press will produce 80 to 90 boards per hour at the quality level customers require, and has maximum speeds up to 125 boards per hour.

“We have grown over 300% since we were acquired by Imagine! four years ago,” Lecus stated. “Not only will this increase capacity, but it also increases the run lengths we can economically produce. And importantly, it will allow us to bring most, if not all, of our outsourced work back in house.”

A game changer in quick turn, high-quality graphics production

Lecus liked the fact that, unlike other hybrid printers in its class, the VUTEK HS125 Pro press can print a 126-inch width for both boards and rolls. “That was a huge factor for us,” he said.

Imagine! Express is focused on producing high quality, quick turn short runs of signage and point-of-purchase materials for its retail and other clients. “We used to define short run as one to a few hundred sheets of material,” Lecus explained. “But the VUTEK HS125 Pro is a game changer for us in that regard. Now we are looking at runs up to 500 boards or more. It really expands what we are able to do and support for our customers.”

“Imagine! Express is a high-quality, G7-certified company with multiple locations, and it was essential that Mike Lecus and his team have production devices that match stringent color standards,” said Frank Mallozzi, senior vice president, Worldwide Sales and Marketing, EFI. “We worked closely with them to ensure that the new VUTEK installation provides crisp, highly saturated and accurate

color, even at top speeds. That was top priority for Mike and I am happy to say we delivered with a solution that will fuel this customer's future success."

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)

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