FOR IMMEDIATE RELEASE

Contact:
Saskia Heller
Corporate Communications Manager
+49 2102 745 4121
saskia.heller@efi.com

Micropress, One of the UK's Largest Commercial Printers, Invests in EFI's Midmarket Print Suite MIS/ERP

Ratingen, Germany – 28 March 2017 – Electronics For Imaging, Inc. announced today that Micropress Printers, Ltd. purchased an EFI™ Midmarket Print Suite. The Suffolk, UK-based commercial printer needed to upgrade its MIS capabilities to better handle its increasing volume of business and prepare for continued growth. Improved account management with quicker estimates, better control of work in progress, and automated inventory control were among the reasons for choosing the EFI workflow software solution.

"From a production point of view, we are planning to see greater productivity and efficiencies throughout our operation," said Rob Cross, Micropress's commercial director. "The suite will allow us to improve account management for our customers by offering them a real-time view into their jobs in progress. We also hold up to £500,000 worth of paper at any one time so the suite's automated stock control system is critical for us. Plus, the ability to issue invoices as soon as the job is delivered is significant for cash flow management."

The 40-year-old family-owned business posted record profits in 2016 with a turnover of over £16 million. As one of the largest commercial printers in the UK, Micropress produces a wide range of products including leaflets, brochures, catalogues, case bound books, magazines, mailers, and much more.

"We looked at what was available in the market place and decided that EFI was the best fit for our business," said Cross. "We were especially impressed with the way the EFI system has full traceability of jobs in progress and the flexibility of the scheduling system to optimise our production workflow and maximize throughput."

With EFI Pace™ MIS/ERP software at its core, the Midmarket Print Suite improves visibility, communication, and performance through certified end-to-end workflows designed to optimise resource utilisation, eliminate manual touchpoints, reduce waste, grow revenue, and boost the bottom line.

Micropress was able to implement the suite's Direct Machine Interface software to handle the automatic and accurate collection of up-to-the minute production data including counts, press status, speed, and other critical information directly from the equipment. The company also added a new job-planning component

that transforms big data into actionable information that provides a holistic view into manufacturing. Plus, Micropress has a dynamic scheduling solution to provide rules-based scheduling and resource optimisation. In addition, the commercial print business also uses EFI Fiery® digital front ends and software on a proofing device and on four digital presses, including a recently installed Xerox® iGen® digital production system. "We have always seen Fiery as a market-leading technology for digital presses so it was an easy decision when installing our latest iGen press," said Cross.

Micropress focuses on offering customers a great experience, ensuring that customer service is second to none. So having software in place that allows the company to respond to customers' needs faster and with better data is very important.

Printing and packaging professionals across the globe rely on EFI's portfolio of workflow products to manage their businesses and become more streamlined, efficient, informed, and profitable. For more information, visit www.efi.com.

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)

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
View us on YouTube: www.youtube.com/EFIDigitalPrintTech

# # #

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 statements