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EFI Brings Innovative Digital Ceramic Tile Printing Solutions to Ceramics China 2017

Guangzhou tradeshow included launch of the new EFI Cretaprint C4 Twin and a complete ecosystem including digital printers, Fiery digital front ends and Cretacolor inks

GUANGZHOU, China, June 5 2017 – Electronics For Imaging, Inc. (Nasdaq:EFII) is bringing advanced digital inkjet printing technologies for ceramic tile printing to at the Ceramics China tradeshow in Guangzhou. The larger EFI™ [Cretaprint](#)® presence at the show – which included the launch of a new entry-level printer – validates the company’s dedication to innovation in digital ceramic tile printing in the most important tile market in the world.

EFI is the only company in the industry that provides a complete, dedicated solution to the tile industry, from entry level to very high end, based on an integrated ecosystem that ensures the ability to choose the best configuration for each application or organization. The EFI Cretaprint Ecosystem supports the analog-to-digital transition in ceramic tile decoration with printers, genuine EFI Cretacolor inks and advanced EFI [Fiery](#)® digital front end (DFE) technologies for the ultimate in seamless workflow and exceptional color management.

“At Ceramics China, we once again brought a full suite of solutions to address the rapid transition to digital in this important market,” said José Luis Ramón Moreno, vice president and general manager, EFI Industrial Printing. “From the brand-new entry-level EFI Cretaprint C4 Twin to the EFI Cretaprint P4 – the most powerful ceramic tile printer on the market – visitors to the EFI stand found both the best solution for their needs and the EFI experts that can help them make the right decisions for their businesses. We are very excited to participate in Ceramics China and bring new solutions.”

Users saw the EFI Cretaprint P4 – an ideal printer for manufacturing slabs in regular ceramic production lines to respond to growing market needs for architectural, furniture and other new uses. Tile producers can invest only on what they need with the modular printer, with the ability to choose number of printing bars (from 6 to 12), as well as choose the size of the transport table.

Superior service, printers inks and innovation for the Chinese market

EFI has the largest number of installed soluble salt printers in the market and is the only international digital tile decoration technology company with a direct presence in China. EFI’s expert dedicated local staff – the largest in the industry – thoroughly understands the ceramic tile market, the requirements of the Chinese ceramic tile industry, and ensures both fast field service and rapid availability of parts, consumables and other support when needs arise. EFI

Cretaprint digital ceramic tile printers deliver high performance and stability, critical in an industrial environment often operating 24/7 with little room for delays and downtime. And, EFI Cretaprint inks for ceramics are high quality and deliver exceptional color range and consistent results.

The EFI Cretaprint line also includes the ability to decorate ceramic slabs up to 1800 mm wide, extending the opportunity for ceramic tile manufacturers to add new revenue streams and new product lines to increase profitability and competitive advantage. Because EFI Cretaprint printers are digital, they can accommodate everything from very short runs to long-run manufacturing for indoor, outdoor and other industrial uses.

EFI Cretaprint printers offer the most advanced digital ceramic tile printing systems as part of its legacy as a leading provider of tile printers, consumables, accessories and digital equipment for the ceramic tiles industry. For more information about EFI Cretaprint printers, visit 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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