

Print with flying colors.







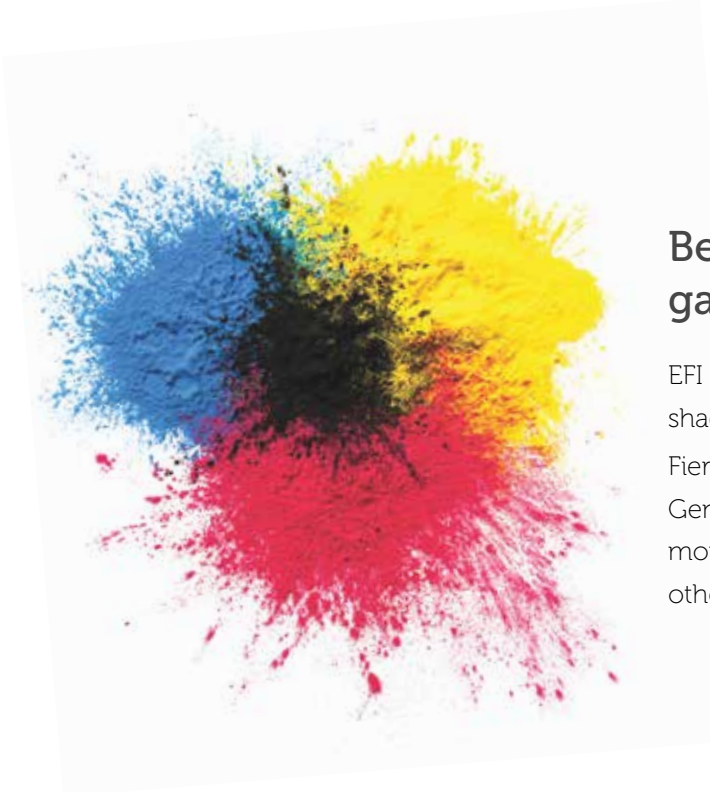


## The quality your customers demand. The performance your business needs.

Ink. It's the lifeblood of your printing business. Why? Because you can have the best equipment, the best processes and the best press workers, but if you don't have the best ink, none of that matters. That's the reason we custom-formulate Genuine EFI™ Inks for each EFI Wide Format, VUTEk® superwide-format and Jetrion® digital label and narrow web inkjet printer. It's the only way to assure you get the highest color quality, durability, performance, reliability, consistency and predictable running costs. Add our extensive color range, and you've got all the elements you need to reliably produce crisp, vivid images for a wide variety of large format, label and narrow web printing applications. With Genuine EFI Inks, you'll always print in flying colors – increasing your profit potential and expanding your application offering.

### Our ink durability promise is the one that lasts

We take your business – and our inks – very seriously. So Genuine EFI Inks come with a warranty of up to two years against outdoor fading, or up to five years when using a clear-coat. You can run jobs for indoor and outdoor applications with confidence, knowing that EFI, the market leader in print technology, is backing your work with long-lasting inks that are the best in the business.



### Better color matching with gamut-extending primary colors

EFI color scientists have been hard at work developing new shades of cyan, magenta and yellow pigments that, along with Fiery® XF color management tools, extend the color gamut of Genuine EFI Inks. They've achieved their goal with 10 to 15% more gamut for better pantone color match without giving up other ink channels to alternative ink colors.

# Great Inks + Great Printers = Greater Productivity. It all adds up to great profits.

## At our 40,000 square foot facility, all we do is think ink.

Genuine EFI Inks are manufactured in our state-of-the-art facility located just outside Ann Arbor, MI. At this 40,000 square foot (3,700 square meter) plant with 75+ employees, our motto is, "Think ink!" It's here where we produce UV ink

optimized for our digital inkjet printing systems. And as our technology evolves, we'll be on the forefront with our inks – leveraging over 20 years of research and development to deliver the industry's purest and brightest process colors.

## Tested and optimized for each and every printer.

At EFI, our printing systems and inks are developed in unison. This synergistic approach provides superior color management, image quality and durability, and consistent system performance and reliability. We're obsessed with the consistency and purity of our inks. So we select and grind our own brilliantly

colored, long-lived pigments on site under tight manufacturing tolerances and even tighter quality control. And with a Fiery digital front end with the industry's best color management, the result is the brightest colors for eye-popping images that satisfy even the most demanding customer requirements.





# Only Genuine EFI Inks ensure purity, consistency, reliability and results. Period.

## 3M and EFI. Your ink performance team.

Our commitment to helping you print with flying colors is exemplified by our efforts with long-standing partner, 3M, to co-develop new 3M qualified ink sets for our product portfolio. As a result of this continuous collaboration, EFI has more 3M Performance Guarantees and 3M<sup>™</sup> MCS<sup>™</sup> Warranty offerings than any other company.

Available since the early 1980s, the 3M<sup>™</sup> MCS<sup>™</sup> Warranty is widely recognized as the industry's most comprehensive finished graphics warranty. The system of matched components comes with the science and weathering technology that assures your customers their images will perform as expected for the life of the graphic. Other benefits include:

- Peace of mind that graphics produced will be backed by 3M
- Confidence that your customers' images will be acceptable in appearance for the stated life of the graphic
- Ability to promote your use of 3M products and the MCS Warranty brand to win more jobs with customers who care about image quality and warranty assurances
- Giving your customers confidence that they're using a trusted supplier



3M offers a seven-year 3M<sup>™</sup> MCS<sup>™</sup> Warranty for co-brand EFI and 3M SuperFlex Ink – the first warranty of its kind in the industry for LED printing technology. This warranty is for vehicle graphics produced using the appropriate 3M base film, SuperFlex Inks, EFI VUTEk GS<sub>UX</sub> Pro printer and the appropriate 3M film over laminate.



## Produce more applications on more substrates with LED inks

Specially formulated to offer a wide color gamut and deliver consistent, repeatable results. With the ability to print on thinner, heat-sensitive and specialty substrates, you can offer customers more applications and lower cost material options. Virtually no VOCs and proven energy savings make our LED inks a greener printing solution.



## Keep the jobs moving with specially formulated roll-to-roll inks

Engineered to be highly flexible and easily coated, making them ideal for fleet graphics and a variety of other flexible media applications. Our inks are even designed to handle embossing and edge curl, so you can produce double-sided banners without bleed-through and hang full-bleed banners that look fantastic.

## Super flexible, super impressive inks offer super durability

EFI VUTEk GS<sub>Lx</sub>r 3M™ SuperFlex UV Ink delivers super performance and flexibility for fleet and vehicle graphics, outdoor applications, graphic applications on textured surfaces and more. They exhibit solvent-like elongation and lamination characteristics and withstand heat installation, even with a blowtorch, without cracking. Graphics produced on a VUTEk GS<sub>Lx</sub>r Pro series printer when printing with SuperFlex ink on 3M™ flexible media are backed by the industry-leading 3M™ MCS™ Warranty.\*



## Hybrid inks deliver dual performance

Our latest generation hybrid flatbed/roll-fed printer inks are designed to deliver increased performance and a wider color gamut. They're formulated to be both very flexible for roll-to-roll applications yet hard enough to provide adhesion across a broad range of light and heavy rigid substrates.

## Digital label and narrow web inks label you as a pro

Direct UV ink-substrate compatibility eliminates the need and cost for pre-priming most substrates while providing exceptional durability with no over varnish needed. These EFI inks also work directly on most substrates and produce extremely durable labels that are heat, cold and chemical resistant, so they last even in the harshest environments.



## Specialty inks have special characteristics

EFI continually develops specially formulated products. From clear inks to inks that adhere to challenging materials like Coroplast to those that meet the demands of deep draw thermoforming, we never stop coming up with more ways to help you print with flying colors.

## Specifications for printing with flying colors.

Genuine EFI Inks are available in a wide color spectrum for accurate color matching and consistency across multiple runs, along with excellent adhesion on a variety of flexible and rigid substrates. The purity of our inks and an advanced ink filtration process ensure they don't clog or damage the system's print heads or produce sub-par images.

### Color gamut

- The pigments in EFI inks, in conjunction with unique additives, increase the gamut and glossiness of the output
- The color balance is managed to exacting tolerances, enabling the recreation of life-like colors
- EFI inks produce the widest color gamut possible today

### Printer performance and drying time

- EFI inks are specially formulated for use in EFI inkjet printers
- EFI inks are optimized for fast drying times while insuring the fluency of the ink system
- Minimum maintenance required because the printer and inks are matched for peak performance and reliability

### Outdoor durability

- Two years without secondary coating\*
- Five years with a protective clear-coat\*

### Cleanup

- EFI Jetwash only should be used for all the clean up and purging of print heads and ink trays

### Odor

- Odor can be especially critical for indoor applications, corrugated displays and soft signage
- Genuine EFI Inks are formulated from raw materials that produce little to no odor when fully cured

### Abrasion and set off resistance

- All Genuine EFI Inks must pass a rub test whereby prints are put under a pressure of 175 lbs. (79 kg) and rubbed left to rights 200 times; inks are passed if there is little to no color transfer
- Color set off (or ink hardness) is also tested by putting the surface under a weight of 200 lbs. (90 kg) for 24 hours; inks are passed if there is little to no color transfer to the other material

### Environmental

- Contain up to 50% naturally-derived monomers and oligomers derived from renewable resources such as plants or biomass
- Contain virtually no volatile organic compounds (VOC)
- Do not contain heavy metals such as antimony, arsenic, cadmium, chromium (VI), lead, mercury, and selenium
- Do not contain Greenhouse gases as defined by the European Commission and USEPA
- Do not contain REACH Substances of Very High Concern (SVHC) as determined by the European Chemicals Agency (ECHA) and last updated on 17 December 2014
- Are not considered a hazardous waste under the US waste regulations (RCRA)

### Shelf life

- One year or 15 months depending on specific ink set

### Storage conditions

- Store indoors tightly capped, in a fireproof yellow cabinet at a temperature of 35 to 85F (1.7 to 29.5C)
- Do not place in direct sunlight or in low oxygen environments

### Safety and handling

- Refer to Material Safety Data Sheet (MSDS) for instructions on safe handling of EFI inks

### Substrate compatibility

- Compatible with flexible and rigid materials
- Materials include: styrene, Lexan (Polycarbonate), Sintra, PETG, foam board, card stock, polyethylene, Dibond and a range of flexible materials, including pressure-sensitive vinyl, paper, textiles, and others

## EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit [www.efi.com](http://www.efi.com) or call 650-357-3500 for more information.



The APPS logo, AutoCal, Auto-Count, Balance, Best, the Best logo, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, DockNet, Digital StoreFront, DocBuilder, DocBuilder Pro, DocStream, DSfdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, Fabrivu, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, Inkintensity, Inkware, Jettron, the Jettron logo, LapNet, Logic, MiniNet, Monarch, MicroPress, OneFlow, Pace, PhotoXposure, Printcafe, PressVu, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, Printstream, Print to Win, Prograph, PSL, PSI Flexo, Radius, Rastek, the Rastek logo, Remoteproof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEK, the VUTEK logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.