



EFI Reggiani's Great Textile Success in Russia: New Opportunities and Prospects of the Russian Textile Market

Bergamo, Italy – 11 January 2021 – EFI™ Reggiani together with its partner in Russia, Nissa Distribution™, have completed three new sales contracts for the supply and installation of industrial solutions for direct-to-fabric and sublimation industrial textile printing. The new sales bring EFI Reggiani's productive and sustainable digital solutions to three leading Russian textile producers – D-TEX Digital Textile Printing, MIRtex and Sima-Land.

Having more than 70 years of experience and competence developing textile technologies and machinery, EFI Reggiani is a world leader in the implementation of innovative solutions. The EFI Reggiani product portfolio includes the Reggiani and Mezzera brands – a broad range of solutions for textile manufacturing. EFI Reggiani has had a long-lasting presence in Russia serving key customers with digital printers using water-based inks, analogue printers, and pre- and post-treatment equipment. EFI Reggiani has further enhanced its presence with Nissa Distribution, a valuable local partner.

Greater sustainability and productivity for the Russian market

EFI Reggiani develops, manufactures, sells, installs and services advanced industrial textile machinery solutions worldwide, working closely with partners such as Nissa. Customers, including many of the world's leading textile manufacturers, benefit from high efficiency in their manufacturing process, optimised productivity, reduced energy and water costs, and a reduced environmental impact.

The network of EFI Reggiani agent partners, technical specialists and service engineers worldwide provides customers with high-quality service and effective before- and after-sales support, while also offering consultations on effective technology use.

Nissa Distribution, and its subsidiary Nissa Stensart™, became distributors of EFI Reggiani products in Russia in 2018. The Stensart product portfolio is comprised of the widest range of equipment for preparation, printing and finishing of textiles, meeting the demanding requirements for successful production in different textile market segments.

EFI Reggiani's success in the Russian market comes from well-coordinated, concerted efforts with Nissa Distribution and Nissa Stensart, ensuring full sales and technical support for customers. The most recent results of EFI Reggiani's activities with Nissa Distribution and Nissa Stensart are the finalisation of three

contracts for EFI Reggiani POWER and EFI Reggiani NEXT digital textile printers.

New POWER installations

Russia's first EFI Reggiani POWER 180 and POWER 240 digital printers were recently sold to D-TEX Digital Textile Printing, located in Stupino, in the Moscow Oblast, and to MIRtex, in Furnmanov, Russia. The companies, which print and manufacture products using natural fibres and knitwear, are among the largest comprehensive textile manufacturers serving Russia and the Commonwealth of Independent States (CIS).

The EFI Reggiani POWER 180 and POWER 240 are industrial digital printing machines for direct printing on fabric, knitwear and textiles in widths of 1.8 and 2.4 metres, respectively. They are equipped with a high-precision continuous transportation belt for reliable, accurate fabric feeding without wrinkles. Both machines can use EFI Reggiani's water-based, eco-friendly inks, including popular EFI Reggiani BDR Diamond reactive inks.

EFI Reggiani POWER printers combine unparalleled reliability from EFI Reggiani's long history of manufacturing excellence with new cutting-edge innovations that make production faster, smoother and more efficient. The printers' ink recirculation system and electronics make the POWER line the top seller in its category worldwide. With EFI Reggiani POWER printers, users benefit from:

- Superior versatility to manage a wider variety of inks
- Dramatic reduction in maintenance needs and stoppages
- Increased tolerance to environmental conditions.

Sima-Land's NEXT digital innovation

Russia's first EFI Reggiani NEXT 340 printer is being installed at the largest wholesale textile company in Russia, Sima-Land. The Yekaterinburg-based company offers more than 1 million different products, including décor textiles for the home and office and men's, women's and children's clothing.

The EFI Reggiani NEXT 340 is a 3.4-metre-wide, beltless industrial digital printing machine for direct and sublimation printing. Sima-Land's printer is equipped with four Kyocera® industrial printheads and will give the wholesaler productivity running in a CMYK x 2 configuration or in an eight-colour configuration for superior quality. Using eco-friendly, water-based EFI Reggiani IRIS inks will give Sima-Land the ability to print bright vivid shades and colours and ensure an extraordinary level of print durability.

The Reggiani NEXT printer is the digital solution for sublimation printing on paper and non-elastic fabrics, designed to revolutionise fashion, sportswear and home décor markets with its combination of cost-saving features, speed and quality. Reggiani NEXT users worldwide benefit from reliable, industrial printing with a

limited initial investment on a printer offering exceptional ease of use and the lowest cost per metre production in its category.

Nissa Distribution will handle future technical service and maintenance of the new printers sold to D-TEX, MIRtex and Sima-Land, as well as supply spare parts and consumables.

“We are very excited about the success working with Nissa Distribution and Nissa Stensart to grow EFI Reggiani’s presence in the important Russian market,” said EFI Reggiani Senior Vice President and General Manager Adele Genoni. “The installation of high-performance EFI Reggiani industrial digital textile printers at three of the largest textile companies in Russia, and the ability to help these customers grow in the midst of a pandemic, reflect the serious commitment EFI Reggiani and our partners have in helping customers thrive and grow with efficient, productive and green digital printing solutions.”

In the future, EFI Reggiani, Nissa Distribution and Nissa Stensart will continue to collaborate to reinforce their joint, effective efforts to provide customers with the highest level of support and technical assistance, furthering promotion of EFI Reggiani digital printing solutions in Russia and the CIS.

To learn more about of EFI Reggiani products and services for the textile and apparel industries, visit www.efi.com/reggiani.

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, building materials 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)

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