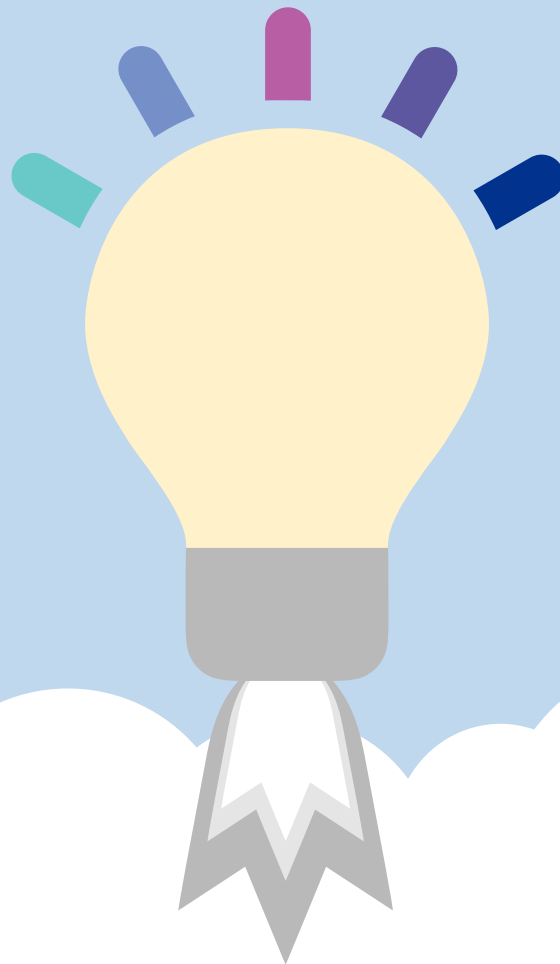


6 Ways

to Rocket Your Capabilities
with Inks, Substrates, Coatings & Imagination



efi[®]

Blast off with these 6 digital ink printing capabilities.

You're always thinking, *"What are the premium margin applications that will ignite my print business and accelerate my bottom line?"*

That's what this e-book is all about! Six very cool digital ink printing techniques that will open the door to a full range of profitable possibilities.

- 1 White, Color & Clear ink creates amazing print effects
- 2 Cool Materials give your POP extra punch
- 3 Texturing Effects add a whole new dimension
- 4 Architectural Applications create outstanding interiors
- 5 Thermoforming gets your capabilities into shape
- 6 EFI™ Armor Coating protects and preserves your work

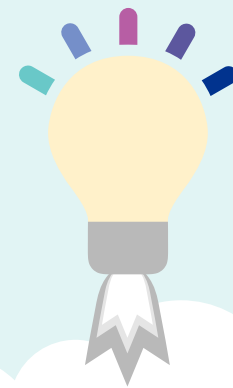


1 White, Color & Clear
creates amazing print effects

Day/Night Visual Magic

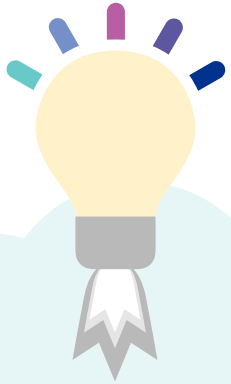


Lights off, it looks one way. Lights on, it looks another. The three-layer print at left shows the black and white image when the lightbox is off. But turn the lightbox on and it's magic time – with breathtaking color and depth.



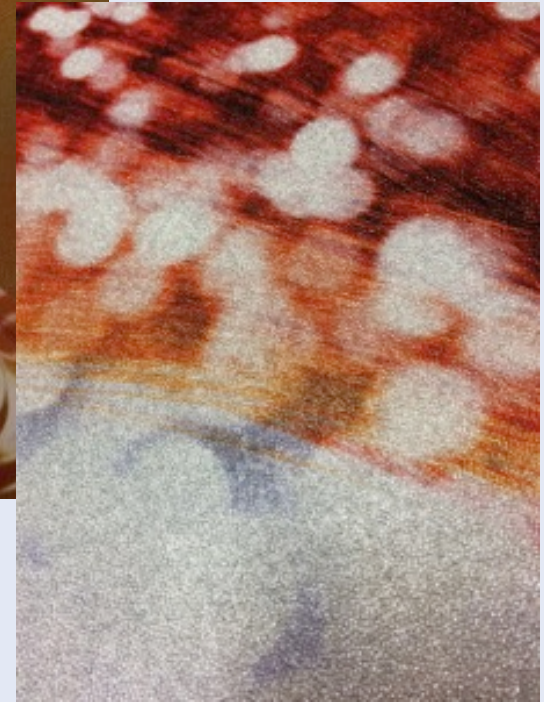
1 White, Color & Clear
creates amazing print effects

White & Clear Dynamics



Give CMYK a big boost. This three-layer print uses white-under, color and clear on top. It all comes together for a tasty look you can really drink in.

The Power of Substrates



They shimmer. They shine. They attract attention. From embossed foil wall coverings and glittery self-adhesive vinyl to wood veneers and fabrics, printing on specialty materials can add depth, dimension and extra gee-whiz to your finished graphics.



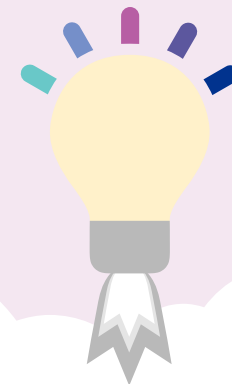
3 Texturing Effects add a whole new dimension

Printing With Feeling



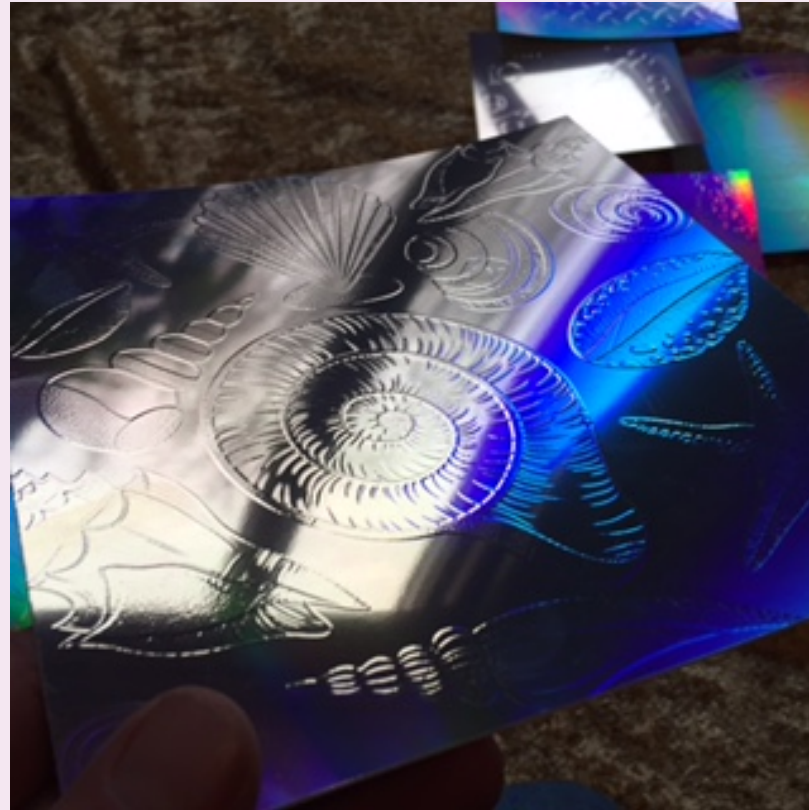
Become a friend of faux with tactile printing.

Texture printing utilizes EFI™ VUTEK® three-layer capability. Here's how it works: An image is copied into a white ink channel to add as much ink as possible. The middle layer is a white flood, and the image prints on top. You may want to run prints through more than once, depending on how much texture is desired.



3 Texturing Effects add a whole new dimension

Holographic & Embossed Brilliance



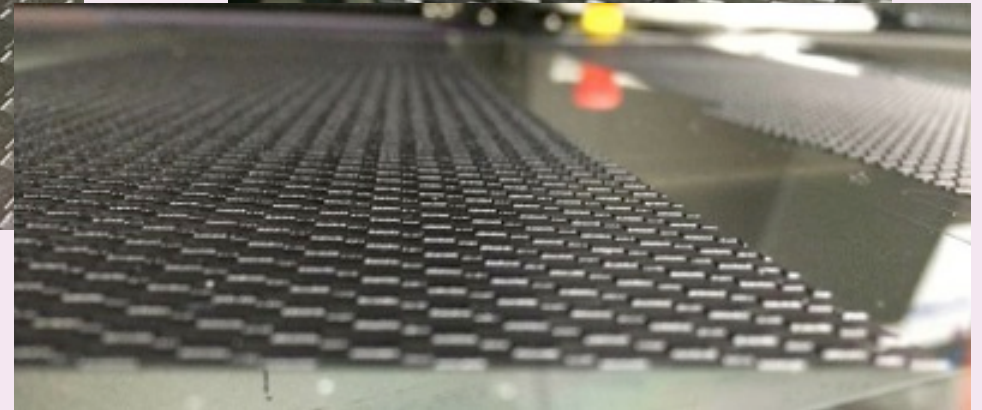
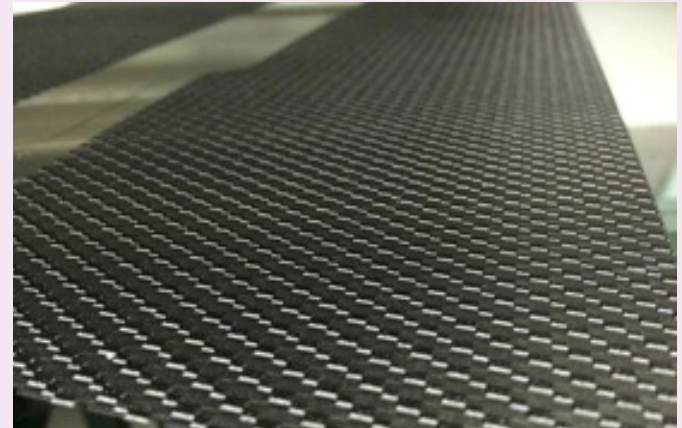
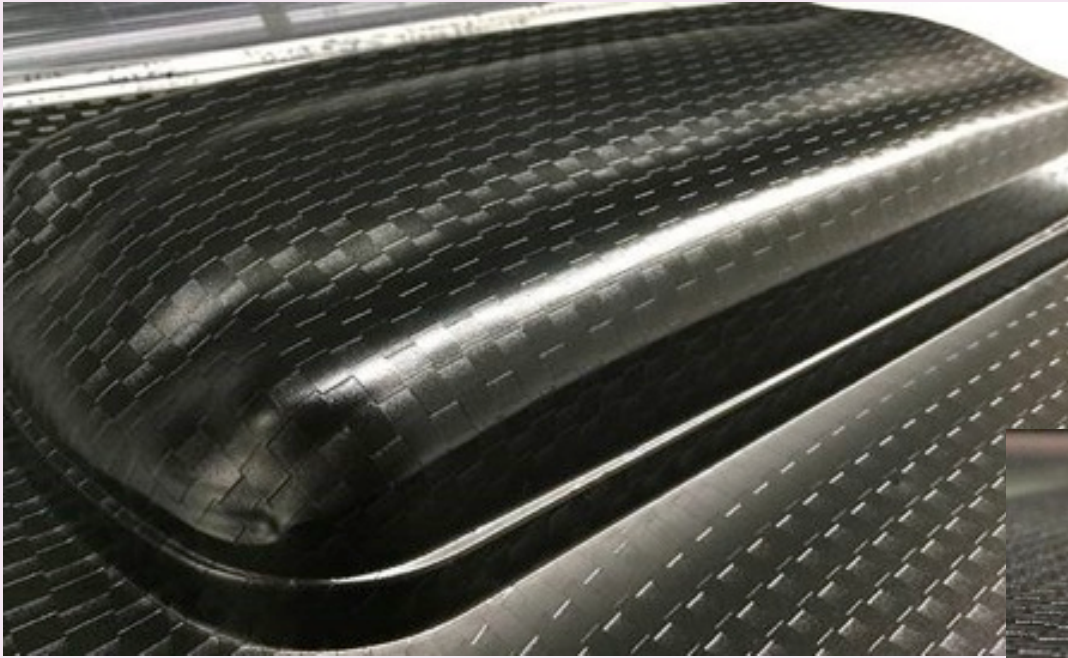
Layering and substrates add the WOW factor.

These printing techniques use layering to create the effect, then the pieces are film laminated. The example at left replaces expensive traditional holographic embossing and eliminates the need for custom tools. These techniques can also be re-printed with white ink under, image on top, to only show the lamination in one area.



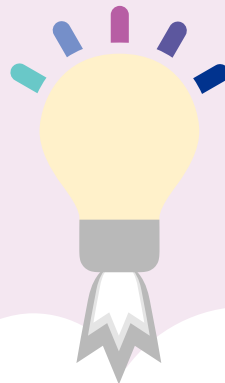
3 Texturing Effects add a whole new dimension

Texturing & Thermoforming Togetherness



Watch your printing go 3-D.

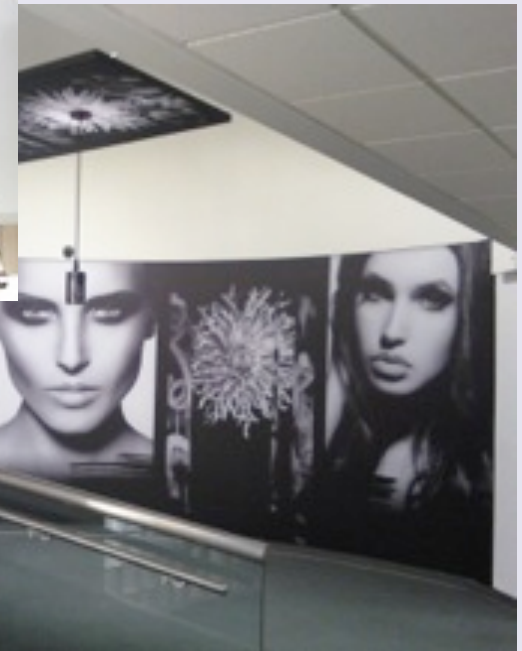
Bringing texturing and thermoforming together opens the doors to amazing applications. From wood grain to leather to carbon fiber, the possibilities really start taking shape.



4 Architectural Applications

create outstanding interiors

Walls Come To Life

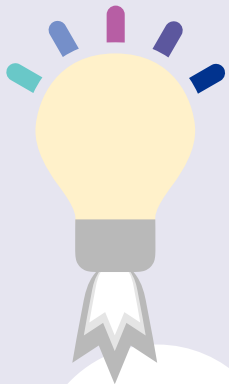


Welcome to the world of interior design.

Walls need art. And not just any art. Prints with dimension – like the series above with simulated wood grain. And what about glass walls? You can create privacy with a frosted look seen above, middle. And for big areas, live large - by printing on fabric installed in a frame system. Go flat, curved, even hanging light panels.



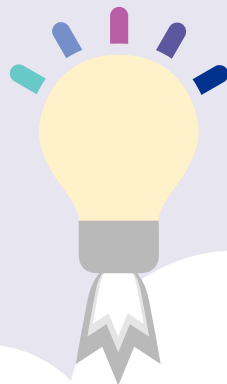
Wallcoverings Add Distinction



Dress up any wall with paper or fabric.

Digital opportunities abound with paper and fabric wallcovering. Print images, patterns and texture. Then use EFI™ Armor coatings for extra durability. [See page 14]

Cabinets & Floors Make the Grade



Set the mood with wood.

Hardwood, softwood and exotics. Achieve the look of any grade of wood without the cost of the real thing. Wood texture printing looks and feels authentic. And EFI™ Armor coatings keep it dirt and scratch resistant.

5 Thermoforming gets your capabilities into shape

Form & Function is Fantastic



Bring structure to your printing.

Combine a great idea, printing techniques and thermoforming together and something dramatic happens. Form and function work together beautifully.



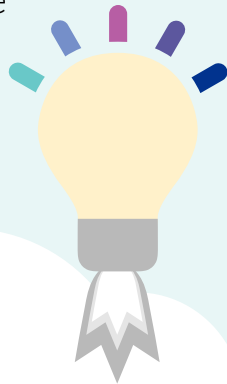
5 Thermoforming gets your capabilities into shape

Size & Shape Meet Elegance



The possibilities are endless.

Architecture and thermoforming come together to create beautiful shower enclosures. Imagine the possibilities.



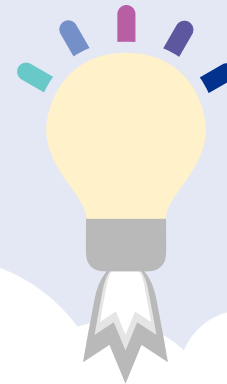
6 EFI™ Armor Coating protects and preserves your work

Protect Your Print



Your printing needs this overcoat.

Whether you're printing on rigid boards, flexible media or thermoforming materials, you need to protect your print from the sun, weather, wear and tear, even chemicals. EFI has the post-printing coating formula for success – EFI™ Armor. Our line of performance-driven UV and water-based coatings defend, shield, guard and preserve.



EFI fuels success.

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, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 650-357-3500 for more information.

Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.



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, DirectSmile, DocBuilder, DocBuilder Pro, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPhoto, 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, Jetrion, the Jetrion 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, PSI, 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.