Superwide Market Opportunities for Commercial Printers

Printers for Every Application and Price Range

Superwide Format Solutions
As the number of traditional printers and quick print shops reaches the saturation point, commercial printers are looking for new ways to build revenue and to sustain business growth. To survive, many printers are looking for ways to add new, cost-effective services that can be quickly implemented to generate higher profit margins. Commercial printers like you must look beyond their traditional offset and digital document products and service offerings to maximize business from each client and stay ahead of their competition — all the while meeting tight deadlines and delivering quality products every time.

They’re Everywhere

Next time you’re in the car, look at the buildings, vehicles, billboard, signs and banners around you. They’re big and colorful. They’re bold, enticing and utterly unavoidable. They’re the product of today’s superwide format digital printers. There’s no doubt; branding graphics are going big. And so are the profits from the print shops that make them.

Ways to Supersize Your Business Inside and Out

Point-of-Purchase Displays
- Rigid POP displays
- 3D POP displays
- Open-box packages and displays
- In-store promotions
- Short-run packaging for test runs
- Short-run packaging for seasonal
- Promotions and one-off events
- Package sample for production and marketing

Indoor Graphics
- Visual branding solutions
- Popup displays and posters
- Backlit signage
- Exhibition and event banners
- Floor and window graphics
- Backdrops for theater or TV

Outdoor Graphics
- Building coverings and wraps
- Flexface billboards
- Backlit signage
- Double-sided applications
- Truck-side curtains
- Vehicle wraps
- Fleet graphics
Until the 1990’s, analog printing technologies, such as lithography and flexography, were the mainstay of the commercial printing industry. Since then, monochrome and color digital document printing have provided a growth path via shorter print runs and variable data printing. As these technologies reach the peak of adoption, the level of differentiation and profitability from these technologies also start to level off and decline.

**Tap into the next big thing in commercial printing.**

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** EFI Can Help You Achieve Super Results With Superwide**

The next major growth area is superwide format digital printing. Superwide applications, such as out-of-home, advertising, Point-of-Purchase displays, bus wraps, billboards, signs and vehicle wraps, will fuel double digit growth, according to some analysts. By adding superwide printing technologies, you will grow revenues from existing and new clients by creating a powerful extension to your portfolio of products and services. You will also grow your share of budget with existing and new customers.

Superwide printing makes your business more successful by allowing you to accept more short-run projects that would be inefficient and impractical using traditional printing technologies. Why turn customers away when you can produce their growing list of applications? EFI™ Fiery® XF, Web-to-Print and Print Management Information Systems make entering the world of superwide printing simple, affordable and profitable.
Now that you opened the door to superwide opportunities, you realize that many of these new customer services require special equipment, media and inks. Fortunately, EFI VUTEk superwide printers work on nearly any substrate, letting you produce anything from photo-quality POP graphics, back-lit trade show graphics and fine art reproductions to building and vehicle wrap, signs and billboards with vibrant images. EFI also offers lots of inks to get you and your customers’ brands noticed, including co-branded GSr Premium ink, a component of the 3M MCS™ Warranty. You’ll also find your bottom line and customer base expanding in new ways. As the table below shows, you’ll reduce equipment costs, maximize your output, and unlock your full profit potential by using VUTEk digital inkjet superwide printers and inks versus digital print technologies.

### Superwide vs. Other Digital

<table>
<thead>
<tr>
<th></th>
<th>VUTEk digital inkjet printers</th>
<th>Mimaki, Roland (solvent)</th>
<th>HP, Epson (aqueous)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equipment Cost</strong></td>
<td>$195k to $649k USD</td>
<td>$50k to $110k</td>
<td>$10k to $20k</td>
</tr>
<tr>
<td><strong>Ink Cost per square foot</strong></td>
<td>$0.10</td>
<td>$0.30</td>
<td>$0.50</td>
</tr>
<tr>
<td><strong>Media Cost per square foot</strong></td>
<td>$0.30</td>
<td>$0.30</td>
<td>$0.80</td>
</tr>
<tr>
<td><strong>Gross Margin</strong></td>
<td>$2.35</td>
<td>$2.15</td>
<td>$1.45</td>
</tr>
<tr>
<td><strong>Average square foot per hour</strong></td>
<td>500 to 1500</td>
<td>75 to 125</td>
<td>25 to 50</td>
</tr>
<tr>
<td><strong>Print Hours per day</strong></td>
<td>8</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Gross Margin Potential for output only</strong></td>
<td>$9,400 to $28,200</td>
<td>$806 to $1,344</td>
<td>$108 to $217</td>
</tr>
</tbody>
</table>

Note: The gross numbers above exclude the cost of equipment, service and other overhead costs.
Experience the long-term benefits of supersizing your business.

Leading commercial printers that take advantage of EFI superwide printers and inks see results quickly. They also enjoy the widest selection of leading solvent, UV-curing and dye sublimation printers in the print industry today. EFI’s scalable portfolio offers a variety of solutions for your superwide printing needs such as Fiery® XF, a production RIP, to process high volumes of jobs and deliver exceptional color management on tight schedules. Our MIS/ERP solutions, such as EFI™ Pace™ and PrintSmith™, streamline your business processes, maximize resources and eliminate redundant operations, making you more efficient and profitable. Our Web-to-Print Solutions, such as EFI Digital StoreFront® give you top line growth with a 24/7, customizable Internet shopping platform for your customers, while also serving as a production on-ramp to improve your bottom line.

Commercial Printers with Superwide Format Capabilities Benefit in Many Ways

- Digital superwide output is a high-margin product. Competitive applications, such as outdoor and indoor graphics, are typically sold for two to three times the material cost.
- Your typical return on investment is measured in months, not in years with traditional printing equipment.
- From a digital file perspective, the superwide format workflow is very similar to traditional printing workflow.
Choose a trusted leader for your superwide printing.

Like with any technology, there’s a lot to consider before you dive into the superwide format business – issues such as printer size and cost, typical applications, substrates, inks, pricing, training, reliability, support and more. You can trust EFI VUTEk superwide printers, inks and software applications. As the inventor of digital superwide printing with over 2,100 installations worldwide, you can trust that we’ll have the solutions and expertise to make your business more successful. We also have market-leading products, services and support that can scale to meet your growing needs cost effectively, so you can focus on your business strategy and customer success.

Key Considerations that Determine Superwide Printing ROI

**Print Quality**
Consistent print quality on a range of substrates, and more color capability coupled with higher resolutions, give you the best print quality available.

**Print Speeds**
Faster print speeds lead to fast turnaround and quicker profits, allowing you to recoup investment costs sooner.

**Material Handling**
Ability to handle both sheet fed and roll-to-roll operations give you a competitive edge in versatility and faster changeover.

**Operation**
Quick setup and ease of use allow you to focus on production, not preparation. Digital format allows easy customization and personalization with VDP text or images.

**Reliability**
A printer that isn’t running isn’t profitable. Choose a production class system from a proven, reputable provider with quality products that can perform in your environment.

**Support**
Choose a manufacturer that provides a full array of services and support programs designed to keep printers up and running, and making the most of the investment.

**Training**
Consider on-going training, whether you are a beginning or advanced user, so you can master everything from file prep to troubleshooting to repair.

**Price**
Your ROI is based on more than just initial cost. The least expensive model doesn’t necessarily translate to the greatest value.
A printer for every application and price range.

EFI’s VUTEk solvent, UV-curing and dye-sublimation superwide printers come in many shapes and sizes to meet your growing application needs.

**Solvent**

VUTEk 3360
This 3.2-meter solvent printer delivers industrial strength reliability and exceptional color quality at high production speeds.

VUTEk 5330
This 5-meter roll-to-roll superwide printer delivers high print speed and increased functionality with improved productivity and superior print quality.

**UV-Curing (continued)**

VUTEk QS2000
The VUTEk QS2000 puts you on the fastest road to profitability with high-definition print quality and speed in 2-meter roll-to-roll or flatbed superwide printer.

VUTEk QS2200
This reliable, 3.2-meter combines High-Definition Print (HDP) capability, high production speeds and increased media capabilities in one UV flatbed and roll-to-roll printer for you.

VUTEk QS3250r
This 3.2-meter, roll-to-roll gets you into new premium-margin applications with its HDP capability and high production speeds. It is ideal for upgrading your image quality, getting greater versatility and working faster.

VUTEk GS3200
This 3.2-meter, wide flatbed and roll-to-roll printer gives you the highest image quality, fastest production speeds and best color gamut.

**Inks**

VUTEk Inks
VUTEk inks offer you the purest, most compatible colors for superwide and specialty printer applications worldwide. The vertically integrated inks ensure the highest reliability, efficiency and performance from every VUTEk printer.

Select VUTEk Printers with 3M MCS Warranty
Select VUTEk printers and inks qualify for the coveted 3M™ MCS™ Warranty when printed on 3M media. This coverage allows you to expand your applications across more substrates to meet your customer demands.

Enhanced Service Plan
Eligible for:
- Critical – eight business hour (one business day) response.
- ProActive – 16 business hour (two business day) response.
- Essential – 24 business hour (three business day) response.
Note: VUTEk is announcing new inks that qualify for the 3M MCS Warranty on finished graphics printed with the GS5000r on 3M flexible media. This warranty will begin with shipments of the GSr 3M Premium inks in Q4 2010. This warranty lasts up to five years on EFI co-developed inks that have a shelf life of 15 months.

Print to Win with EFI.

EFI™ (www.efi.com) is a world leader in digital print servers and controllers, and print MIS, Web-to-print, superwide, wide-format and industrial inkjet solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable products from creation to print that maximize productivity and increase profits.

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