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Innovation in Green: EFI Reggiani Green Processes and Sustainable Solutions at ShanghaiTex

Shanghai – XX November 2019 – Textile solutions from [Electronics For Imaging](#), Inc. are changing the way textile and apparel products are designed and produced, bring environmental sustainability to the industry in a big way. The EFI [Reggiani](#) ShanghaiTex tradeshow exhibit will feature sustainable solutions for direct-to-textile printing, denim dyeing and apparel design under the theme of *Innovation in Green*. The company's 126 square metre exhibit showcases the future in innovation with EFI Reggiani superior-quality direct sublimation production along with EFI [Mezzera](#) DENIM technology, a highly sustainable breakthrough continuous indigo rope and warp dyeing and denim fabric finishing solution.

"We will once again look forward to sharing the benefits of our green solutions like [TERRA](#) Pigment ink and direct sublimation processes with ShanghaiTex attendees," said EFI Reggiani Vice President and General Manager Adele Genoni. "The market is more and more rewarding not only productive efficiency but also sustainability as well as lower environmental impact and EFI Reggiani aims to meet our customers' requests."

Leading-edge digital textile printing

The centrepiece of EFI's ShanghaiTex exhibit is the EFI™ Reggiani [VOGUE](#), an industrial textile printer designed for superior-quality direct-to-textile printing in fashion and sportswear applications. The VOGUE model prints at resolutions up to 2,400 dpi with 16 printing heads, 8 colours and 4- to 72-picolitre drop sizes. In addition, the VOGUE printer boasts an innovative recirculation system that saves ink and reduces maintenance during machine operation and between stoppages. The recirculation system also reduces the need for specific air conditioning and humidity controls, saving energy and reducing overall usage costs.

The VOGUE printer is capable of using virtually any type of textile ink; at the show, it will be running with EFI Reggiani IRIS sublimation inks to showcase direct-to-textile printing. EFI Reggiani direct sublimation process ensures superior colour brightness and penetration, as well as fast turnaround time while increasing sustainability, by avoiding transfer paper waste.

Facilitating Efficient Textile and Apparel Design

At ShanghaiTex, EFI will also be demonstrating prep, design and colour management solutions from the EFI textile ecosystem. These include:

- EFI [Optitex®](#), a portfolio of solutions including both 2D and 3D design elements, that enable brands and designers to make design decisions virtually and then transform those decisions into manufacturing instructions. It also includes Revu, a collaborative tool for showcasing

virtual samples in a 3D digital environment to facilitate design review and approval processes.

- EFI Fiery® digital front end (DFE) technologies designed to ensure the ultimate in ease of use, colour management and efficient throughput. The EFI Fiery [proServer](#) DFE features advanced colour management and screening technology, giving users high-quality prints with saturated blacks, vivid colours, clean pastels and smooth gradients, without compromising fine detail designs. The DFE also provides important production tools including shrinkage correction and step-and-repeat management, plus a set of design tools to create repeats, colourways, manage seasonal pallets and create colour ranges.
- EFI Fiery [DesignPro](#), a suite of powerful and easy to learn Adobe® plug-ins for fashion and textile designers deliver a comprehensive design workflow. Fiery DesignPro improves design speed and accuracy, lets designers experiment more effectively, and communicates colour consistently from design to production.

“We are looking forward to talking with ShanghaiTex attendees, learning more about their requirements, and demonstrating the EFI Reggiani commitment to improving sustainability, through the continuous development of productive systems with lower environmental impact, for the full textile workflow,” Genoni concluded. “Not only will they see the industry’s leading solutions for digital textile and apparel production, but they will also experience Innovation in Green, a key focus for EFI as we continue to bring innovation to the industry.”

The EFI Reggiani is in hall W1, stand B05, at the show, which takes place 25 to 28 November at the Shanghai New International Expo Centre. For more information on EFI’s portfolio of solutions for the textiles and apparel industry, visit www.efi.com.

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, 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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