

EFI NEWS: New Sales Manager and FieryXF 7

Alfred Mast responsible for EFI Fiery XF business in Europe

Bergisch Gladbach/Germany, May 2018

Tecco and EFI used Fespa Global Expo 2018 in Berlin, Germany to communicate innovations: Alfred Mast takes over the Fiery XF business and introduces the newest version, version 7.

Partners of both companies were invited to a Meet and Greet event during Fespa. After a reception on the roofs of the TV tower at Alexanderplatz, Alfred Mast was introduced as the new Sales Manager for EFI's Fiery XF products responsible for European business, along with a new Technical Sales Specialist Ralf Huerling, covering the same region.

The managing directors of both companies – Georg Hollenbach from EFI, and Arnoud Mekenkamp from Tecco – gave an outlook on future products, cooperation, and bundles on software and paper.

The paper media, supplied by Tecco in combination with the Fiery XF 7 software, developed by printing technology company EFI, offer a powerful and easy-to-use solution to the market.

About Fiery XF 7

Fiery XF version 7 offers more performance, productivity, and greater usability. Version 7 benefits from a new user experience with EFI's Fiery Command WorkStation, an intuitive user interface for digital print job management. Fiery XF 7 software offerings are now available with EFI's exclusive Fiery Accelerated System Technology (FAST RIP) (previously only for Fiery proServer) for a 5 times performance increase. It enables barcode generation for Esko i-cut and Zünd G3 and S3 series and offers new tile function with higher performance for processing individual tiles. It can also save job settings as a workflow and automatically apply the same properties to other jobs.

Fiery XF includes new printer drivers for Epson, Canon, HP and Mimaki printers, and additionally supports eight languages for the Fiery XF server, the Fiery XF client (now Fiery Command WorkStation) and the Universal Printer Driver. Version 7 no longer requires a dongle, and instead uses flexible software protection. Fiery XF 7 is free of charge to all Fiery proServer and Fiery XF customers with their Fiery software covered under an EFI SMSA or ESP agreement. Customers not covered by one of these agreements need to purchase version 7 as an upgrade. EFI Inkjet Solutions customers can purchase an ESP software agreement to receive this upgrade.

About Tecco

Paper pioneer Tecco is a worldwide operating, global player in the paper industry. Partnerships with well-known companies, famous artists, photographers and musicians and after setting numerous norms and standards Tecco was granted a membership in the oldest and most famous photo club in the world, the Royal Photographic Society of Great Britain (RPS).

Today Tecco is considered innovation leader and trend setter in the market for photo, fine art, proofing and lfp media. Tecco papers hold all relevant international certifications: Fogra, SWOP, GraCol, Henry Wilhelm Research as for the environmental certifications FSC and PEFC.

Photo Caption

News from EFI and Tecco: Alfred Mast (middle) with Georg Hollenbach (right) and Arnoud Mekenkamp; FieryXF 7.0 and EFI proof papers.

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<http://www.tecco.de>; <http://www.efi.com>



PRESS INFORMATION

Tecco GmbH

Buchholzstrasse 79

D-51469 Bergisch Gladbach

sheldon.nazare@tecco.de

+49 (0)2202 29 24 28