



PRESS RELEASE

FFEI extends the boundaries of print at IPEX

- New RealPro 3D-Packager, visualization tools for packaging
- New RealPro – Digital Workflow incorporating RealVue3D
- Unique inkjet application for decorative table edging

Hemel Hempstead (18th March 2010) –With the twin objectives of attracting new development partners as well as connecting with sales prospects, FFEI will highlight its wide range of graphic arts capabilities at IPEX. These include new software products, unique integration applications and the latest in CTP technology.

Software

RealPro 3D-Packager

Building on the success of RealVue3D, FFEI will launch an innovative software solution for the fast visualisation of printed packaging. RealPro 3D-Packager integrates neatly with existing Packaging workflows allowing customers to produce '3D soft prototypes' directly from dieline data for a range of products without committing to costly physical mock-ups.

RealPro 3D-Packager offers major benefits in terms of automation, production efficiency and reduced turnaround times. It creates 3D interactive prototypes that streamline and fast track the concept approval process, whilst vastly reducing media usage and costs. An eco-friendly digital prototype can be shared with internal and external stakeholders via a simple web browser for annotation, comment and approval.

With its real-time rendering technology, RealPro 3D-Packager easily synchronises with package design software, allowing visualisation of 3D prototypes in parallel with the design creation, without additional steps or rework. Users can flick between the design package, such as Adobe Illustrator, and RealPro 3D-Packager to see a 3D mock-up of the finished product as it evolves throughout the design stage. RealPro 3D-Packager enables any issues with the prototype to be identified and corrected as the design is developed. Any edits made in 3D-Packager are then refined and updated in the design package, therefore saving multiple iterations and rework time. A recent preview of RealPro 3D-Packager has already created major interest from a number of influential brands.

RealPro – Digital Workflow

As an OEM developer for some of the industry's key workflow products, FFEI has harnessed the experience and knowledge of the same development team to create a new standalone workflow solution. This enhances the productivity of the range of CTP solutions that FFEI sells under its own and partner brands.

Based on APPE (Adobe PDF Print Engine) architecture, RealPro – Digital Workflow provides exceptional flexibility, efficiency and ease of use due to in built PDF/JDF technology enabling total job integrity.

With cross-media capabilities to support many output devices, and imposition tools to allow last minute edits quickly without impact on job queues, RealPro – Digital Workflow provides ideal features to drive real benefits in production timescales and ease.



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In addition to the key features expected today in an advanced workflow solution, RealPro – Digital Workflow incorporates the unique capabilities of RealVue3D. Enabling printers to visually check layout and trims, RealVue3D provides on-screen simulations of the final product complete with special finishing effects such as metallic inks and embossing.

With features that allow users to view the product from any angle, turn pages and simulate printing characteristics such as paper thickness and finish, RealVue3D capability adds value to a print workflow by adding another tool that can improve production and approval cycles.

CTP

Acclaimed for their reliability, speed and accuracy, FFEI's CTP portfolio for commercial printers enjoys continued growth. Through the success of their sales partners, FUJIFILM, TechNova and Beijing Founder Electronics, FFEI is proud to announce another year of growth in 2010. These brands will be present on the stand highlighting the ability to image the latest low-chemistry plates, such as FUJIFILM Brillia PRO-V.

Inkjet technology

Following successful integration of FFEI inkjet technology into Nilpeter's CASLON, for web printing labels, FFEI has further extended its Inkjet print engine technologies into new applications including decorative edge band printing for tables and furniture. For this latest application FFEI developed a unique inkjet system that prints a double-white ink plus CMYK to create a colour-accurate match to the wood grains and patterns previously printed by gravure.

The sophisticated inkjet system is mounted on a Central Impression Cylinder press completely designed by FFEI. This is another example of how the company's integration and application expertise is extending the boundaries of print. FFEI will feature key aspects of this technology at IPEX as well as printed samples.

In addition to graphic arts products, FFEI also manufactures scanning solutions for the Life Science industry, "Despite recording a mild growth in the heat of a world recession, we are constantly looking for ways to broaden our customer base to create a stable foundation for the business going forward", says Andy Cook, Managing Director at FFEI. "Our graphic arts scanning technology is probably the best in the world having benefitted from over 30 years of development in the Graphics markets. Applied to healthcare, for the future, it has immense potential to save lives as well as become a powerful revenue stream".

Andy explains, "We have applied a similar philosophy of becoming broader by our investment in the packaging and decorative markets. By porting established technologies into different applications we have the ability to solve difficult production problems either on our own or in partnership with companies that 'touch and feel' those markets every day. We are sure that IPEX will uncover new partnership opportunities and fulfill our direct sales expectations".

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Is your print spot on? At FFEI we know quality. Our prepress equipment and graphic arts software are specifically designed to produce commercial print jobs that keep our customers looking good. Additionally, our digital imaging and scanning technologies power solutions on behalf of our innovative clients who benefit from integrating our unique, core technologies. A division of Fujifilm for almost ten years, FFEI Ltd became a privately-owned company after a management buyout in November 2006. With headquarters in the UK, we distribute our products worldwide via distributors and partners. www.ffe.co.uk

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