



XAAR®

CASE STUDY

EFI Jetrion 4000

PACKAGING

Company: EFI

Market: Label Printing

Product: Jetrion 4000 Series Full Colour Label Printer

Xaar Printhead: Xaar 1001

Key Features:

- Affordable, full-colour alternative to toner-based printers for runs of up to 50,000 labels
- Speeds that match that of conventional print
- Lower running costs and superior production capabilities.

Website: www.efi.com



EFI-Jetrion Label Presses bring Increased Affordability and Flexibility to Narrow Web Converters

In early 2008 EFI-Jetrion launched its 4000 Series full colour UV label printer, powered by Xaar's 1001 printheads.

The Situation

The 4000 Series of UV inkjet printers bring narrow web converters an affordable, full-colour alternative to toner-based printers for runs of up to 50,000 labels. By incorporating Xaar inkjet technology into the Jetrion 4000 series printers, converters can now harness lower running costs, superior production capabilities, and have the flexibility of inkjet technology for applications such as labels, tags, forms and tickets, at speeds that match that of conventional print. Available in web widths of 5.5in (139 mm) or 8.3in (210 mm), the printer uses 8 or 12 Xaar 1001 printheads..

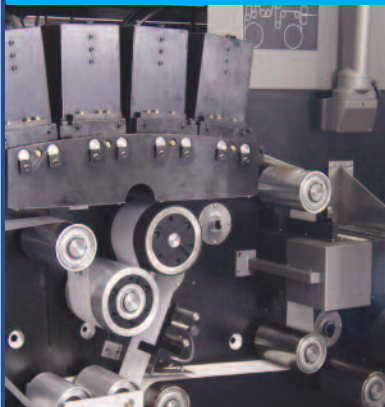
The Xaar Solution

The integration of Xaar's technology into these high quality digital printers highlights Xaar's growing presence in the

digital label printing industry. Xaar's unique combination of 'greyscale' (dynamically variable drops) and its patented Hybrid Side-Shooter™ platform with TF Technology™ is ideal for high-quality, single-pass printing: fine details, smooth tones and readable text can be reproduced reliably and consistently. The Xaar printhead technology with greyscale capability allows it to print near photographic quality.

What they Say

According to Dr Kenneth Stack, Vice President and General Manager of EFI-Jetrion: "We chose the Xaar 1001 printhead because we needed a printhead that offered the high reliability required for web applications." Xaar also qualified EFI-Jetrion's range of UV inks for use with the Xaar 1001 printhead, to ensure that a functional, integrated solution is delivered to the market.



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