



Taking Packaging into the Future: Lamb & Associates Brings Value and Efficiency to High-Graphic Corrugated with EFI Nozomi Single-Pass Press Purchase

FREMONT, Calif., April 23, 2019 – [Lamb & Associates Packaging](http://www.lambpackaging.com), Inc. (www.lambpackaging.com), a packaging solutions provider based in Maumelle, Arkansas, has purchased an EFI™ [Nozomi](#) C18000 digital direct-to-corrugated press from Electronics For Imaging, Inc. (Nasdaq:EFII). Founded in 1981, Lamb & Associates delivers a broad range of packaging supplies and is a large custom manufacturer of corrugated products, including shelf-ready packaging, partitions, and point-of-purchase displays, using flexographic direct print and litho-laminated pre-print.

Purchased at the end of 2018, the new, ultra-high-speed LED single-pass inkjet Nozomi press being installed next month will allow Lamb to offer more efficient, streamlined packaging supply chains for high-graphic products.

Consolidating two analog methods into one digital process

Lamb & Associates is passionate about providing customers with the right products for their business and the excitement surrounding the addition of the EFI Nozomi C18000 continues to grow. Integrating the new digital press into the machine lineup will allow Lamb & Associates to affordably produce high-graphic, multi-SKU/versioned, direct-to-board products that previously demanded high set-up costs, more waste, and longer turnaround times. The digital press will also open the door for smaller-quantity orders that have, at times, been too expensive to manufacture using analog methods.

“We are always looking for the new things people want and the technology to support those things,” said Lamb & Associates President Kyle Lamb. “Some time ago, we started offering litho-laminated products, but we saw digital coming as well. It is the future and will change our industry forever.”

Saving clients money without compromising on quality

Kyle Lamb noted that some of the company’s high-graphics clients are looking for 500 to 1,000 boxes, and those quantities have not been cost effective in the past. “They could be paying thousands of dollars just in plate costs,” he said, “and the Nozomi gives us a way to save them money while giving them the high-quality graphics they are looking for to make their products stand out. We can also produce work fast, something all of our customers want these days.”

Many of Lamb & Associates’ customers are also looking to do more versioning because of language, geographic, seasonal events, as well as other considerations. “They can now run seasonal programs or change languages on

the fly without having to redo all the art,” said Jerry Lamb. “I also think this will be a great way for smaller companies, who need smaller quantities of materials, to do the kind of graphics they couldn’t afford before, and that will grow our customer base as well. It’s an exciting time to be in business, and we are eagerly awaiting our new EFI Nozomi C18000 so we can get started!”

High-end color and superior productivity

The 71-inch (1.8-meter) wide EFI Nozomi press operates at speeds up to 246 linear feet (75 linear meters) per minute, printing up to 10,000 35x35-inch (890x890-mm) boards per hour two-up. Its single-pass, piezo inkjet writing system delivers accurate, high-fidelity color, with excellent and consistent reproduction on solid areas. Lamb & Associates’ new press will include a six-color configuration of Genuine EFI Inks (CMYK, orange, and violet) for superior-quality, expanded-gamut imaging with matte, satin or glossy finishes.

The press also features a 100% in-line image quality inspection system to identify and correct inkjet nozzle alignment and uniformity errors for the highest possible imaging quality. A robust, high-productivity, industrial head architecture eliminates the downtime associated with replacing consumable print heads.

The EFI Nozomi press is compatible with a broad range of boards from N-flute to double-wall, foam core, reboard, coroplast, also including traditional Kemi, mottled, bleach, and kraft materials. In addition, it is the only ultra-high-speed, single-pass corrugated inkjet press to have its output certified for OCC recyclability and repulpability by the Western Michigan University Recycling, Paper and Coating Pilot Plant – a leading certification organization for corrugated recycling.

EFI’s Fiery® NZ-1000 – the ultra-fast digital front end (DFE) print server and production system used to drive the press – provides exceptional print and color quality, advanced color management, and efficient job management to produce versioned and variable print runs at engine-rated speed.

Lamb & Associates’ new ultra-high-speed inkjet press is part of a complete ecosystem for corrugated manufacturing available from EFI, with leading edge inks, Fiery DFE technology and a complete [EFI Corrugated Packaging Suite](#) business and production management workflow. For more information about advanced digital corrugated packaging production with EFI technologies, visit www.efi.com.

About Lamb & Associates Packaging, Inc.

Founded in 1981, Lamb & Associates Packaging, Inc. set out to become a premier packaging manufacturer, with a focus on quality, service, and on time delivery. Located in Maumelle, Arkansas, the company has experienced rapid growth over the years. Facilities include 130,000 square feet of manufacturing space, and combined warehousing space of nearly 200,000 square feet, with

additional locations in Springdale, Arkansas and Memphis, Tennessee. The company offers superior packaging solutions to set a standard for design, quality, and service for the industry. The company's focus is customer driven, with innovative, cost effective solutions delivered on time.

About EFI

EFI™ is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging. We are passionate about fueling 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 personalized 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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