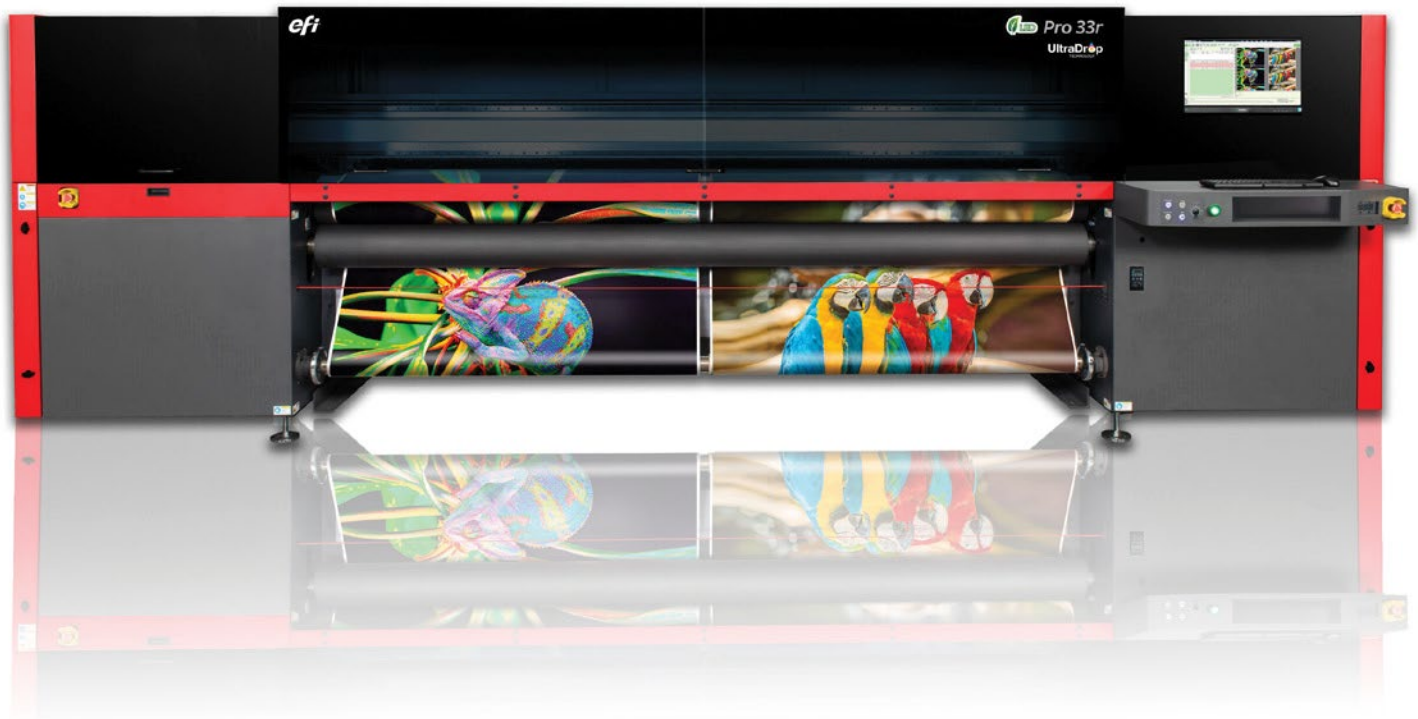




Pro 33r

Wide-format Roll-to-roll LED Inkjet Printer

It's a whole new game



# Win the game. **Brilliantly.**

The new 3.2-meter EFI™ Pro 33r production-level wide-format roll-to-roll LED printer changes the game again with increased capabilities, faster throughput, and higher quality imaging. It delivers print efficiencies that lower operational costs and the cost to manufacture. And EFI's optional value-added Power Tools add even more versatility to your game. All at a price that will help you be more competitive, grow, and profit in the production-level wide format market.

Maximize performance. Increase print quality. Lower operational costs. And expand your capabilities. That's how you play to win.



### Win with maximum performance

- Take on more and larger jobs and satisfy customer demand for faster turnarounds with productivity up to 3,692 ft<sup>2</sup>/hr (343 m<sup>2</sup>/hr)
- Consolidate jobs onto a single, all-in-one printer with multi-roll printing of 2 rolls x 63 in (1.6 m) wide

### Win with high-quality imaging

- Four colors CMYK and optional white or UltraClear Coat for even more application possibilities
- 5 pL printheads with true multi-drop addressability for outstanding smoothness in shadows, gradients, and transitions, and superb four-point text quality
- Up to 1100 dpi true resolution
- EFI - 3M™ SuperRange XF UV LED Inks
  - Small dot gain, wide color gamut and superb durability
  - Environmentally friendly
  - EFI - 3M SuperRange XF inks covered under the 3M™ MCS™ Warranty when printing with co-branded EFI and 3M UV inks, including white ink, on 3M flexible media

### Win with advanced capabilities

- Powerful LED curing system for lower operating costs, less waste, and a greener print solution
- Integrated mesh kit for printing on porous substrates
- Wrinkle analyzer helps avoid printhead strikes caused by media wrinkles, saving time and money by preventing ruined jobs and enabling the use of lower-cost media
- Built-in lightbox and backlit proofing lights
- High-performance, built-in Fiery® with production, color, and layout features that make print results truly exceptional

### Win with optional value-added Power Tools

A rich collection of value-added options and software expand your capabilities, application offerings, and profit opportunities:

- White or Clear (UltraClear Coat) ink printing
- Y-slitters
- Dual roll split shafts (2 x 1.6 m)
- Automatic blackout
- Automatic backlit
- Media saving wizard
- 3-meter super duty winder
- Media edge guards
- Fiery IQ suite of cloud applications to make data-driven decisions to improve ROI, minimize cost, maximize profit, and boost revenue

## TECHNICAL SPECIFICATIONS

Printing Technology	
Piezo drop-on-demand inkjet technology	
12 printheads with 5pL drop sizes + 6 optional heads for white or clear	
Up to 1100 dpi true resolution	
Media Handling	
<b>Maximum printing width:</b>	10.5 ft (3.2 m)
<b>Maximum media weight:</b>	441 lb (200 kg)
Roll-to-roll, free-fall, and multi-roll – 2 rolls of 63 in (1.6 m)	
Integrated mesh kit	
Optional dual roll split shaft – max. weight 2 x 440 lb (2 x 200 kg)	
Optional 10.5 ft (3.2 m) super duty winder – max. weight 1,748 lb (793 kg)	
Productivity	
<b>Maximum speed:</b>	3,692 ft <sup>2</sup> (343 m <sup>2</sup> ) per hour
Quick and easy media loading	
EFI - 3M Superrange XF Inks	
5 liter containers	
Twelve-month shelf life	

Environmental Considerations	
<b>Compressed air:</b>	95 psi (6.5 bar) airflow of 4 cf/m (110 L/min), dry and clean air only (not included)
<b>Operating temperature:</b>	68° F - 86° F (20° C - 30° C)
<b>Humidity (non-condensing):</b>	Standard range: 30% - 80% Optimal range: 50% - 80%
<b>Machine weight:</b>	6,173 lb (2,800 kg); crated: 7,385 lb (3,350 kg)
<b>Dimensions (Height x Depth x Width):</b>	74.8 in (190 cm) x 44.9 in (114 cm) x 232 in (590 cm)
<b>Electrical:</b>	220VAC 1 Phase + N + PE 25 Amp, 50/60 Hz
<b>Electrical printing consumption:</b>	1.8 kW; peak consumption 3.0 kW
Integrated air-cooling system	
Fiery Digital Front End	
<b>Built-in Fiery includes:</b>	<ul style="list-style-type: none"> <li>• Fiery XF server software for Windows® including:               <ul style="list-style-type: none"> <li>- Spot Color Option</li> <li>- Cut Marks Option</li> <li>- Color Verifier Option</li> <li>- Color Profiler Option</li> </ul> </li> <li>• Unlimited macOS® or Windows installations of Fiery Command WorkStation® with up to 10 concurrent connections</li> <li>• One-year Fiery XF software warranty</li> </ul>

## Let's be brilliant. Together.

We understand you want breakthrough technologies to lead you through your digital journey. That's why we're passionate about driving your business growth with a scalable portfolio of products, solutions, services, support, and world-class partnerships for the manufacturing of signage, packaging, textiles, ceramic tiles, and building materials with a wide range of printers and inks. Our unwavering commitment is to increase your profits, cut costs, improve productivity, and optimize efficiency — job after job, year after year. We're obsessed with your success. And we definitely believe we have the right people, technology and experience to help your business achieve its goals. Visit [www.efi.com](http://www.efi.com) or send an email to [info@efi.com](mailto:info@efi.com) for more information.



**CMYUK Distribution Centre:**  
Unit 2 Impact Park, Willenhall Lane,  
Bloxwich, Walsall,  
West Midlands, WS3 2XN

**CMYUK Group Head Office:**  
Building 329, Suite G4  
Doncastle Road, Bracknell  
Berkshire, RG12 8PE

**CMYUK Demonstration & Training Centre**  
Unit 3B Vanguard Way,  
Battlefield Enterprise Park,  
Shrewsbury, SY1 3TG