



efi MarketDirect PackCentral

Online order procurement platform

Flexible, powerful
online client tools

Let your customers create, manage and track orders online

EFI™ MarketDirect PackCentral is the award-winning flexible order management solution that offers simple and intuitive procurement tools enabling your customers to place orders from a dedicated site.

Simplify order procurement

EFI MarketDirect PackCentral is an online customer ordering portal designed specifically for the requirements of packaging producers. With powerful tools to simplify order procurement for a wide range of products and an intuitive user experience, you can automate and streamline order procurement and eliminate costly errors from your workflow.

Open for business...24/7

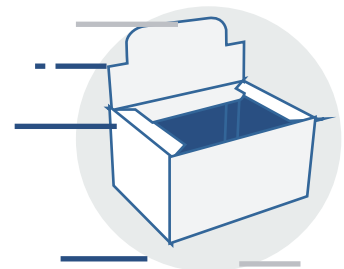
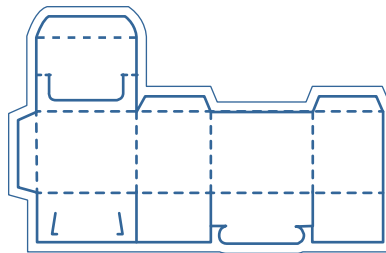
With MarketDirect PackCentral you can offer your customers the most convenient and intuitive online procurement tools available, enabling them to order virtually any product, static or inventory item.

Quickly create customized web stores and customer portals, incorporating the clients branding guidelines. Build catalogs of SKUs, and add them to a catalog with full pricing control and user access management.

Stunning 3D Visualization

The EFI SmartBox Designer 3D content and visualization tool is a rich artwork design solution for packaging. Available as an optional module for PackCentral, SmartBox Designer enables your customers to create 3D Box designs and proof them online before placing an order.

With a library of more than 600 die templates to choose from, setup is easy and fast. Once the order is placed, finished artwork along with the die file are provided, ready for production.



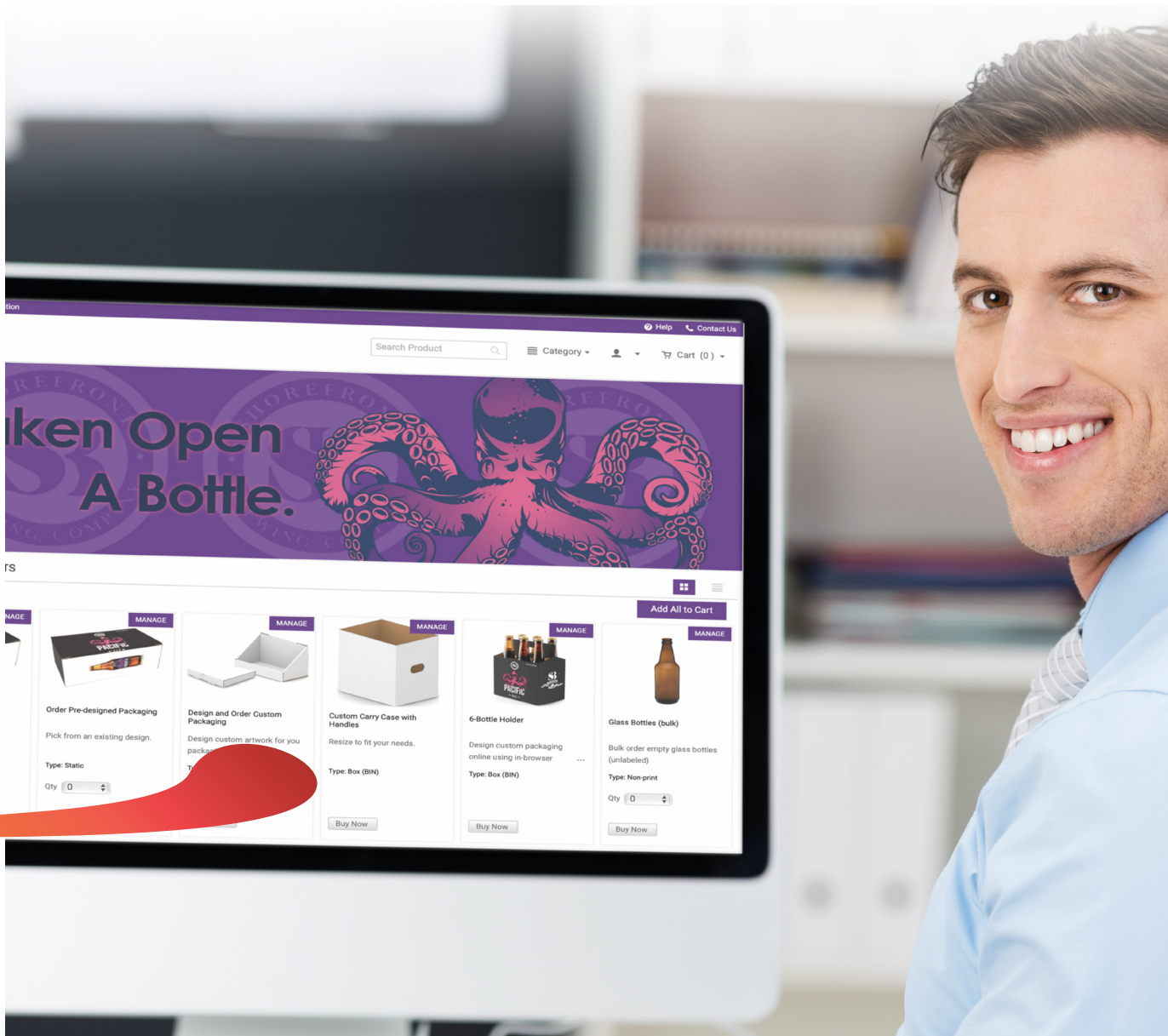
Flexible hosting options

EFI MarketDirect PackCentral comes in two deployment options to fit your technical and budgetary needs.

- **Cloud:** A cloud-based (SaaS) deployment model hosted by EFI is a compelling option with a convenient pay-as-you-go model. The EFI experts will continuously monitor performance and keep your site running 24/7. The team also takes care of maintaining the server, database backups, installing upgrades and upscaling when needed
- **Self-Hosted:** If you want to incorporate MarketDirect StoreFront into your existing IT architecture, the self-hosted deployment option (on premise) enables you retain full control of your Web application on your network, behind the firewall

"We're excited about the potential with SmartBox Designer to support our key brand agents in specifying content online, they are always looking for flexible tools to better manage their artwork and assets through production."

SAM ABBOTT, CEO
ABBOTT-ACTION, USA



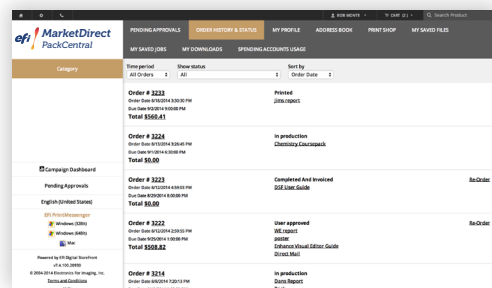
Flexible, scalable and future-proof investment

With proven scalability, MarketDirect PackCentral is designed to fit your business today and evolve with your changing needs.

- **Transactions:** MarketDirect PackCentral is designed to scale in transaction volume from 100s to 1,000,000s of orders per year
- **Architecture:** With customers ranging from small commercial printers (1 location) to retail organizations (over 1,500 locations) to in-plants (over 190 facilities), MarketDirect PackCentral has the architecture to adapt to the scale of your company
- **Integration:** As part of EFI's productivity software suite, we can tailor a solution that fits your needs. The architecture allows you to expand your footprint with award-winning EFI solutions such as MIS products as well as Fiere[®] servers and controllers

Online job submission and management

- **Order creation:** MarketDirect PackCentral provides an end-to-end workflow solution from order creation and the checkout process through order tracking
- **Order automation:** Automated production to EFI Radius ERP for planning, scheduling, costing and production
- **Order management:** Buyers can create orders, check production status and reorder products in one location



Built for EFI Radius and the EFI Packaging Productivity Suite

EFI MarketDirect PackCentral is built specifically for the EFI Radius packaging and converting ERP Platform ensuring that integration and automation to production is ready out of the box.



EFI fuels success.

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, increasing your competitiveness and boosting productivity. Visit eproductivitysoftware.com or call 650-357-3500 for more information.



Nothing herein should be construed as a warranty in addition to the express warranty statement provided with EFI products and services.

The APPS logo, AutoCal, Auto-Count, Balance, BESTColor, BioVu, BioWare, ColorPASS, Colorproof, ColorWise, Command WorkStation, CopyNet, Cretachrom, Cretaprint, the Cretaprint logo, Cretaprinter, Cretaroller, Digital StoreFront, DocBuilder, DocBuilder Pro, DockNet, DocStream, DSFdesign Studio, Dynamic Wedge, EDOX, EFI, the EFI logo, Electronics For Imaging, Entrac, EPCount, EPPhoto, EPRegister, EPStatus, Estimate, ExpressPay, FabriVU, Fast-4, Fiery, the Fiery logo, Fiery Driven, the Fiery Driven logo, Fiery JobFlow, Fiery JobMaster, Fiery Link, Fiery Navigator, Fiery Prints, the Fiery Prints logo, Fiery Spark, FreeForm, Hagen, InkIntensity, Inkware, LapNet, Logic, Metrix, MicroPress, MiniNet, Monarch, OneFlow, Pace, Pegasus, Pegasus Vision, PhotoXposure, PressVu, Printcafe, PrinterSite, PrintFlow, PrintMe, the PrintMe logo, PrintSmith, PrintSmith Site, PrintStream, Print to Win, Prograph, PSI, PSI Flexo, Radius, RemoteProof, RIPChips, RIP-While-Print, Screenproof, SendMe, Sincolor, Splash, Spot-On, TrackNet, UltraPress, UltraTex, UltraVu, UV Series 50, VisualCal, VUTEK, the VUTEK logo, and WebTools are trademarks of Electronics For Imaging, Inc. and/or its wholly owned subsidiaries in the U.S. and/or certain other countries.

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