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**IMAGE OPTIONS TODAY UNVEILS A NEW GREEN PRINTING OFFERING**

*Offering Uses EFI's VUTEk® GS3250LX and MicroGREEN Polymers' InCycle™ PET Sheets*

**Foothill Ranch, Calif.,** June 29, 2011 – Image Options today unveiled a new [green printing](#) method with the installation of the EFI™ VUTEk® GS3250LX UV-curing digital inkjet printer on MicroGREEN Polymers' [InCycle™](#) PET sheets.

“As an SGP-certified printer, we have an obligation to lead the way in providing our customers with the most environmentally-friendly options for their print and graphic needs – from the equipment we use to the substrates we offer. The high-quality results we have seen with the GS3250LX press on InCycle sheets are a great match for a variety of signage and POP applications,” said Tim Bennett, CEO of Image Options.

Engineered to dramatically lower the total cost of ownership over the lifetime of the printer, the VUTEk GS3250LX incorporates "cool cure" LED technology and increased productivity to facilitate faster and more efficient job production than ever before. With no VOCs, less consumables and waste, low energy consumption, and the ability to print on recycled and other materials without introducing warping or head strikes, the printer is ideal to partner with substrates like InCycle to create a significantly more sustainable print product.

InCycle is a revolutionary transformation of recycled PET into a recyclable, lightweight, printable sheet, created as a cost-effective, [sustainable alternative for print, signage, and packaging](#). InCycle sheets are made from recycled PET, which is then expanded to reduce the amount of plastic required and significantly lower the environmental footprint of products made from it. InCycle sheets also have an integral skin which is moisture-proof and can be printed on directly. The integral skin is naturally white without the addition of pigments and highly reflective, which makes print appear to jump off the surface. InCycle sheets are available in a variety of gauges, from 0.020” to 0.060”.

**About Image Options**

Image Options is a SGP and G7-certified large format digital printer. They provide innovative visual communications to the retail, exhibit and event markets nationwide. To learn more, please visit [www.imageoptions.net](http://www.imageoptions.net).

**About MicroGREEN Polymers, Inc.**

MicroGREEN Polymers is a privately held enterprise founded in September 2002 to commercialize its patented solid-state microcellular expansion technology called Ad-air®, which significantly reduces the financial and ecological costs of many plastic products and is applied to plastics in print and signage, food and beverage packaging, general packaging, transportation, building materials, appliances and consumer electronics industries. MicroGREEN uses its Ad-air technology to create InCycle™ sheets, a low-source, recyclable, bright white, printable plastic sheet made from recycled water bottles (PET). MicroGREEN is headquartered in a 40,000 square foot manufacturing facility in Arlington, Washington. To learn more, please visit [www.printincycle.com](http://www.printincycle.com).

**About EFI**

EFI ([www.efi.com](http://www.efi.com)) is a world leader in customer-focused digital printing innovation. EFI's award-winning solutions, integrated from creation to print, deliver increased performance, cost savings and productivity. The company's robust product portfolio includes Fiery® digital print controllers and solutions; VUTEk® superwide digital inkjet printers, UV and solvent inks; Rastek™ UV wide-format inkjet printers; Jetrion® industrial inkjet printing systems; print production workflow and management information software; and corporate printing solutions. Fiery, Jetrion and VUTEk are registered trademarks of Electronics for Imaging, Inc. in the U.S. and/or certain other countries. EFI and Rastek are trademarks of Electronics for Imaging, Inc. in the U.S. and/or certain other countries.

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