



## **Fiery, LLC**

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## **Fiery DFE Innovations Win PRINTING United Alliance 2024 Pinnacle Product Awards**

Fiery technology recognized in RIP category for second consecutive year with Fiery Impress.

**Fremont, California. June 26, 2024.** [Fiery, LLC](#), the largest independent provider of digital front ends (DFEs), today announced it was recognized with two prestigious PRINTING United Alliance 2024 Pinnacle Product Awards. This includes awards in the non-output category for the Fiery® Impress™ DFE for industrial inkjet applications and the upcoming release of the Fiery Smart Estimator for estimating the usage and costs of ink/toner for Fiery Driven presses.

“We are excited to win the Pinnacle Award in the RIP category for the second consecutive year, making Fiery the most decorated DFE and workflow automation company,” said Toby Weiss, Fiery’s CEO. “This recognition underscores our commitment to delivering innovative, high-quality solutions that advance digital print adoption and empower our partners and customers to excel across all print applications.”

### **Fiery Impress**

[Fiery Impress](#), the turnkey DFE for industrial applications including packaging and labeling won in the RIP software category. Now available as a software-only DFE subscription, Fiery Impress provides a cost-effective solution combining the streaming speed, image quality, brand color accuracy, and automation customers need with the flexibility press manufacturers require to drive any high-speed inkjet press and integrate with any workflow. With Fiery’s proprietary DataXpress application, press manufacturers can integrate Fiery Impress with new presses in less than a week, saving months in custom development time.

End customers benefit from proven Fiery workflows and color management tools that help eliminate expensive makeready costs, increase efficiency and improve quality. Print providers can deliver brand owners higher quality prints, faster, while ensuring that the color in the first print in a run matches the last.

### **Fiery Smart Estimator**

The Fiery Smart Estimator won in the prepress and premedia software category. New for 2024 is the introduction of a cloud-based component that anyone in the print operation, including

sales, estimators, and customer service representatives, can use to estimate ink usage and costs for a job, even if they don't have access to the Fiery server.

Without disrupting print production, the Fiery Smart Estimator cloud application RIPs the uploaded job, providing the user with estimated ink volumes and costs. The new cloud capabilities extend the benefits of the Fiery Smart Estimator to sales and customer service to quickly and confidently produce quotes and RFPs or determine the most cost-effective production method for that job.

The Pinnacle Product Awards recognize products that advance the printing industry with exceptional contributions in quality, capability, and productivity. A highly qualified panel of judges across the printing industry evaluated the annual contest's 160+ entries in more than 58 categories spanning analog, digital, output, and non-output technologies.

"One of the things I like best about our competition is that it is juried, and judges are basing their decisions on objective criteria," said Dawn Nye, Pinnacle Awards Program Manager, PRINTING United Alliance. "And, with outstanding entries like Fiery Impress and Fiery Smart Estimator, they had their work cut out for them."

For more information about products and solutions from Fiery, visit [www.fiery.com](http://www.fiery.com).

### **About Fiery LLC**

Fiery, LLC is the leading provider of digital front ends (DFEs) and workflow solutions for the growing industrial and graphic arts print industries. With a customer base that includes over 2 million DFEs sold globally, the company offers innovative software and cloud-based technologies that deliver fast performance, stunning color, and exceptional print quality across a broad range of production printing devices.

Fiery DFEs are installed in a diverse range of industry segments, including commercial print, packaging, signs and display graphics, ceramics, building materials, textiles and other specialty applications. With over 30 years of excellent support and service, Fiery has built an unmatched community of customers, dealers, and partners.

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