



## **Fiery and Chenghe Partner to Provide Innovative Printing Solutions to Chinese Market**

**Fremont, California, August 1, 2024** - Fiery, LLC and Guangzhou Chenghe Electronic Technology Co., Ltd. announce a strategic partnership to bring efficient printing solutions to the large format and graphic arts markets in China. The combination of Fiery® digital front ends (DFEs) and workflow software with Chenghe's proofing and production printers will enable Chinese print providers to meet the growing demand for quality digital print and automated production.

"We are excited to formalize our OEM partnership with Chenghe, a company that shares our dedication to innovation and quality, as well as helping customers build profitable print businesses," said John Henze, Vice President, Sales and Marketing, Fiery. "This partnership will promote the continuous progress and development of the digital printing industry in China and further enhance Fiery's leadership position as the DFE of choice across the globe for all digital print applications."

The collaboration results in highly effective proofing and production printing solutions for applications including contract proofing, packaging prototyping, and UV print production. These offerings leverage Fiery XF's sophisticated color management capabilities, advanced production tools, and print acceleration technology to provide Chinese print producers with automated workflows that reduce touchpoints, improve productivity, and ensure high quality results.

"We are very optimistic about the cooperation with Fiery," said Mr. Xiao Jiancheng of Chenghe. "Fiery's RIP software technology will inject new vitality into our printer portfolio, and together we will provide our customers with the ability to produce superior printing quality and obtain a better overall experience."

Fiery XF is a comprehensive solution that combines RIP, color management, and workflow software. Powered by Fiery Command WorkStation®, Fiery XF can drive multiple printers from a single server, unifying print job management through a single interface. The Fiery XF FAST Processing acceleration enables operators to easily balance quality and production speed for various job types.

Chenghe specializes in providing advanced printing system technology and services, including system integration, printing standardization, color management, digital printing equipment manufacturing, and UV printing spot color proofing solutions. Since its inception, Chenghe has been committed to providing solutions for China's printing industry.

For more information about Fiery Driven™ printing using the world's leading DFE solutions for digital color production, 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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