TAGA
TECHNICAL ASSOCIATION OF THE GRAPHIC ARTS

Michael H. Bruno
TAGA AWARD

2015

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March 24, 2015

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Michael H. Bruno TAGA Award For Outstanding Contributions to the Graphic Arts Industry

The Technical Association of the Graphic Arts is an international organization of technologists, scientists, technical and production personnel in the printing and allied industries, and students in accredited graphic arts programs. It was established in 1948 as a forum for reporting on new research and technology in the graphic arts. It has a long history of distinguished annual conferences at which technical papers on graphic arts subjects are presented. The annual volumes of TAGA *Proceedings* are the published records of these papers by leading technical and scientific men and women who have contributed measurably to the progress of printing technology and graphic science throughout the world.

The Board of Directors of TAGA hereby recognizes a professional with a distinguished career to receive the 2014 TAGA Michael H. Bruno Award in appreciation of his dedicated services and contributions to the advancement of graphic arts internationally.

As evidence of this honor, the awardee will receive the Michael H. Bruno Award. This award is named for the late Michael H. Bruno. Printing was his vocation for his entire working life. He was a kind and gentle man who was passionate about printing and the people who produced it. In his own words, “I had the good fortune to be where the action was during the most active period since printing was invented.” We, in turn, were very fortunate to know Mike. Everyone who knew him or knew of him respected him and his incredible knowledge of the industry. What a wonderful legacy to leave for the world.

Presented here is a summary of the accomplishments of this year’s distinguished recipient of the Michael H. Bruno Award.

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Michael H. Bruno Award 2015 to Guy Gecht

Guy Gecht has helped redefine the ways printing companies pursue new markets and refine their production operations. Along the way, he has guided EFI to becoming one of the industry's most successful publicly traded companies. He is also is a genuinely humble but witty man, and is quick to tell anyone who asks that his success at EFI is due to the hard work of an exceptional team.

Still, Guy has the insight of a strong vision for the future of the industry, and he has the leadership skills to make it a reality. Outside of his cubicle at EFI's headquarters (yes, he and everyone else at EFI headquarters have cubicles, not offices!), he has quote from Thomas Edison: "Vision without execution is hallucination."

Guy's professional career started after he graduated with a B.S. in Computer Science and Mathematics from Ben Gurion University in Israel. He served 5 years as an officer in the Israel Defense Forces (IDF) working on complex, high-tech projects. Guy then worked for Apple Israel, serving as CTO of a joint venture between the computer-maker's Europe and Israel subsidiaries.

After working for a pair of U.S. tech companies in the early 1990s, Guy joined EFI in October of 1995, and became vice president and general manager of EFI Fiery products in 1999. Guy ascended to his current position, CEO, in January of 2000.

The 15 years Guy has served as CEO have transformed the company and its view of the market. In every presentation he makes, Guy shares how important it is to help an industry overwhelmingly comprised of small- to mid-sized, family-owned businesses.

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Thanks to Guy, EFI's 2,400+ employees know and appreciate what customers need most. They are business owners who, by and large, are hoping to pass along a healthy, thriving business to their children. It is the underlying motivation behind most of EFI customers' investments, and it is never far from Guy's decision-making process.

Unafraid to take risks, Guy has engineered some of the industry's smartest tech acquisition deals. In the early 2000s, he was undeterred by the toll the dot-com bust had taken on a promising company called Printcafe, and pulled off a landmark deal where EFI outbid another, larger suitor to acquire it.

Today, Printcafe is EFI's Productivity Software business, and it is the largest provider of print MIS and ERP products by a wide margin. EFI's original product, the Fiery digital front end, is the leading production platform for cut-sheet color digital printing, with more than 1.7 million installations.

Over the last decade, Guy has taken EFI head-on into digital printing, acquiring superwide-format inkjet technology company VUTEk and Jetrion, the former narrow-web inkjet division of Flint Ink. He has also ensured that EFI has one of the industry's largest R&D operations as a percentage of revenue. Much of the R&D has been in the development of more functional print technologies addressing everything from packaging to construction and home décor.

Guy's functional printing ideas form a concept he calls the "Imaging of Things," and it is as much a vision of the future for the industry as it is for EFI and its customers, who are transitioning to dynamic new printing opportunities. EFI has continued to expand with this concept, acquiring Cretaprint, a manufacturer of digital ceramic tile decoration systems, in 2012, and buying technology for digital printing of thermoformed parts from Polymeric Imaging in 2014.

Observers might look at EFI and immediately recognize it as a company founded by a technology legend, Efi Arazi, inventor of the original Fiery RIP. But with Guy, the industry has leadership of a different type: the vision to take technological innovations, build an exceptional team around them, and then expand into new capabilities.

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Previous Honorees

2014
Sam Ingram
Yoshiharu Komori
George Ryan

2013
Anthony Stanton

2012
James C. King
John E. Warnock

2011
Richard Goodman

2010
Bernard Pineaux

2009
Patrice J. Mangin

2008
Tim C. Claypole

2007
Bruce Blom

2006
Robert Chung

2005
Helene Juhola

2004
Harvey Levenson

2003
Nils Enlund

2002
Takashi Numakura

2001
Ing Helmut Kipphan
Irving Pobboravsky
William Ray

2000
Mitsuo Kaji

1999
Joel Rubin
Walter Zawacki

1998
Jacqueline Fetsko
Franz Sigg

1997
Edward Granger
Raymond Prince

1996
Gary Field
David McDowell

1995 – Orlando
Eiichi Inoue
Patrice Dunn

1995 – Paris
Anthony Johnson

1994
Kurt Schlapfer

1993
Paul Borth
Ing Uwe Gast

1992
Richard Fisch
Milton Pearson

1991
Sven Ahrenkilde
Brian Chapman
Charles Rinehart

1990
Robert Downie
Thomas Fadner
Tapio Lehtonen

1989
H. Brent Archer
S. Thomas Dunn

1988
James Cox
Philip Evanoff
Lawrence Wilson

1987
Werner Gerlach
Warren Rhodes
Kenneth West

1986
John MacPhee
J. Tom Morgan, Jr.
Miles Southworth

1985
Jean Chevalier
Emilio Gerboni
Simo Karttunen
Bryan Sunderland

1984
Robert Bassemir
Kurt Pfahl

1983
William Schreiber
William Somerville

1982
Gordon Johnson
Herbert Phillips

1981
John Crosfield
George Jorgensen

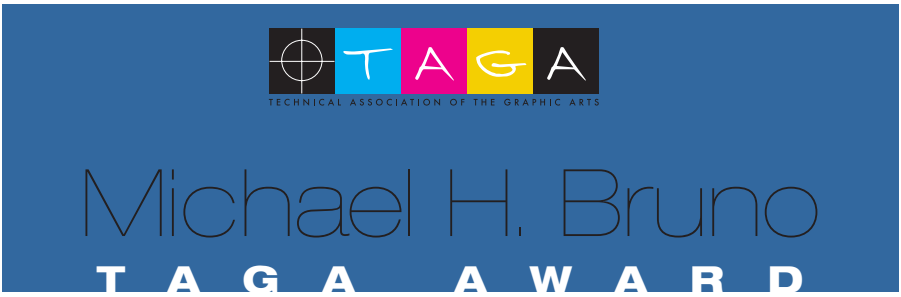
1980
William Schaeffer
Philip Tobias

1979
Harvey George
Richard Maurer
John McMaster

1978
Bernard Halpern
Francis Wurzberg, Jr.

1977
Albert Materazzi
Robert Rossell
Earl Sundeen
William Walker

1976
Michael Bruno
Paul Hartsuch
Frank Preucil
John Yule



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