**PRESS RELEASE**

April 13th 2023

**SAi-powered Adendo.com offers a comprehensive learning and development program to the sign & print market**

*High quality, professional training tailored to all users of SAi Flexi*

Sarasota, Florida, USA – SA International ([SAi](http://www.thinksai.com)), the leading provider of software solutions for professional signmaking, wide-format digital printing and CAD/CAM machining industries, has launched a reconfigured and enlarged [Adendo](https://adendo.com/), comprising a comprehensive range of learning and development services for [SAi Flexi](https://www.thinksai.com/en-eu/products/flexi) users in the United States and Canada. The new program provides online and in-person training as well as an enhanced Flexi User Community under the Adendo umbrella. Leading the new training initiative is Mark Rugen, who returns to SAi as Managing Director of Learning & Development.

Adendo comprises three major components. On-line training; live virtual or on-site training; and the Flexi User Community.

***Members of the Flexi Community enjoy access to exclusive discounts, webinars, downloads, and videos not available to the general public***

A person using a computer

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The online “ecourse” offering includes extended, pre-recorded, self-paced training modules. These videos are designed for experienced operators, or as initial training for new users of Flexi or EnRoute.

The present offering includes free courses such as “Designing Vehicle Wraps in Flexi,” and “Antivirus Software and Flexi” as well as comprehensive courses including “Learn Flexi in 3-Hours,” “Full Flexi Training with Mark Rugen,” and “EnRoute Basics.” These courses will form the foundation of a resource that will grow as other courses are added.

The “Virtual Training” option enables companies to book multiple live online training sessions from 30-minutes to several hours as needed. Personal instruction, videos, problem-solving and specific issues can be discussed and solved. Virtual training offers the convenience of online instruction with one-to-one personalized training.



**SAi-powered Adendo training enables access to experts for on-site training at the user’s own facility.**

Adendo advisors are able to assist users with new software versions, applications and equipment types, catering to Flexi users. For example, there are expert advisors in vehicle wraps and vinyl cutting, graphic design and 2D, 2.5D and 3D design. Output device specific training can be tailored to users of printers from HP, Mimaki, Mutoh, Roland, and others.

**On-site training – where it’s needed, when it’s needed**

On-site training is ideal for larger companies or those with a particular training requirement. These are tailored to the business’ specific needs and offer a high level of personalized instruction right in the users’ shop.

Finally, the new Flexi User Community is a private, professional subscription-based user group ($9.99/month) that provides the opportunity to share best practices with other Flexi users online, discuss approaches to applications, explore new techniques, and ask questions of expert users and SAi staff. Designed to be more insightful than standard social media groups, this community is monitored by market mentors, expert advisors and professional users of Flexi, EnRoute and more. The Flexi User community offers an exclusive level of information, interaction, and training. Members also have access to downloads, videos and webinars not available elsewhere. Flexi Community members enjoy significant discounts on on-line courses.

“The new Adendo learning and development program is a unique offering in the signmaking sector and puts a wealth of training materials into the hands of SAi Flexi users,” says Mark Rugen. “Adendo is designed to make high-quality training available to the Flexi community and foster continuous improvement and business growth.”

More information on SAi’s new Flexi User Community and the Adendo learning and development program can be found be visiting <https://adendo.thinkific.com/collections>

***ENDS***

**Notes to editors:**

Mark Rugen is the Managing Director of Learning & Development at SAi. He has over 35 years of experience in the sign and print market and has owned two successful sign shops. He is best known for his advanced experience with Flexi (a.k.a. Dr. Flexi). He is an expert with design software, color management and has taught thousands of users from small shops to large companies such as Boeing, Delta Airlines, General Motors, and the U.S. Army. Mark keeps his training simple to understand and practical for daily use in your shop. He will be the lead moderator of the Flexi User Community.

To download this press release and the accompanying images, please click [here](https://www.bespoke.co.uk/wp-content/uploads/2023/04/3338.zip).

**About SA International (SAi)**

Headquartered in Sarasota, Florida, USA, SA International (SAi) is recognized as a global leader in providing software solutions from design to production for the signmaking, digital printing and CNC machining industries. SAi Flexi ranks as the world’s number one software for signmaking and is found on more wide-format printers than any other RIP. In addition, the company is one of the leaders in the CNC machining market with its EnRoute CAD/CAM software.

SAi has a loyal and well-distributed network of resellers around the world with over 200,000 customers in more than 150 countries and enjoys strong OEM relationships with industry leaders. As well as its Florida headquarters, SAi has offices in Salt Lake City, Utah; Brussels, Belgium; São Paulo, Brazil; Pune, India; Shanghai, China; Hong Kong; and Tokyo, Japan.

For further information, please visit: [www.ThinkSAi.com](http://www.ThinkSAi.com) or [www.adendo.com](http://www.adendo.com) or contact:

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