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The Complete Magazine on Signage & Point of Purchase

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Dear Readers,

We hope all of you are doing well!

Considering the current situation, we have decided to continue with the digital edition for this issue too. We do not want you to miss out on important industry updates, and therefore, this edition serves the purpose of keeping our readers informed while they conveniently work from their homes and offices.

Covid pandemic has changed the way businesses function, and it has also brought us face to face with the real problems plaguing our industry. Signage industry suffered tremendously in the early phase of lockdown, and it will take some time for it to be back on its feet. With all this in mind, we arranged an online panel discussion with some of the veterans in this business. It turned out to be an eye-opener, as leaders put forth the challenges and opportunities in the industry. The intense discussion has been summarised by us in this issue in an interesting manner.

Besides this, we have a feature story on business opportunities that have arisen due to the demand for essentials. Signage and print companies have put their best foot forward in taking up this challenge and have shown their entrepreneurial skills and capability to innovate. Also included in this issue is a detailed article about exploring new applications in ACP with the right technology. You will be able to download an eBook that tells you how to print on Aluminum Composite Panels. There are opportunities galore in this domain, and the article will help you to explore them.

In the interview section, we have featured excerpts of our interactions with senior level representatives of some big local and global companies such as Signarama India, SIHL and Raj Incorporated.

Also included in this issue are some very interesting case studies, examples of some recent OOH and DOOH campaigns, as well as latest updates on signage, advertising and print industry.

Please share your valuable feedback on topics that you would like us to cover in our future issues.

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Times OOH & Naturals Adopt a 'Clean' Way to Advertise



Times OOH has partnered with Naturals - a leading salon brand in South, to install multiple hand sanitising units across Coimbatore and Trichy airports. The outdoor advertising agency said in statement, "As government eased the lockdown, we are also witnessing gradual increase in the flights as we inch towards completing one full month. Airport advertising has offered brands a niche target audience which no other medium can offer and with low distraction and high dwell time. Amidst COVID-19 authorities are taking utmost precautionary measures to ensure safe travel for the passengers. And with premier personal hygiene including hand washing & sanitisation proving to be the most effective measures to prevent spreading the virus. Since, hand sanitisers have been widely used to keep hands clean and wipe off dirt and bacteria, India's largest outdoor Advertising agency, Times OOH has partnered with Naturals - a leading salon brand in South, to install a host of Hand Sanitising units across Coimbatore and Trichy Airports."

Spread across 20 locations in Coimbatore Airport and 15 locations in Trichy Airport, the sanitising units emphasize upon the importance of keeping hands germ-free during air-travel through the use of hand sanitisers. This innovative OOH concept spread across Arrival & Departure terminals has helped the brand to create a positive and personalized connect with the passengers.

ZEEL Goes Innovative with #13KiTayyari Teaser Campaign



A teaser campaign #13KiTayyari by CPG (consumer packaged goods) brands started appearing on billboards after weeks of lockdown. The campaign sparked a lot of curiosity and led to a positive sentiment that OOH will be back on track soon. The OOH teaser campaign by Laqshya Media Group sparked much interest on social media among both, netizens and industry leaders. The campaign redefines the reach and impact of OOH media when used strategically. It was later revealed that the brands had partnered with ZEE asking consumers to stock up as they would serve as a perfect accompaniment to families watching all their favourite shows resuming on ZEE.

The campaign was curated to showcase solidarity of a big broadcasting company with the M&E sector. Zee Entertainment Enterprises Ltd. (ZEEL) did this to announce its content comeback by an intriguing partnership with leading CPG brands. In association with Laqshya Media Group, ZEE brought together some of India's most loved brands to celebrate the coming together of viewers, partners, and fresh episodes with the promise of #BanegiBaatSaathSaath.

The OOH campaign, integrated with the interest it generated on social media, led to its reach being amplified. People who couldn't view it on billboards shared, re-tweeted and commented about it on Twitter. People took to social media channels to decode what #13thkitTaiyyari was about. The banter between the brands on Twitter left people even more curious about why they should be stocking up for the 13th of July, building up the excitement.

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Signage Industry Calls for Cooperation & Collaboration



DURING AN ONLINE PANEL DISCUSSION, EXPERTS AND STAKEHOLDERS AGREED THAT THE SIGNAGE INDUSTRY NEEDS TO STAND UNITED IN THIS TIME OF CRISIS AND WORK IN TANDEM TO EMERGE AS WINNERS, BEATING ALL ODDS.

The Conclusion

Indian Signage Industry urgently needs an apex body, mainly for working unilaterally for a common goal besides representing its concerns to the government. This consensus was built when 1000s of industry stakeholders gathered at a single platform to discuss issues pertaining to the current situation. Two other important steps were agreed upon - shorter credits and 'Make in India'.

The entire discussion took place over a virtual platform. In over an hour and a half long discussion with select representatives of different sectors within the signage industry, thousands of attendees shared their concerns with the experts and tried vying for ways that can lead them to a smooth transition from the stalled economy to a working one. But, for all this to happen, a proper commitment is required by industry peers to collaborate and cooperate with each other.

The Discussion

With the lockdown going on, Sign & POP World & Satyam Plastics thought that the time was right to bring together experts and understand the future challenges. This led to an enlightening panel discussion, where organisers, panellists, and the audience put forth their concerns. The topic chosen was kept very much in tune with what the industry was willing to ponder upon i.e. 'Post Covid-19, Kya Hain Indian Signage Industry Ke Challenges?'

The Panel

Before going into further detail, let's know who those seven members in the panel were. It comprised top industry experts representing seven different sectors within the signage industry. Vijai Kapur, Managing Director, Pioneer Polyleathers Ltd.; M S Dadu, Chairman, Colorjet Group; Gaurav Juneja, Director, MEX Exhibitions Pvt. Ltd.; Neerav Goswamy, Director, AT Inks; Gautam Bajaj, Partner, ADS LED; Sandeep Bhutani, Director,



Vijay Kapoor, Managing Director,
Pioneer Polyleathers Ltd.



M S Dadu, Chairman
Colorjet Group



Gaurav Juneja, Director
MEX Exhibitions Pvt. Ltd.

Colourmate Digital; and Vinod Kalra, CA, VKHS & Associates Chartered Accountants.

The Audience

Considering that the given names don't need any further introduction, let's move on to attendees representing different regions. The pie included 43% from North, 24% from West, 12% from East, 15% from South and 6% from Central India. While majority of them were from North India, all the regions were having remarkable presence among the audience, which when summed up together had enough to build a consensus so as to attract the attention of the industry as a whole.

Business Profile of the Audience

The audience equally represented almost all the segments. 38% Signage Makers & Fabricators, 24% Large Format Printing Companies & PSPs, 9% Machine & Equipment Suppliers, 11% Media & Ink Suppliers, 9% Advertising & Event Agencies, and 9% as Others. Thus there was a wholesome representation of the industry from almost all the sectors.

The representation of the industry to such a large extent was making it pretty evident as how important this event was for them from an industry perspective. Each of us were actually exploring ways to interact with the industry leaders and discuss these burning issues as to what sort of transition should the industry must take which can help the stakeholders easy transposing this difficult phase.

Immediate Impact of Covid 19

According to MS Dadu, one thing is very much clear that this has been affecting everyone – be it large or small. "We have both organised as well as unorganised sectors in our industry.

In the organised sectors, it depends on the industries where you are supplying. If it is food & agro industries, e-commerce, FMCG, etc., there would be minimal impact on business. However, if your clients belong to auto industries, white goods industries, or similar ones, then you need to look at how you want to make a good mix of your clients."

"For unorganised sectors, the services are mostly linked to events – religious events, community events, local events, etc. where lot of signage are made or required. For now, all these events will take time to resume, so would be the businesses. Also, there are smaller businesses with personal advertising which takes place on regular basis. There, in the beginning, people may prefer to spend less but as the time would pass by, it will pick up the pace," explained Dadu.

China plus One

According to Vijai Kapur, proposition like India replacing China as a manufacturing hub is there in everyone's mind and we wish this to happen. "Most of the manufacturing & trading companies need an option to China. But let us, at the same time, admit that there is no option to replacing China today. So, the strategy today should be China plus One. India could try to pitch itself as the second source of supply," he suggested.

Kapur was of the view that with the disruption all over the world, most of the trade is willing to have a second supply, which could be India. "But here, we will have to compete with countries like Indonesia, Vietnam, Malaysia, Taiwan, etc. For this, we need to put our best foot forward both from the private as well as government sectors.

Favourable Policy Structure

Kapur highlighted that we can't continue with the current set of retroactive policies which are eventually impacting the overseas manufacturers who already have their setups in India.

"The government needs to reassure international business fraternity about stable business policies plus ease of doing business. "We will have to reassure that we have faster processes with regard to clearances. If we will be able to do this, I am sure India would attract significant numbers of manufacturing units."

He went on elaborating it further. "For all this to happen, we need a concentrated effort both from the government & private sectors to invite interested people who are willing to pitch up in India. We are pretty sure that the speed at which the government is building the needed infrastructure, it's a step in that direction. We only need to push our cause more forcefully and sell India hard with someone in the PMO who can very impact-fully use his experiences in highlighting these supportive facts."

Innovation is the key

According to Gaurav Juneja people have to become innovative to pass on this challenging phase. "Especially, the signage industry has to invent new ways. I see a lot of signages related to safety, health standard, social distancing, etc. are picking up the pace and it will receive further momentum when operations will keep on resuming with a series of unlocks. All the corporates would need these precautionary measures to be highlighted in quite visible manners," he anticipated adding that opportunities lie amidst difficulties.

Juneja very strongly believes that every sector, irrespective of the industry types, will be forced to put up such signages either in the form of big hoarding, a wall covering, a poster, in the form of a floor graphic, or a mere standee. "As I mentioned, instructions like these will not be restricted only to the entrance of a business entity, but also at various places within or outside the premises as well as public places," he reiterated adding that for all this, PSPs need to shift their focus to admin department instead of marketing & advertising.

Gautem Bajaj put forth his opinion in the same line, but in a different way. "With restrictions that we are currently facing regarding personal meeting will be there



Neerav Goswamy, Director
AT Inks



Gautam Bajaj,Partner
ADS LED



Vinod K Kalra, CA,
VKHS & Associates Chartered Accountants

to stay for longer than usual. This needs us to outgrow and deviate from the normal by adapting to new ways of interactions through virtual platforms. We will have to make our presentations more effective and descriptive by using more graphics to let the client understand the essence," he said adding that the skills of presentation need to be uplifted to suit the present condition. "We need to incorporate more innovations. There's no other way out."

The Opportunities

Regarding the opportunities that are expected to pick up in the market in order to promote physical distancing, Juneja gave an easy clue that it will substantially push up the requirements of floor graphics. "For instance, HDFC banks have just started using floor graphics guiding its employees as well as customers to maintain the distance. This is just an example of one brand while other brands must be asking for these services. Even the governments would come with such requirements not only to spread awareness, but also to keep reminding people for longer than usual about these facts."



Sandip Bhutani, Director
Colourmate Digital

According to him, to materialise all these opportunities, the only way is to think innovatively. "There are certain sectors like food, healthcare, FMCG, etc., where there would be an upward demand curve but for other sectors, it will open when there will be a bounce back after a short gap of few months. We need to be patient and wait for the revival of the activities, and hence, market," he suggested sharing that many PSPs have found new ways of engagement and are busy supplying printed face masks and other stuff like face shields.

Adding further weight to this fact, Neerav Goswamy also put more thrust on innovation. According to him, this is the time where survival of fittest is no more valued, but survival of the fastest is at the forefront. "We need to innovate and invent ways to help ourselves in generating revenues. We must have to break the shield and look forward to new ways of offering our products and services. This is the time for innovation."

Meeting Demand

Kapur seemed confident regarding the availability of media. "I don't think we will be facing any crunch as far as availability of media is concerned. We have already full house with enough reserves to feed the market. And in case the demand exceeds the supply, we can manufacture the same in our facility to meet the augmented demand. We can do this because not all our raw materials are from China, but from varied and diversified sources. And since our facility is mostly automated, we may not need more labourers to run the unit," he assured.

Goswamy too agreed that China is truly a very important part of our signage industry as most of the raw materials, spare parts like print heads, machines, media, inks, etc. are sourced directly from there. "But we are lucky to put it this way that for our Inks, we are not at all dependent on China as for most of our raw materials, either we are managing it ourselves from within India, or sourcing it from Europe or USA. For now, I can say that we have enough reserves even of ready inks for the next few months and are ready to feed the market," he asserted.

Indian Over Chinese

We all know that most of the Indian industries are very much dependent on Chinese stuff be it in the form of raw materials, spare parts or ready components. We can't manufacture most of the products without the support of overseas sourcing, mainly from China owing to their competitive pricing and fair quality. Most of the stakeholders do not really want to carry this on, but there's no option. However, Kapur very strongly suggested that time is right to learn to stop chasing China for each of our needs – be it smaller or bigger.

Dadu, elaborating it in little detail said that he also supports make in India but the time is not right to completely boycott the Chinese stuff at this moment. "We know that we can manufacture in India of the same quality that we use to import from China. We are not yet ready to stand on our own. We have the capability, capacity and quality. The only thing that we need is strong commitment towards making our country a leader. We need to move ahead with cooperation and collaboration."

Meanwhile, Goswamy cautioned that sudden discard of Chinese or imported stuff from any other country for that matter can further push our industry back at this point in time when we are already passing through rough patches. "Since we are heavily dependent on imports for our other requirements - be it from China or from anywhere else in the world, the rapidly increasing exchange rates will add extra burden on imports. However,

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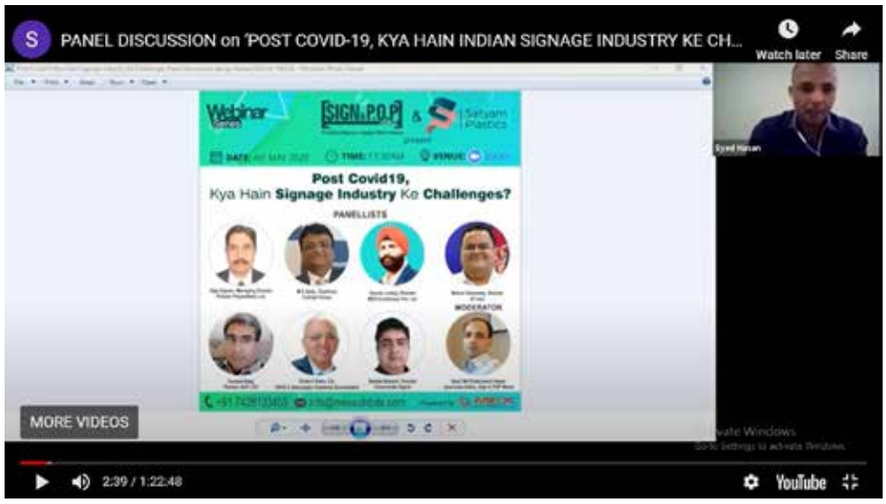






we can't avoid it instantly rather the industry needs to be ready internally so as to face the challenges like these."

PSPs Need Support

Sandeep Bhutani insisted that PSPs are in dire need of support from the industry stakeholders, especially the machine manufacturers. "The future is totally uncertain as greater challenges are there for PSPs, first in terms of manufacturing the signage and then getting it installed. The complete process needs highly engaging human interaction, which in these challenging times itself is a challenge."

Bhutani further added that scarcity of labour may hamper the activities once the operations will start picking up the pace of resumption. "Majority of labourers have left for their hometown and their return would take longer time, which is not known. We will have to cope up with the ones that are available though at a little higher cost. But there is no other way out but to adapt to the situation."

Pending Orders

There was a mix of response on all the half-made orders to which the industry stakeholders feel that it depends on the cost of the project and the investment put in there by clients. "It's not necessary that everything will be washed away. We are staying positive and hope that the projects, which have already received 75 to 80% of the investment, will need to use signage out there. But at the same time, the possibility of capping the expenses can't be ruled out. We will have to be ready for both the situations. It also depends on which industry one is associated with," opined Bajaj.

Bhutani however said that most of the major orders have been cancelled owing to the lockdown. "Many other brands have denied taking their orders. We do have half-finished products, which are as of now of no use. These have only added to our expenses and we need to scrutinise the things as to which all ways we can mitigate these losses."

Accounts Matter

Vinod K Kalra suggests that at this moment, capital infusion is very important with a very fine review of the expenses as well as stocks. "Businesses need to discuss this with their respective CAs or financial advisers for that matter to clear out the clutter from the balance sheets. A thorough review of the same is a must for proper re-functioning of the units again once after the activities are resumed. Each head should be examined with minute details," he advised.

According to him, it's more like starting afresh. "The time is right for all of us to find out the gaps, if there is any, and find ways to fill that. All of us must look for those expenses, which are not essential and can be avoided to save on the expenditure and mitigate the anticipated loss. In the mean time, the government is devising some policies in their favour which can help them in feeding the financial crunch by providing easy accessibility of loan on a pretty favourable term to every stakeholder."

Living with Covid19

According to Kapur, as far as living with the Covid is concerned, we have to be extra careful as this will be here for a period which is not known to anyone for now. "It's important for all of us to strictly follow the social distancing norms wherein we will have to take all the precautions prescribed by the government. For instance, we have strict instructions for drivers to either wash hands or sanitise just after reaching the premises. Also, their movements are restricted to a certain specific area. This, we need to follow across the board."

Kapur suggested that by now, it is proven that India stands far ahead of the world when it comes to taking care of our people by strictly following the guidelines issued by the health ministry. "If we keep on doing such basic things on regular basis, like washing hands, sanitising and using masks & wearing gloves, we will surely take up the challenge. It may add to some expenses undoubtedly but the same can be transferred to the clients who are equally





dedicated to get things done in safe & secure manner."

Price Rise

According to Goswamy, there has been a big dilemma about the price rise. "We have already delayed the price increase for some time and we are eagerly exploring some measures. It depends upon how the exchange rates react. Though there is a sharp decrease in the oil prices, we expect a dip in the prices of raw materials as well. If that happens, we will move ahead with no price increase. For now, we are determined to carry on the same price line till we can be able to afford."

Dip in Revenue

Expected revenue losses in the period of six months as estimated by the industry stakeholders: 9% said it is up to 25%, 19% opined that it will be between 25 to 35%, 30% of the respondents suggested an expected loss of 35 to 45%, while those voted for above 50% loss are 30%. Rest of the respondents i.e. 12% seemed to be indecisive at this stage. On an average, the industry as a whole assessed a dip of 50% in the revenue in next six months. It's a challenge undoubtedly, but as we know, behind every challenge there's an opportunity.

Bhutani rightly pointed out that it's a question of the survival not ROI. "The business for PSPs would be cut short at least by 35 to 40%. Majority of the industries are on a halt and there's no update yet on their being operational once again. Most of these are also moving to e-commerce platforms. Big malls were our major target clients, which are yet to be fully functional. Many of the QSRs are still in dilemma whether to continue the operation or shut some of the stores."

To which, Juneja agreed, but he gave a ray of hope as usual. "The business is definitely down for next six to eight months especially in the urban areas; however, opportunities are still there in rural India where in the absence of digital platform, e-commerce has not yet reached to an extent it has penetrated into urban areas."

Bajaj, while responding to a question of survival, said that in this challenging time, the strongest need is to believe on ourselves. "There's an old saying that tough time do not stay for longer, but tough people do. We have to be tougher and more efficient. We will have to take care of our finances."

Bajaj suggested that the signage industry, which is passing through a rough financial terrain, can be back on track if customers pay back the outstanding. "We will then be in a position to rotate the money, and hence, the business curve. On the way, we may need to absorb some of the increased prices of the raw materials so that customers can feel at ease to come forward."

Credit Policy

Such an honest submission from Bajaj raises the point of credits, which was successfully picked up by Juneja. He went on to highlighting that in the last 25 years the biggest problem that the industry has continuously been facing is that of credit. "I won't be wrong to mention that our industry is in the grip of credit. The industry leaders should come forward and cut short the credit period to make the business look more realistic." Juneja received all round support for this. After listening to the word credit, all the stakeholders started feeling fresh giving an impression that the problem will be solved right there.

"We are media people and have put substantial investments not only into manufacturing but also in the trade credit. It has come to a level where I can guarantee you that if we do not correct it very quickly, the industry will die. So, the only solution is the shorter period of credit," said Kapur pointing out that if traders can pay most of the amount in advance to their overseas partners, why can't they do the same here with their Indian customers.

Dadu used his decades of experience to clarify the point of credit to the industry stakeholders. "Being in this industry for decades, I personally have been into China many times. I have stayed there and learned that in China, margin as well as credit, both are shorter. But what I found impressive there is the commitment of paying it back as it helps rotating the money and promote the planning for the next stage. We need to take such steps and be stricter in our approach."

Bhutani then put a direct question to the manufacturers that what remedial steps should be there if corporates do not meet their promises of paying credits within the stipulated time. He also shared his pain that these corporates do not actually want to do business with MSMEs. The moment they found the supplier or solution provider belongs to MSMEs, they usually cancel their orders.

Conclusion

While MSMEs are passing through such tough phase, other stakeholders are also not very confident of their businesses in the near future. The need arose for an SOP for the industry as a whole to maintain symmetry across the board. Considering all that, another important consensus was built to have an apex body specific to signage industry. This would work as an umbrella, under which all the existing product specific associations can come and strengthen the stand.

"It is very unfortunate that we do not have any representative body while the scale of the industry is as high as Rs. 20,000 crore, comprising both organised as well as unorganised sectors. We urgently need an apex body that can take our cause forward, discuss issues pertaining to the stakeholders, and bring us the solutions," Juneja summed up the discussion with this. Let's wait and watch how serious is the industry to this front and how long does it take to respond to this issue.

Pandemic Opens Up New Vistas for Signage & Print Players

INNOVATION AND ENTREPRENEURSHIP DRIVE INDIAN COMPANIES, AND THIS CAN EASILY BE SEEN IN THE WAY PLAYERS IN PRINT, POP AND SIGNAGE INDUSTRY STARTED USING THEIR RESOURCES TO MANUFACTURE COVID ESSENTIALS TO PROTECT COMMON CITIZENS AND FRONTLINE WORKERS AS THEY GO ABOUT THEIR ACTIVITIES.



Amitoje FaceX Shield



Cosign Covid 19 Posters with Optiframe

This year, so far, has been a testing time for businesses and professionals alike. Ever since the pandemic started spreading its wings, rapidly transcending borders, the losses started surmounting across various sectors in economies around the world. In what came as a shock to companies, who were expecting the spread to die down soon, was one lockdown after another, bringing trade and commerce to a grounding halt. Being a highly contagious disease that took the number of affected to millions within a few weeks, the world wasn't prepared for it. What followed was a huge demand for face masks, face shields and PPEs. Unable to source required quantities, medical practitioners had to reuse their safety equipment, thus putting their lives at risk.

However, this tragic situation did not last very long as Indian companies started innovating and developed new ways to produce these safety necessities in large quantities. Players in the print, POP and signage industry too jumped on the bandwagon and started using their resources to manufacture masks, face shields, portable beds, portable sanitiser dispensers etc. in order to assist frontline workers in their activities by keeping them safe.

LPFLEX International, a full-service supplier of industry-leading static and digital signage and customer engagement solutions, has launched some really useful products for safety during the ongoing pandemic era. Its Disinfection Tunnel comes with 18 nozzles that spray disinfectant mist on the person passing through, which reportedly kills most germs and viruses. Disinfection Tunnel is user friendly, portable walk-through cabin, designed for public protection and community service to help people fight the disease. Another version of this is a Disinfection Booth that comes with one nozzle. Both of these can be used for branding purposes also and can be customised as per company logo, name and theme. It has also released a range of regulatory and precautionary graphic signs that can be customised with company name & logo, and are available in sizes A1, A2 and A3.

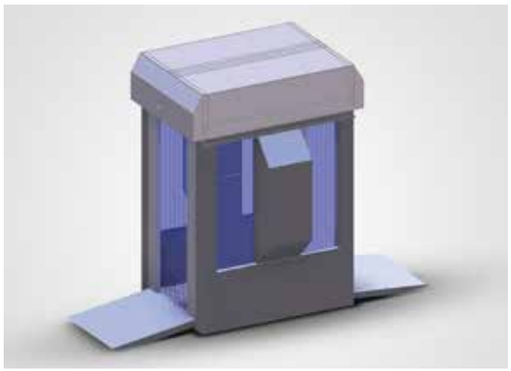
Amitoje India - a display firm that manufactures POS display stands, showroom fixtures and racks - took the lead by developing a 'Amitoje anti-Covid kit'. It includes a foldable sanitiser dispenser with foot press that is sturdy and can be installed anywhere. Made of 100% recyclable plastic, it weighs just 2.5kgs, which makes it really easy to move it around. The kit also includes a Amitoje bed, Amitoje FaceX Removable Face Shield and Social Distancing Screen. The foldable bed weighs less than 10kgs



Colorjet's Mask Making Machine - MaskJet



Cosign Face Shield



Colorjet's Sterilization Walkthrough



Cosign Clear Hygiene Barriers



Amitoje Portable Bed

and has a load capacity of 200kg, making it perfect for use in temporary Covid treatment centres. FaceX is the company's innovation in protective face shields. Made of ultraclear PVC Plastic, it is easily retractable and lightweight to provide maximum comfort to the wearer. The social distancing screen comes in blank and branded versions and is made with heavy duty corrugated plastic and 500 micron PVC. It also has a strong foam tape at bottom for good hold on table.

Similarly, Unidos Insta Print, a company that designs and manufactures POP and POS displays, also brought forth their Covid innovations in the form of foldable and portable products. The New Delhi-based company has launched a variety of products including YesDoc - a sanitiser dispenser with foot press, as well as a safety shield that can be used in offices, restaurants, billing counters etc. Both items are made from 100% recyclable polypropylene boards. The company has also recently introduced ACXSS - Any Car Safety Shield. It is a protective car cabin partition that divides the front and rear cabin of a car, thereby blocking the direct airborne transmission of pathogens. It protects car passengers & drivers, and is a fully brandable printed PVC-free car cabin safety shield. These shields are transparent, easy to clean, odour-free, rugged, and recyclable.

Unidos' EcoDoc is an economical and eco-friendly option of sanitiser stand. Unlike most other metal foot press dispensers, EcoDoc has no sharp edges and is rust-free. Another innovative item from Unidos' portfolio is Covid Room - Isolation Door Safety Shield. The door shield helps block the direct transmission of airborne pathogens. It attaches easily to your room door frame using adhesive-backed hook and loop tape. The sheet is of high transparency allowing the room occupant to look outside as well as the caregiver to look inside, and one does not need to keep the door closed.

Cosign, a leader in architectural signage catering to a plethora of options, has also introduced various safety products to fight Covid19. It has launched Covid 19 precautionary messages posters with optiframe that help secure workplaces and keep everyone well informed about the do's and don'ts. The posters have been placed in optiframes available in three finishes - Silver, Black & Wooden. Another product - Clear Hygiene Barriers - separates the work area, which facilitates protection against sneeze and cough. Made up of aluminum and clear acrylic sheet, it beautifies the space without losing functionality. The company has also launched face shields and sanitiser dispenser units to add to its suite of safety products.

Another company that has come to the forefront in the domain of safety products is Signarama, the world's largest sign franchise. It has taken to the task of redoing the interiors of various fact-food restaurants by equipping them with safety signs and other necessary facilities in order to make the space safe for customers.

ColorJet, one of the most prominent names



Vustr Safechk image



LP Flex Disinfection Booth



Amitoje Sanitiser Dispenser



Amitoje Social Distancing Screen



Unidos ACXSS - Any Car Safety Shield

in digital inkjet printing, has also used this opportunity to launch two highly innovative products - Sterling Cyber & HealthWay Econo range of Sterilization Walkthroughs and a mask-making machine called MaskJet. Sterilization Walkthroughs are modular range of disinfecting pass ways for human use, which spray herbal & natural high-grade disinfectant sanitizer onto the passers. According to the company, the process is effective in killing 99.99% of viruses, bacteria, molds, spores and fungi. The process is neither harmful to humans nor to the environment. It is completely safe and is especially useful in pandemic situations like Covid 19.

The company's MaskJet is a mask-making machine or a mask tablet machine, which is used for manufacture of non-woven disposable face masks. It is suitable for non-woven fabric, activated carbon and filter material from 3-4 layers. The face mask machine will finish all the processing from the feeding to nose-clip fixing, edge sealing to cutting the finished products. The face mask machine has features such as stable performance, high productivity, low error rate and easy operation, etc. The mask machine adopts aluminum frame light and firm, and automation control system. This comes especially useful at a time when the demand for disposable masks is spiraling every day.

PrintStop, an online printing solutions provider for SMEs and large businesses, has also introduced a wide range of Covid signage and protective equipment. Signage includes Covid banners, banner stands, posters, wall stickers, floor stickers and product stickers. Its array of protective equipment is very comprehensive and comprises infection-control face shield, infrared thermometer, wall mounted thermometer, hand sanitiser, gadget disinfector, metal safety key, face masks, etc.

Techworks, known for engineering innovative display solutions, has taken its suite of Covid safety solutions to another level by launching 'Vustr Safechk', a plug & play multi-purpose kiosk. It allows contact-less temperature measurement and has a sanitiser dispenser. Not just this! It has a built-in face and mask recognition system. Other features of this kiosk include maintenance of visitor records, centralised database, integration with any existing ERP/ attendance and visitor management system. The visitor management tool helps keep employees safe, and being modular, it can be customised to suit the needs residential complexes, office reception, retail stores, malls, schools etc.

The global safety signs market is expected to grow by $258.65 million as per Technavio. Steady growth is expected to continue and the market is expected to grow at a CAGR of over 3%. The situation will be similar in India as the market will be driven by the growth of the protective signage. Companies are increasingly focusing on product development and innovation, which is anticipated to boost the growth of the safety signs market. Personal protective signage ensures employee protection and a safe working environment, and is becoming crucial as the country gradually starts unlocking itself.



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Creating a Brand in Signage & Graphic Industry: Signarama



Girish Chandarana
COO, Signarama



Sandeep Cousik
Head of Production, Signarama

Signarama is the world's largest network of sign stores and is part of a group of stores specialising in B2B services under United Franchise Group (UFG). It has been using innovation and technology to make sign and graphic solutions fast and simple for businesses since 1986. To understand the unique concept Signarama sells, we caught up with **Girish Chandarana** – COO and **Sandeep Cousik** – Head of Production, Following are the excerpts from the interview:

How old is Signarama as a brand? Tell us about its global presence.

Signarama India is part of the global network of Signarama. It is a brand owned by United Franchise Group, which gives franchisee opportunity to people across the world. Established over three decades ago, US-based United Franchisee Group has a total of 11 brands now, with Signarama being their first launch. The Group is now present at over 60 countries and 900 locations with Signarama brand alone.

Globally, the company is promoting signage industry through entrepreneurs who are looking at setting up their own signage and graphic business under the brand name of Signarama. So worldwide, there are retail stores with Signarama branding, where anybody can just walk in, see different samples, get some printing done locally, get it manufactured and installed.

What challenges came in the way while bringing the brand to India?

Signarama India is a licence holder for the brand in India. The brand was brought to India in 2007 by our chairman Mr. Daniel Peavy, and his close college friend. They found it as an interesting concept and started to build on it. However, over the period they also realised that the Indian signage industry did not possess a retail approach. Instead of a showroom of signage or graphics, in India signage work is undertaken by people in industrial areas. Although this means presenting both a new brand and a new way of buying signage, we feel this is a great opportunity for Signarama to be unique in the marketplace and to provide signage customers a venue to see samples and speak about their order in a conveniently located showroom environment. As with most multi-national brands that have come to India, there are tweaks to the model we continue to make as the global brand is adapted for the India market.

How will the retail concept help the industry and customers? What will the concept entail?

The retail concept has been huge for the industry and customers globally. The idea is based on convenience for the customer. What better way to provide convenience than a retail location? In this environment, we also showcase signage options, which allows us to guide the customer to the best type of signage for their need, their budget, and the environment their sign will be placed.

The retail environment also provides a professional image for the brand where we can showcase and leverage the global strength of Signarama. In addition to the retail location, the concept also includes an outside sales force that is based at the retail location. This sales force reinforces both the professionalism of the brand, as well as the convenience for its customers.

Signarama India also supports its franchise network with a wholesale manufacturing base, as well as national and international project management. With offices across India, as well as a growing base of manufacturing hubs, franchisees can sell large signage projects with confidence knowing that Signarama India has the resources available to support their signage sale.

Our franchise format creates a convenient, professional experience for the customer, and our global and country brand provides support, resources and community for our franchisees.

How does Signarama work? Do you take up end-to-end execution of projects?

We do projects and project management for our customers, wherein we approach them and give them a solution in terms of being one point of contact. We take brand activity as a project and what they get is a standardised price and asssured quality. We take up everything from design to maintenance; we add value, manage, maintain and service. We believe brand is the first point of contact for anyone walking on the street, and therefore, it is very important to keep signages well maintained. This is what we communicate to our customers too and they trust us with their signage needs.

What makes Signarama stand out amongst the clutter? What innovative offerings and product categories do you offer?

There are some exclusive products that we are trying to work on and push. These products often get either neglected or the entire knowledge of the right product is not available. One example is Braille and tactile signs. Right now, these signs are just getting printed on foamboard or stainless steel balls are put in grooves onto plastic or metal the sheet. However, we are following the standard norms in the American Disability Act (ADA) and all our Braille and tactile signs



Signarama India Has Recently Completed 13 years in India

are ADA-defined and regulated. Brands are also becoming aware and are looking at installing proper signs in their premises for the specially-abled. This is a separate product category that needs to be pursued by brands and government too is working towards this.

Another concept is project management. We want to become the single point of contact for businesses in terms of branding activity they want to do. We are not limited to a single country but we have the advantage being present across the globe. We did global branding activity for an IT major client and this helped in maintaining uniformity across the world. This is our USP!

There are some other things that are in the pipeline, such as, basic training concepts and models that we want to extend to our partners as well as the industry. We are trying to tie up with Skill India Programme for some states, through which we want to approach uneducated/educated but unemployed/semi-skilled youngsters in those states, and train them in various fields related to signage and graphics.

With digital signage booming, how important do you think it will be for your business in coming times?

Digital signage is important for us as it is going to grow rapidly in the coming years. We are promoting digital signage wherever customer requirements are involved. Digital signage is already a big part of sign and graphics industry but conventional signage is still going strong. There are certain things that cannot be done digitally, for example, fleet graphics. Therefore, digital will not eat away a bigger part in the existing business opportunities of print.

Are you offering any 3D signage solutions?

We are trying 3D printing for our Braille and tactile signs. The stainless steel balls that are being used right now are not so effective as even if one ball falls off, it becomes difficult for a visually-impaired person to read. Therefore, we felt that the base and the print should be moulded. Here is where 3D comes into the picture. We already offer 3D models but now we are trying to incorporate 3D printing in signage in a broad spectrum. Right now it is just in the initial stage but in due course of time, it will get into full-fledged printing format.

Do you think Latex and UV printing is going to become big in the coming times?

Definitely! UV and Latex are two platforms which are going to become important in the coming years. Some print platforms are already fading out . Now 3D printing is also coming in. So, these three formats are going to stay. We too are bringing in a lot of products with eco-friendly materials. Compared to 10 years back, we are actually more eco-conscious now and even the brands are asking for eco-friendly solutions in signage. Therefore, there is a lot of scope in this area.

From where do you source your raw materials? How much of it is indigenously produced?

Everything we need is sourced from within the country and there is nothing that we import. Whatever we are commercially buying comes from within the country. Since we are present across the world, we have the liberty to take techonologies and ideas from other countries and mould them as per Indian requirements. However, there is nothing in terms of products that we use from other countries. In fact, now the concept of make in India is getting a fillip and people are feeling proud about using indigenously manufactured goods. Government is also doing its part and a lot of OEMs are looking at making various products within the country.

How has the pandemic affected the signage industry? What impact has it had on your business?

The Covid19 pandemic has affected almost every industry and every expansion has been on hold. Same is true for signage industry as well. However, all is not lost as it has paved way for another opportunity in this industry. With the opening up of restaurants, retail outlets, malls etc., the requirement for safety graphics to ensure social distancing and highlighting ways of Covid prevention is increasing manfold. We too did this for Jubilant Foodworks and provided these graphics for many of their outlets across India, including floor graphics, floor markings, stand behind lines, 'social distancing' signs, 'you are entering safe zone' signs etc.

It has opened up the market but conventional brand related activities that we do have become limited to banking, non banking financial sector, healthcare, e-commerce etc. The big chunk of the business is not happening due to the pandemic. Therefore, it is a watch and prepare situation right now!

Another thing that we are doing presently is offering support to clients who have budget constraints. We are taking the lead in providing options of servicing and maintaining their existing signs so that they look new. That way, our clients can postpone replacement of their signage for another 6 months to a year or more. We want to be there for our customers and give them an option which might not generate large sales for us right now, but will build a long-lasting relationship with us. That is the right thing to do!

What kind of changes do you foresee in near future in terms of both signage solutions and signage industry growth?

We feel the main change would come from the entire industry and clients working together to adopt environment-friendly solutions. Besides that, there will be a lot of change in terms of opportunities. There could be a big shift as we expect smaller towns and markets opening up, not just for branding opportunities but also in terms of people opting for signage businesses. This change in mindset can also be attributed to the ongoing crisis that has made us realise and feel the challenges of migration.

However, this slowdown will not last very long. Things will get back to normal as signage and graphics is one industry which is needed by everyone. Every business needs a visible identity and signage provides it the same. Apart from that, the most important fact is that India is a very big market, and no matter how the global economy behaves, India can survive on its own.

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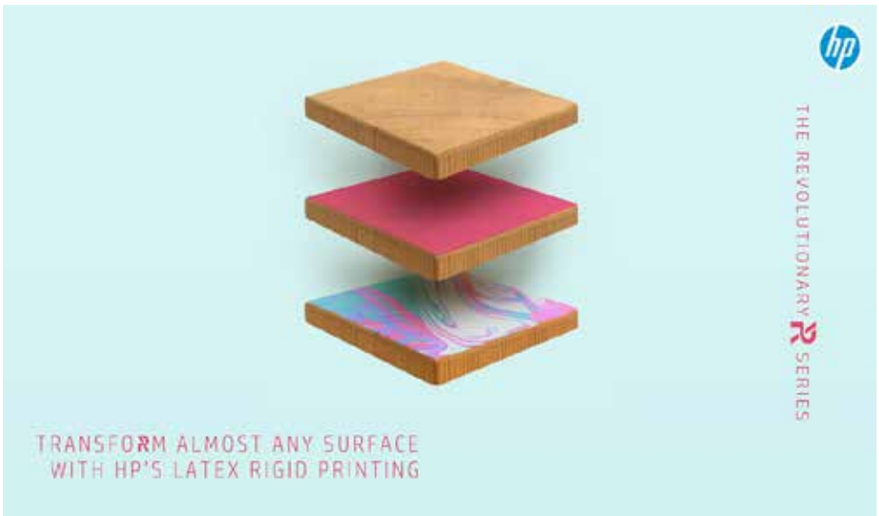





Growing technological advancements have led to an increase in customer demands when it comes to variety, quality, and sustainability. In a competitive environment, where innovation is the driving force behind success, it's important to meet the market demands by staying updated. So, how can you ensure that your business continues to thrive? Explore new applications with the right technology and welcome more business. Here's an eBook that tells you how to print on Aluminum Composite panels. Embrace versatile jobs while maximizing uptime and meeting production deadlines. Explore:

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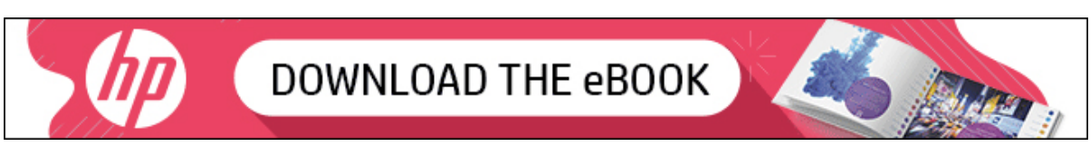
1 Glossiest white on transparent and colored media. Glossiest white based on internal HP testing in January 2018 compared to the HP Scitex FB750/FB550 Printer using UV-curable ink technology. White ink measured for the level of gloss at 60 degrees on a rigid material (acrylic). Tested using Glossmeter BYK micro-TRI-gloss (20°, 60°, 85°), compatible with ISO 2813 and ASTM D523 relative to glossiness measure. High opacity and resists yellowing based on internal HP WeatherOmeter testing October 2017 with 1 dot-per-pixel HP Latex Overcoat, on a range of rigid and flexible unlaminated substrates. Yellowing based on L and B* of white underflood samples. White ink capability may be optional, requiring purchase of the HP White Ink Option Kit.*

2. HP Latex Overcoat improves scratch resistance on low-cost prints where lamination may be impractical or too expensive. Scratch resistance based on internal HP testing in January 2018 demonstrating equivalent scratch-resistance performance for prints produced with HP Latex Inks for the HP Latex R Printer series and HP Latex Inks for the HP Latex 1500 Printer that provide scratch resistance comparable to representative hard-solvent inks on self-adhesive vinyl and PVC banner. Estimates by HP Image Permanence Lab on a range of media.

3. There is a broad set of media with very different odor profiles. Some of the media can affect the odor performance of the final print.

4. To be available at a later date.



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Kotak Mahindra Takes to Outdoor to Promote its Zero-Contact Services





Kotak Mahindra Bank has launched a pilot OOH campaign to announce the new facility i.e. India's First Zero-Contact, Video KYC Savings Account - Kotak 811 on a recommendation of Platinum Outdoor. The campaign creative featured Ranveer Singh along with the Brand logo and message. This campaign was active for a short period to gauge the audience response to the OOH campaign and increase client confidence in the OOH medium.

In Unlock Phase 1, people have begun venturing outdoors and traffic snarls made a comeback as few companies and other services opened in several parts of the country. Since local train services in Mumbai haven't fully resumed, citizens are left with no option but to choose roads to travel. Taking stock of the situation, Platinum Outdoor, took up the challenge and devised an OOH strategy in tandem with evolved lifestyle, consumption behavior and OOH movement.

After studying the change in speed patterns across the city, locations were identified to attract the target audience (TG). The new OOH movement amongst the TG were carefully studied from an OOH perspective. Impactful large formats were carefully identified, selected and deployed at high traction sites in Mumbai from Lower Parel to Jogeshwari.

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Putting Sustainability First: SIHL Group



Patrick Le Galudec, Sales Director- Asia Pacific, SIHL

The SIHL Group is a leading producer of printable media within the fast-growing global market for digital printing with locations in Switzerland, Germany and the USA. Its range of products include films, papers, and specialty materials for inkjet, solvent, UV curable, latex and toner-receptive wide format plotters, printers, and presses. With a rich history dating back to 1478, SIHL has become a champion in its field today. The company prides itself on its sustainable production processes, and to know more about this, we met **Patrick Le Galudec**, who is the Sales Director- Asia Pacific at SIHL. Here are some of the insights we derived from him:

INTERVIEW

Tell us something about SIHL and its vision? How long has the company been into existence?

SIHL is a Swiss-owned company with a long history dating back to the middle ages, when we started off as a paper manufacturer. For the past 15 years, SIHL has been into coating and is dedicated to inkjet and digital technology. It is transforming the way coating is done on paper, films, non woven, and all other sorts of materials. We ensure best imaging and best performance with inkjet technologies. The beauty of inkjet is that it is a non contact technology and it can apply colour or special features on almost any surface, provided the surface is treated to match perfectly with the inks. Our focus is on preparing the media so that it best matches with the inks.

SIHL is greatly focused on sustainable materials and processes. Please shed some more light on this.

SIHL is committed to environmental standards and we have invested heavily into using recyclable and renewable resources, which include paper and paper fibre based materials. These materials are treated to emulate and replace plastics or plastic based non renewable materials. Our materials are recyclable and disposable in a way that they are least damaging to the environment.

Plastic based signage materials, especially PVC, is widely used due to its strength and durability. How do you ensure that your products can compete with PVC?

PVC has a lot of properties and advantages but it can still be replaced. We at SIHL are promoting two types of materials. First is non woven, which is bascially paper reinforced with some modest addition of polyester fibre. We had developed high performance inkjet coating that can be put on top of media to make it fire-retardant that takes more time to burn so that people get time to evacuate the area. The coating is optimised to capture the colour so that the image is bright and vivid, restituting it in the best possible way. The visual design and the media surface is strong enough to withstand the rubbing or cleaning. This line of product has been designed keeping in mind the needs of interior decor, store decoration, POS etc.

The other family of products that we have are wet strength papers, which are designed to be hygrophobic, that is, instead of absorbing the water and dissolving itself, the paper will repel the water and remain strong. On those papers, we have exclusive inkjet coatings compatible with long lasting outdoor inks - be it latex or eco-solvent. The inkjet coating captures the colour, while also providing an image that is strong, fingerprint- and scratch-resistant. This product is perfect for short term outdoor display, be it under rain or harsh environments. It will not last for a lot of years outdoor but it will last several weeks even in a monsoon environment, and once it is no longer needed, it can be scrapped or torn away and disposed off like paper.

Nowadays, everyone is talking about eco friendly materials. In such a scenario, how does one ensure whether the product is actually what it boasts to be? How do you as a company ensure that your products meet the standards of sustainability?

By nature, advertising is not environment-friendly. It is a necessity for trade and it also makes life a bit more enjoyable. Therefore, in our humble way, we tried to use materials which are man-made, that is, cellulose fibres and papers sourced from cultivated forests. In major parts of northern Europe, the only human activity that can be done is farming of trees. People cultivate forests, cut trees, and later replace them with plant new trees. They cut selectively to ensure that the nature is reasonably preserved. Everything in the trees is turned into usable things, be it cellulose fibre, glue, or paper fibres. The paper fibres can be later turned into paper and can be used for display, and it can be then repulped by separating colour and fibres. So, there are some consequences of human activity, but we should try that we inflict least damage and pressure on the enviroment. The paper we use, if there is no recycling option, can be burned without damaging the health of the people. That is why we say that our materials have low impact on environment, and we maintain sustainability in our production process.

Are your products Green certified?

The paper base we use is FSC-certified (Forest Stewardship Council) that means we use papers made from pulp from trees in cultivated forests only. Our process can be tracked from the tree to the output at our factory; everything can be separated into things that are FSC-certified and those that are not. We have typically all sorts of papers, including our papers made with fibres. We are open about it and that's the commitment of our company.

We also check whether our materials can be composted through industrial process, or whether they can be composted at household level. So there are new questions, which means new tests and new validation in order to remain loyal to the cause.

For how long have you been into manufacturing of FSC materials?

It has been around 10-12 years, while we started the non woven range around 8 years ago.

Being in the sustainable business for over a decade, what changes have you seen in this area? Do you think people and businesses have become more acceptable in terms of eco-friendly materials, even when it is at a higher cost?

I would say people are now more sincerely committed now. What we see as a big change is that people have gained more understanding on what is cultivated forest and what are renewable resources, and probably more sincerity from players in the industry.

What message do you have for the signage industry in India?

What we recommend is looking for low impact ways of communicating, ensuring that promotions minimise the side effects on the environment and people. It should be done while also reducing the cost and effort it takes to remove and recycle the advertising products. We believe that it has to be done and explained in a sincere way, even if we have some products whose performance in terms of eco-friendliness is not as good. It is better to explain what we are doing step by step for the betterment of environment, rather than big promises and no delivery.

SIHL is a Swiss company with manufacturing base in Germany. Coming from a completely different market, how would you compare the signage market in India and Europe?

Indian market is very different and we have to accept the same. We want to provide resources which are not available in the same quantity in India. Europe has plenty of forests and large quanitities of water. India has to manage its scarce water resources and has to protect existing forests. So we can compliment each other. There are things India is better at, for example, textiles. We have to utilise the best of Indian services in order to support our distribution activities in Europe.

Since all products you are selling in India are imported, how do you plan to compete with Indian manufacturers, since obviously your prices would be much higher due to duties?

SIHL at India is bringing in a subset of SIHL products which are considered of value in the Indian market. India is a competitve market and SIHL is not the cheapest company. However, our prices are perceived as reasonable in categories where India is not self sufficient. In these categories, taxes are also not so punishing. We want to bring in products that are different and generate value for Indian users.



Amscreen Rolls Out First-Ever Smart DOOH LED Billboard



Amscreen, Europe's largest digital signage provider, has launched the first ever Smart DOOH LED Billboard with unique individual level LED monitoring integrated into RDM remote device monitoring system, allowing media owners to remain at the forefront of cutting edge DOOH advertising solutions.

As cities continue to get smarter, and consumers are demanding more from brands than ever before, the opportunity to facilitate stronger connections between brands and audiences is greater than ever. Large format digital LED billboards are a smart choice for media owners who want to guarantee that the advertising they display is highly visible even in the brightest sunshine or harshest of weather conditions.

Amscreen is streamlining the entire process for their clients by offering a fully managed service and ongoing 24/7 UK-based RDM remote device monitoring service, rather than relying on third party supply chains that can be unreliable or difficult to manage. RDM is fitted into every single Amscreen product and offers real-time insights and data from 250 sensors that can be integrated to the client's inventory management system, providing consistent, high-quality content for their featured brands.

Every one of their Smart DOOH LED Billboards will be fitted with their tried-and-tested technology meaning that any issues, down to individual LED bulb level can be quickly identified and swiftly resolved. This provides reassurance and accountability to media owners who can assure maximum uptime to their advertising clients. The result will be uninterrupted and completely illuminated brand stories able to catch the eye of target customers in crystal clear quality.

Amscreen produces and operates the most advanced digital signage solutions in the world for the DOOH advertising market. With a technology heritage in wireless communication, remote monitoring and the Internet of Things (IOT) since 2000, Amscreen uniquely offer a full service solution through in-house hardware and software development that is highly focussed on maximising screen uptime for media owners. Over 3, 500+ large format sunlight readable displays are deployed in over 12 European Countries, managed wirelessly from Amscreen's Network Operations Centre using their own Remote Device Monitoring (RDM®) Software as a Service (SAAS) Platform and smart technology integrated within displays.

‘The King’ of Sydney Goes Digital



The renowned 40 x 10 metre billboard at Sydney Airport has gone digital, enabling more advertisers to reach audiences at one of the country’s most premium outdoor media sites.
The unmissable oOh!media’s 400sqm billboard, located on Joyce Drive and affectionately known as ‘The King’, now ranks among the largest digital airport advertising screens in the southern hemisphere.

The King boosts oOh!’s digital airport and roadside billboard offering, adding to a premium portfolio that includes ‘Big Mortey’ at Brisbane Airport as well as two super-sized billboards on the approach to Melbourne Airport, known as ‘The Twins’.

The King, which targets consumers heading to the city from the airport, has one of the highest audience reaches in Australia, in both number and high-value terms. Its upgrade has also been enhanced by the digitisation of ‘The Prince’, a 67sqm portrait-style billboard welcoming travellers coming into the airport, complementing the Melbourne, Brisbane and Adelaide airport external digital network.

Qantas took the opportunity to utilise The King exclusively during its first week of digital life. More advertisers are set to follow on a billboard that has been a regular choice for Australia’s national airline and major luxury brands for many years.

The upgrade also sees the billboard now enter oOh!’s Signature Series, which comprises Australia’s most desirable large-format locations.

‘POP Market Has Grown More Than 6 Times in Last 5 Years’



Karan Shah, Director, Raj Incorporated

Raj Incorporated, formerly known as Dilip Plastics, is a leading manufacturer, exporter, supplier, distributor, wholesaler, trader, retailer and importer of Snap Fasteners, Runner and Zipper, Teslin, HDPE Films & Sheets and many more. It now has a growing presence in signage industry as well, and to understand more about the company’s plans in this segment, we met **Karan Shah**, Director, Raj Incorporated. Here are the excerpts of the interview.

INTERVIEW

Please give us an overview of Raj Incorporated.

Raj Incorporated was earlier known as Dilip Plastics and it was established in 1978 by my father. 1970s was actually the turning point in India’s history in terms of plastics because at that time plastic as a product was introduced to India. Till then, paper and wood were the preferred materials. At that time, the economy was also not open and only Indian manufacturers managed to sell their products in India.

We entered PVC in 1978 and after the economy opened up in 1990s, we started catering to files and folders, which were made from PVCs as PP was not introduced in India. Today, we are catering to smart card industry like credit cards, debit cards etc., while the second most important segment for us is the signage industry. In this, we offer solutions for advertising display, POP display, danglers etc.

What is the share of signage and POP in your overall business?

It is about 30% currently. We have solutions for printers, POP displays, photo frame manufacturers, dangler manufacturers and temporary display boards, as well as advertising boards, which are normally used for sale offers or other promotional purposes. So, our clients basically are printers, vinyl and flex manufacturers and POP display manufacturers.

With the industry and even the government propagating the use of eco-friendly materials, aren’t you wary that your business will get affected in coming times?

I don’t think so. In fact, I am happy that everybody is concerned about nature because I am actually replacing wood with plastic. Thousands of trees are cut every year for various purposes in India. Moreover, this is not a one time use plastic but lasts lifelong. Even after using it for 15-20 years, one can recycle it. After using the recycled material, it can be further broken down and laid out on roads. So, in general, it is a 100-200 year product and it promotes environment-friendliness.

What does your product portfolio comprise?

We provide a whole range of products including PVC foamboard that we sell by brand name sunboard, PP corrugated sheets, transparent PVC, opaque PVC, HIPS sheets, PET films and sheets, WPC, amongst others. We aim to deliver entire qualitative range of PVC films and sheets to our clients. We quality test our products on well defined parameters and our strict quality checking has given us thousands of satisfied clients and a huge turnover.

According to you, how rapidly is POP market expanding in India right now?

It is growing very fast! If we calculate our own turnover, signage was just 10% of our business till four years back. But today, it is 33% of our business; it has more than doubled. If we see the total size, the ratio has increased by three times but the turnover has doubled. The market has definitely grown more than six times in last five years. It has become a really big market in India and is growing phenomenally.

With the growth of e-commerce, do you think there is going to be a fall in the demand for POP displays?

I feel each segment is affecting other segments. Technology will disrupt the market temporarily but it doesn’t stop people. Nothing can be replaced completely and it takes a lot of time. I am catering to one particular segment; the same way e-commerce is catering to another segment. Tier 2&3 cities have not accepted e-commerce yet and those cities are our major markets.

How vast is your presence in India? Tell us about your dealer network?

We have offices in Mumbai, Kochi, Chennai and Kolkata, while we also deal in Bengaluru, Hyderabad, Pune and south Delhi. As far as dealers are concerned, we have a 500+ dealer network, with over 300 in Kerala, 50 in Maharashtra, 10-15 in Gujarat and rest in some other states.

Your presence is mainly concentrated in southern and western India? Any special reason for that?

Frankly, i am very happy with the business in south. Because of high literacy rates and awareness, they are always ready to accept new products faster than people in other states. This is especially true for Kerala.

From where do you source raw materials and how much of it is made in India?

Everything we need is imported from China, Korea, Taiwan, Singapore and US. Our production activities are undertaken in ultra-modern infrastructure spread over a large area. It comprises sub-functional units such as designing, manufacturing, quality testing, warehousing and packaging. The infrastructure of our company ensures that we produce only the best quality products.

Don’t you have any plans to set up a manufacturing unit here?

As of now, we have no plans. There isn’t enough support from Government and infrastructure in India is still lagging behind other countries. We still have power shortage, which is unheard of in China and western world. We have shortage of water and lack of good roads, so we are still a developing country even after so many years of independence. We want to compete with China, which was as poor as India, but look where they are today! They are atleast 30 years ahead of us in terms of infrastructure, technology, formulation, and they have a global market. They are able to manufacture products suitable for European markets but Indians can’t do that. We are still focused on local market. As far as export is concerned, we are 1/20th of what China is. What I feel is that the government should focus purely on infrastructure.

What else do you think government should work on?

I feel that our government, especially the state governments, take the easy way out. If you don’t like something, just ban it. Same happened with flex. They should spend some more money on developing technology to recycle plastic. We can easily find the solution but we are not focusing on that. Banning is not the solution. They should first focus on recycling rather than banning stuff.

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Unique OOH Campaign in Peru Raises Awareness on Skin Cancer





La Liga Contra el Cáncer, a public health initiative, used a roadside billboard campaign in Peru to raise awareness about the harmful effects of ultraviolet radiation, and communicated the dangers of unprotected exposure to the sun.

Spearheaded by McCann Lima, the campaign piggybacks on existing billboards peppering the South American nation's main coastal highway, which draws an average of 1.6m journeys as Lima residents decamp to the beach.

McCann painstakingly daubed sunscreen on every face depicted by 21 different brands currently advertising along the Panamericana Sur, including Coca-Cola, Ford and Pepsi.

Peru is subject to the highest incidences of ultraviolet radiation in the world, fueling an alarming rise in skin cancer rates. #IUseSunblock has the support of Unique and the active participation of companies such as AFP Habitat, Banco Pichincha, Coca-Cola, Culqi, Diners Club, Entel, Euroamerican College, Ford, Glovo, Grupo Líder, Grupo Norte, Huggies, Inca Kola, Kativa, Kio, LOA, Magnesol, Pepsi, Ripley Smart Fit and Yape.

La Liga Contra el Cáncer was founded in Florida in 1975. The League Against Cancer was modeled after a similar organization that began in 1925 in Havana, Cuba and grew to include a world renowned oncology center and operated until the Cuban Revolution in 1959. It serves as an intake and treatment facility for individuals who have been diagnosed with cancer. Once determined to be eligible for services, patient receive the appropriate services at no cost. Services are provided at the League's own facility, in private physicians' offices and at local hospitals.

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Free Advertising on Digital Billboards Make Small Businesses Go 'Up and Running'





A campaign to help small businesses bounce back after Covid-19 lockdown - by running free advertising on giant digital billboards across the country - has been hailed an 'overwhelming' success. When New Zealand was forced into a national lockdown in March to stop the spread of the deadly virus, the majority of businesses were forced to shut up shop.

To mark the move to level 3, when many could reopen and start to rebuild, agencies LUMO Digital Outdoor and Pitchblack Partners launched Up and Running - an initiative dedicated to helping "neighbourhood stores" get back on their feet.

Businesses were offered billboard advertising totally free of charge at one of 23 giant LUMO sites across Christchurch, Auckland, Wellington, Hamilton and Tauranga. Pitchblack took care of the design in the "no strings attached" campaign.

The campaign kicked off on April 28 and within 48 hours more than 500 submissions from small businesses had been made.

Over the next five weeks more than 1500 free ads were displayed, helping hundreds of business owners. Lumo co-founder and chief executive Phil Clemas said in a report that the lockdown period was "a very tough time" for most businesses.

Many of the businesses who took advantage of Up and Running offered either click and collect or delivery services - enough to get them started under the restrictions of level 3.

Bosch Goes Strong on its OOH Strategy During Pandemic



Bosch's brand recognition strategy during the COVID-19 pandemic was helped by a decision in 2017 to incorporate an out-of-home (OOH) in its marketing mix. The decision to bring OOH into the mix came largely from looking at iconic triggers for buying behaviour, and the role that mass advertising has in influencing this.

Bosch's brand presence over the last three years has been directly related to its OOH buying strategy, which included a mix of some of the most iconic sites across major arterial roads along the eastern seaboard and key placements close to retail partners.

The long-term brand awareness strategy increased Bosch's brand perception to the point it is now considered a household name in the white goods sector. The stores love seeing the support in the form of billboards near their stores to help drive sales.



Gartex Texprocess India Announces New Dates for Delhi & Mumbai Editions

WITH AN OBJECTIVE TO SUPPORT THE SWIFT REVIVAL OF THE GARMENT AND TEXTILE INDUSTRY, INDIA'S MOST COMPREHENSIVE EXHIBITION ON GARMENT AND TEXTILE MANUFACTURING SUPPLY CHAIN – GARTEX TEXPROCESS INDIA IS BACK WITH NEW DATES FOR ITS DELHI AND MUMBAI EDITIONS. WHILE THE DELHI EDITION WILL TAKE PLACE FROM 17 – 19 DECEMBER 2020 IN GREATER NOIDA, THE MUMBAI EDITION HAS BEEN SCHEDULED IN MARCH 2021.

GARTEX texprocess INDIA

Following detailed consultations with industry stakeholders, organisers - MEX Exhibitions Pvt Ltd and Messe Frankfurt Trade Fairs India, have announced new dates for Gartex Texprocess India's Delhi and Mumbai editions. Originally scheduled in August 2020, the New Delhi edition of Gartex Texprocess India has now been pushed ahead to **17 – 19 December 2020** at India Expo Mart (IEML) in Greater Noida, Delhi-NCR, whereas the Mumbai edition will take place from **19 – 21 March, 2021** at Bombay Exhibition Center, Mumbai.

The organisers believe that the new dates will ensure optimal revival of trade and provide additional time to exhibitors to plan their exhibits and product launches more effectively in the current environment. The decision which was taken on the basis of feedback from exhibitors, partners and industry associations, also aims to ensure that the event serves its objectives of business, knowledge and tech-exchange in a more meaningful way when the entire textile



fraternity can come together.

Exhibitions are a crucial tool to revive businesses and boost economy. Networking in a safe and controlled environment is an effective way for industries to get back on track, especially for the garment and textile industry that sees Gartex Texprocess as an indispensable channel for marketing, showcasing innovations and forging valuable partnerships in the long run.

Gartex Texprocess India is a trusted industry platform offering immersive experience to both exhibitors and visitors and has transformed the way stakeholders operate in garment & textile machinery industry. The key business event comes packed with the experience and expertise of two major exhibition organisers and draws thousands of quality visitors in every edition. The three-day fair provides a holistic experience to participants not just by way of an extensive display of exhibits, but also through a series of seminars and workshops aimed at facilitating dialogue that highlight on-going trends, opportunities and challenges for the business of textiles. Prominent highlights of the show include Denim Show, Embroidery Zone, Garmenting & Apparel Machinery Zone, Digitex Show, India Laundry Show and Fabrics & Trims Show.

Between now and its opening in December 2020, the organisers aim to continue to keep the industry connected through its webinar series to draw focus on sustainable measures and support the sector during its recovery phase.

For enquiries, please visit www.gartexindia.com.

For more details about other Messe Frankfurt India events, please visit: www.in.messefrankfurt.com

Background information on Messe Frankfurt

MEX Exhibitions Pvt Ltd

MEX Exhibitions Pvt. Ltd. is an international exhibition company with a strong presence of over four decades in the advertising industry, more than 21 years in publishing & 17 years in exhibitions. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore and Thailand.

***Messe Frankfurt** is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).*

For more information, please visit our website at: www.messefrankfurt.com

** preliminary figures 2019*

Colors Digital Focuses on Versatility in Digital Printers



Tejinder Singh, Director
Colors Digital India

COMPANY BETS BIG ON DIGITAL PRINTING MARKET, WHERE THE GROWTH IS EXPECTED TO REMAIN HIGH OWING TO CONSISTENT DEVELOPMENTS IN TECHNOLOGY.

Ongoing technological innovations have blurred the lines that once existed, so the printing industry is much less segmented at present than it was just a few years ago. It is a fact that when PSPs seek to expand their offerings, the wide format printing market is often considered an attractive opportunity. No wonder, they keep exploring avenues that enable them to broaden their service offerings, increase revenues, and improve customer satisfaction. Door printing is the outcome of such an experimental approach which has been at the top of the list for now. This is other than sign, graphics, and visual communications that PSPs were utilising printers while expanding their respective offerings and penetrate new and emerging market segments.

According to Tejinder Singh, director, Colors Digital India, with Colors Digital printers, end users always get value for money output owing to the usefulness and flexibility of these printers which are sturdy and capable of printing on various substrates for numerous applications. The versatility of digital printing technology has already proved its worth in numerous applications catering to a of variety of industry segments like Glass, Ceramic tiles, Wood, ACP, Signage, Gifts, articles, etc. and many different types of substrates. "Fabric and papers prints are just other areas which have been added recently to the attributes of our printers to let the PSPs benefit by exploring all the possible business avenues," says Singh.

Singh said that in the last 18 months, the company has manufactured and sold as many as 250 printers (UV + Eco-Solvent + Solvent). "The performance is extremely good, so is the response from the market. This is because we use genuine parts and high-quality components for our printers. For instance, we use HIWIN mute rail guide, Ultraprint/Photoprint – RIP Software Germany IGUS Power cable and JYY Ink Suction Pump. The printers also sport rear-bed-front-heater, Infrared heater, LED lights at cleaning position- and printing bed lift type carriage."

Boasting his manufacturing experience, Singh shares that Colors Digital diversified into manufacturing only a couple of years back with a promise to meet all the needs of its valuable customers who were heavily relying on imports. "For printing solution, we offer UV Hybrid Machines, UV LED Flat Bed & Roll-to-Roll Machines, Eco-Solvent Roll-to-Roll Machines, Sublimation Machines, Textile Printing Machines, Laser Machines, T-Shirt Printing Machines, and Grand Jet along with others. Apart from that we offer spare parts like printheads (Epson, KM, Spectra, etc.) and accessories like Eco-Solvent, Sublimation & UV Inks to complement the specific needs of PSPs."

Singh underscores that the core policy at Colors Digital is to listen to an individual's concerns. "Responding to an individual is significant when it comes to building and maintaining relationship and showing concerns to valued customers, which of course is not everyone's cup of tea. This is because the ability to understand the issues and offering corresponding corrective measures without any delay is vital. To address specific demands of our customers, we have a dedicated helpline through which our specialists try attending customer's enquiries diligently and try to provide fast and accurate service," he asserts.

Singh has been associated with the industry since more than a decade. "The experience that I have gained through these many years has enabled me to understand even the finest point of customers' concern, which has helped us to secure an extended list of satisfied clients. With the support from the industry, we expect to emerge as of among the leading solution providers of large format printers in India," he avers.

All these are the testimonies showing what digital printing market has in its store for future, where the growth is expected to remain steady. Thanks to the consistent developments in technology that keeps bringing forth a number of opportunities for the PSPs. Singh is of the opinion that in wide format print technology, door, fabric and paper printing are rapidly emerging segments. Adding fuel to the fire is the inquisitiveness of PSPs who are now able to offer tailored designs for creating unique interiors. As these requirements continue to evolve, the print industry will accordingly adapt to the changing demands of the marketplace.

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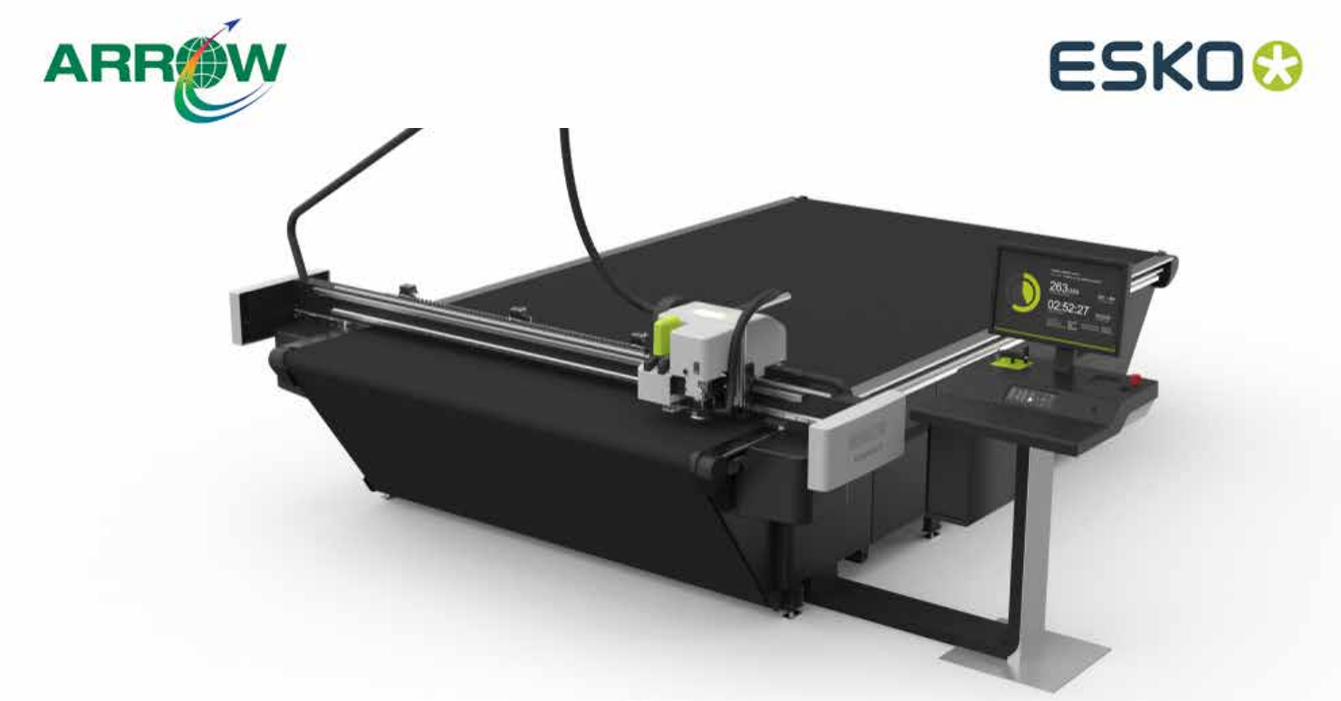


Arrow Digital Proudly announces Esko Kongsberg X24 Edge Installation at Arrow Democenter in Ahmedabad

Arrow Digital a leader in Printing and Cutting Equipment and technologies have recently installed the Esko Kongsberg X24 Edge at its state of the art Democenter in Ahmedabad. Mr. Sam at Arrow Digital adds, New Kongsberg X Edge is extremely versatile, and suitable for short run production. The machine is designed to cut and finish simultaneously giving you a better quality of finish and competitive edge over the other cutting technology available in the market.

Mr. Sam adds, Finishing is just as important as printing itself, likewise printing, finishing various substrates is a challenge, especially when considering printable non-traditional materials. Kongsberg provides you a complete spectrum of tooling to finish the entire range from paper based material to harder material like Sun board, Acrylic, MDF, ACP , WPC, Bubble board, Fabric etc. Instead of outsourcing finishing processes, the Kongsberg gives you an in-house solution, giving you a competitive edge. Additionally, the machine can help speed up, streamline, and enhance your finishing process, making sure you get the most out of your printer's speed capabilities. Finishing can become a bottleneck in your workflow and productivity, but with the Kongsberg Series, you can transform the finishing process into one of your strongest attributes and a significant profit centre. For print shops, maximizing profitability is a two-fold equation; Printing and proper timely execution of finished products. By having the right decisions and strategies in place, you can make sure that the finishing process becomes a profit centre for your company and not an expense. Considering the current situation where labour is a challenge, Kongsberg will take care of your commitments in delivering product JIT (Just in Time).

The ROI of the machine can be recovered quickly as it is versatile to replace traditional cutting equipment like (Lazer, Router, plotter and hand tool) and deliver equivalent productivity. Additionally, it can finish substrates like duplex board, corrugation, honeycomb and foam giving you the advantage of diversifying in other segments. Applications like V grooving, Polishing and engraving are the latest developments that Kongsberg can deliver and make you a differentiator in the market.

The Kongsberg X Edge delivers this high production speed and outstanding cutting quality at a remarkable price. Its design avoids the impact of costly reinvestment when a business expands, not only delivering exceptional cutting quality but also unlocking future production flexibility and profitability. This new innovation has been developed to ensure great quality for any job or application. The extra features like fast tool loading, auto recognition and calibration features are ideal for short run jobs, with the added flexibility of an optional conveyor system available to support automated board and roll feeding and to finish longer than the table.

The latest camera system helps in perfect registration for the heavy distorted jobs, Edge recognition for registering corrugation Jobs where the print is underside and detecting barcode for automation.

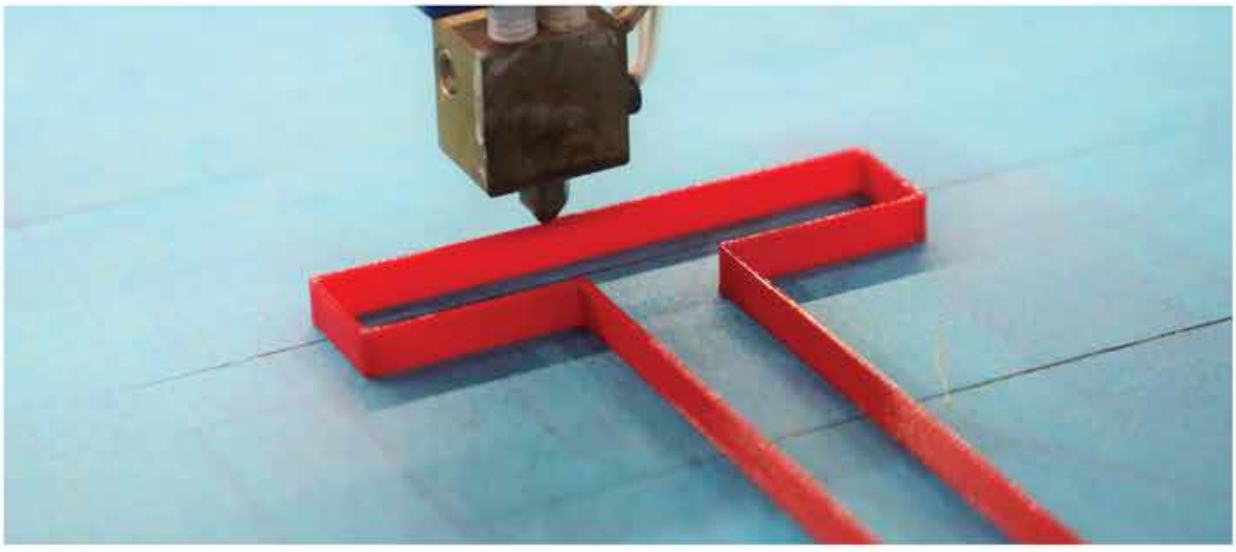
The rack and pinion drive, the construction of the tabletop and the dual motors, all combine to ensure that the table provides the greatest cutting accuracy and consistency. It is engineered to work continuously (24 X 7) for several years assuring that your investment is secured.

Mr. Sam adds, the main purpose for installing the Kongsberg edge is to give the customers and the prospects the entire work flow experience and they can test their product right from design-Print-cut. The Kongsberg X Edge appeals to clients who desire a no-compromise, quality product at an affordable price, but importantly a machine that offers upgradability in the future as the business grows.

More important now than ever before during the pandemic and as skilled labour grows scarce and expensive; less wastage and fast execution of print and cut jobs pays for itself in supporting timely deliveries in this ever demanding industry. What good is printed output sitting on the floor without finishing and shipping. As you mix and match or create innovative applications with your printer, create more profitable opportunities; learn more, schedule your virtual or in person demo with our skilled team with a vast array of applications that will amaze you. Learn about our made in India green boards and materials that will impress you and your clients. Learn about the mini digital mini garment factory as well with print and cut textiles for garments and signages.







MODIFY TO SUIT UNIQUE NEEDS

3Dprinting, a revolution allowing not only limitless customization but also designs of greater intricacy. In recent years, this technology has developed significantly and can now perform crucial roles in many applications like manufacturing, medical, industrial, sociocultural etc. We at TheMediaExpo are proud to support this revolution in #printingindustry which has moved well beyond prototyping, rapid tooling, trinklets and toys.

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NEWSWIRE-NATIONAL

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Global DOOH Announces Moving Walls and TPS Engage Partnership

Moving Walls and TPS Engage have entered a global partnership to accelerate the adoption of automated and audience-driven OOH (Out-of-Home) and place-based advertising. As part of the initial deal, Moving Walls Group's supply-focused subsidiary, Location Media Xchange (LMX) will enable TPS Engage's contextual OOH marketplace to provide advertisers with global access to an inventory of more than 30,000 screens across Southeast Asia and India.

The outdoor advertising industry has faced the brunt of the population lockdowns put in place to combat the spread of Covid-19. However, it has also forced stakeholders to start adopting data and technology platforms that help link media spends to outcomes, which is standard for online advertising.

Moving Walls has recently established independent offerings for both the buy-side and the sell-side stakeholders. To brands and media agencies, they provide cloud-based planning and analytics for all forms of OOH media powered by a multi-sensor location data platform. Meanwhile, LMX works with the asset owners to equip them with inventory management and sales automation tools.

TPS Engage has a keen focus on enabling the contextual delivery of creatives on digital screens based on different rule sets in a scalable manner. This technology has attracted the world's most innovative brands like Samsung, Coca Cola, Uber Eats, and Burger King, among others.

Moving Walls and TPS Engage have both established strong technology platforms to support OOH automation. However, their on-ground presence across different markets has the potential to complement each other. The Moving Walls group has a strong presence in 7 markets including Singapore, India, Indonesia, Philippines, Nigeria and the United States while TPS Engage's offices are spread across New York, Dubai, Seoul, and Bucharest.

DAN's Hyperspace launches information Signage Program

As the countrywide lockdown eases, organisations across sectors are deeply focusing on the health and safety agenda to sail through the coronavirus era. In an endeavour to support the organisation's efforts towards safeguarding their staff, customers and clients, Hyperspace, the shopper marketing consultancy from Dentsu Aegis Network, has rolled out an Information Signage Program.

The program offers a bouquet of solutions that will enable social distancing, safety and hygiene across eleven touch points. The eleven touch points include the entry gate, stairs, elevators, reception, washrooms, meeting rooms, cabins, walking areas, cubicles, general seating areas as well as the cafeteria. Moreover, these flexible and quick solutions can be implemented with much ease across all types of offices.

Central Government Not Releasing Enough Budgets for OOH Industry

The Bureau of Outreach and Communication's decision to cut back any OOH spends in view of the Government of India's move to clamp down new schemes has belied Indian OOH industry's expectations of higher Government spends on the media. The schemes were pushed back by the Government in the face of the Covid-19 pandemic, and hence any publicity on such schemes had to be put on the back-burner.

It is also shared that if required, OOH will be taken into consideration in the second phase wherein the mass medium like TV & Digital media will be used in the 1st phase of promotion wherein the rural campaigning will be done on the panchayat level for educational campaigns on Covid19 in the rural areas.

As per the figures as a response to an RTI, around INR 531.24 crore was spent on outdoor publicity in the period between June 2014 and January 2018 and annually INR 186.59 crore in the year 2016-17 and INR 71.42 crore in the year 2017-18. But, since there were no major announcements last year, OOH industry didn't get any revenue from by any of the ministries in 2018-19, especially in the second half of the year.

Times Ooh Announces Free Creative Services for Outdoor Campaign

As lockdown relaxes in certain geographies, clients are getting ready to restart their advertising campaigns. There has been no shooting for new video advertising content since last two and a half months, as a result brands are pivoting towards OOH ads which can go live very very quickly. Times OOH -one of the largest outdoor advertising agencies, announces the offering of creative support to assist brands to quickly put together an outdoor campaign that ensures early results.

Times OOH will offer free creative support on OOH media bookings during June – September. The offer includes – producing of new creative, adapt existing ads for OOH and convert existing campaign for DOOH. Creative work will be carried out by a team of in-house creative specialists with over years of experience to ensure and create inventive, effective and accountable brand communication.

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Group M India Appoints Ajay Mehta to Lead Cinema & OOH



GroupM appoints Ajay Mehta as managing director, cinema (ITV) and OOH (Kinetic). Prior to this, Mehta used to be the MD of ITV. Ajay Mehta will also be joining the GroupM India Executive Committee (ExCo). The coming together of the two businesses is a huge opportunity for the company to create new strengths and to be valued partners for the clients by delivering result – oriented solutions for them.

In his new role, Ajay Mehta will focus on integrating the teams and prioritise focus on larger returns for clients and brands, shaping solutions that would provide an edge for the company's clients by collaborating with multi avenues like digital, technology and other media opportunities. The news comes after Rachna Lokhande announced her resignation as CEO of Kinetic India, which will come into effect on August 14, 2020. The announcement of Lokhande's departure was made at the company's internal meeting.

According to Prasanth Kumar, CEO, GroupM South Asia, the company is fortunate to be the leaders in both cinema and OOH practices and the goal and vision is to make it stronger and bolder. All the ITV teams along with the Kinetic leadership team will report to Ajay Mehta while he will continue to be based out of Gurgaon and will report into Prasanth Kumar.



NEWSWIRE-INTERNATIONAL

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Primedia Outdoor Executes First Prime-Intelligence Ad Campaign

PRIMEDIA Outdoor announced that it has successfully executed the latest technically innovative product, Prime (i) Road and Prime (i) Mall. Prime (i), which is short for Prime-Intelligence, aims to offer advertisers the opportunity for mass personalisation through Primedia Outdoor's digital advertising platforms on both roadside and in the mall environment. According to Primedia, the technology-enabled digital advertising platform allows for hyper-targeted and relevant brand messaging, enabling advertisers to communicate to their intended audience on a whole new level with the use of digital billboards.

Prime(i) Road uses anonymous vehicle recognition technology to target consumers of specific vehicles. All vehicle details are matched with an anonymised vehicle specification database and ads are triggered and served automatically; this is based on specific vehicle make and model when stationary. The technology is unique to its Urban LED screens and currently rolled-out onto six digital billboards located on main arterials and at key intersections across Johannesburg and Pretoria. Prime(i) Road offers brands highly defined targeting ability and greater efficiency, whereby reaching core audiences with no wastage, says Primedia.

In 2019, Audi South Africa partnered with Primedia Outdoor to promote their new Audi A1 model in an innovative OOH campaign,



serving highly-targeted audiences a tongue-in-cheek creative message with the use of Prime(i) Road.

Prime(i) Mall makes use of anonymous video analytics software that allows advertisers to serve target specific messaging to their intended audience in the mall environment, with ads being triggered based on shoppers' distinct facial features. It is currently installed onto 24 of its digital mall navigation units in 10 key malls across South Africa.
In total, Primedia Outdoor reports that it has 30 technology-enabled cameras installed onto their digital assets, which are equipped with comprehensive data sources to provide advertisers with audience data in real-time.

Dunkin Announces a New Cross-Channel Campaign To Promote Job Openings

The "Dunkin 'Runs on you" effort is the brand's first national ad campaign delicately on recruitment. It is developed with BBDO New York. The campaign highlights on the job, skill development, professional growth opportunities and flexible schedules afforded to employees in both English and Spanish. It also included TV spots, digital assets which can be customized for individual franchise needs as well as social, radio, OOH and in-store signage.

With the pandemic spreading rapidly, fast food chains like Dunkin' may be hit as fewer people are out spending money. By hiring 25,000 people, the brand has an opportunity to help boost the economy by supporting its franchisees and giving consumers a way to put money in their pockets to spend.

The campaign comes as the chain to pursue a more integrated approach to the marketing for its brand image. Dunkin' also partnered with Southern New Hampshire University (SNHU) to offer online college education and business skills training to franchise employees. The campaign will promote the new benefit as a way to help independent franchisees hire and retain employees in front-counter and restaurant management roles.

Dunkin' is now offering an opportunity for some folks to find work among a range of roles. By designing a consumer-facing ad campaign like this, the chain will reach people throughout their daily lives, potentially increasing the volume of job applicants.

Woo Appoints New Agency For its Biggest OOH Campaign

The World out of Home Organization (WOO) – which represents Out of Home media owners, national associations and specialist media agencies worldwide – has appointed New Commercial Arts to handle a major global campaign to promote the medium as Covid-19 lockdown eases. New Commercial Arts was appointed through a competitive pitch. The campaign will run on OOH sites given by media owners in countries worldwide. It will be the biggest OOH campaign of all time with support from national OOH associations and specialist OOH agencies as well as the multiple media owners all working in concert.

New Commercial Arts was formed in May 2020. James Murphy and David Golding were co-founders of adam&eveDDB, now the UK's biggest ad agency and twice Cannes Lions Agency of the Year. NCA's other founders are Ian Heartfield, former chief creative officer of BBH London and Rob Curran, former global head of customer experience at Wunderman Thompson.

The World Out of Home Organization is a worldwide association of outdoor advertising companies. It engages in worldwide lobbying for outdoor advertising with authorities, international organizations, political opinion formers and the communication media.

Resource Guide

ACRYLIC LED SIGNAGES

G+ Signages & Stencil Point
76 A, Rani Jhanshi Road, Jhandewalan,
New Delhi-110055
Mob: 9810435853, 9205886424
Email: ledsignagepoint@gmail.com

ALUMINUM COMPOSITE PANELS

Aludecor
1, R.N. Mukherjee Road, Martin Burn
Building, Suite No.52, 5th Floor, Kolkata
700001, West Bengal, india
Mob: +91-9874304314, +91-18001020407
Email: crm@aludecor.com

Euro Panel Products Pvt. Ltd.
702, Aravali Business Centre
Ramdas Sutrale Road, Borivali (West)
Mumbai-400092, Maharashtra, India
Mob: +91-8828238388, +91-22-29686500

Metro Panel Industries
Room/Floor/Building: Survey No-757
Kadi-382715, Gujarat,India
Mob: +91-9910772224,+91-41740070
Email: aman@crossbondindia.com

Umiya Flexifoam Pvt. Ltd.
Plot No.40A, Panchratan Industrial Estate
B/H Vivek Steel Changodar
Ahmedabad-382213, Gujarat, India
Mob: +91-9909927511, +91-9228025446
Email: atul@flexibond.com

BALLOONS

Balloons India
112A, Sant Nagar, East of Kailash
New Delhi-110065
Mob: 9871298916
Email: info@balloonsi.com
Website: www.balloonsi.com

BANNER STANDS/ROLL UPS

Pashupati Enterprises
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New Delhi-110008.
Tel: +91 11 45078000,
Mob: +91 98110-87254
E mail: info@pashupatiad.com
Web: www.pashupatiad.com

CNC ROUTERS

Angel India Impex
J-21, Udyog Nagar, Rohtak Road,
Nangloi, New Delhi-110041
Email: angelindiaimpex@gmail.com

Mehta Cad Cam Systems Pvt. Ltd.
4&5 2nd Floor, Sumel Complex,
Opp-GNFC Tower, NR-Tej Sarkhej,
Gandhi Nagar Road,
Ahmedabad -380059
Tel: 07926840551/2684553
Email: mishra@mehtaindia.com

Suresh Indu Laser
Unit -1, Sno-15, Arihant Marg,
Sukhsagar Nagar, Katraj, Pune-411046
Tel: 020-26962062/26961708
Email: darshan@silaser.com

DIGITAL PRINTING

Aman Advertising Pvt. Ltd.
Plot No-487/60, National Market
Peeragarhi, New Delhi (India) S.C.F.
169 Second Floor, Sector 26,
Grain Market, Chandigarh-160026
Tel: +91-172-4611000, Mob:
9711130773

Prince Digi Graphics
37 A, Government Industrial Estate, Charkop,
Kandiwali (West), Mumbai-400067
Tel: 022-28606117, 28696117
Mob: 9892233770
Email: Princedigigraphics@rediffmail.com

Vijas Digital India Pvt Ltd
279. New Ashirwad Ind. Estate No-5,
Ram Mandir Road, Goregoan (west)
Mumbai-400014
Tel: 022-56942573

DIGITAL TEXTILE PRINTING MACHINERY

Apsom Technologies (India) Pvt. Ltd.
202, Shri Sai Corporate Park, Plot No. B/8,
Mahakali Mandir Road,
Opp. Laxmi Nagar Indl. Estate,
Off. Link Road, Goregaon (West)
Mumbai - 400 104.
Tel.:022-28787804 / 9322515809

Apsom Technologies (India) Pvt. Ltd.
12/36, Site IV, Sahibabad,
Ghaziabad, Uttar Pradesh - 201010
Tel.;0120-4261170 / 9810343951

Arrow Digital Pvt. Ltd.
1005-1006, Aditya-10th Floor, Opp. Sardar
Patel Seva Samaj, Chimanlal Girdharlal Road,
Mithakhali, Navrangpura, Ahmedabad-380006
Gujarat, India
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Email: ambika@arrow-digital.com

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DCC Print Vision Llp
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Mumbai-400059, Maharashtra, India
Mob: +91-8920715966, +91-22-40855000
Email: vikram.tiwari@groupdcc.com

HP India Sales Pvt. Ltd.
Building No.2, DLF Cyber Green Tower
D & E, DLF Cyber City, Phase III
Gurugram-122002, Haryana, India
Mob:+91-180030020369
Email: retambra.siddiqui@hp.com

Mimaki India Pvt. Ltd.
DSM 332 & 333, 3rd Floor, DLF Tower, Shivaji
Marg, New Delhi-110015, India
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Email: Rahul.raja@mimaki.com

ECO SOLVENT MEDIA

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P-3 New Cit Road, 4Th Floor, Kolkata -700073
Email: sibcoflex@gmail.com
Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

Sun Sign & Technologies
207, Aradhana Bhawan
Commercial Complex,
Azadpur, New Delhi-110033
Tel: 011-47506050
Email: sunsigntechnologies@gmail.com

Taneja Technocom
D-52, Flatted Factory Complex,
Jhandewalan, New Delhi-55
Mob: 9312236639, 9810747472
Email: allmedia@wyte.com

Taneja digital
116, DSIIDC Complex,
Okhla Phase-I New Delhi
Tel: 011-40508491/2/3
Website: www.inntan.com

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105-107 Gagandeep Building, Rajendra Place,
New Delhi-110008.
Tel: + 91 11 45078000, Mobile: +91 98110-87254
E mail: info@pashupatiad.com
Web: www.pashupatiad.com

Sawhney Signage
2176, 1st floor, Rajguru Rd,
Chuna Mandi, Pahargunj, New Delhi-110055
Tel:011-43595808, Mob:9212516808
Email: sawhneysignage@gmail.com

FLEX

Pioneer Flex
B46, Hosiery Complex, Phase II, Noida
UP-201305, New Delhi India
Tel: 0120- 4111113-14, Mob: 8586981749
Email: sks@pioneerflex.in

Qrex Flex Pvt. Ltd.
National Highway-8, Pipodara,
Gujarat- 394110
Tel: 02621 292 121
Email: qrexflex@gmail.com

SIBCO Overseas
P-3 New Cit Road, 4Th Floor, Kolkata -700073
Email: sibcoflex@gmail.com
Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

SRF
Block-C, Sector-45, Gurgoan,
Haryana-122003
Tel: 0124-4354400

Sunflex Fabrics Pvt. ltd.
National Highway-8, Near Timbadi Patiya,
Behind Patidar Township,
Morbi - 363641, Gujarat, India
Mob:+919726922002
Email: info@sunlexfabrics.com

Sun Sign & Technologies
207, Aradhana Bhawan Commercial Complex,
Azadpur, New Delhi-110033
Tel: 011-47506050
Email: sunsigntechnologies@gmail.com

Southern Agencies
343/5, Ground Floor, Munoth Centre
Triplicane High Road, Chennai-6000005
Ph.: 044-2859 1890, 044 2841 5592
Email: info@southernagencies.com

GLASS & METAL PRINTING MACHINES

Ansure Tech Solutions
1-2-607/73, LIC Colony Road
Behind NTR Stadium, Ambedkar Nagar
Hyderabad-500080
Telangana, India
Mob: +91-9394516042, +91-9959865589
Email:ansuretechsolutions@gmail.com

Caldron Graphics
F-3/13, Okhla Industrial Area, Phase-1
New Delhi-110020, India
Mob: +91-9810005833, +91-11-40531888
Email:rajat333@hotmail.com

Colorjet India Limited
B-195, Phase-II, Noida-201305
Uttar Pradesh, India
Mob: +91-120-4897992
Email: marketing@colorjetgroup.com,
smarth@colorjetgroup.com

HEAT TRANSFER SYSTEMS

J.N. Arora & Co. Pvt. Ltd.
276, FIE, Patparganj Industrial Area
Delhi-110092, India
Mob: +91-9810628231, +91-11-43232525
Email: sales@jnarora.com

INKS

Kinjal Digital Imaging Solution Pvt. Ltd.
806/A, 8th Floor/A Wall Street,
Opp. Orient Club, Ellisbridge,
Ahmedabad-380006
Tel: 079-26460332, Mob: 09879266661
Email: info@trinityinks.com

Sun Sign & Technologies
207, Aradhana Bhawan Commercial Complex,
Azadpur, New Delhi-110033
Tel: 011-47506050
Email: sunsigntechnologies@gmail.com

LAMINATION MACHINES

B&R Digitals
A-66, Kailash Industrial Complex,
Parksite, Vikroli (W), Mumbai-400079
Tel:022-25174148, Mob: 9819816522
Email: bnrdigitals@rediffmail.com

LASER ENGRAVING MACHINES

Keith Electronics Pvt. Ltd.
429, Ansal Chamber-II,
6 Bikaji Cama Place, New Delhi-110066
Tel: 011-26170179/81

Angel India Cad Cam Pvt Ltd
J-21, Udyog Nagar, Rohtak Road,
Nangloi, New Delhi-110041
Tel-011--43397100
Email-angelindiaimpex@gmail.com

Mehta Cad Cam Systems Pvt. Ltd.
4&5 2nd Floor, Sumel Complex,
Opp-GNFC Tower, NR-Tej Sarkhej,
Gandhi Nagar Road, Ahmedabad -380059
Tel: 07926840551/2684553
Email: mishra@mehtaindia.com

Unique Laser Engravers
A/104, Sani Shopping Center,
Opp. Rly. Station, Jogeshwari (W),
Mumbai- 400102
Tel: +91 22 26789268 /26787772
Mob: 91-9892222900
Email: sales@uniquelaser.net
info@uniquelaser.net
Website: www.uniquelaser.net

LED MODULES

G+ Signages & Stencil Point
76 A,Rani Jhanshi Road,Jhandewalan,
New Delhi-110055
Mob: 9810435853, 9205886424
Email id: ledsignagepoint@gmail.com

Polyplast Corporation
114-C, Hall Bazar, Opp- Kairon Market,
Amritsar, Punjab- 143001
Mob: 09814121348, 9356172100
Email: polyplast114@hotmail.com

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Azadpur, New Delhi-110033
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Email: sunsigntechnologies@gmail.com

Southern Agencies
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Triplicane High Road, Chennai-6000005
Ph.: 044-2859 1890, 044 2841 5592
Email: info@southernagencies.com

Tremai LED
16, 2nd Floor, Rama Rd, Industrial Area
Najafgarh Road Industrial Area, Delhi – 110015
M: +91 99111 11174
Web: tremailedlighting.com

LED STRIPS

Tremai LED
16, 2nd Floor, Rama Rd, Industrial Area
Najafgarh Road Industrial Area, Delhi – 110015
M: +91 99111 11174
Web: tremailedlighting.com

MULTI-COLOUR SCREEN PRINTING

Vardhman Ad Print
B-65, 1st Floor, Lawrence Road Industrial Area
Delhi – 110035, INDIA
Tel: +91-11-45583265
Mobile: +91-9136644551, 9810316468
E-mail: v_adprint@yahoo.co.in
vardhman.ad@gmail.com
Website: www.vardhman93.com

P.O.P. DISPLAYS

Vijas Graphics Pvt. Ltd.
Vijas House, C-1, Cama Estate
Walbhat Rd., Goregoan (E),
Mumbai-400063
Tel: 022-40683700
Email: info@vijasgroup.com
Website: www.vijasgroup.com

PROMOTIONAL UMBRELLAS

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Web: www.pashupatiad.com

SUBLIMATION PRODUCTS

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MUMBAI - 400 104.
Tel.:022-28787804 / 9322515809

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Ghaziabad, Uttar Pradesh - 201010
Tel.;0120-4261170 / 9810343951

Apsom Technologies (India) Pvt. Ltd.,
23-R, Motilal Basak, Garden Lane,
Phool Bagan, Kankur Gachi, Kolkata - 400 054
Tel.: 9883543995 / 9331269836

Daksh Enterprises
304-307, Vats Market, Pitampura
Delhi-110034 (INDIA)
Ph.: +91-11-45871014, +91-11-27020349
Mo.: +91-9911192205
Fax No.: +91-11-45871014
Email: dakshenterprises@hotmail.com
Web: www.dakshenterprises.com

Mohan Impression (Presto)
4/1 R.B.C. Road, (Nr Mirnaliny Cinema Hall)
Opp- Aditya Academy School
Dumdum, Kolkata-700028
Tel: 033-25298578, 25798736
Website: www.prestowonders.com

SIGNAGE MACHINERY

Apsom Technologies (India) Pvt. Ltd.
202, Shri Sai Corporate Park, Plot No. B/8,
Mahakali Mandir Road,
Opp. Laxmi Nagar Indl. Estate,
Off. Link Road, Goregaon (West)



Mumbai - 400 104.
Tel.:022-28787804 / 9322515809

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Apsom Technologies (India) Pvt. Ltd.
23-R, Motilal Basak, Garden Lane,
Phool Bagan, Kankur Gachi, Kolkata - 400 054
Tel.: 9883543995 / 9331269836

Arrow Digitals Pvt. Ltd.
71/6-71/7 B-9 FF
Rama Rd.New Delhi-110015
Tel-011-25192829,25192645
Email-support@arrow-digital.com

Britomatics
No-102, Basement Maharani Plaza
Ashram, Delhi-110014
Tel: 011-47210000, 47210001, 47210002
Website: www.indiasigns.com

Caldron Graphics
F-3/13, Okhla Ind. Area, Phase-I,
New Delhi
Tel: 011-40531888, 46576131
Email: caldrongraphics@rediffmail.com

Colorjet India Ltd.
B-195, PHASE-II, Noida - 201305
Uttar Pradesh, India
Tel: 91-120-2460413/2417774/4548195
Email: www.colorjetgroup.com

Colors Digital India
Tejinder Singh
Plot No. B-6/4, Site 5, Kasna Industrial Area
Greater Noida, UP-201310
Mob: +91 8802105000/ 9310309009
Email: colorsdigitalindia@gmail.com

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Mo.: +91-9911192205
Email: dakshenterprises@hotmail.com
Web: www.dakshenterprises.com

Fujifim India
Unit No. 505 & 504, 349 Business Point,
WE Highway, Andheri (East), Mumbai-400069,
Tel: 022-42364074

Hewlett Packard India (P) Ltd.
Hewlett Packard's India Sales Pvt. Ltd.
Building No-2, DLF CYBERGREEN
1st to 4th Floor, Tower D&E
DLF Cyber City, Phase II,
Gurgaon.-122002, Haryana, India

Infinity Digital Solution Pvt. Ltd.
5/7, Kirti Nagar Indl Area,
New Delhi-110015
Tel: 011-25107345-46, Mob: 9811022325

Keith Electronics Pvt. Ltd.
429, Ansal Chamber –II,
6 Bikaji Cama Place, New Delhi-110066
Tel: 011-26170179/81

Macart Equipment Pvt. Ltd.
5, Krishna Kunj Building, 64/31
Erandwane Karve Rd., Pune-411004
Tel: 020-25440973
Mob: 8975758457
Website: www.macartworld.com

Monotech Systems Limited
C-206, Naraina Industrial Area Phase – 1
New Delhi – 110 028, India
Tel: +91 11 4750 5613,
Mob: +91 971 162 5962
Email: marcom@monotech.in
Website: www.monotech.in,
www.monotechinkjetsystems.in

Negi Sign Systems & Supplies Co.
301 Shivam Chambers, Next to Sahara,
S.V.Road, Goregaon West.Mumbai- 400104
022 – 61566000
Website: www.negisign.com
Mail id: media@negisign.com

Siare Technologies Pvt. Ltd.
3, Maruthi Street, Ayappa Temple Cross,
Subbayana Playa, Banaswadi Main Rd.,
Bengaluru -560043
Tel: 080-25420650/65956145

Southern Agencies
343/5, Ground Floor, Munoth Centre
Triplicane High Road, Chennai-6000005
Ph.: 044-2859 1890, 044 2841 5592
Email: info@southernagencies.com

SPARE PARTS

Colors Digital India
Tejinder Singh
Plot No. B-6/4, Site 5, Kasna Industrial Area
Greater Noida, UP-201310
Mob: +91 8802105000/ 9310309009
Email: colorsdigitalindia@gmail.com

Goldtech Graphics Pvt. Ltd,
15/8, Site-4, Sahibabad Industrial Area,
Near Kaushambi Metro station,
Gaziabad, U.P.-201010
Mob: +91-9818360956, 9205131374
Email: goldtechgraphics@gmail.com
Website: www.goldtechgraphics.com

UV FLATBED PRINTING

Vardhman Ad Print
B-65, 1st Floor, Lawrence Road Industrial Area
Delhi – 110035, INDIA
Tel: +91-11-45583265
Mobile: +91-9136644551, 9810316468
E-mail: v_adprint@yahoo.co.in
vardhman.ad@gmail.com
Website: www.vardhman93.com

UV PRINTING MACHINES

Mehta Cad Cam Systems Pvt. Ltd.
4&5 2nd Floor, Sumel Complex,
Opp-GNFC Tower, NR-Tej Sarkhej,
Gandhi Nagar Road,
Ahmedabad -380059
Tel: 07926840551/2684553
Email: mishra@mehtaindia.com

Apsom Technologies (India) Pvt. Ltd.
202, Shri Sai Corporate Park, Plot No. B/8,
Mahakali Mandir Road, Opp. Laxmi Nagar Indl.
Estate, Off. Link Road, Goregaon (West)
Mumbai - 400 104.
Tel.:022-28787804 / 9322515809

Apsom Technologies (India) Pvt. Ltd.
12/36, Site IV, Sahibabad,
Ghaziabad, Uttar Pradesh - 201010
Tel.;0120-4261170 / 9810343951

Apsom Technologies (India) Pvt. Ltd.
23-R, Motilal Basak, Garden Lane,
Phool Bagan, Kankur Gachi, Kolkata - 400 054
Tel.: 9883543995 / 9331269836

Fujifim India
Unit No. 505 & 504, 349 Business Point,
WE Highway, Andheri (East),
Mumbai-400069, Maharashtra, India.
Tel: 022-42364074

Infinity Digital Solutions Private Limited
No. 5/7, Kirti Nagar Industrial Area,
Delhi - 110015, India
Mob: 08588838357

Monotech Systems Limited
C-206, Naraina Industrial Area Phase – 1,
New Delhi – 110 028, India
Tel: +91 11 4750 5613 ,
Mob: +91 971 162 5962
Email: marcom@monotech.in
Website: www.monotech.in,
www.monotechinkjetsystems.in

VINYL CUTTING PLOTTERS

Apsom Technologies (India) Pvt. Ltd.
202, Shri Sai Corporate Park, Plot No. B/8,
Mahakali Mandir Road,
Opp. Laxmi Nagar Indl. Estate,
Off. Link Road, Goregaon (West)
Mumbai - 400 104.
Tel.:022-28787804 / 9322515809

Apsom Technologies (India) Pvt. Ltd.
12/36, Site IV, Sahibabad,
Ghaziabad, Uttar Pradesh - 201010
Tel.;0120-4261170 / 9810343951

Apsom Technologies (India) Pvt. Ltd,
23-R, Motilal Basak, Garden Lane,
Phool Bagan, Kankur Gachi,
Kolkata - 400 054
Tel.: 9883543995 / 9331269836

Angel India Cad Cam Pvt Ltd
J-21, Udyog Nagar, Rohtak Road,
Nangloi New Delhi-110041
Tel-011--43397100
Email-angelindiaimpex@gmail.com

Keith Electronics Pvt Ltd
429 Ansal Chamber -II
6 Bikaji cama Place New Delhi-110066
Tel-011-26170179/81

Mehta Cad Cam Systems Pvt. Ltd.
4&5 2nd Floor, Sumel Complex,
Opp-GNFC Tower, NR-Tej Sarkhej,
Gandhi Nagar Road,
Ahmedabad-380059
Tel: 07926840551/2684553
Email: mishra@mehtaindia.com

WALLPAPER MEDIA

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Email: umesh@oodyindia.com

Gita & Company
205, Masjid Bander Rd., Mumbai-400003
Tel: 022-66347111, 23112800
Website: www.gcoindia.com

SIBCO Overseas
P-3 New Cit Road, 4Th Floor,
Kolkata -700073
Email: sibcoflex@gmail.com
Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

Sun Sign & Technologies
207, Aradhana Bhawan Commercial Complex,
Azadpur, New Delhi-110033
Tel: 011-47506050
Email: sunsigntechnologies@gmail.com

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Arrow Digital Pvt. Ltd.
1005-1006,Aditya-10th Floor, Opp. Sardar Patel
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Mithakhali, Navrangpura Ahmedabad-380006,
Gujarat, India
Mob:+91-9999429476, 7926404017/18
Email:ambika@arrow-digital.com

Monotech Systems Limited
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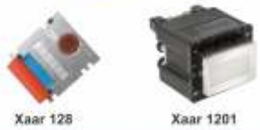

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