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SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

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GST has been the talk of the time because of it being the biggest indirect tax reform that the country has come across since independence. Although the concept was long overdue, but owing to the complexity, it remained incomplete when implemented as the infrastructure needed to carry this forward was not worked out. However, the country as a whole is feeling overwhelmed with this taxation system that has a lot of promises to meet along with instilling fair trade practices. No wonder, the signage industry is keeping fingers crossed in the hope that it would ultimately bring 'Achchhe Din' for the trade.

In order to capture the impact, we approached quite a few industry stakeholders. Most of them were seemingly busy changing or rather upgrading their system to be in compliance with the GST requirements. Still, we stole some precious moments from their busy schedule to know if they understood the nuances concealed therein and if the customers are responding well to the changing traits of the market coordinates. They unveiled their versions of the instant impact, followed by the hopes they have kept attached with it.

Going ahead is the report on the much-hyped Gartex - India's comprehensive exhibition on garment & textile machinery, fabrics, accessories & allied industries, concluded with much fan-fair, as expected. The 2nd edition of the Show, spread over 65,000 sq ft, witnessed 16,790 trade visitors walking in to explore the latest technological advancements trending in the garment & textile manufacturing industry brought forward by around 100 national & international exhibitors at Pragati Maidan in New Delhi, during 29–31 July, 2017.

The issue also carries insights from a few renowned players like Mehta Cad Cam, Macart Equipment, Adwel Art, etc. to bring you the updates on the development planned in the near Future. On the OOH part, the issue entails an interesting aspect on how flavoured summer drinks found JCDecaux Street Furniture as an appropriate out-of-home medium to promote themselves. Along with it is an unusual approach of gaining attention of the passersby or the onlookers. It's a signboard of a clothing store carrying a notice for a lost cobra thereby creating a buzz in the neighborhoods.

Apart from an interesting mix of campaigns, innovations and interactions, this issue also brings forth what's trending in signage and advertising of late.

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

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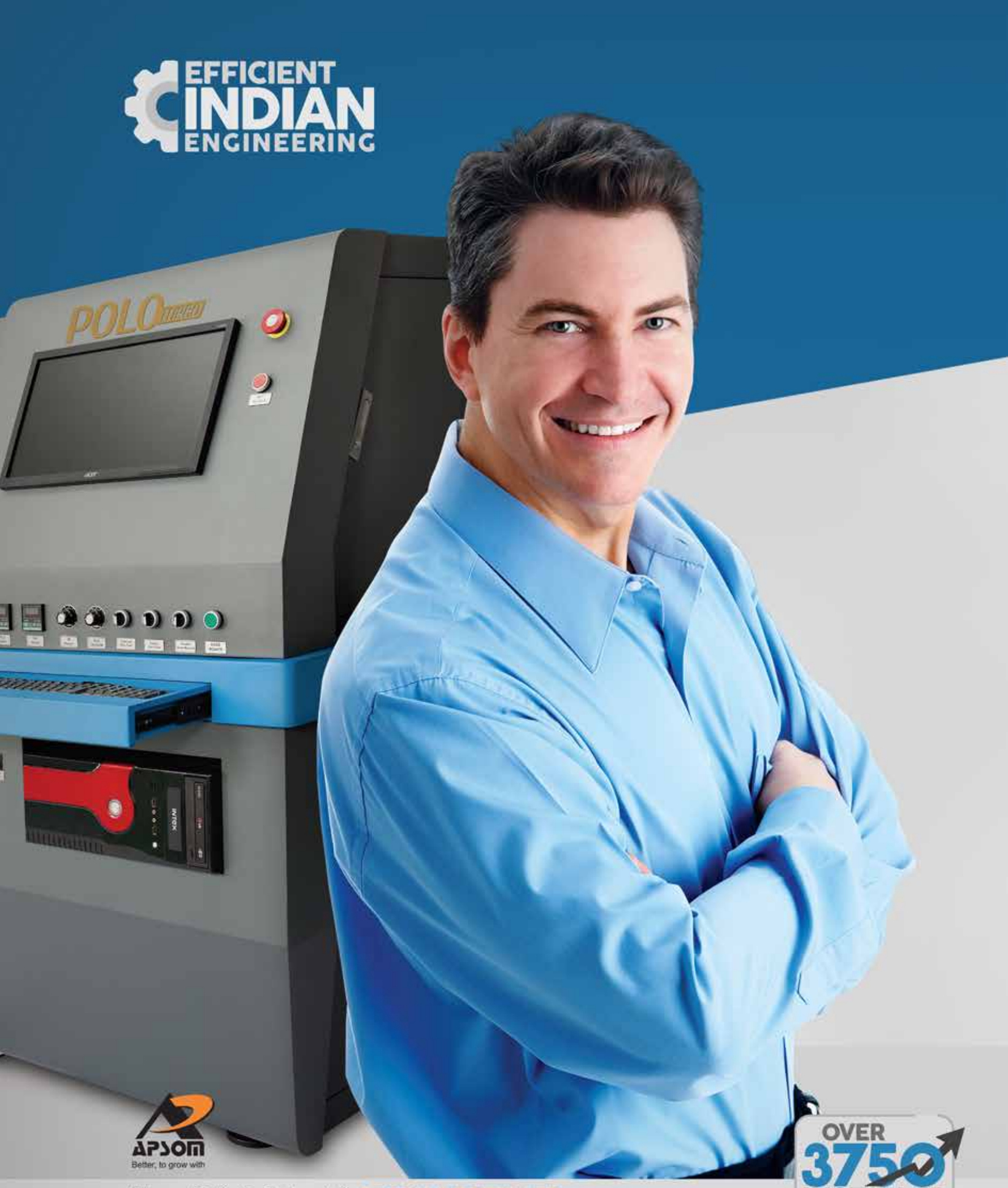
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After its Viral Success Online, 'Pokemon Go' Continues the Chase Outdoors



Pokemon Go completed one year and its creators; Niantic Labs celebrated its anniversary by going outdoors with billboard ads featuring real time data from the game app in Tokyo, London and New York. Created by Wieden+Kennedy the campaign consisted of some brilliant billboards that were activated as PokeStops allowing game players who engage with the ads to collect in-game items.

The billboards flashed messages like, "With over 16M Pokémon caught in New York, 17.5M in London and 32.2M in Tokyo just yesterday, we felt that the best way to celebrate these local communities would be to publish these stats and call out these awesome cities."

Public Mobile Runs a Low-Budget, No-Frills Campaign



Canada's famous wireless brand, Public Mobile launched a unique campaign titled 'Less for Less'. The campaign was designed to promote the company backed by TELUS' mission to trim the excess frills other networks. Brilliantly created by creative agency Cossette, the campaign highlights the unnecessary extras that Public Mobile avoids. The sole purpose was to send across the message that Public Mobile would rather operate with fewer frills and keep costs low for their customers.

Universal Pictures Root for Pets in the Latest Outdoor Campaign



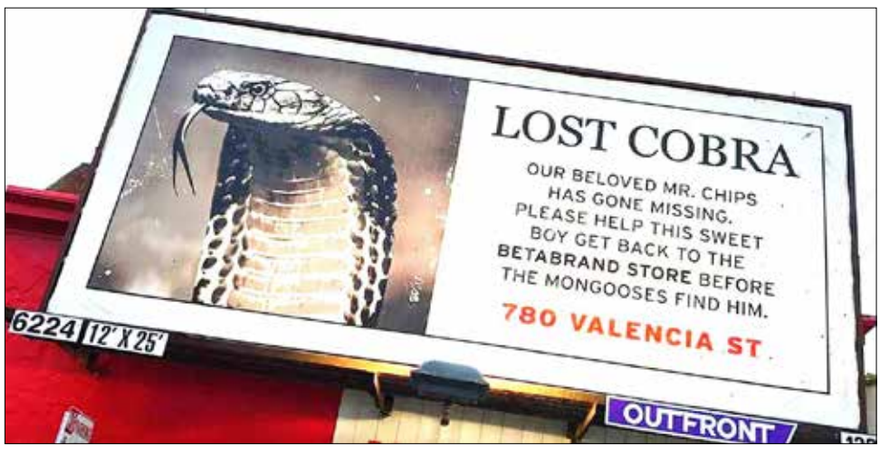
Universal Pictures released a spell-binding outdoor campaign for pets where digital boards were framed as windows, with the pets jumping up and trying to look out of them. The ads were also integrated with smartphones to enable uploading selfies that would appear on the ads and match one of the characters. MediaCom and Ocean Outdoor who were given the job of creating innovative ad campaign sure did excel in it.

Hammam Bus Shelters Help Commuters Relax in Netherlands



How about a bus shelter that gives you the opportunity to take a few minutes off your busy schedule to relax and unwind? Well, Posterscope Netherlands, in association with skin care brand Rituals out up a bus-shelter spa for passengers. The transformed JCDecaux bus shelter stood right in city centre of Amsterdam where busy travelers given a chance to relax and experience the famous Middle Eastern bath house ambience in a space lit with candle, decorated with copper benches and traditional mosaic walls. This was the brand Ritual's way of promoting their new product line of inspired by the ancient tradition of eastern Hammam spa's, with a focus on creating a home wellness experience and escaping the busy daily life.

Betabrand Reports a Lost Cobra to Generate Footfalls at Retail Store



What do you think would attract your attention towards a billboard? Could it possibly be a notice for a lost cobra? A San Francisco clothing store chose an unusual approach to attract footfalls to its store; it set up 9 ominous billboards featuring a notice about a lost cobra. This billboard from Betabrand surely created a buzz in the neighborhoods as people were impressed by the brand's sense of humor.

The Body Shop Takes Initiative to Promote Clean Environment



As a part of its commitment to environment activism, The Body Shop launched 3 ads throughout London that removes pollutants from the atmosphere with the help of Airlabs' air cleaning system. Strategically placed in some of the most polluted parts of the city, these billboard ads clean air off nitrogen dioxide and particulate matter.



IT TOOK AROUND 17 YEARS FOR GST TO CROSS THE CORRIDORS OF POWER AND BEAT THE ERA OF UNCERTAINTIES TO FINALLY MAKE ITS WAY INTO THE MARKET WHICH WAS EAGERLY AWAITING THIS BIGGEST TAX REFORMS SINCE LONG

It was around two months that the much-hyped and much-awaited Goods and Services Tax (GST) got implemented for which we, at Sign & POP World magazine, were eager to capture the impact on our industry. Keeping alive our inquisitiveness, we first stepped into the local hub Chuna Mandi followed by a few signage making equipment/printers' manufacturers to note the effects of this newly introduced unique, but complex tax reform. The market was seemingly at a standstill as most of the stakeholders were busy readying their systems in compliance with the GST requirements.

On our repetitive efforts, they agreed to take out some time and shared their respective views on how the industry is making a transition to cope up with the GST regime, which in any case is inevitable and that there is no escape from it. With this impression that a lot of small vendors and service providers are not yet ready to ascertain the GST system, they opted for a small break and are waiting for the system to be in place and then work out the solutions arising out of this sudden shift.

In Chuna Mandi of Paharganj area in New Delhi, we didn't find many speakers on this front but a handful of them suggested that the GST system, once fully tuned in with all the rectifications, would surely add to the industry's growth in a systematic manner which was long overdue. Not only this, but also it would put a cap on rapidly increasing unethical trade practices. Amidst all this, none of the stakeholders come forward or provided us with the exact list of items concerning signage industry, falling under GST.

GST in India

As we know, following the Union Cabinet's approval to the four GST Bills—Central GST Bill, Integrated GST Bill, Union Territory GST Bill and GST (Compensation to the States) Bill, the Goods and Services Tax (GST) has been pitched as the biggest tax reform in India since independence. Like other industries and sectors, everyone in the Indian printing and signage industry welcomed with a hope for things to turn out positively as GST was expected to bring a sweeping change to a lot of business parameters.

It has been around two months now and the time has come for all businesses to consider and measure the impact of the new tax reform. There is no doubt that GST has a far reaching impact virtually on



"THIS IS JUST THE BEGINNING OF A NEW ERA FOR SMOOTHENING THE PROCESSES WHICH HAD BEEN DUE FOR LONG."

Vijay Kandari, Sales Head,
Negi Sign Systems & Supplies Co.



"IT'S NOT ONLY FOR THE SIGNAGE INDUSTRY, BUT FOR THE BETTERMENT OF THE COUNTRY AS A WHOLE."

Vishwa Pratap Singh, MD,
Green Tech



"WE ALREADY HAVE OUR GST REGISTRATION IN PLACE AND ARE BUSY EDUCATING OUR CUSTOMERS ON ITS POSITIVITIES."

Smarth Bansal, Senior Product Manager,
Colorjet India

What is GST?

Goods & Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that will be levied on every value addition.

Isn't the definition complex and confusing?

In simple words, GST is an indirect tax levied on the supply of goods and services. GST Law has replaced many indirect tax laws that previously existed in India.

So, before GST, the pattern of tax levy was as follows:

Under the GST regime, tax will be levied at every point of sale.

Now let us try to understand "GST is a comprehensive, multi-stage, destination-based tax that will be levied on every value addition."

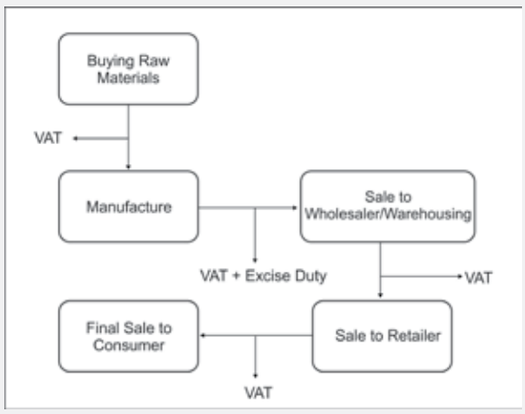
Multi-stage

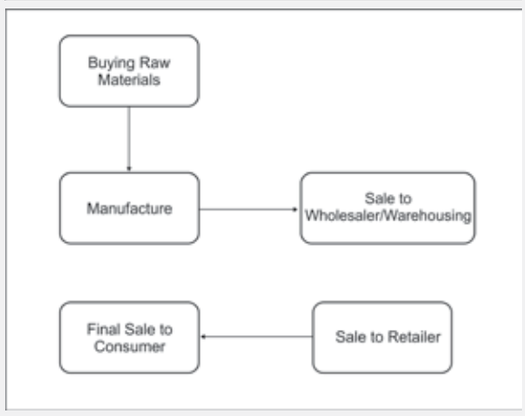
There are multiple change-of-hands an item goes through along its supply chain from manufacture to final sale to consumer.

Let us consider the following case:

- Purchase of raw materials
- Production or manufacture
- Warehousing of finished goods
- Sale of the product to the retailer
- Sale to the end consumer

Goods and Services Tax will be levied on each of these stages, which make it a multi-stage tax.





Source: cleartax.in

all parameters of supply-chain operations including contractual agreements, pricing, supply models, information technology, tax compliances, etc., and there is a lot to analyse, plan, implement and prepare to take forward the change in taxation system.

Going ahead, none of the players seemed confident when asked about dealing with GST. In general, there is a state of confusion in the minds of many of the manufacturers/ suppliers, whom we met, to know the impact. Quite a few of them shared that they were maintaining stock of materials which will run till September, thereby trading only with what they had accumulated before the announcement of new tax system. Keeping in view all this, actual impact of GST can be measured only after the pricing and the system would get revised. However, there is still lack of clarity around what the actual impact on the industry will be.

GST In Malaysia

When GST was implemented in Malaysia, it was experienced that the rollout was far from seamless because of the lack of awareness and preparedness at the receiving end of the tax reform; which led to business disruption, operational issues and delayed compliance for many. One of the reasons for the lack of preparedness was that GST had long been discussed and repeatedly delayed, just as in the case of India. Because of this, the businesses deferred when taking necessary actions until it was too late. When compared with Malaysia, in India, GST is far more complex, with dual GST regimes owing to two tax administrative authorities—Centre and States—which are equally empowered to levy tax on each transaction concurrently.

Impact on Signage Industry

Indian signage industry has been keeping →



"GST MEANS THE ADVANTAGE OF CHEATING HAS GONE AS WE ENTERED INTO AN ALL NEW REGIME OF FAIR TRADE PRACTICES."

Parag S. Kothari, CMD,
Jaysynth Dyestuff (India) Ltd.



"WE ARE HAPPY TO HAVE THE LONG-AWAITED TAX REFORM GST IMPLEMENTED. IT WILL SURELY BOOST OUR TRADE."

Atul C Gandhi, Director,
Macart Equipment Pvt. Ltd.



"OF COURSE, ONE QUARTER WILL SUFFER. BUT AT THE END OF DAY, THE INDUSTRY WILL COME OUT OF IT WITH FLYING COLOURS."

Anshuman Nagpal, General Manager-Sales, DCC Print Vision LLP.

What are the components of GST?

There are 3 applicable taxes under GST: CGST, SGST & IGST.

- CGST: Collected by the Central Government on an intra-state sale (Eg: Within Karnataka)
- SGST: Collected by the State Government on an intra-state sale (Eg: Within Karnataka)
- IGST: Collected by the Central Government for inter-state sale (Eg: Karnataka to Tamil Nadu)

In most cases, the tax structure under the new regime will be as follows:

Transaction	New Regime	Old Regime	
Sale within the State	CGST + SGST	VAT + Central Excise/Service tax	Revenue will be shared equally between the Centre and the State
Sale to another State	IGST	Central Sales Tax + Excise/Service Tax	There will only be one type of tax (central) in case of inter-state sales. The Center will then share the IGST revenue based on the destination of goods.

Source: cleartax.in

its fingers crossed even prior to the implementation of GST for things to turn out positively. This is because GST has swept away the multiple taxes and taxation points that were practiced in the past regime and were badly affecting the growth of this sector. It has undoubtedly brought a single-point taxation in the country with a rather simplified taxation system. Though a lot is yet to be studied for understanding the current set of unique but complex taxation system, things would be a little more clear and manageable with the passage of time.

As mentioned by **Vijay Kandari**, Sales Head, Negi Sign Systems & Supplies Co., "If we leave the short-term gain or loss and try concentrating on a rather larger canvas, GST will bring the ultimate solution. Definitely, there would be some level of uneasiness in the trade for the next couple of months, but considering this as just the beginning of a new era of smoothening the process, we are happy with it. As far as readiness of the ground is concerned, it would never be completed keeping in view the expanse of the geography the tax reform has been set for. India is a huge country with varied culture & practices where while something stand good for one state, it may not be equally beneficial for the other, given the varied system."

On a similar note, **Vishwa Pratap Singh**, MD, Green Tech, said, "It's not only for the signage industry. Whatsoever is happening, is for the betterment of the country as a whole. We admit that we were not ready for it owing to the news of further delay in the implementation of GST in the market. But once the new taxation system has been put in place by the Centre, there is no escape. We will have to abide by and get our system upgraded to be in compliance with the same. It will take some time but overall it is there to help the trade."

It is expected that seamless flow of input credit, under the GST regime, would benefit the printing industry which was facing issues of blocked working capital due to large accumulated CenVAT Credit balances. Further, it is expected to substantially overcome the gaps which were present in the then indirect tax regime by eliminating cascading effect of taxes and duties which were not getting full input set off. This would surely help the stakeholders of the signage industry to better manage the working capital and plan the expenses.

GST also promotes wider tax net implicating that it's beneficial to be GST-compliant. The new taxation system has removed cost inefficiencies arising due to the existence of a layer of taxes in the form of Central Sales Tax, Octroi or Local Body Taxes and other physical interstate tax barriers. Nevertheless, the GST regime would improve the cost competitiveness of the printing industry with the unification of fragmented domestic market along with the reduction in cost

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Sunny Thakur,
Lakshya Signages



"MOST IMPORTANTLY, GST WILL FACILITATE CASHLESS TRADING WHERE MAINTAINING BOOK OF ACCOUNTS IS INEVITABLE."

Shailesh Mehta, Director,
Mehta Cad Cam Pvt. Ltd.

associated with tax compliance, inventory and logistics.

Concerning imports, GST states that imports are to be considered as supplies in the course of inter-state trade or commerce, and therefore, are subject to the basic Custom Duty plus IGST (Integrated GST). Under the GST regime, full input tax credit is available on such IGST paid on imports. As rightly pointed out by **Smarth Bansal**, Senior Product Manager, Colorjet India, "Since most of the machine sellers are getting these machines from China on undervalued invoices they will not be able to transfer the benefit to the customers, whereas we make the machines in India we can transfer this benefit to the consumers directly."

What our industry does expect from GST!

Most of the industry stakeholders agree that over the passage of time, GST will bring a larger portion of the unorganised sector into the mainstream, which will ultimately change the business dynamics irrespective of the industries or sectors. Moreover, the threshold limit and the exemption list are significantly pruned resulting in bringing many goods/ services under the purview of GST, which earlier were outside the tax ambit.

As pointed out by **Parag S. Kothari**, CMD, Jaysynth Dyestuff (India) Ltd. and Jay Instruments & Systems Pvt. Ltd., "GST means the advantage of cheating has gone. It was a much-needed tool for the trade to instill fair trade practices as well as to help capping the gray-marketing. We are so happy about it. We are one of the organised sector units. We are paying every taxes till date and all he transactions are well recorded on paper. It's really been a harassment for the industry that there exists a gray market for the spare parts where people are importing, bringing in substandard quality, under invoicing, and ultimately ruining the trade. All these will be stopped."

According to Kothari, it was an audacious task for the government to get 29 states agree to a new regime keeping in view the federal structure. There were so many problems to solve to get the GST legislation in place. We are pretty sure that it will boost our business. It's a great thing for our country that business will be practiced on the books rather than off the books. No doubt that those who believe in shortcuts will have to face some difficulties in finding legitimate ways for practicing the trade," he added.

"We are happy to have the GST implemented as it will surely boost our trade. In fact, we were waiting for this tax reforms for the betterment of the country as a whole, and for the printing industry in particular. In the long run, this will not only be helping the signage industry to grow on its own, but also the impact can be clearly felt across the country irrespective of any particular sector. It's a big chain that would surely catapult the economy in time to come," added **Atul C. Gandhi**, Director, Macart Equipment Pvt. Ltd.

With the concept of single/separate registration for each state, an increase in tax compliance obligations has been noted especially owing to the increased number of returns that has gone up to around 37 in a year for a single registration. Adding to it is the matching concept under GST where the taxpayers would have to reconcile their procurement with the sales of their vendors and supply of goods & services with their purchasers on a monthly basis in order to avoid denial of input tax credit is seemingly cumbersome but soon facilitate a transparent give & take.

Although credit of GST paid on inputs at every stage of value addition would be available for the discharge of GST liability on the output, separate credit pools for all three different types of GST – CGST (Central GST Bill)/SGST (State GST)/IGST(Integrated GST) would have to be maintained for each state. The transitional provisions under the GST law entail a list of credits that can be carried forward into the GST regime, on fulfillment of certain conditions.

"There has been a turbulence especially in the domestic sector, although nothing hampered the exports. Let me tell you prior to GST, we always had a parallel economy running and this would take a while to get out of it. Of course, one quarter will suffer, but at the end of day, I am pretty sure that the industry will come out of it with flying colours. No doubt that there is a level of ambiguity in it, which would have stayed otherwise also. We always wished and wanted to have a policy which is transparent with crystal clear imaging, but remember whenever there comes a transition, there is a pain attached to it. It will follow the same trajectory as demonetisation that had kept the activities at a standstill for two to three months. And thereafter it will be virtually skyrocketing," asserted **Anshuman Nagpal**, General Manager-Sales, DCC Print Vision LLP.

So, the need of the hour is not to get confused but to gear up and initiate the process of identifying the potential issues that have emerged while transitioning to GST. For those businesses, which were proactive in preparing and planning in the GST early are at a competitive advantage indicating that early planning and timely execution was necessary to leverage this advantage. It helped to avoid disruption along with being 100% compliant of all legal and procedural requirements under the new law, and manage opportunities effectively with GST in practice.

"There is nothing to worry about as this had to happen either today or a couple of years after. Now, why is it taking more time to be in practice because, we are yet to understand the system. The whole system is to be upgraded, which we already have started and will soon be in compliance with the GST. Though, it will take one or two months more for getting in to the groove depending on the preparedness of the stakeholders. There is no respite as even the retail customers or the small vendors have to comply with the same. Once the GST is in practice, it will surely benefit the players like us," suggested **Sunny Thakur** of Lakshya Signages.

Impact on Manufacturing Sector

Manufacturing sector has been a growth driver for various developed countries in the past but India's manufacturing sector

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"IT WILL HELP FACILITATE GENUINE TRADE PRACTICES REGARDING WHICH WE ARE ALSO EDUCATING OUR CUSTOMERS."

Vardhman Shah, Director,
Suresh Indu Laser Pvt. Ltd.



"THE 'ONE NATION ONE TAX' IS CERTAINLY GOING TO HELP THE TRADE AND THE INDUSTRY IN THE LONG RUN."

Sandeep Kumar,
DOC Sign



"GETTING IN COMPLIANCE WITH THE GST IS THE ONLY WAY OUT FOR THE BUSINESS TO GROW FURTHER."

Bharat Wadhwa,
Vee Kay Enterprises

has always been a lackluster performer, partly owing to the complex tax structure. Government knows the importance of this sector, and has therefore, taken several steps in the recent past to make India a manufacturing hub at the global level. The newly introduced GST regime with the changing indirect tax structure is expected to act as a catalyst for driving growth of the sector. It has a far-reaching impact on business avenues, compelling organisations to realign bottlenecks such as production cost, production time, supply chain, compliance, logistics, etc.

Highlighting the manufacturing trait, **Shailesh Mehta**, Director, Mehta Cad Cam Pvt. Ltd. explained, "We are manufacturers, and therefore, were liable to pay both Excise Duty plus VAT - each at 12.50% - under the past tax regime. While VAT was getting reimbursed, the Excise Duty never turned back. In GST, we are listed under 18% tax slab, which is claimed back in full inducing a direct saving of 7%. Ultimately, this has brought down the costs for our customers. Most importantly, GST will facilitate cashless trading where maintaining books of account has become inevitable irrespective of industries or sectors. Besides, it will also reign in the unfair trade practices."

Bansal of Colorjet feels that GST is a great move. "We expect huge growth in our business as stock transfer is very easy now. We just think that if GST would have been under 10% on machines, especially for those made in India, then 'Make In India' could have got another push keeping Indian manufacturers further motivated. We already have our GST registration in place and doing a campaign to educate a lot of customers to get issued the GST numbers to take the tax credit, which they will pay on the machines and thus their total cost of ownership will automatically go down. Being the largest manufacturer in India having a market share of approx. 40%, we take every move from the Government of India with positive frame of mind to help us grow along with the industry and the country," he said.

Echoing similar sentiments, **Vardhman Shah**, Director, Suresh Indu Laser added that the GST is equally applicable to all the manufacturers and traders who have properly maintained their book of accounts till date. "It will help facilitate instilling genuine trade practices regarding which we are also educating our customers that if they get themselves compliant with GST, they will be benefited as every capital investment of this kind is entitled for rebate. Also, people engaged in the signage industry are not properly educated, but are blessed with traditional artistic attributes. They want to grow their business simply by installing machines without concerning about the quality. They look for ways to save on taxes. We are trying our best to educate them on the fair trade practices," he shared.

Impact on manufacturers, distributors and retailers

GST which is purported to bring in the 'one nation one tax' system has its effect on various industries differently. Experts feel that the first level of differentiation has come with the nature of business - whether the industry deals in manufacturing, distributing and retailing or is providing a service. GST is expected to boost competitiveness and performance in India's manufacturing sector. Declining exports and high infrastructure spending are just some of the concerns of this sector. Prior to GST, multiple indirect taxes were aiding to the administrative costs for manufacturers & distributors. But with GST in place, the compliance burden has eased out this sector to help it grow more strongly.

As highlighted by **Sandeep Kumar** of DOC Sign, "The One Nation One Tax was long awaited to facilitate a level playing field for all. Earlier, each state has a different set of taxes resulting in deferred pricing for the same signage in different parts of the country. But now, for one type of signage, the cost would be same across the nation. This is certainly going to help the trade in the long run, if not immediately. We have started getting compliance with GST, which will take some time to be in line with the current set of taxation system. Also, for solution providers like us, it needs some more investment, which of course is a one-time, to bring the trade back to normal."

Bharat Wadhwa of Vee Kay Enterprises opined that although GST is meant to help the trade but will take some more time to bring the market back on track. "Quite a few retail customers are still absent due to this new taxation system as it has ultimately added to the cost for them. However, for small players getting in compliance with the GST is the only way out for the betterment of the business. The whole process would take two-three months from now," he said.

Abhijeet Bose of Satyam Techno suggested that if anything new is introduced in the name of law, it comes with long-term implications, and therefore, two months are not much to analyse the impact. "For now, the trade is on a standstill as everyone is busy making compliance with the GST. Moreover, there are a lot of ambiguities in the system regarding levy of taxes on components and final products. For instance, Acrylic accrues 5% tax, whereas when the signboard is made out of the same Acrylic, get entitled to the highest bracket of GST i.e. 28%. All these would take another couple of months to get settled."

28% rate actually is bothering quite a few

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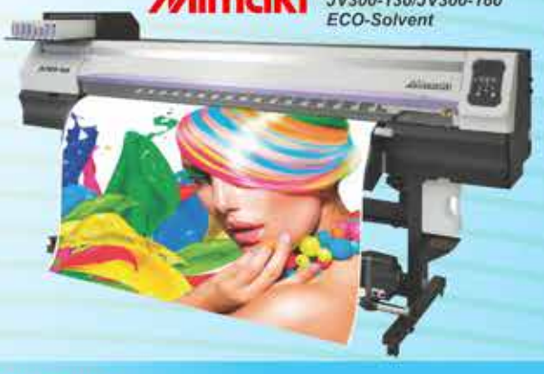
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"THERE ARE A LOT OF AMBIGUITIES REGARDING LEVY OF TAXES, WHICH WOULD TAKE ANOTHER COUPLE OF MONTHS TO SETTLE DOWN."

Abhijeet Bose, Satyam Techno

industry stakeholders, and hence, it's the concern for many. "It's a good move. We are not hampered with the implementation of GST, but the rate imposed is too high for a market which is still looking for ways to grow. The imposition of GST has brought the market to a standstill except for those dealing with corporate clients. The scenario will continue for the next two-three months to predict anything for the future because by then the ambiguity attached with the new tax reform would reach to some level of clarity," said **Nitin Srivastava** of City Advertising.

Increased compliance requirements

There are still a lot of gaps in GST Act so it is difficult to make predictions about its impact on industry in time to come. However, using the information available we have done impact analysis of GST on manufacturing industry. GST demands businesses to set-up mechanism for meeting the requirements of GST. Increased compliance has closed loopholes in the tax framework, but has increased the costs initially for businesses. Once businesses would adapt themselves to meet the requirements of GST, compliance costs will come down drastically over a period of time.

Reduction of cascading taxes

Input Tax Credit is arguably the most important feature of GST but it isn't something new for the taxpayers. Under the outgoing system of indirect taxes, manufacturers are allowed to claim most taxes levied on inputs. However, they are not allowed to claim Central taxes paid against State taxes and vice-versa. This often leads to a situation where manufacturers are unable to claim excess credit of central



"IT'S A GOOD MOVE FROM THE CENTRE. WE ARE NOT HAMPERED WITH THE IMPLEMENTATION OF GST, BUT THE RATE IMPOSED IS TOO HIGH."

Nitin Srivastava, City Advertising

or state levies. Not just these, even Central Sales Tax paid on inter-state procurements was also not creditable, and are costs for the companies.

Another issue is the cascading of taxes at the post manufacturing stage. Dealers, retailers etc. are subject to taxes on their input side which are not creditable (service tax on input services, excise duty on capital goods). This leads to an increase in the cost of goods, ultimately affecting the competitiveness of Indian manufactured goods vis-à-vis imports. All these issues are addressed under GST, which permits tax set offs across the production value-chain, both for goods and services to help reduce the cascading effect of taxes and bring down the overall cost of production of goods.

Contrary to this, **Tejinder Singh,** Sign Store, Mumbai, a signage solution provider from Mumbai, said, "In the earlier tax regime, Excise Duty (12%), Additional Duty (4%), Basic Duty 10 and Cess (2%) were refunded in the form of ModVAT or concessional rate through a security bond on imports for manufacturers. But in the current set of taxes, both the traders and the manufacturers have to pay same tax/duty for import, which of course, would be harmful on the part of indigenous manufacturers who are driving the 'Make In India' campaign. This will certainly help traders to have edge over manufacturers who have setup their factories with much more investment than a traders do in running simply through an office."

Reduction of classification disputes

Manufacturing sector often struggles with litigations in the current indirect tax regime. These litigations are mostly based on classification disputes. Different products are taxed at different rates while some are



"GST IS GOOD BUT NEEDS SOME RECTIFICATIONS ELSE IT WOULD BE HARMFUL ON THE PART OF INDIGENOUS MANUFACTURERS."

Tejinder Singh, Sign Store

exempt from tax under excise and VAT legislations which make compliance difficult for manufacturers. Replacing the layered indirect tax structure with GST, which is based on the principles of a simplified rate structure and minimisation of exemptions will significantly reduce disputes arising from classification of products.

Supply chain restructuring based on economic factors

Businesses structure their supply & distribution models in a way that it minimises their tax liability arising at various levels of value addition. Transition to GST should hopefully result in such decisions being taken to optimise business efficiency (as opposed to indirect tax efficiency). For instance, currently warehousing choices are often based on arbitrage between VAT rates in different States and between applicable VAT and CST rates. With the advent of GST, it is hoped that such warehousing and logistics decision would be based on economic efficiency such as costs and locational advantages vis-a-vis key customers.

Impact of GST on Service Providers

According to a report published recently, as of March 2014, there were 12,76,861 service tax assessees in the country out of which only the top 50 paid more than 50% of the tax collected nationwide. Most of the tax burden is borne by domains such as IT services, telecommunication services, Insurance industry, business support services, banking & financial services, etc. These pan-India businesses already work in a unified market, and while they started noticing that the compliance burden is becoming lesser, there is apparently not much change in the way they function even after GST implementation.


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The Cigarette Time Bomb!



People of Kochi got to experience this unique ad campaign initiated by Mathrubhumi in order to create awareness among public about the harmful effects of tobacco. With the help of Kochi City Police and the Corporation of Kochi a creative installation at the Vytilla junction was made. It is in shape of a time bomb that is ticking away that can explode any moment. The structure of time bomb has dynamites replaced by cigarettes. The concept was aimed at giving people a real feel of the risks involved in smoking. Cigarettes made from PVC pipes and a timer clock was attached on both sides of the installation to give a more realistic look. The caption on the installation read, 'Every second you smoke a cigarette, you're getting closer to death'.

The creative installation was designed by Maitri advertising suggesting public the fatal consequences of smoking and passing on the message loud and clear that every smoker is like a ticking bomb.

Savlon Promotes Hygiene in the Most Unique Way



Given the importance of hygiene in day to day life; especially that of hands to avoid ingesting germs, Savlon designed this unique campaign to spread the word. Named 'Street Style', the campaign was dedicated to the World Hand Hygiene Day celebrated on May 5. Keeping in mind the fact that Indians love to indulge in street food sometimes even overlook the hygiene conditions, Savlon India focuses on importance of cleaning hands. With the tagline of 'Ask for clean hands', select food stalls on streets of Mumbai were given a bell to be attached to the stall. Whenever a customer at the stall chooses to ring the bell the cook of the stall would wash their hands to ensure hygiene. This fun way of educating people about maintaining hygiene wile preparing and serving food was indeed a fun-filled experience for the Mumbaikars.

The initiative was rolled out at some popular street food joints in Delhi, Mumbai and Kolkata. Designed by Oglivy and Mather, sachets of Savlon hand wash were also provided to encourage vendors to clean their hands before serving food.

Ramakrishnan Hariharan, Senior CD, Ogilvy Mumbai, said, "What's immensely satisfying about this activity is the public response it has garnered. There is clearly a mass level, collective need for good hygiene in our country. It's just that it has not been given the due importance, so one demands for it. What a beautiful way of starting a conversation about basic hand hygiene, and making people realize they can actually ask for it."

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CASE STUDY

Delhi Commuters at Bus-shelters Experience Going Live on Big FM!



Delhi commuters waiting at JCDecaux bus stands at various locations were given a chance to experience being live on air with their favourite RJs as well as dedicate a song to their loved ones. This innovative campaign to reach out to young crowd at Delhi bus-shelters was orchestrated by Big FM as a part of its massive brand repositioning strategy. The campaign titled 'Sunte Hi Pyaar Ho Jaye' aimed at establishing a refreshing connection with listeners. Big FM wanted to connect to young college-goers and office-goers.

This one-of-its-kind interactive live radio program also paid tribute to the golden era of love songs around the core theme of around 'Pyar wahi andaz naya', which translates to 'the times have changed and the way of expressing love has changed but the essence of love remains the same as ever'.

Representatives from Big FM were present at the bus-shelters and the young crowd was given a live radio experience to be on AIR with the RJs at Big FM. They could request a dedication for their loved ones and the song would be played instantly on the channel.

"With 92.7 BIG FM Delhi undergoing a massive repositioning, we devised the campaign in line with our new tagline 'Sunte Hi Pyaar Ho Jaye' for our listeners in the capital city. This tagline reflects the youthful, fun-loving and romantic vibe of Delhi. Our aim is to reach out and educate listeners about the renewed offering that we have carved considering their listening pattern and demands. With JCDecaux India's 360-degree multi-platform campaign, our association with them is a step in the right direction achieving our goal of providing listeners and advertisers with a wonderful engagement experience," said a spokesperson from Big FM, Reliance Broadcast.

A Noteworthy Campaign for Swachh-Bharat



This remarkable campaign for Swachh Bharat Misiion in Jodhpur is by far one of the most buzz worthy one.

Since Prime Minister Narendra Modi has started the Swachh Bharat Mission, individuals irrespective of their capacity in the society; from the simplest middle class working man to iconic political leaders and celebrities have been pitching in to make India cleaner. Many innovative campaigns have ben designed and executed at various public places since its inception but this time residents of Jodhpur have taken the campaign to a different level altogether. They have gone on to attach dustbins to their cars! Yes, you read it right; cars of luxury brands like BMWs, Audis, Mercedes, etc. have been moving around in the city with dustbins attached at the back of the cars. Not only that, the owners of the cars are even volunteering to pick up trash whenever and wherever they can.

"I collect the garbage, put it in a bucket and dump it in the dumping yard. I have been carrying out this activity for a week, and I feel happy to be doing this," said another.

ASTRO JET INDIA

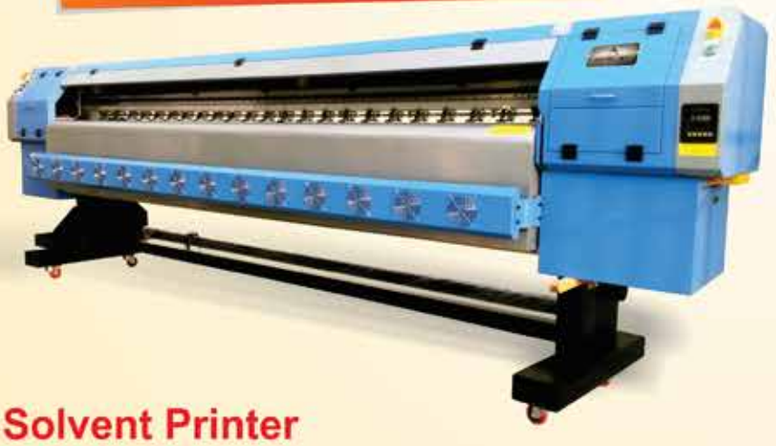
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Sales/Dealer/Spare parts enquiry number: 91-8802105000

Delta Airlines' Unique Outdoor Campaign for Singles!





Delta airlines came up with one of the coolest outdoor campaigns this year. Keeping in mind especially single people who cannot afford to travel just anywhere they wish to, Wieden + Kennedy New York has painted scenes of 9 exotic locations on a wall in Williamsburg, Brooklyn. The aim is to give NYC singles an opportunity to update their dating profiles by taking selfies with the destinations printed on the walls.

Surrounded by some really cute illustrations by Andrew Rae, the printed photos on the walls feature places like Honolulu, Paris, Los Angeles, Pisa, London, Mexico City, Amsterdam, Moscow, and Zurich. The work of art also suffices the purpose of promoting Delta airline's services to the before-mentioned destinations. Taking the campaign another step ahead was its integration with the popular dating site Tinder where individuals can actually get a proper photo taken next to the wall by a professional photographer.

According to W+K tells AdFreak, the campaign was inspired by how important a role travel pictures play on dating sites. They even conducted small survey according to which 62 percent of men and 74 percent of women want a partner who shares their travel interests, 1 in 2 singles say traveling is one of their favorite things to do, 1 in 2 singles say traveling to a new city to meet a date would be exciting, 1 in 3 singles ranked travel as a top priority in 2017, 57 percent of singles take 1+ vacations year and 1 in 3 singles try to go somewhere different for vacation every time they travel!

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- Channel Letter
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- Acyrlic Blockout
- ACP Signage
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Roop Sign & Graphics (P) Ltd.

LIGHTUP YOUR BRAND PRESENCE

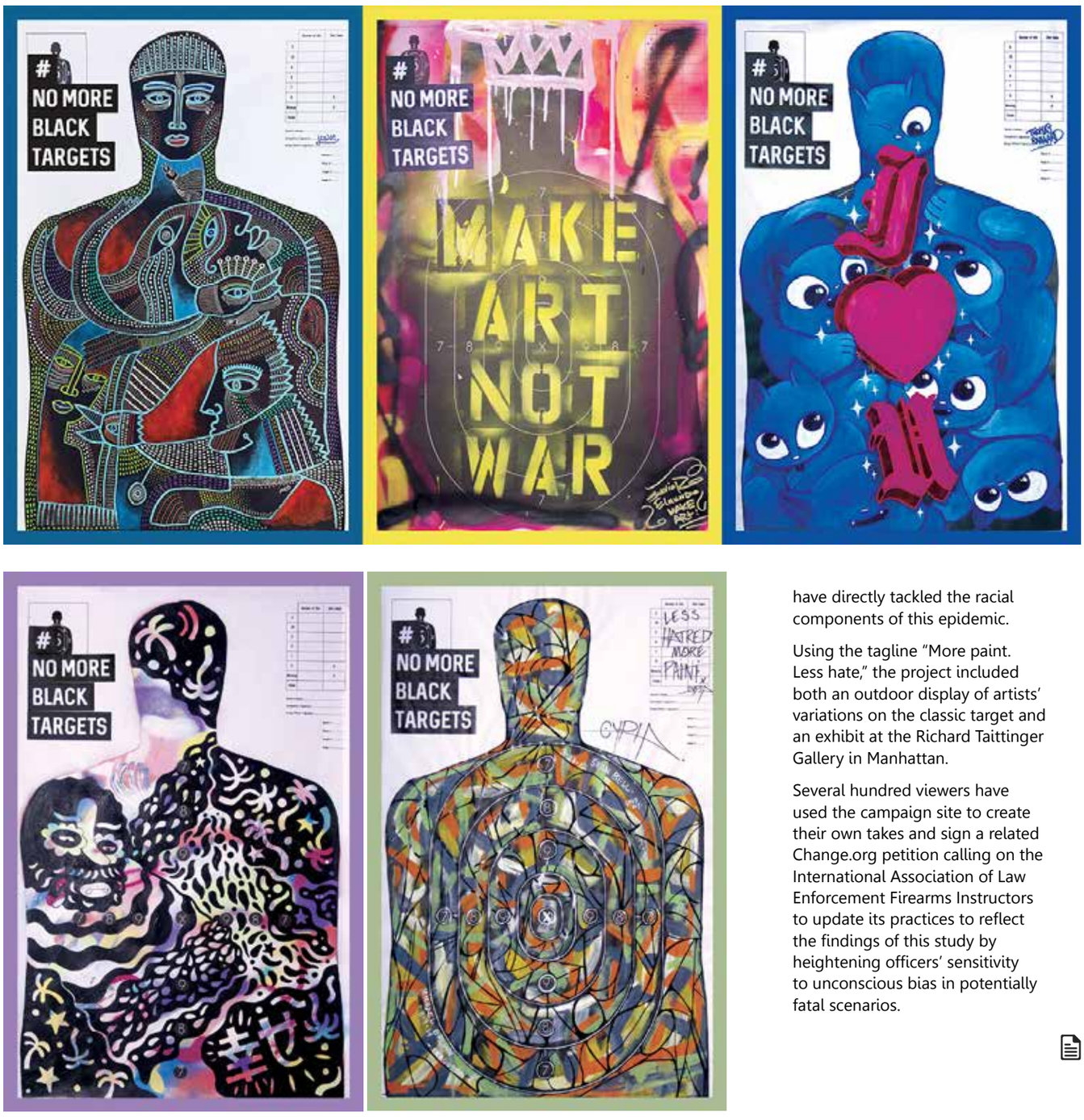
C-134, Mayapuri Industrial Area. Phase-II, New Delhi-110064 (India) Tel., 91-11-47014221, +91- 9899386325

e-mail - info@roopgraphics.com, web - www.roopgraphics.com

Artists Turn Shooting-Targets to Send a Strong Message Against Racism

This outdoor campaign was certainly not created at the spur of the moment; it was a well planned and executed one. Given the increasing amount of fatal shootings of young black men across the U.S, the New York office of international creative shop Fred & Farid teamed up with humanist organization The New York Society for Ethical Culture on the occasion of the Black History Month redesigned the classic black human-silhouette shooting target, thereby illustrating the fact that black men are far more likely than their peers to be killed by "trained shooters."

The issue of black men shooting is a contentious topic even in a political climate that provides new opportunities for outrage every day. So, this ad agency chose to address the seemingly insoluble problem of gun violence in lots of different ways, but few have directly tackled the racial components of this epidemic.



Using the tagline "More paint. Less hate," the project included both an outdoor display of artists' variations on the classic target and an exhibit at the Richard Taittinger Gallery in Manhattan.

Several hundred viewers have used the campaign site to create their own takes and sign a related Change.org petition calling on the International Association of Law Enforcement Firearms Instructors to update its practices to reflect the findings of this study by heightening officers' sensitivity to unconscious bias in potentially fatal scenarios.

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In just 3 Second



PACKING AVAILABLE

30Kg., 250gm., 50gm., 20gm.,15gm., 10gm., 3gm., 2 gm., 0.5gm.

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Distributors Wanted Having Supply Chain In


WOODEN FURNITURE


HELMET


FLEX BANNER


FOOTWEAR


HANDICRAFT


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Adwel Art – Readying to Deliver International Standard Products



Vimal Kishore, Adwel Art

Since 1967, Adwel Art's founder Om Parkash has stressed quality in every aspect of his business operations. Centrally located in the State of Haryana (Kundli & Bawal), facilities encompassing 40,000 square feet are furnished with the highest-quality equipment and some of the most advanced technologies in the industry, enabling the design and production teams to handle projects of any size with the minimum overhead costs and the least turn-around time.

Furthering the tradition of excellence, the company provides complete, turn-key solutions to its growing client base across the world. "We handle every aspect of any sign project, including conceptual design, engineering, manufacturing, handling of permits, project management, installation & maintenance. Our team of experts is efficient, well-trained and is ready to help our clients with the creative design of any signage product concept, bringing their business' image and message to life," asserts **Vimal Kishore** of Adwel Art while he was detailing on the Journey so far in the Indian Signage Industry with **Sign & POP World.**





A Legacy of 5 Decades

Adwel Art has earned reputation because of its quality workmanship, which is infused in the blood. It's his family business wherein the skill of creating/painting hoardings has been transferred through ancestors, making Adwel Art stand apart in the crowd, which has been entering its fifth decade as a striving leader in the country's Sign Industry. The state-of-the-art infrastructure backed by the experience and strength gained over time, allow it to meet its clients' needs exceeding their expectations, regardless of the size of the project.

A Brief History

A Native of Bharatpur in Rajasthan, his grand father started this trend of signage/hoarding, which the family continues as its traditional occupation. It was then, there lived painters, but no printers. These painters were of two types - one, painting pictures and banners with images, while another used to write on the wall or cloth to be termed hoardings which the Adwel family took forward. His father was then an employee with Indian railways, which he left in between and joined his grand father to assist him in marketing. Then after, there's no looking back.

It was the era of publicity entrepreneurship and the heavyweights were Hindustan Publicity, Pioneer Publicity, Vasudeva Publicity, etc., to which the contracts were coming from companies like IOC. At that time, two hoardings measuring 20x10 feet and one measuring 40x10 feet were painted on daily-basis. Gradually, Adwel Art started





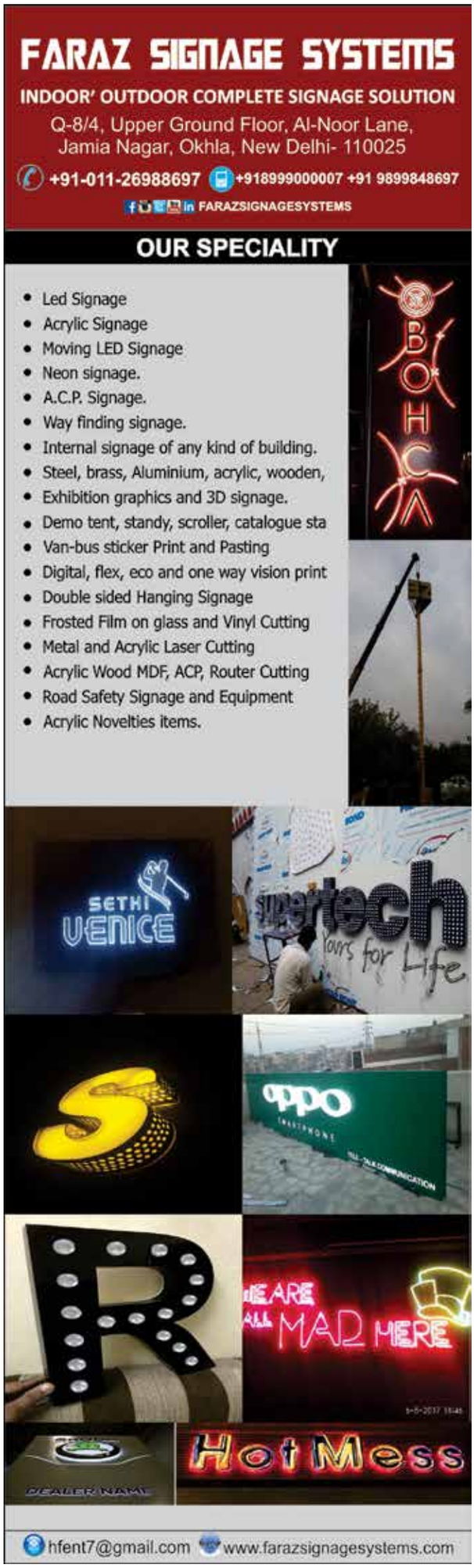


diversifying to wooden work and scaled up the skills of creating stalls in exhibitions. This was in parallel to the signboard business.

Slowly, his contacts grew in the industry one of which was Pradeep Sarkar - the Parineeta & Mardani-fame director, who was instrumental in bringing quite a few big projects to Adwel Art. One of those projects was a set for NDTV's weekly program 'The World This Week'. Later, got a few projects from Siddarth Basu of 'Kaun Banega Crorepati'-fame for whom Adwel created sets for his TV serials. He also made the set for a Chat Show christened as 'Eye Witness' for Hindustan TV, which was then staged by Sharmila Tagore & Karan Thapar.

Contribution to Indian Signage Industry

Kishore has been instrumental in introducing Vinyl to Indian signage industry in 1993-94 when he imported his first plotter for vinyl cutting. Going forward, he helped establishing many entrepreneurs in to Indian signage market. It was in 1996, he came in contact with some Japanese brands that he invited to do business in India. It was a time when the Indian flex market was mostly covered by 3M at a very high rate, he invited LG which had flex to offer at considerably low rate. The same year, he imported digital inkjet printing machine, the first ever, to the Indian signage industry.





Setting-up the Facility - Starting with Power

He keeps traveling across the globe in the look out for what better he can bring for the Indian market. He is pretty much influenced by the Europeans way of presentation where he found quality as the supreme - be it for setting up a facility or manufacturing process. He tried imbibing the same in India while setting up his own factory.

For any industry to be initiated, the first and foremost thing that is needed after land & premises is power. He only had 11kW power for his factory building while the need actually was of 200 kW to run the facility. He applied for the same. It took him more than 8 months to get the power approved and installed. The government made him spend 1.25 crore to get the basics - water, power and air to the premises.

Security & Lighting

For any premises - be it factory or office, security closely follows power & water in the list of basic infrastructure. And it was no different at Adwel. He follows systematically and opted for the best fire-safety measures so that people employed there in the premises must feel safe. He selected the best possible equipment and instruments and get that installed ensuring a fail-proof operation at the time when it is needed the most. The equipment are from Legris - the French technology major.

He takes the credit to invent the country's first of its kind LED panel lighting system measuring 3x3 feet for his factory premises so as to maintain proper illumination to help feel the employees and workers fresh and fatigue-free.

Addition to Signage

For a glimpse of how Adwel Art executes concepts into reality has been kept accumulated in a room within the factory premises. Located in the basement, the room has been developed as an experience center where signage with varied attributes have been put on display for clients to walk in, spend some time to explore and choose according to his/her specific requirements. He believes that signboard is not simply a signage but it's the brand image.

In most of the signboards, a combination of metal (mostly SS304), acrylic, flex and LEDs have been used to master the overall effects. For some, it was Vinyl pasted on Acrylic to shape a thermoforming signage, while another featured colour-changing Trans-LED adding beauty to the printed flex signage. There were a few lettered signage illuminated with colour-changing LEDs bringing a different feel altogether where brands like Vivo and Oppo were in prominence. For all these, the power supply used is from MeanWel brand. He believes in quality, and hence, the acrylic that goes with his signboards, promises more than 93% transparency to give full bloom to signage especially in the night.

The Show Stealer

The best among the displayed ones was screw-less signboard, developed with a unique clip-on system to make a joint-free signage box facilitating ease of installation as well as operation without creating much of the wire mesh inside the box. Another attraction was solid 3D letters made of 25mm acrylic with LED module fitted in the groove especially created for its illumination, which became the cynosure of corporate giants like Domino's, Dunkins and JCB.

Unlike the trendy alluminium, the letters here are made of SS304 grade which then are covered with acrylic to provide beauty & aesthetics. The letters so prepared are water-proof and dust-proof. The company provides replacement guarantee of five years irrespective of the nature or the extent of complaint in the system. One of the signboards was made incorporating AC in it, which adds another feather to its cap of innovation.

Kishore informed that it's because of the outstanding design backed by the flair of innovation in every next project, Adwel was given the responsibility to mark Domino's 1000th Store in Unity Mall at Janakpuri West and 1200th Store in Sector 16, Noida Metro Station. The signage so developed are made so smooth that neither any screw nor a joint mark on any of the corners or the walls is visible.

For all this, it uses imported acrylic with thickness varying from 2mm to 40mm, while the profiles are sourced from renowned brands like Jindal and Hindalco, made exclusively on order. Adding longevity, he replaced the trendy MS with Alluminium in all the signboards for making the box.

Dedicated Design Department

It helps formulise the concept in to design, developed according to the specifications provided by the client to meet their specific requirements. The team is in direct contact with the clients mostly online. Once a concept takes the form of design, it is sent to the clients for approval and if any changes are to be made it can be done then and there. It also helps improving the designs based on the clients' specific feedback. Recently, it has developed Canopy for Domino's soon to be placed on the railway stations & malls. Besides, there is one more innovation i.e. the extreme modular solid acrylic letters with changing/ replacing options for the customers as per requirements.

The Infrastructure

Adwel boasts of all the quality machines imported from renowned brands from across the world for cutting, bending and joining purposes. Initially there was a Hitachi machine then he moved on to Dewalt but the needed satisfaction keeping in view the parameters provided by the client was not there which made him switch over to another German giant Elumatech – a fully computerised machine and guarantees 100% accuracy. He purchased two machines - one each for length and corner for flawless output. The CNC router is from FlexiCAM GmbH - another technology major from Germany. Together, these high-tech equipment enable the Team Adwel to produce the best quality with maximum efficiency for minimal overhead.

Till date, the company has invested Rs. 12 crore for all this while there are plans to further expand the capacity. Accordingly, more machines are to be installed in time to come encompassing applications like vacuum forming, digital printing and powder coating. Meanwhile, surrounding plots have already been purchased for backward bending to bring the solution under one roof, which will take another six months or a year at the most.

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LDP®

FALCON



RAPTOR



SUPERB IMAGE QUALITY | DUAL UV LAMPS SYSTEM | SUPER GLOSS EFFECT

FALCON

Print head		Kyocera 3 / Ricoh 5			
Max. Print width		1.6 M / 63 Inches			
Ink		LED-UV Curable Ink			
Media type		Polypropylene, PVC, Backlit Film, Canvas, Fabric, Paper, etc.			
		Outdoor Quality (4Pass)	Production (6Pass)	High Quality (8pass)	Backlit (8Pass)
Speed (Sqft)	Kyocera3	340	246	200	200
	Ricoh 5 x 1 Row	235.5	176	138	97
	Ricoh 5 x 2 Row	473	352	276	194
	Ricoh 5 x 3 Row	709.5	528	414	291
Number of Head		Kyocera (2 to 4)		Ricoh (2 to 8)	
Colors		4/6/8		4/6/8	
PWC		Yes			
LED		1600x1 / 20x2			
Weight		Net. weight 620KG (1367 lbs) / Gross weight 970KG (2138 lbs)			
Machine dimensions (cm)		L355/W119/H160			
Packing dimensions (cm)		L322/W112/H187			
Flatbed Table Size (cm)					
Power requirement		Single Phase 220V±10% (50/60Hz,AC) / 10A			
Ink	Kyocera3	Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Gray			
	Ricoh 5	Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Orange / Green / White / Varnish			

RAPTOR

Print head		Kyocera 3 / Ricoh 5			
Max. Print width		3.2 M / 130 Inches			
Ink		LED-UV Curable Ink			
Media type		Polypropylene, PVC, Backlit Film, Canvas, Fabric, Paper, etc.			
		Outdoor Quality (4Pass)	Production (6Pass)	High Quality (8pass)	Backlit (8Pass)
Speed (Sqft)	Kyocera3	372	270	220	220
	Ricoh 5 x 1 Row	260	194	152	107
	Ricoh 5 x 2 Row	520	387	304	213
	Ricoh 5 x 3 Row	780	581	455	320
Number of Head		Kyocera (2 to 4)		Ricoh (2 to 8)	
Colors		4/6/8		4/6/8	
PWC		Yes			
LED		3200x1 / 20x2			
Weight		Net. weight 1020KG (2249 lbs) / Gross weight 1350KG (2976 lbs)			
Machine dimensions (cm)		L495/W 119/H 160			
Packing dimensions (cm)		L526/W 112/H 187			
Flatbed Table Size (cm)					
Power requirement		Single Phase 220V±10% (50/60Hz,AC) / 12A			
Ink	Kyocera3	Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Gray			
	Ricoh 5	Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Orange / Green / White / Varnish			

TECHNICAL SPECIFICATION

Media handling	Roll to roll with auto take up
Media thickness	Maximum 5mm
Media roll weight	Maximum 200Kg
Curing system	LED-UV Lamp with air cooling system
Print heads	DOD piezo technology ,automatic voltage and temperature control
Working environment	Temperature 20°C-30°C, Humidity 40%-70% (Recommended)
Connection interface	USB 3.0 High Speed connection
Software	ONYX/ CALDERA / PM6

Advantages of LED-UV curable technology

- Non mercury & odorless LED-UV deliver no UVC, running with low energy comsumption and low heat compare to trditional UV technology.
- 30,000 hours average long lifecycle with very low deterioration thus consistent long hours output can be maintained.
- LED-UV ink only cured (dried) after exposure of high content of LED-UV light, maintenance of pr'nthead become minimal and easy. Printhead lifecycle can be prolonged.

Super Silk Gloss effect / Dual UV lamps system

Our revolutionary two-stage UV-LED curing technology will eliminate the UV banding effects encountered in conventional UV curing process, thereby delivering the superb image quality of the prints. Switching between matt and gloss effect can be easily achieved with our proprietary ink technology, curing methods and software control.

Precise Media loading for accurate dot placement

Our new media loading system allows accurate dot placements with accurate dot size thus delivering superb quality prints.

* Industrial grade motor and guide assembly resulting in stable print carriage during high speed printing
* New pinch-roller assembly with anti-slip capability
* Syncronized media loading/unloading system for consistent media tension in long hour printing
* Multi-point vacuum print platen for enhanced media handling.

Multi-media loading options

3 media loading options cater for lightweight, heavyweight & soft media. Different media can be handled accrodingly

* 2"& 3" media core design for easy lightweight media loading/unloading
* Traditional full-width media spindle for stable printing
* Lightweight media roller guide for soft/lightweight tensioning, media can be printed with smoother and aligned surface.

Ease of use printer control software (PCS) with high compatibility solution

* Printer & system status control is easily displayed &, monitored. Setting at your fingertips!
* Highly compatible firmware works with most of the industrial RIP software such as ONYX, CALDERA / ColorGate / PM6

Optional Items

All new evolution of LED-UV Ink!!!

Superb high-gloss finish LED-UV ink delivering wide color gamut comparable to Solvent ink, vivid color with high-gloss effect! Perfect dot shape and dot size!

Orange & Green LED-UV ink delivering super wide color gamut

Optional new Orange & Green special color LED-UV ink, a full upgrade of color spectrum with super wide color gamut of your printer.
Special Color Orange & Green deliver more accurate industrial color, crisp image, smoother gradient, wider gamut and best print quality.

Image enhancement in between Black and White: Gray Special Color ink

Gray special color LED-UV ink option improves grayscale, a light to dark print area is now prefectly addressed. Depth of image between black and white is enhanced and it will deliver a much more professional grayscale photorealistic print quality

Unleashes new applications with White Ink!

* White ink delivering special print mode: W+Color, Day & Night, Sandwitch, Emboss, Dual Image etc.
* W+Color: Printing on Colored & Clear Material such as banner, polycarbonate, cardboard, glass, clear film, clear PET etc. Application: Printing color on Red banner
* Day & Night: Color consistency with frontlit & backlit. Application : Lightbox with consistent color with & without light on.
* Sandwitch: Identical images on both sides. Application: Bi-directional PET sign, hassle-free and precise registration by printing both images simultaneously.
* Emboss: A multi-layers white ink relief printing, 2.5D effect! Application: Duplicated oil painting
* Dual Image: One picture with two images. Application: Backlit banner showing two different presenting 2 images at different time.

SilkGloss / High gloss finishes with wide color gamut LED-UV ink

texture / Single & Multi passes textured color image & graphices

LEDUV CURING TECHNOLOGY

KOLKATA
7th floor, Room No. 713, 4 Synagogue Street,
Kolkata-700 001, India
Ph : +91 33 2242 4691, +91 98312 77424, 9903278419, 9088013301
URL : www.satyakrity.com, www.satyakrity.net
Email : satyakrity@hotmail.com, info@satyakrity.com

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Patparganj Industrial Estate
Delhi-110092
Mob. + 91 9818234750

GUWAHATI
2nd Floor, Devendra Complex
(Vijaya Bank Building)
Manipuri Basti, Paltan Bazar,
Guwahati-781007, Assam
Ph : 08471 844451

PATNA
Commercial Complex, 1st Floor
Shop No. 120, New Dak Bungalow Road,
Patna-800001, Bihar
Ph : 9831277424 / 9334294531

Service Outlet : MUMBAI • KOCHI • CHENNAI • BANGALORE

Faraz Signage – Embossing Corporate's Brand Image



M. Luqman Faraz, Director, Faraz Signage

Faraz Signage – that ideates, manufactures, installs and services/ repairs – can illuminate and help enhance the company/brand with the finest in the exterior and interior signage. An expert in the channel letters signs with over a decade of experience, the company has grown up to handle all the advertising needs right from the illuminated signs to large freestanding displays. The company provides signage solution that includes in-house concept design, pre-production design, assembly and final application. We at, **Sign & POP World**, met **M. Luqman Faraz**, the company's Director who shares that from neon signs to CFLs to tubelights and now to LEDs - signage has changed many facets over last decade.





Located in the midst of the densely populated suburb of South Delhi, when we entered in his office it was discreetly dark with rays of lights coming from the jalied lamp-shade hanging from the ceiling. In the first impression, this mystically-lit room looked like a museum of antique collections as the space was filled up with a repertoire of articles – right from watches/ time pieces to the armour of Mughal era to the sword of soldiers, to walking sticks of Britishers, and the like. All this was nothing but a reflection of the taste of the person who heads Faraz Signage.

This clearly defines why and how Faraz Signage is able to produce unique blends of historic arts with the modern technologies. His works truly evinces his imagination getting carved to form a signage. "I am not the expert of making but ideating," he said showing images of some recent installations on his desktop. "Unless you imagine, creativity doesn't come to the fore to help you produce the art which may become the masterpiece," he added insisting that he is thankful to his design team which has the expertise of translating his ideas in to tangible substances.

Faraz Signage is a well-known company across the signage world for its excellence in producing signage and interior works. "We are a leading signage solution provider especially the sign letters with myriad options to suite varied needs of our valued customers. Let me specifically mention that we take special care of the surroundings and follow set of standards for the safety of our labours/workers who are dedicated and complete the job within the stipulated time to help our customers meet their specific goals," said Faraz.

Owing to its craftsmanship and the aesthetics attached to the signage that it manufactures or develops, Faraz Signage has been able to create a niche for itself catering to around 100 clients. He pointed out that illuminated, or non-illuminated, face lit or halo lit, channel letters have emerged as one of the most popular signage types these days. These are cost-effective attention grabbers with limitless design potentials. "With more than a decade of extensive experience in providing signage solution meeting almost every requirement irrespective of the types of industries we cater to, we have the facilities and expert staff to ensure we will deliver the highest quality possible," said Faraz.

According to him, to help its customers with



improved appearance for enhanced brand image, Faraz Signage offers many options: from 3-dimensional illuminated signage, to window graphics, to interior wall signs - decorative, directional, and/or informative. He feels that the building provides a major opportunity for a company to present itself to its customers in a number of important ways. It is the point of contact for many, if not most, of its customers and the appearance and appeal of the business is tied to what the building looks like, from the outside as well as from within.

"We manufacture factory signage, commercial signage, retail signage, mobile signage, promotional signage, billboards, exhibition displays and more. We help our clients give their business the exposure and impact it deserves. We provide a complete service to make the signage a reality. The customers walk in with their signage requirements and we provide them with solutions. We believe in creativity, and therefore, if any of our customers don't have a design layout or logo, we help create it for them," he averred.

The company has a variety of options that brought it to the forefront of corporate are: LED signage, acrylic signage, moving LED signage, neon signage, ACP signage, way finding signage, internal signage for any kind of building, and sign letters made of varied materials like steel, brass, aluminium, acrylic, wooden, and MDF. Apart from that the company also supplies exhibition graphics and 3D signage, demo tent, standee, scroller, catalogue stand, double sided hanging signage, road safety signage and equipment, novelties items, etc.

Besides, the company does provide printing services like direct printing on acrylic, sun board, glass, marble, flex, eco and one way vision printing, pasting of frosted film on glass, vinyl cutting, metal and acrylic laser cutting, router cutting, etc.

"With all these, we're committed to making signage that looks spectacular year after year. Accordingly, we keep bringing in the innovations in the lettered signage. Quite a few recent ones have been developed with unique amalgam of artistry and the antiquity taking the concept away from simply being letters indicating a brand and turning it in to a piece of aesthetic to be secured for ages," he asserted adding that imagination is important for effectively articulating the importance of the brand. "It's true, we all underplay the importance of good signage that communicates what's the business is all about."

All these channel letters can be custom made in plastic, metal or acrylic given the choice and available budget. Explaining the attributes, he said that these channel letters for building and outdoor business signs are made of PVC or metal primarily of stainless steel and are guaranteed not to fade in colour, get deteriorated/cracked or go brittle over time under the effects of various environmental pressures. These building sign letters are for outdoor business signage, exterior address, interior lobby wall letters or office signs.



ColorJet Introduces Aurajet to its Indian Customers



COLORJET
India's largest manufacturer of Digital Inkjet Printers

India's biggest wide format digital printer manufacturer and also a winner of several awards in the last few months, ColorJet India Ltd. has launched Aurajet Dye Sublimation Printer, this July. The Made-in-India Aurajet is the perfect choice for dye sublimation users as it can easily run low GSM paper starting from 45 GSM thus helps reduce the cost by using less ink and offering perfect colours.

Auraje, which has already been launched and running successfully in Australia, Sri Lanka, Saudi Arabia and other parts of world, comes with advanced feed and a take-up system for precise paper movement. The sturdy industrial built of the Aurajet helps in ensuring that the machine runs for years and years, while achieving maximum speed of 34 sqm, thereby providing huge production runs.

The Aurajet is bundled with COLORGATE RIP to give vibrant colours and also comes with new CB100 inks, for best results in sportswear, apparel and home furnishing applications.

About ColorJet India Ltd:

ColorJet India Ltd, one of the largest manufacturers of digital inkjet printers in India, markets its products in 14 countries worldwide. Founded in 2004, the company maintains its operations via two manufacturing facilities and sales offices spread across seven countries, which include India, China, Bangladesh, UAE and Sri Lanka. To-date, ColorJet has installed and implemented over 4,000 of its printing solutions and products across 315 cities around the world backed by a strong 278 member team, of which almost 100 are in technical related functions.

MAKE IN INDIA

Led Module & SMPS Manufacturer

NEENJAS
TECHNOLOGIES PVT. LTD.
Let there be light

Led Module Philips/ Nichia /Everlight

Products Specification	
Color	White / Warm White
Wavelength/Color Temperature (K)	6500K
Voltage (Volt DC)	12V
Depth (Inches)	4 to 6inch
Viewing Angle (Degree)	140°
Power Consumption Module (W)	0.72W/1.5W
Typical Brightness (Lumens Per Strip/Module)	70lm/120lm
Efficacy	95lm Per Watt
Lumens Per Module Per Watt (Strip/Module)	95
Led Type	3030
Led Make	Philips/ Nichia/ Everlight
Module Dimension H x L x W (Inches)	50mm x 37.5mm



LED Modules and SMPS Approved in Samsung



ACP Board SF11



GSB Board KM15

SMPS



LED Module and SMPS Approved in Patanjali



Samsung Led Module



Flood Light

IS 15885 :2012
R-81000817



24W/40W 80W

NEENJAS SMPS

Waterproof Series

60W/ 100W Waterproof Power Supply

- Waterproof design
- Excellent heat-dissipating & high reliability
- Overload / short circuit / OTP
- 3 years Warranty

- AC input voltage range 120-305V
- Input Frequency : 47-63Hz
- Surge 4KV, L/N & L/E
- Efficiency >85%
- THD <20%
- Working Temperature : -20°C~+60°C
- Over voltage protection upto 370V
- IP 67
- Size (mm): 120x51x45

IS 15885 :2012
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Bright Outdoor Media Pvt. Ltd. Leading The Outdoor Front

Clean image, meeting extended mileage, package deals, after sales service, personalised team work, etc. have together made Bright Outdoor Media as the one-stop solution company for any promotional need

Think of Out-of-Home (OOH) advertising and the first name that stuck the mind is Bright Outdoor Media Pvt. Ltd. - a company that envisioned the potential of this media more than three decades ago under the supervision of **Yogesh Lakhani**, the company's CMD. Originally hails from Saurashtra in Gujarat, Lakhani has been born in Mumbai in a lower middle class family, the financial status of which, didn't allow him an easy going.

However, his eagerness within, backed by his willingness to do something big, always keeps him on the run. Eventually, his hard work, dedication, public relation and out-of-the-box business strategies paid him back making him one of the top business persons in India. This is despite the fact that he couldn't continue his studies due to monetary issues at home.

After completing his 10th std., Lakhani did many short-time jobs till 1980 when he finally went on to starting his own business, christened as - Bright Outdoor Media. In 1987, he ventured in to hoarding business. In 1992, he started making hoardings for movies. Currently, more than 90% of Bollywood movies comes to Bright Media for outdoor promotions. As claimed by Lakhani himself, his easy availability made him the first choice of all superstars for outdoor publicity.

Over the years, Bright Outdoor Media Pvt. Ltd. has emerged as the one-stop-shop for advertising medium which is cost-effective & long lasting, bringing necessary reach and the frequency that clients look for. It is the testimony of Lakhani's success that since last two decades Bright Outdoor has been associated with the most prestigious award functions such as iifa, Filmfare, Femina Miss India, Stardust, Zee, and many other beauty pageants as the Official Outdoor Partner.

Over the past three decades, Bright have grown massively to be recognised as the foremost service provider in this mode of operation. Today, while Yogesh Lakhani has become a celebrity, Bright Outdoor has emerged as one of the leading Out-of-Home (OOH) media organisations in India. No wonder, the company is rapidly spreading its footprint across the country. Very soon, Bright Outdoor would have its branches in places like New Delhi, Surat, Pune and Bangalore, to cater to its customers' needs based on specific regions.

Nevertheless, Bright Outdoor has left no stone unturned when it comes to look for ways in outdoor promotion. Other than hoardings, its array of services encompass railway boards & panels, transfer stickers, cinema slides, full train, bus panels, full bus painting, mobile sign truck, kiosks, traffic booth, toll naka, gantry, vinyl and TV advertising. All these are spread across the length and breadth of Mumbai targeting specific class of audience in populated areas.

This is not the limit. After pretty successful & effective stint with OOH advertising, Bright Outdoor continues its tryst with innovative ways of promotion providing various novel communication solutions to its valued clients. It introduced a plethora of futuristic services & solutions assuring multicultural and ethnic outdoor advertising campaigns that keep audiences engaged thereby achieving the desired impact for almost each creative need, idea and budget.

Now that digitisation has rapidly crept in as an important tool of promotional media, Lakhani is not lagged in his efforts to try hands in digital hoardings. However, he is highly concerned with policies attached therewith. He highlights that unlike abroad, in India there are issues with the state government and the local bodies' permissions, which actually create bottlenecks. This is at a time when Government at the Centre is dreaming of creating an India of 21st Century.

Nevertheless, there is no denial to the fact that nobody covers Mumbai like Bright which is said to be the privileged agency that proudly boasts of having installed more than 1000 hoardings in Mumbai Metropolis that includes places like Haji Ali, Bandra, Churchgate, Mahim, Cadel Road, Marine Drive, Worli, Borivili, Juhu, SV Road, Link Road, Chembur and Sion. Notably, Bright has always been supportive in almost all the social and religious events and gatherings in Mumbai throughout the year by providing hoardings free of cost.

Success is not just a matter of desire but a product of hard work. Such a mammoth success was possible only because of Lakhani's persistent hard work, commitment and sincere dedication. He always believes that if the vision is clear the future is Bright. Today, Bright Outdoor is recognised by various government organisations to include Indian Railways, All India Radio and TV. With



all this at hand, Lakhani keeps appealing to his potential customers to know if Bright Outdoor can be of any service to them. He assures of the best deal with optimum coverage in all forms of outdoor media.

Lakhani strongly believes that Outdoor





















has a long way to go. It doesn't have to fear from the most-talked about digital media especially TV, which itself is largely dependent on hoardings for its own promotion. Also, the digital media is slowly but steadily loosing its focus as well as importance because of the overdoes of information for which the audience is not actually ready. Lakhani suggests that till date three media tools are prevalent in India – train, TV and outdoor.

Meanwhile, the company is developing new areas of promotion and looking for innovative ways to make the most out of the hoardings. It has recently signed a monopoly Mumbai for the mono-rail pillars, besides getting the approval for a free hoarding at a Trust in Mumbai Port. At Bandra station, Bright Outdoor has replaced the existing hoarding with the LED one to help enhance the brand visibility.



GARTEX Marks Another Success Story, Plans Much Bigger in 2018

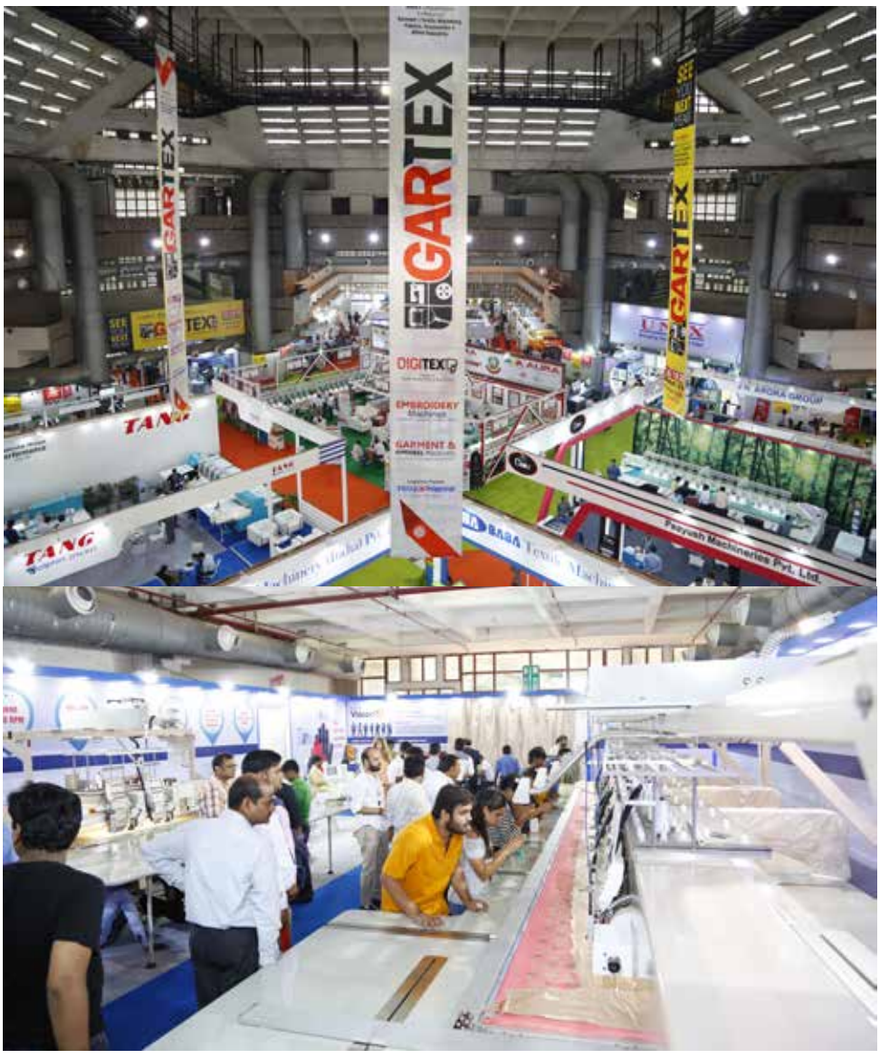
New Delhi, 10th August 2017: 2nd edition of Gartex concluded with much fan-fair, as expected, and ended on a very positive note. The show floor, spread over 65,000 sq ft, witnessed 16,790 trade buyers walking in, to explore the latest technological advancements trending in the garment & textile manufacturing industry, which were brought forward by around 100 national & international exhibitors at Pragati Maidan in New Delhi, during 29–31 July, 2017.

Organised by MEX Exhibitions Pvt. Ltd., the Show has proved its worth showing a window into the future, evincing its innovative power with a host of highlights. Going in line with the pace of the development in the country's garment & textile manufacturing industry, the Expo emerged as a definitive gateway facilitating complete sourcing of the most modern garmenting technologies under one roof.

SHOW HIGHLIGHT

- **40% Growth against previous edition**
- **35% New hard-core business buyers from various industry clusters**
- **55% New exhibitors**
- **60% Repeat participation from previous year**
- **70% Enhanced participation of machinery manufacturers that include embroidery, digital printing, sewing, cutting solution, software and allied products**
- **Buyers came from all over India including Delhi-NCR, Jaipur, Kolkata, Bengaluru, Bhubaneswar, Surat, Mumbai, Ludhiana, Panipat, etc.**
- **Overseas buyers were from neighbouring countries including Bangladesh, Sri Lanka, Nepal, Singapore, and a few from Europe**

The Show aimed at displaying and promoting new technologies and state-of-the-art equipment, materials and services for over three days, facilitating a hub for the industry professionals to come, assemble under one roof, thereby providing them a major hub to promote, discuss, transact, partner and gain insights on the latest trends and emerging competition, besides bringing new business opportunities to the forefront as never before.



16,790 TRADE VISITORS THRONGED THE HALL TO EXPLORE WHAT OVER 100 EXHIBITORS HAD FLOORED ON FOR THEM IN THE NAME OF INNOVATIONS IN THE WORLD OF GARMENT & TEXTILE MANUFACTURING ARENA

Eventually, all the three days of extreme hodgepodge witnessed innumerable business meetings encompassing closing the deals on the spot, availing unparalleled networking opportunities, interacting with the industry leaders, getting updated on the technology trends, renewing contacts, finding new partners, so on and so forth.

Be it local or international, existing or new company, Gartex provided exhibitors a platform that proved to be valuable in reaching their target audience comprising excellent quality visitors and valuable buyers who met their respective clients on personal









level for effective marketing, launching & showcasing new products besides giving a snick peek of the future prospects.

Industry stakeholders from the areas like garmenting, fabric, embroidery, digital printing, sewing, cutting solutions, software and other allied products are very much satisfied with their participation. Exhibitors unanimously report concluding good business deals, promising contacts and an upbeat mood in this rapidly emerging potential sector, a fact that is expected to generate profitable follow-up businesses.

"Visitors' long queue at the registration is the testimony of the fact that the Show has been well received by the industry. Also, the exhibitors expressed their satisfaction with the quality of visitors, we could attract for them through our untiring efforts in show-promotion across the country. Apart from that with varied segments like embroidery, digital printing, value-added garment machinery, beading machines, CAD-CAM & other software, threads, sewing machines, quilting machines, etc.; we have tried bringing a value-chain of the garment & textile manufacturing solution for our valued serious buyers," says Gaurav Juneja, Director, MEX Exhibitions Pvt. Ltd.

The exhibitors interacted with professionals from export houses, mill owners, sportswear manufacturers, fashion designers, home furnishing companies, domestic garment manufacturing companies, textile printing houses, etc. who thronged the venue from all over India representing 225 cities including Delhi-NCR, Panipat, Ludhiana, Jaipur, Indore, Agra, Ambala, Amritsar, Bangalore, Chennai, Chandigarh, Kolkata, Hyderabad, Surat, Mumbai, Lucknow, etc. for more than 150 brands/products, which were put on the anvil for them.

In terms of visitors, the quality of this trade fair is again underscored by the high percentage of top-corporate executives. Most of the visitors came from this decision-making level of their companies. Furthermore, a majority of visitors attended Gartex 2017 with concrete intentions to invest. At the same time, the proportion of overseas buyers from neighbouring countries including Bangladesh, Sri Lanka, Nepal, Singapore and Germany has also reportedly increased as compared to the last edition.

Emphasising the importance of venue, Himani Gulati, Director, MEX Exhbitions Pvt. Ltd. asserts, "Gartex has an edge over other exhibition is the selection of the venue i.e. Pragati Maidan in New Delhi. Being located in the heart of the country and the city, it brings easy access to both exhibitors and visitors alike. The selection of Pragati Maidan was to ensure world class treatment to both the exhibitors and visitors in terms of its centralised location, ease of transportation and the top-class infrastructure so that they must concentrate on business for all the three days of the exhibition."

Quite a few brands of repute that made their presence felt at Gartex this year included Aura, Tukatech, Mehala, Siruba, Fucen, Tajima, Baba, Tang, Dayu, Unix, Jaysynth, Mimaki, Colorjet, Roland, Apsom Techhnologies, BriteJet, Daksh Enterprises, EFI-Reggiani, DCC Print Vision Llp., Epson India Pvt. Ltd., Negi Sign Systems & Supplies Co., Shree Balaji Industries, Arrow Digital, Chemica, Stahls, Gehlot, Tukatech, Eternity, Madura Coats, Gyanchand, KMB Papers, Pashupati Overseas, and the like.

Many of the exhibitors & brands such as Colorjet, Tajima, Tang, Dayu, Unix, Aura, Mehala, Jaysynth, etc. used Gartex as the Launchpad to introduce their new technologies to their Indian customers. These apart, quite a few other exhibitors had put their latest direct-to-fabric printers' on live demonstrations that attracted many serious buyers to get a glance of how improvement in technology is changing the fate of garment manufacturing in India.

Based on the feedback from both - visitors and exhibitors, organisers have decided to double the size for the next year show facilitating a further expanded floor space to accommodate around double the exhibitors count besides enhanced sections presenting an entire value-chain of garment and textile manufacturing solutions.

The next edition of Gartex will be held at Pragati Maidan from 18 to 20 August, 2018. See you next year!

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CMRL Extends Advertising Opportunities For Brands

JCDECAUX, ONE OF THE LEADING TRANSPORT ADVERTISING AGENCIES IN THE WORLD, HAS GRABBED THE EXCLUSIVE ADVERTISING RIGHTS - BOTH EXTERNAL WRAPS AND INTERNAL TRAIN BRANDING FOR CMRL ROLLING STOCKS (TRAINS).





Chennai finally gets its 1st underground metro rail. The new 7.4 km stretch from Thirumangalam to Nehru Nagar has opened for the travelers as part of Phase 1, traversing along the inner periphery of the city. A project initiated to decongest the traffic ridden roads and to encourage the use of public transport system integrates with the Airport, Bus Transport and Railways.

The newly opened underground stretch has carved newer opportunities for the brands to advertise on JCDecaux Media and attain greater visibility. Brands like Vivo, Ford, Fanta, Renault etc. have been regular advertisers on CMRL. Recently, Oppo also joined the league and has been enjoying better coverage from the very start due to opening of the underground stretch. Branded trains travel 25.8 km covering 20 stations reaching a large number of people in the city on both the stretches - elevated as well as underground. The higher dwell time during the travel and good frequency increases the reach and brand recall.

Expressing his joy over the opening of the new underground stretch, JCDecaux India

MD, Olivier Heroguelle says, "I would like to congratulate CMRL on opening of the underground stations with which they have increased their coverage and are reaching more people every day. This has opened newer opportunities for the brands to advertise. We are extremely happy that the brands have placed their trust on JCDecaux Transport Media and are advertising on CMRL Rolling Stocks for better visibility."

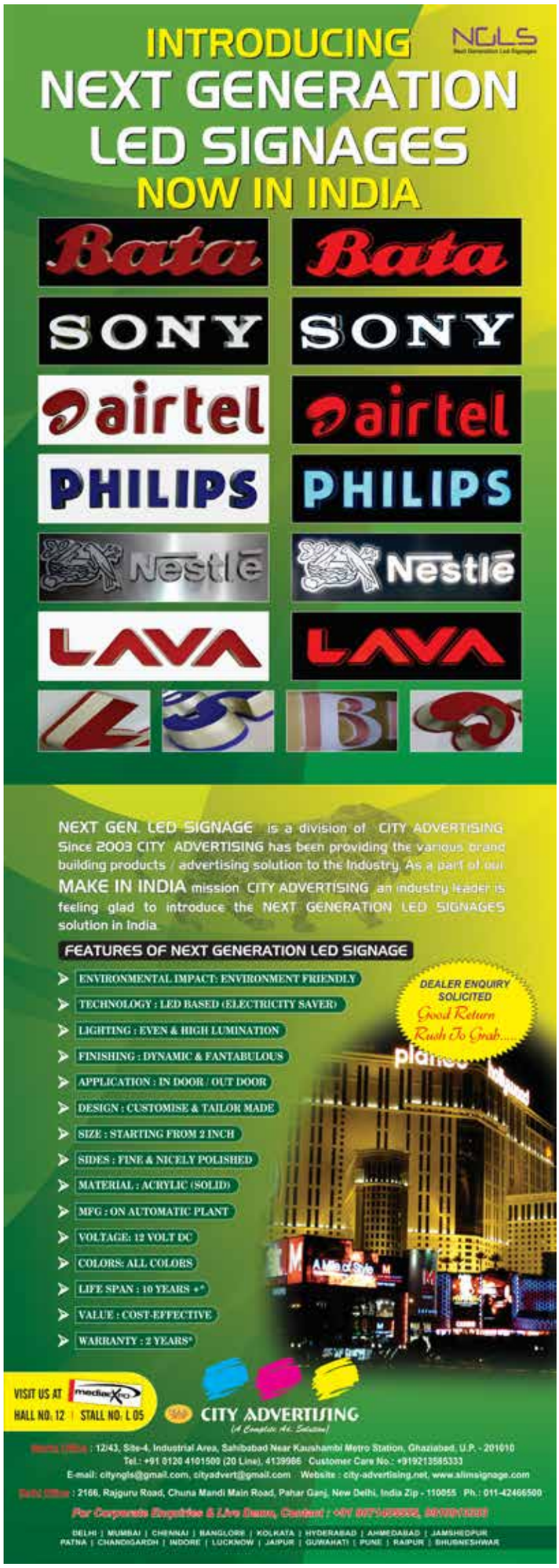
The CMRL-JCDecaux contract is for a period of 10 years. It will include 32 stations and 42 trains of the CMRL Project with trains comprising of 4 Car Coaches each.





About JCDecaux India

JCDecaux India is a leading out-of-home player in the market since it was established in 2006. The company has committed to delivering the best & most advanced media solutions in Delhi (Street Furniture & Airport Express Line), Mumbai (Street Furniture), Chennai (Metro) & Bengaluru (Airport) to meet with the various customized needs. Our continuously expanding portfolio consists of Airport, Airport Express Metro, Street Furniture, Bus Shelters, & Pole Mounted MUPIs making it the most diversified Out-of-Home network in India.



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Flavoured Summer Drinks Promote Themselves On JCDecaux Street Furniture

JCDECAUX STREET FURNITURE HAVE BECOME THE MOST APPOSITE OOH MEDIUM FOR FMCG BRANDS THIS SUMMER, EXTENDING CONVENIENCE TO THE COMMUTERS ON THE GO





With each passing day, the mercury levels are rising high and the hot summer heat leaves one thirsty, dehydrated, lethargic and fatigued. Delhiites are exploring different ways to stay cool this summer. The fast-paced living leaves very less time for pampering oneself with home-made summer drinks. The FMCG brands like Nimbooz, Fanta, Raw Praserry, Tropicana, Frooti, Mountain Dew, Pepsi & B-Natural are at the your disposal to relieve you from this stress. These brands are promoting themselves and their newly launched flavours on JCDecaux Street furniture.

Just as JCDecaux Street furniture extends convenience to the commuters on the go, everyone prefers an on-the-go drink too. With a wide range of Summer Drink variants available in the market and the increasing competition, JCDecaux Street Furniture catering to more than 16 million residents of Delhi, has become a favorite destination amongst these advertisers.

JCDecaux Citylights are spread across the length and breadth of the city. The vibrant

advertisements on JCDecaux Street Furniture with dynamic colors spread throughout the city is a visual delight and drives the message instantly to the commuters and to the on-lookers. These brands aim at getting recognition and advertising on JCDecaux Street Furniture gives better visibility to the brand ensuring an effective reach, frequency and a successful brand recall.

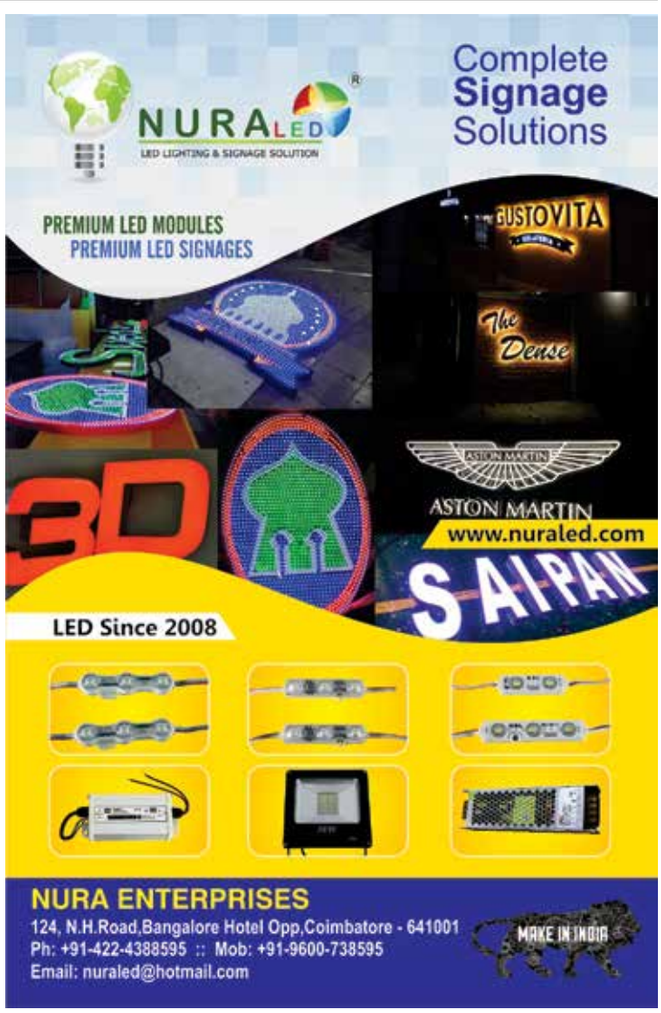
"With the temperatures soring high, the competition amongst the Flavoured Summer Drink brands has also been on a rise. The brands ought to get better visibility. JCDecaux having over 3,000 strategically located Citylights spread across Delhi, ensures a unique reach and frequency. We are extremely happy that the Flavored Summer Drink brands have repeatedly trusted our media for a quality and effective communication. JCDecaux Media is not only an effective mass medium but also, aids in better brand recall," says, Olivier Heroguelle, MD, JCDecaux India.











About JCDecaux India

JCDecaux India is a leading out-of-home player in the market since it was established in 2006. The company has committed to delivering the best & most advanced media solutions in Delhi (Street Furniture & Airport Express Line), Mumbai (Street Furniture), Chennai (Metro) & Bengaluru (Airport) to meet with the various customized needs. Our continuously expanding portfolio consists of Airport, Airport Express Metro, Street Furniture, Bus Shelters, & Pole Mounted MUPIs making it the most diversified Out-of-Home network in India.

Mehta CAD CAM: Strategising Big On Make In India



Shailesh Mehta, Director, Mehta Cad Cam Pvt. Ltd.

Established in the year 1989, Mehta Cad Cam Systems Pvt. Ltd. is one of the oldest and the largest companies being engaged in the field of CNC, laser and digital printing technologies in India. Headquartered in Ahmedabad, Mehta does not only manufacture and bring the latest machines or technologies from different parts of the globe to India, but also develops arrays of applications, consumables, accessories and allied technologies.

It is around 10 years, since Mehta Cad Cam have started their manufacturing for different size and capacity of CO2 laser engraving and cutting machine, CNC router, fibre laser metal cutting machine, fibre laser marking machine, etc., which are not just limited to Indian territory, but also have been appreciated in different parts of world. Rapidly increasing demand especially of Mehta's CNC and laser machines in India and outside, forced the company to enhance its manufacturing capability, recently.

Speaking to **Sign & POP World**, **Shailesh Mehta**, the company's Director, delved deep in to how the company is readying to feed the market and how has been the current state of Indian signage industry. Here are the edited excerpts.

INTERVIEW

How is the new manufacturing unit going to help Mehta?

As of now, we are manufacturing around 70 machines every month. Keeping in view the growing needs of the industry, we have set up a huge factory and going to shift there from our two separate manufacturing units of Laser and CNC. Spread across 1,00,000 sq. ft., the facility would be capable of mass production so as too feed the rapidly increasing demand of our CNC and laser machines not only in India but abroad. Our new facility is going to be the most systematic, latest and advanced with international manufacturing standard, which will definitely improve the quality besides impeaching mass production of different machines. We are a 450-people team, astounding a well-established service network across the country to ensure uninterrupted service support to the customers. This is what Mehta is known for over two decades.

Being one of the leaders, how is Mehta positioned in the industry?

Since last 20 years, we are feeding the market with our CNC router and laser cutting machines. We have also been supplying quality digital printers to our valued clients. We have offices everywhere, catering to the needs of our customers spread across the country. We never thought that we are strong in a particular region or weak in the other. And if at any point in time, we feel something like this, we love to work there and enhance our presence to add to our strength.

However, we are not limited to India only, but have also serving the international market. We have now been making our presence outside India by appointing distributors in the overseas markets. So far, we have six distributors - one each in Saudi Arabia, UAE, Bangladesh, Sri Lanka, Lebanon and Vietnam.

As I said, we have a huge team wherein the heads of every department are mainly focused on R&D. They keep looking for the innovations to help innovate in their respective departments. This is how we are moving together to lead the country's signage industry. I am not interested in being the leader here, but better to be known as innovator.

Where does Mehta get an edge over its competitors?

We are one of the topmost 'Make-In-India' companies, competing purely with Chinese products. We further aim to bring down the prices of CO2 Laser and CNC Router machines to match with those being imported from China, but without sacrificing on quality front. This is the only way; we can help our Indian manufacturing grow up. We can easily restrict Chinese counterparts by fighting them tough on price, but without deteriorating the quality of our products. For all this, we needed to add quantum in our production to help us reduce the cost. With the new added capacity, we would be able to hit the target.

As of now what all Mehta's infrastructure constitutes?

See, for now, we are importing a big bunch, but slowly we are converting them in to manufacturing in-house. This helps us continuously adding to our indigenous product portfolio time to time depending on the market requirements and the needs of our valued customers. Since, we are catering to a market which has an expanded base of future customers; we are in the process and hope to be ready with all in-house manufactured products right in time. Till then, we would keep bringing new technologies to India as and when required. Apart from CNC Router and Laser Cutting Machine, in digital printing which for now we are sourcing from our long term partner Gongzheng, our machines are getting much appreciation in the domestic as well as international markets.

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How has been the impact of GST on Mehta's trade?

Since we are manufacturers, we fall under specific tax slab that is of Excise Duty plus VAT - each levied at 12.50%. While the VAT was getting reimbursed, the Excise Duty never turned back. But with the implementation of GST, we fall under 18% tax slab, which is claimed back in full thus saving us for not less than 7.50%. This has ultimately brought down the costs for our customers. Also, this will facilitate cashless trading and maintaining a book of account would become inevitable irrespective of industries or sectors. Be they small or big, every one has to maintain the record of respective transactions. Besides all this, it will also put a cap on the unfair trade practices thereby bringing a level playing field for all.

How has Mehta seen the industry evolving?

I would say that in the last two decades of my presence in the industry, I have seen it transforming from a standstill to moving one. India has become an international market place. We can now very well observe the speed here. Unlike being treated as the dumping ground for the outdated technology from the developed countries, we are now getting the taste of the most modern technologies at the same time as Europeans or Americans are. Also, the awareness level of people has surged drastically. They are more inquisitive about the technologies that are getting introduced around the world. The acceptance level has also improved as people here are now open to new technologies without any fear of failure. Meanwhile, innovations are going all-round and I am happy that we are not lagging on this front.

How has the industry responded to this transition? What kept Mehta on the top of it?

In the past, there were quite a few big players but due to some reasons or the other they got reduced to operate on regional level. Only a few maintained their national presence keeping their focus intact on each product catering to almost every segment. I can say that we are one among the latter to have kept ourselves on the run with regular upgradation, and in turn, adding to our strength by imbibing innovations. We always hold our grip tight by introducing latest technology at certain interval.

We supply the most updated technologies in CNC and Laser, while for digital printing we are always trying to bring the best to the market. Our principal Gongzheng, the company known for introducing Starfire heads to the signage world and with whom we are in partnership from last 15 years, has also grown up to become one of the leading technology players in the world. We together keep striving to develop new technologies to bring the best to our valued customers in India and abroad.

How important is the service? What provision do you have?

Ever since our presence in the industry, we have been maintaining strict commitment to offer instant service supports besides giving detailed trainings to our customers' operation team. We do arrange spare parts instantaneously to help our customers run hassle-free for years quite effectively and to the fullest of satisfaction. Customer counselling is a key practice at Mehta Cad Cam Systems. Before selling any machine to a customer, we try to understand the actual need of the buyer. This gives us a clear-cut idea to provide optimum solutions which directly help our customers sustain and grow their business in the current competitive market.

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Suresh Indu Laser - Implementing New Features in Laser Technology



Vardhman Shah, Director, Suresh Indu Laser Pvt. Ltd.

Dr. Suresh Shah, Laser Physicist – the founder of Suresh Indu Laser Pvt. Ltd., an ISO 9001:2008-certified company, has designed, developed and produced Laser systems for various industrial and research applications. Since 1975, Dr. Shah is ranked one among the top Laser research fellows, who has been instrumental in promoting technical courses on Laser technology in India.

Setting the standards in laser engraving & cutting systems, laser marking systems, metal marking systems, CNC metal laser cutting systems, and welding laser systems are nothing but part of the mission that Suresh Indu Lasers (SIL) has set for itself to bring engraving, marking and cutting systems based on lasers & allied technology to a wide range of clients as well as verticals.

Over the past 20 years, SIL has expanded its product line to offer the latest marking and cutting systems that integrate the most advanced Laser source technology. Recently, the company has developed larger-sized, low-power-consumption laser systems. We at, **Sign & POP World** met **Vardhman Shah**, SIL's Director to know about his new launches and future plans. Excerpts are here to follow:

What is the most selling machine from SIL umbrella?

We are catering to the needs of the Indian signage industry for last many years. As we are the manufacturers of CO2 Laser cutting machines (for non-metal), which have varied applications and are used in signage industry for making logos, acrylic letters, nameplates, etc., to be used for advertising in outdoor and indoor both. These machines are pretty much in demand in the signage industry for these are available at considerably low-price facilitating ways for small investors to enter the fray to establish their business in signage industry. As of now, we are getting amazing response from the market as we are selling more than 100 machines every month. Till date, we already have installed more than 10,000 machines across the country. This is besides exporting to 14 countries.

How are you maintaining such an impeccable record?

We have launched the industry's first low-cost entry-level C02 Laser engraving system: YAG Laser marking systems. This has brought our Laser products to an even wider audience. We've been in the Laser business longer than anyone else in the Indian market and it shows in our large numbers of Laser installations. SIL is known for implementing new and useful features that enhance our customers' ability to work more efficiently and gain higher profits.

See, this is truly a Make-in-India product, which is solely developed and manufactured in our factory premises in Pune. This is actually the USP of this machine that each process involved in manufacturing these machines - be it mechanical, electrical or electronics, is completely done by us. While we are having tough competition with our Chinese counterparts, but we are able to beat them on every front be it quality, reliability or price. The testimony of the fact is the rapidly increasing demand for our machines. The other positive factor is that unlike our Chinese counterparts, for us, everything is in-house, right from the manufacturing to installation and then after sales service, which together bring us the edge over them.

How is the company positioned on national map? Where is the facility and what's its capacity as of now?

Headquartered in Pune (Maharashtra), we are a 200-people company with branch offices in Mumbai, Delhi, Ahmedabad, Hyderabad, Bangalore, and Chennai. We have four manufacturing facilities in Pune itself, covering a total land area of around 74000 sq. ft. wherein we manufacture 200 machines every month. Apart from CO2 Laser Cutting Machines, we do manufacture CNC machines, which are excessively being used in signage. We also have Fibre Laser Cutting machines - for metal cutting, which have created their own niche owing to the increased use of metal these days in signage.

What are the factors contributing to the escalating demand? Where do you see the potential coming from?

The reason behind the escalating demand is simple as we are excelling towards the automation irrespective of industries or the sectors. Today, no artisan wants to work with hand but machines. And, therefore, the boost in demand for these machines is almost irresistible and will further surge in future. However, the longevity or the sustainability to maintain the demand pull for a product depends on its quality and reliability wherein we are maintaining a remarkable record which is further backed by our pretty strong after sales services. As far as potential is concerned, since India is very big market and is still at a developing stage, the scope is infinite for any industry to grow and signage is no different. Currently, we are a 40-crore company and want to touch Rs. 100-crore mark by the end of this fiscal.

What makes your machines different from those already available in the market?

All these are new generation machines. Unlike the conventional machines, where more manual intervention and assistance are required to operate and being functional, our new generation machines are making the jobs considerably easy. This is for these machines simply require the design to be fed in the computer system attached therewith and rest of the jobs are just like a dream

come true for the service providers. What's more, being priced between Rs.3 lakh to Rs.10 lakh, these machines are pretty affordable even for startup business for any individual willing to make his future secure in the country's signage industry.

How has been the response so far?

We are a leading laser machine manufacturer with impeccable records in the market. Customers are extremely satisfied with the performance of our machines as after five years of installation, we are yet to receive a complaint. They are even referring to others, besides giving return orders. So, the volume of machines is growing steadily at a rapid pace which has forced us to set up another unit to add to our capacity to feed the market meeting the escalating demand. The large scale production would in turn bring us the economies of scale to further cut down the production cost for all the machines.

For instance, as of now, we are 15 to 20% higher in Fibre Laser Cutting Machine cost from our Chinese counterparts. But with increased capacity, producing more machines would certainly help us bring down the cost to level the equation and gain more market share in time to come. Hopefully, the enhanced production would enable us bringing down our cost of production by not less than 20% against those of Chinese, but without sacrificing on quality front.

How has the recently implemented GST impacting the trade at SIL?

GST for us is a boon and not bane. We follow fair trade practices, and hence, have no fear. This is equally applicable to all the manufacturers and traders who have maintained their book of accounts properly till date. It will help facilitate instilling genuine trade practices. Going forward, it would also bring down the price considerably. Earlier, we use to pay 25% (12.5% each for VAT & Excise Duty), while now we are only liable to pay 18%, which is fully reversed in the trade.

Let me share an interesting incident as one of our clients placed an order of Rs. 71 lakh (including all the taxes) for our Fibre Laser Cutting machine. It was the era just before the implementation of GST. I suggested my client to hold it for few days, while GST was about to be put in place. After GST, there came the price difference of around 7 lakh, which we repaid to our customer who was thankful for this act of fair trade practice.

How are you promoting this practice to the industry stakeholders?

We educate each of our customers on GST's impact, which is extremely positive and would help them flourish in future. We tell them that if they get themselves registered under the law, they will be benefited as every capital investment of this kind is entitled to get the rebate under the capital investment clause.

But let me tell you that the people engaged in the country's signage industry are not educated for this trait, but are blessed with traditional artistic attributes. They want to grow their business simply by installing machine to help improve their productivity, and are hardly concerned about the quality of machines or the output. Also, they look for ways to save on taxes. We are trying our best to educate them on the fair trade practices.

What's the future marketing plan at SIL?

We are planning to have a distribution channel in place for our machines and other products. This is to enhance our presence across the country to facilitate easy sourcing for our valued customers. At SIL, we are dedicated in building strong relationships with customers, distributors, vendors and employees is our business foundation. To our customers, we offer a near endless stream of support. It's our goal to keep our customers up and running. We have a huge network of talented suppliers and distributors.

How has been the country's signage industry going so far?

I can say that the Indian signage industry is economically poor and the stakeholders prefer not to invest big amount. Eventually, they opt for substandard products, which are sourced in bulk from Chinese manufacturers. These people are mainly the short-term gainers and try grabbing as much profit as they can in a very short span of time. This is not good for the industry. This is why manufacturers like us are trying to enhance production of these machines to bring down the cost so as to defeat Chinese products. But for all this we would never compromise on our quality.



Cosign - Modular Signage a Functionality Feast!

COSIGN
MODULAR SIGN SYSTEMS







Signage industry in India is undergoing a revolution in terms of getting upgraded to the global trends. The one thing that the growing infrastructure and facilities are demanding is 'Quality'.

Signages come at the tail end of any project and need to be typically dealt with a lot of speed. Keeping in view the time constraint, here comes Modular Signage Systems to balance quality, architecturally tasteful looks and speed of manufacturing.

Headquarted in Pune, Cosign has been consistently working to design distinguished aluminium profile systems for the signage industry. These systems come with benefits suiting every sign makers' requirements.

Scalability: We can play with Modular Sign Systems like Cosign's Module Plus Indoor. Consisting of Panels in multiples of 31mm, this system is scalable from a small door plate to a huge directory, and can be used to literally cover an entire wall.

Flexibility: Different environments require







frequent updation of information. Cosign's handy Strato system allows easy graphic change at clients' end. Paper sizes like A4 and A3 are easily printable facilitating options for changes, if signages are designed for them. Most suitable for hospitals, educational institutes, offices and government building.

Uniformity: For projects requiring large quantum of signages, it becomes challenging to keep up the uniformity in production. Modular Signages help in building deep precision work. The ease in assembling and installing signages makes the overall experience enjoyable!

Modularity: Outdoor Signages like Modular Totems can be assembled very quickly. Their Modular nature allows easy change of graphics and easy maintenance of internal illumination. These totems also carry an elegant look compared to the conventional ones.

Designability: Contradictory to the general belief modular signages can be used quite artistically! Cosign's sleek I-sign allows a wide choice of substrates and steps with the designability quotient.

Affordability: Modular Aluminium signages are budget friendly inspite af all the advantages they boast. These signages help in creating a strong brand identity and yet are sensitive about client spendings.



Vardhman Ad Print – Enhancing Capability To Cater To A Wider Base





Hemant Jain

Vardhman Ad Print has recently enhanced its manufacturing capability by adding one more Vinyl Printer to its existing capacity. "This capacity enhancement was done keeping in view the rapidly increasing demand from printers to provide them in bulk. The new printer would certainly add to our speed enabling us to add to our production so as to meet the need of the market without keeping the clients in waiting," asserts Hemant Jain, the company's Director adding that the company has also added a fully-corrugated box making plant – printed and plain both - adding to its manufacturing variety.

Not to forget that Vardhman Ad Print is known for its qualitative printing solutions for commercial purposes, boasts of its in-house printing and designing departments that enable it to carry out business operations smoothly and accurately. All the departments are well-equipped with advanced printing equipment. It does have modern cutting and printing machines that further help in executing and maintaining business operations smoothly and accurately.

Vardhman's infrastructure comprises state-of-the-art facility, spread across 25,000 sq. ft., housing Two Imported Screen Printing Machine, UV Flatbed Printer, 28x40 Offset Machine, Two Vinyl Printing Machine, Die Cutting Machine, Two Eyelet Punching Machine, Pasting & Fabrication and a newly added Fully Corrugated Box Making Plant. The company is flexible when it comes to delivering services or solutions to its valuable clients.

The company is a renowned service provider of UV Flatbed Printing and its services offered have gained appreciation from across the nation for their varied associated attributes. "In order to enhance the premium print quality as per the universally accepted norms, our skilled professional use ultra-modern printing techniques. On UV flatbed printer, maximum size of 8ft x 6ft of single sheet can be printed at a time. It is also used to print cutouts, targets, doors, PVC, metal sheets, MDF, sunboard, retro & radium vinyl, etc.," he explains.

Screen printing is recommended for bulk quantity (500pcs to 5 lakh pcs) of the same design. This can be used to print on Sunpack, Sunboard, or MDF. "We print directly on board through our imported automatic screen printing machines. Also, we are specialist in printing 4-color on-screen. New attraction is the offset machine to print foam banners and posters etc. and eco-solvent printer for Vinyl, One Way and PP Banner Media, etc. We always maintain sufficient stock of all types of raw materials sourced directly from the manufacturing company in bulk to retain the quality as well as price," says Jain.

Setting a belief that corporate bodies in developing countries like India should engage in philanthropic acts to help underprivileged people, Jain is actively connected with various social organizations in various capacities. For instance, besides being the Patron of All India Vaish Federation, he is also the Director of Public News, Trustee of Aggarwal Ekta Manch, and Maharaja Agarsen Sewa Trust, Gen. Secretary of Bharat Vikas Parishad Delhi-Uttar (Yuva Branch) etc.



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The First EFI Vutek GS3250 LX Pro High-Speed LED Printer gets installed in North at JMD Digital Art Xchange



Arrow Digital has recently installed the Efi Vutek GS3250LX Pro at JMD Digital Art Xchange Pvt Ltd, New Delhi. According to company, Mr. Anupam Gupta is one of the oldest and reputed customers in high-quality printing and has been printing with UV inkjets for many years.

Mr. Anupam Gupta, Managing Director at JMD Digital Art Xchange says, "It took us long time to decide on which printer to go for. We have always trusted Vutek quality. They have been the inventors and leaders in grand format inkjet printing since decades, but this wasn't enough to take a decision. We took vigorous tests on all the possible UV Printers in the World Market. We wanted to be absolutely sure and have the best in its class. We compared the Vutek in terms of Quality, Speed, Adhesion, Colors and Compatibility on Media and what amazed us was it met or rather exceeded all our expectations, moreover the double white was astonishing, it is way ahead of the competition."

Mr. Gupta further adds, "To work with high-end brands, you need Green technology and the EFI Vutek GS3250 LX Pr has it. With its 'cool cure' LED technology and increased productivity, along with the Greenguard certified inks, we will be able to produce jobs more efficiently and faster than ever before, offering more applications at lower operating costs."

Arrow Digital believes that the Efi-Vutek GS3250LX Pro Hybrid inkjet system uses an advanced LED printing technology; offering the ultimate in flexibility because they are capable of printing roll-to-roll, flexible sheets and rigid substrates, providing a wide variety of applications both indoor & outdoor. "The Efi-Vutek GS3250 LX Pro is the only production level LED technology, which offers variety of applications and is cost-effective. Most of the UV-curable wide-format printers are replacing solvent printers for many applications, using less energy, and cost efficient when compared with mercury lamps. LED UV curable printers also offer a safer and healthier workplace."

The Efi-Vutek GS3250LX Pro is a 3.2-meter wide flatbed and roll-to-roll UV printer with the highest image quality of up to 1000 dpi, fastest production speeds up to 2400 ft2/hr. and with excellent color gamut. This printer extends the range of supported substrates while lowering operating costs and lead times. 8 colors plus two whites, with a unique multi-layer white print capability and true grayscale technology allows them to produce high definition point-of-purchase graphics. For High Productivity it is also Switchable to Fast-5. Handles rigid and sheeted media up to 126.5 in. (3.2 m) wide and up to 2 in. (5.08 cm) thick

Mr. Gupta states, "North India is an aggressive market and we had to be ahead of the competition to stay in the race. With our EFI Vutek GS3250 LX Pro we are sure we are going to be way ahead and give our customers more than they expect from us. We are already looking to add more capacity in the coming months and with the support from Arrow Digital and Efi, we will lead the way in the North for years to come."

Pal Associates Installs HYBRID Multi-function Machine with Toshiba Print Head at Rajdeep Flex, Chhattisgarh



Pal Associates successfully launched and installed HYBRID Multi-function Machine with Toshiba Industrial Print Head at Rajdeep Flex in Chhattisgarh. A combination of Flatbed & Roll-to-Roll, the machine has been made up of varied elements which together can produce new properties.

Hybrid name indicates double solutions, with different internal structures. Easily switch from Flatbed to Roll-to-roll Or Vice Versa. This 6-feet machine allows users to print on a vast array of sign display, décor and art materials. This Multi-functional Hybrid machine is with Toshiba CE4W Industrial Print Head enhances printing to high quality image to overall production quality and volume to a new era.

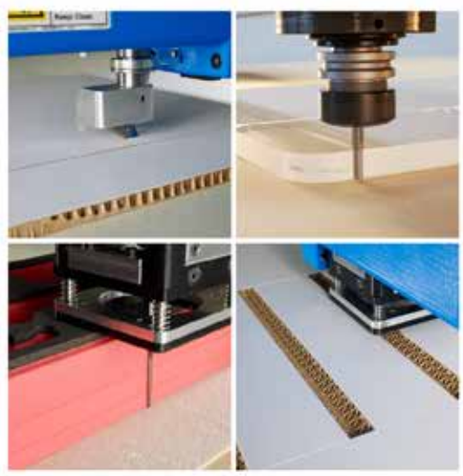
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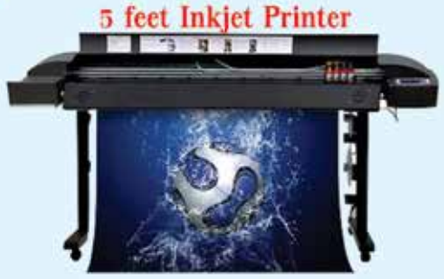


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Event Calendar

SEPTEMBER, 2017
SIGN CHINA, 2017
Date: 20th-22nd September, 2017
Venue: Shanghai New International Expo Centre (SNIEC)
Web: http://www.signchina-sh.com/en-us/

SEPTEMBER, 2017
MEDIA EXPO, 2017
Date: 22nd-24th September, 2017
Venue: Pragati Maidan, New Delhi
Web: www.themediaexpo.com

OCTOBER, 2017
SIGN EXPO CANADA, 2017
Date: 27th-28th October, 2017
Venue: The International Centre – Entrance 1, 6900 Airport Road, Mississauga, ON L4V 1E8
Web: https://www.sac-ace.ca/sign-expo-canada/

OCTOBER, 2017
SIGN ISTANBUL, 2017
Date: 4th- 8th October
Venue: Toyap, Istanbul
Web: http://www.signistanbul.com/

OCTOBER, 2017
SGIA, 2017
Date: 10th-12th October, 2017
Venue: New Orleans, LA
Web: https://www.sgia.org/expo/2017/

OCTOBER-NOVEMBER, 2017
NEW YORK DIGITAL SIGNAGE WEEK, 2017
Date: 30th October- 3rd November, 2017
Venue: New York
Web: http://newyork2017.digitalsignageweek.com/

NOVEMBER, 2017
SIGN WORLD INTERNATIONAL
Date: 30th November- 2nd December
Venue: Atlantic City Convention Centre
Web: http://www.ussc.org/sign-world-international/

MARCH, 2018
DIGITAL SIGNAGE EXPO, 2018
Date: 27th-29th March, 2018
Venue: Las Vegas Convention Centre
Web: www.digitalsignageexpo.net

APRIL, 2018
SIGN DIGITAL UK, 2018
Date: 24th-26th April, 2018
Venue: Halls 17 – 18, NEC, Birmingham
Web: https://www.signuk.com/

AUGUST, 2018
GARTEX 2018
Date: 18th-20th August, 2018
Venue: Pragati Maidan, New Delhi, India
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Epson's Successful Aurangabad-Raipur Roadshow



Epson planned a well-executed one-day roadshow in Raipur and Aurangabad to promote its wide range of graphics and fabric printers. The show hosted demos of its superior signage and décor printers and highlighted its more efficient and cost-effective way of operation.

Epson also focused on showcasing its photo and fine art printers that are capable of printing anything from commercial photo prints, wedding albums, and school photos to gallery-ready artworks of the highest quality.

Vasudevan LK of Epson said, "The machines are compatible to an enhanced range of media, including the full range of paper, canvas, film, and vinyl substrates. They produce images that are brighter, and more durable, have a higher gloss level and gamut range than competitors."

One of the core focus areas in Aurangabad for Epson is poster and graphic printers that provide a flexible and cost-effective solution for production of promotion and display materials.

Canon's First 100ppm Color Digital Press Gets Installed in Allahabad



Allahabad based company, M/s Classic Printers proudly installed Canon's first 100ppm color digital press, imagePRESS C10000VP and the occasion was graced by Mr. Puneet Datta, Director of Canon India. Excellent in in quality and designed to catalyze productivity and consistency of prints, the new Canon imagePress C10000VP is perfect for professional printing space. According to a market survey, customers across the country have witnessed close to 40% rise in their revenues after installing the product.

The imagePRESS C10000VP offers its users a choice of new front end controllers that helps to streamline the workflow. With a dpi resolution of 2400 x 2440 the system has been strategically designed to deliver excellent quality of prints to meet the increasing demand from both commercial and in-house print service providers even for higher production volumes and most importantly; without compromising on quality.

imagePRESS C10000VP has already become a highly appreciated product in the Indian market as it has exhibited capability of handling commercial prints, in-plant prints, prints for production hubs, direct mail and transaction prints, etc. in shorter turnaround times. The printing system has not only been widely accepted in the market but also has become a benchmark in the digital color printing segment.

Sharing his thoughts about the recent installation of the machine, Mr. Puneet Datta, Director, Professional Printing Products (PPP), Canon India said, "Markets are in the process of transition from print-first to digital-first and hence, the future of paper and print will be determined by how printing organizations reinvent themselves in the digital-first universe. Non-Mtero cities have been witnessing a high growth in adoption of technologies and even in printing printers want to embrace the latest and best technologies available in the market place and Canon is the first choice for such printers. The time of embrace digital is 'now' for such cities and printing organizations. As the 'best in class' the imagePRESS C10000VP color digital press is a landmark product in the Professional Print segment. It has been instrumental in allowing our customers to exploit the growth in the colour production market while harnessing the tremendous growth and opportunities digital printing has to offer. Constantly evolving and innovating to stay ahead, Classic Printers is one such market leader that has elevated their services with this installation."

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website: www.goldtechgraphics.in

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Posterscope Launches Live Dashboard

Posterscope India was recently the hot topic in the market reason being its newly launched unique and entirely automated live dashboard for OOH media planning. Posterscope, the out-of-home agency from Dentsu Aegis Network believes that the dashboard is not only an innovative design but also stands as a milestone of achievement in media planning.

The media includes billboards, unipoles, bus shelters and gantries over 60,000 OOH sites across over 1,700 cities in India. The tool is backed with critical data points of consumer insights of over 24 OOH touch points that help in planning OOH campaigns. Added features like heat mapping, analysis of live traffic data and mobile tracking for hyperlocal targeting makes the tool more accurate. With the amount of details obtained online campaigns can now be planned more intricately.

Haresh Nayak, Managing Director, Posterscope, said, "Location is the new leverage that brands and agencies are eyeing to ascertain the consumer behavior, and when OOH is the context, mobile devices are the undeniable common currency of information mining. We now have access to large data sources that allow us to break away from traditional audience demographics, enabling us to plan, on location-based behaviors and interests. To achieve this we have forged a number of partnerships in order to access a variety of mobile data." "OOHZone is now at the forefront of automated, speed-driven and process-oriented planning and by its virtue it will surely stir a paradigm shift in the OOH industry," he added.

Pune Airport Gets New Signage

Tata Elexi, a well-known design and technology company has been given the responsibility of transforming a total of 10 airports including Pune. The step has been taken keeping in mind the current signage at the airports which are not up to the mark. With the new signage, airports aim at them being more passengers friendly and make sure that they don't have any problem in locating places in the airport.



Tata Elexi is not new in designing signage for airports in fact; it has the experience of designing the state-of-the-art T2 terminal of Mumbai's Chhatrapati Shivaji International Airport. The airports' entertainment zones, customer service zones, general and lifestyle seating areas, pay phones, charging stations, ATM vending machine housing internet workstations, kiosks have been designed by them.

"The project aims at improving the information signage system at airports and the design contract for the same has been given to the Bengaluru headquartered company. The company will look into all aspects, such as the current signage system, the system which will be the most appropriate for Pune, the places where they can be set up, the font size of the same etc. Stress will on ensuring that they are modern, clearly visible and of international standard," an AAI official from Delhi told TOI.

Miranda House Sets Benchmark with Digital Signage for Blind Students

Miranda House college of Delhi University has recently set a benchmark has become the first college to install digital talking signage in the college campus to help visually-challenged students. These digital signage will help all the blind students who enter the campus to figure out their way across the campus without asking anyone's help. These signage have not only offered students an option for moving easily around the campus but also have given the opportunity to access technology to these students.



The best part is that operating it very simple. 6-inch square scan codes at an inch's distance from the walls have been installed. All a student needs to do is to download the customised app on his/her smartphone, then, the moment they come within three feet to the installed code, a verbal message automatically plays giving out the details regarding their location. The app further directs them on details like how many steps should be taken to reach a particular place, when to take a turn, etc. This initiative is nothing short of a boon for these students and has gathered a lot of appreciation.

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Konica Minolta's Perfect Solution for Label and Packaging Market



Bizhub PRESS C71cf from Konica Minolta is the optimum printing solution for small and medium size businesses. Especially businesses that are dealing in label and packaging, the new system is going to help them explore the endless benefits of digital printing including as well as empower them to cater to high volume demands and penetrating new untapped markets.

Fitted with Konica Minolta's state of the art dry toner technology, the machine is perfect for mid range businesses. The system features an impressive printing resolution of 1200 dots per inch (dpi), equivalent to 3600 dpi *1200dpi/8bit and prints images with a maximum size of 1195*320 mm. Compatible with a paper width of 330 millimeters, It also packs in low temperature fusing technology and Simitri HDE toner, enabling it to print on a broad range of different materials including synthetic paper and polypropylene.

"We are glad to have Insight Print Communications with us, which with its proven expertise will help us strengthen our commitment of transforming the printing segment in India. Our bizhub Press series has witnessed record deployment in India in recent times and we intend to further fuel this growth. We are expanding into the Industrial Print category with our flagship product AccurioJet KM1, Bizhub Press C71cf and the complete range of MGI Products" said Daisuke Mori, MD Konica Minolta Business Solutions India

Konica Minolta aims to participate in the Industry growth by offering newly invented products for Label Industry through experienced Channel Partners like Insight Communications.

Apsom Technologies to Represent Mimaki India

Apsom Technologies (India) has been appointed as an authorized dealer for Mimaki India, a wholly-owned subsidiary of Mimaki Engineering (Japan). Under the partnership, Apsom Technologies will distribute all products from the Mimaki stable across East, West and North Indian regions. ApsomTechnologies has a glorious history of long association with Mimaki in the Indian market. In the year 2003, when the brand Mimaki was not in mass popularity in the Indian signage market, it was Apsom Technologies that put in hard work, supported by Mimaki and welcomed by signage industry patrons, which in turn made the brand popular and became one to reckon with.

Having been a major player in the Indian signage industry, Apsom Technologies is known for the distributorship of a line of versatile machines of all qualities and configurations, and over the last few years, the company has switched to digital textile printing. Since then the company has been serving as sole supplier of a range of digital textile printing systems for diverse range comprising fabric, apparel and home furnishing applications. Apsom Technologies also focuses on providing its customers excellent after-sale services by trained engineers.

Latest in the portfolio of Apsom Technologies are some SOVIKAA printers of diverse models and configurations. The portfolio comprises: SOVIKAA solvent printers with KM and Starfire printheads; SOVIKAA UV flatbed printers; SOVIKAA UV roll-to-roll and UV hybrid printers. Especially for the UV roll-to-roll and UV hybrid printers, Apsom Technologies has been collaborated with XENONS (Wuhan Yilijet Electronic Technology, China), which is considerably the largest manufacturer of UV printers with Toshiba printheads. Some salient features of SOVIKAA products include: 1 + 2 years extended warranty; spare parts availability at all regional blanches; attractive buy back offers; color profiling services available for all printers.

Due to certain legal issue in the joint venture, there was a hiatus of around two years between the two companies. But after things get settled now through restructuring of Mimaki India and appointment of Apsom Technologies, everything is now getting back to normal with zeal to provide world class products coupled with excellent after sales support. Mimaki has recently launched new and exciting range of products which are designed for signage, industrial graphic art, textile, gift industry and so on. Moreover, the all new look of Mimaki JV Series (eco-solvent printers), CJV (print & cut series), CG (cutting plotters), UJF (UV flatbed printers), TS Series (sublimation printers) have evolved in recent times to incorporate latest features and innovation for the benefit of customers.

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Roland Launches New Edition of its Market Famous ErgoSoft Roland Edition RIP Software



Roland is a well-known leading provider of wide-format printers. It recently announced release of its new ErgoSoft Roland Edition 2 RIP software its Texart series dye-sublimation inkjets. The software has been developed by ErgoSoft exclusively for Roland's Texart RT-640 and XT-640 printers. The new edition of the software is much more updated and includes a lot of new and innovative features for creating stunning sublimated sports and fashion apparel, soft signage, interior decor, promotional goods, personalized gifts, and more.

Customers who were previously using ErgoSoft Roland Edition RIP software before launch of the new edition will be eligible to update to ErgoSoft Roland Edition 2 without any additional charges. With over 40 new features and enhancements the new software has been specifically designed to bring out the best in Roland's printers and make the process of producing sublimated outputs easier than ever. Features like image add-on, multiple effects functionality, step and repeat feature, color replacement feature and variable data printing.

ErgoSoft Roland Edition 2 has been strategically designed to boost user productivity. A new dithering method has been incorporated in the system that increases the speed and also improves dot placement accuracy. This results in 40 percent faster RIP times and smoother gradients. The latest edition also offers up to eight simultaneous RIP Servers that reduces processing time. Its new Printer Pool feature also deserves a mention here that offers flexibility to its users and not to forget the new Hot Folder feature for increased efficiency while printing images in batches with specific print settings.

"There is increasing demand for customized items – products with shorter life cycles – that suit a wide variety of needs and tastes," noted Lily Hunter, Roland DGA's product manager for textiles and consumables. "This advanced, feature-filled software makes handling diverse production runs easier and more efficient for Texart printer users."

No More Exposed Ugly Adhesive Edges- Claims Kernow Coatings



Kernow announced its latest innovations; KernowJet MetaliK Cut&Print® and MetaliK Inkjet® at an event recently. Using ultra-dimensionally-stable polyester films the research teams of Kernow has come up with the range of MetaliK® sheets which has widths upto 60 inches and when applied on glass gives an amazing metallic finish look.

Now with the new technology of shrinking letters on a hot south facing window those days of ugly ¬exposed adhesive edges are gone.

KernowJet MetaliK® Cut & Print is basically a double-sided 74µm metallic, polyester film with fine metallic effect. Its thickness provides stability to it and making it easier for customers to cut even if needed in small complex shapes, letters and logos. They are compatible all standard eco-solvent, UV-curable and latex inks and can also be wet-applied and cleaned easily.

The 76µm KernowJet MetaliK® Inkjet on the other hand is one-sided with a high-tack, waterproof, permanent adhesive. Best suited for purpose of laminating on boards, there are three types of films available in this range that meet the highest standards of packaging, doming, or any other POS applications.

Bosy Colak, President – Kernow North America, commented – "We approached our R&D team with a challenge – create something special – which they have done and then some! The wide format market was in need of a new, bright, innovative product for packaging, signs, and graphics. MetaliK®goes above and beyond expectations when it comes to high-performance metallic solutions."



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Durst Presents to the World its Dual Purpose Printing System

A system that combines direct-to-textile printing with the dye-sublimation transfer printing technology in the 3.2 meter printer class is the precise way of describing Durst's newly launched Rhotex 325. The printing system can alternate between paper transfer and direct printing function onto polyester-based materials in matter of seconds.



The new Durst WTS Printhead technology is the reason the system is able to achieve such high level of quality printing using water-based dispersion inks for various printing materials. Not only the quality, even its high speed of printing up to 350 m²/hour is worth mentioning here. The best part is, there is no need of going through any additional process to ensure that the entire process is environmentally friendly and 100% VOC-free. The robustly built Rhotex 325 is also equipped with an integrated hot air dryer, automated nozzle cleaning system and additional features for 24/7 production.

Fujifilm Dimatix Introduces New Samba GMA Line of Printheads

Fujifilm Dimatix has brought to the market an entire new Samba GMA line of printheads. The printheads are based on silicon micro-electromechanical systems (Si-MEMS) manufacturing. The Samba GMA is now much more com pact, has low-voltage printheads for tasks like scanning applications of textiles, indoor signage, soft signage, and more. The Samba GMA 33 model features 384 nozzles, native 300-dpi resolution, and adjustable drop size from 5 to 18 pL. The best part about the printheads is that is is compatible with UV-curable, solvent, and aqueous inks. The line also offers features like RediJet continuous ink recirculation technology and VersaDrop multilevel grayscale.



RediJet continuous ink recirculation technology incorporated with several innovations including nozzle plate design, specialized nozzle plate geometry, and waveforms tailored to specific fluids the systems unleash full productive potential of the Samba GMA printheads by allowing printing to be done quickly with minimal ink waste and greater reliability.

The groundbreaking and unique VersaDrop jetting technology allows multiple fixed drop sizes in binary mode and greyscale capability from one printhead without losing productivity. In binary operating mode, the Samba GMA printhead is designed to eject adjustable drop sizes from 5 to 18 picoliters, and can support grayscale levels as defined by the users control electronics.

"The speed, precision and scalability of the Samba GMA platform sets a new standard for scanning printer designs, providing significantly expanded capabilities that system developers will need to meet the requirements of high-speed, high-image quality printing," said Terry O'Keeffe, strategic customer support manager, FUJIFILM Dimatix, Inc.

Fujifilm Dimatix is one of the leading suppliers of drop-on-demand inkjet printheads. Through the years the brand has consistently concentrated on innovating new technology to better their products especially printheads that deliver excellent dot placement accuracy, channel-to-channel uniformity, low crosstalk and high frequency/high productivity with their Samba printheads.

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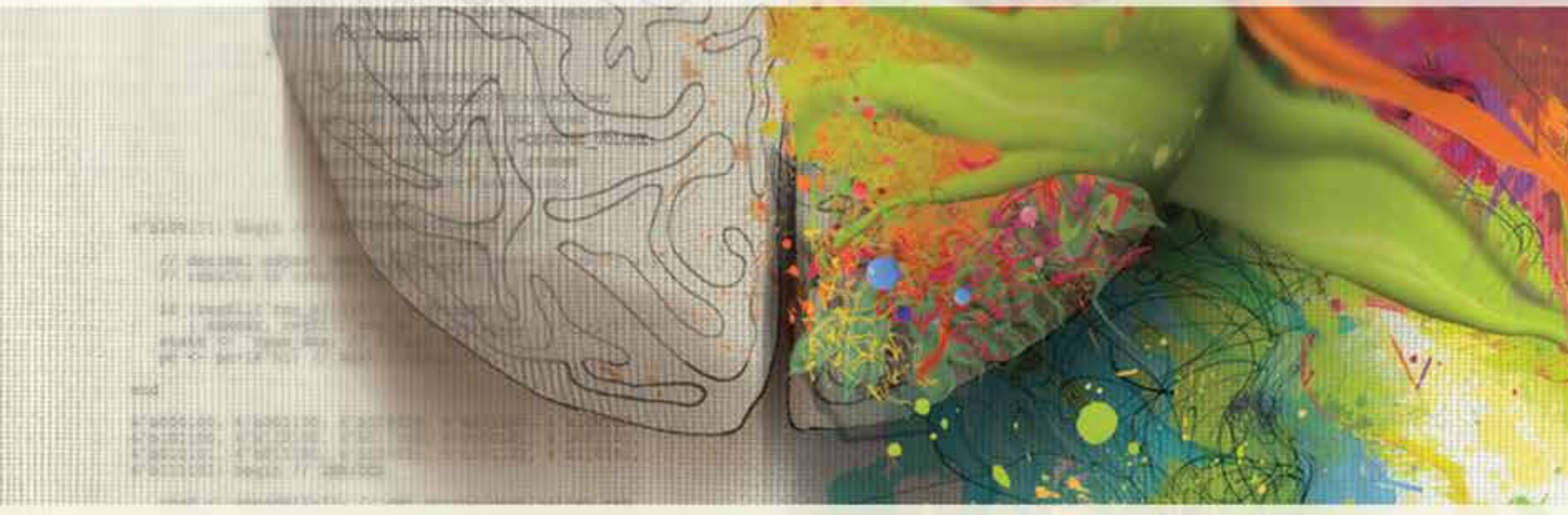


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EFI's New Multi-Faceted Reggiani Renoir Flexy Textile Printer- A Boon for Customers



Perfect for printing on a variety of textiles, including knits, woven material, and low- and high-stretch fabric, EFI's new Reggiani Renoir Flexy textile printer is the latest buzzword in the market. Incorporated with the company's infamous Dynaplast fabric adhesion system the printer is able to perform with adjustable temperature and pressure. The printer offers its users choice of five different kinds of inks like reactive, acid, disperse direct, disperse sublimation, and textile pigment – for applications such as apparel and accessories, home textiles, sportswear, and footwear.

Further, the technically advanced textile printer offers eight printheads that comes with options to customize, operators can now choose between one and four passes for speeds up to 4306 sq ft/hr. The machine also has a new feature of a roll unwinder that helps in feeding material and folding or rolling material while it exits.

Max. Resolution is 2400 dpi with droplet sizes ranging from 4 to 72 pL. Additional features include inline double degassing and ink filtering, an embedded magnetic system for adhesive application, a head crash protective system, and more. An ink recovery system is designed to save users up to 95% in ink costs.

Mutoh Unveils its High-Performance ValueJet 1948WX P1rinter



Specialized in high-production dye-sublimation printing, Mutoh America has unveiled its new ValueJet 1948WX P1rinter. This latest edition from the industry leader in wide-format inkjet printers and cutters is a 75-inch, four-head printer delivering outstanding performance at a super competitive price. Armed with a four-staggered-printhead design it can print at a thundering speed of up to 2,199 square feet per hour on a myriad of dye-sublimation papers. The printer also features dual heaters for quick drying times and adjustable pressure rollers for better paper handling.

In addition to the above mentioned, the printer also has additional features like; 1,440-dpi output for maximum clarity and fine detail reproduction, its pressure rollers can be raised up and (down depending on material type) to remove wrinkles, 4-colour or 8-colour capability of inks and an automatic sheet off cuts your material off once your print is done so you no more have to bother cutting off the material manually.

"The ValueJet 1948WX will further expand our soft signage printer line," said Brian Phipps, President of Mutoh America. "From custom apparel, to blankets, tradeshow graphics, soft signage, promotional items and more, the ValueJet 1948WX is the obvious choice for print shops looking to enter the world of dye-sublimation."

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Ricoh Releases Two New High-Resolution Printing Systems to Meet Market Demand



Two newly launched Industrial Inkjet Printheads from Ricoh is already winning hearts in the market because of its features and quality performance. The Ricoh MH5421F and the Ricoh MH5421MF has been especially designed for both low-viscosity (6 mPas) and medium-viscosity fluids (11 mPas) respectively. They deliver a highly stable jetting performance with the help of its ink recirculating structure. This feature of the system enables continuous ink flow directly behind the nozzle, thus reducing the risk of jetting failure. Each printhead has enhanced bonding technology for improved durability.

Other than being compatible with a wide range of fluids, the printheads now have increased reliability for single-pass printing, increased reliability for systems with rapid-setting ink as well as the increased reliability for systems with fast-drying inks.

With the increasing demand to meet customer requirements of smaller lot sizes and shorter delivery times the Ricoh MH5421 F and Ricoh MH5421MF are perfect systems that offer high-resolution printing to support its industrial partners as well as customer's demands.

Qres Technologies' F200 HS Impress the Industry Leaders and Customers



Qres Technologies' F200 HS has received an extremely good response from the market thanks to its high-performance and high-speed features. This UV flatbed printer is also armed with a unique design, wide range of options and many special features like the latest generation of drop-on-demand inkjet printheads that results in higher productivity. Print resolutions up to 2,880-dpi eliminate inkjet grain, producing smooth quarter tones and exceptional photographic quality.

The solid construction of the flatbed printer with an extended table size of 2.05 m x 3.25 m and maximum printing height of up to 50 mm helps to expand the portfolio of printing substrates to almost all kinds of rigid and flexible media. High quality inks used ensure intensive colors.

The new F200 HS is all about easier handling and operation. In addition to displaying the basic system data including printhead temperatures, UV lamps status and ink levels, users can track the status of any print job – everything from the number of printed copies to statistical data about ink consumption. Print job settings can be easily found in the print job database. Aside from the Qpro2 print software, Caldera GrandRIP+ V10 software and Colorgate Production server are also available as options.

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Web: www.dakshenterprises.com

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Bhudhakar Marg, Worli, Mumbai-400018
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Mob: 09879266661
Email: info@trinityinks.com

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Malad (West), Mumbai-400064
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Tel-011--43397100
Email-angelindiaimpex@gmail.com

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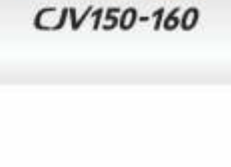
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