NEW PRODUCT-COLORJET LAUNCHES VULCAN -46 | 10 CREATIVE WAYS USED BY MCDONALD'S TO ADVERTISE -62

SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.13 Issue.5 Sep-Oct 2017

Price: 100 RS.



FEATURE

34 | Xaar – The Juggernaut in the Making

OOH

52 | JCDecaux Adds Another Feather To Its Cap

INTERVIEW

56 | K Corp – Creating A New Wave of Channel Letters

Indian Flex Industry Bursting at its Seams

scan with your smartphone

STAR print VINYL

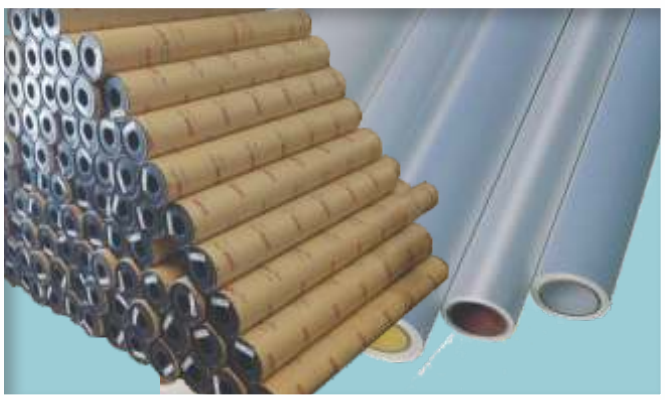
EXCELLENCE THE NEW STANDARD

SELF ADHESIVE VINYL



EUROPEAN QUALITY SELF ADHESIVE VINYL

Pioneer is the world's largest integrated manufacturer of Flex Banner, PVC Foam Sheet and Self-Adhesive Vinyl. India's 1st company to produce Flex Banner.



- High quality
- Excellent printability and handling
- Tube packing
- Virgin film
- Solvent glue
- Printable on all machines
- Applications: Interior & exterior sings, vehicle advertising, graphics and all kinds of digital, screen printing, etc
- Width: 1.02m 1.27m & 1.52m
- Available thickness: 80-120 µ
- Available with Matte and Gloss surface
- Standard roll length: 50m
- High adhesion

PIONEER POLYLEATHERS LIMITED
Corporate Ofice: B-46, Hosierty Complex, Phase-2, Noida-201305, UP, India
Phone: +91-120-4111113, 14
Mobile: +91 8588845645
E-mail: sales@pioneerflex.in, www.pioneerflex.in

PIONEER™ VINYL MADE IN INDIA

APSOM TECHNOLOGIES

Mimaki

Compelling new products to fit the various needs of more and more industries. That is the innovative spirit of Mimaki.

Sign Graphics

CJV SERIES
High-performance, integrated printer/cutter



CG SERIES Cutting Plotter



JV SERIES
Affordable, high-performance printer



Cut, apply and decorate Sign art that brightens towns

Industrial Products

Large Format UV LED Flatbed Printer
JFX200-2513



Roll to Roll LED UV Inkjet Printer
UJV500-160



SIJ-320UV
New UV-printer printing width 3.2 meter
Print head height adjustment



Advanced Flatbed UV-curable Inkjet Printer
UJF-3042MkII



UJF-6042MkII



UJF-7151 plus
High Performance Flatbed
UV Inkjet Printer



Pursue new possibilities by integrating latest UV Inkjet

Textile & Apparel

Entry model direct to textile inkjet printer
Tx300P-1800



Belt type direct to textile inkjet printer
Tx300P-1800B



Direct Sublimation High-Speed Inkjet Printer
NEW
TX500-1800DS



Entry Model Sublimation Transfer Inkjet Printer
TS30-1300



Production Model Sublimation Transfer Inkjet Printer
TS300P-1800



Leading digital printing Technology for design creativity on Fabric

High-speed Sublimation Transfer Inkjet Printer
TS500-1800



3.2 m Supervide Format Sublimation Inkjet Printer
TS500P-3200



APSOM TECHNOLOGIES

Authorised Dealer
APSOM TECHNOLOGIES (INDIA) PVT. LTD.

Unit 202, Shri Sai Corporate Park ,Plot No.B/8, Mahakali Mandir Road,Off.Link Road, Opp: Laxmi Nagar Ind.Estate,Goregaon (West)Mumbai - 400 104 Tel.: 022-2878 7804, Fax.: 022-2878 7802 E-mail: apsomum@vsnl.net

DELHI NCR: 12/36, Site-IV, Sahibabad Industrial Area, Ghaziabad-201010, U.P. Tel: +91-120-4261170 Fax: +91-120-4261170 Mob:+91-9810343951 E-mail: apsomtech@yahoo.co.in

KOLKATA: 23-R, Motilal Basak, Garden Lane, Phool Bagan, Kankur Gachi, Kolkata- 700054. Tel: +91-9830364995. Mob:+91-9331269836 E-mail: apsomtech_kolkata@yahoo.co.in

SURAT : Office No.1015,1st Floor, World Trade Center,Ring Road Area, Surat- 395 002. Tel:0261-2369400, Mob: +91-9323218274. E-mail: apsomum@yahoo.in

Pune:+91-9321895804 **Gujarat:**+91-9322515809 **Odisha:**+91-9338464656 **MP & Chhattisgarh:**+91-9322515809

www.apsomtechnologies.com

CONTENTS



9 The World's FIRST GIGANTIC 3D Robotic Billboard Installed by Coca-Cola



32 Launch of New WEGE POPS Promoted Using Mop/Up Kiosks



60 Singapore Government Celebrates the Festival of Lights

COVER STORY

10 Indian Flex Industry: Bursting At its Seams

CASE STUDY

28 Launch of Cadbury's Maha Pack Done in an Innovative Way

30 Echo Technology by Lightvert LTD is Here To Market Your Brand

32 Launch of New WEGE POPS Promoted Using Mop/Up Kiosks

EVENT

40 Wide-Format Printers Come Again With Wider Perspective for PSPs

FEATURE

34 Xaar – The Juggernaut in the Making

60 Singapore Government Celebrates the Festival of Lights

62 10 Creative Ways used by McDonald's to Advertise

NEW PRODUCT

46 ColorJet launches VULCAN

48 Monotech Systems Unveils Pixeljet POWERPRO

APPLICATION

50 3D Printing – Power to Engage Customers

OOH

52 JCDecaux Adds Another Feather To Its Cap

55 First Worldwide Outdoor Campaign on Road Safety

INTERVIEW

56 K Corp – Creating A New Wave of Channel Letters

REGULARS

8 Innovative Concepts
58 Installation
64 Event Calendar
66 Newswire
81 Resource Guide

APOLLO The PVC Flex Expert



Apollo Polyvinyl Pvt. Ltd. is the first and only manufacturing company of PVC Flex in South India. Apollo has grown steadily in this field with its manufacturing facility in Chennai spread over 100,000 square meters, having state-of- the-art equipment imported from Germany, Taiwan and China along with 40 years of combined experience in the industry.

Apollo has a skilled team of professionals who have unique knowledge and experience necessary to make a product that meets customer's expectations. With a strong foot hold in the Indian market, having branch offices in 14 different cities, Apollo is setting the benchmark in today's world of PVC Flex.

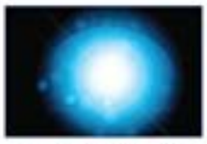
PVC Flex Banner

Apollo Flex is widely used to deliver high quality digital print for outdoor hoardings and banners, there are two types of PVC flex. Frontlit Flex & Backlit Flex.

Specification

Available Weight : 220 GSM Onwards (Frontlit)
450 GSM Onwards (Backlit)
Available Width : upto 3.2 M
Surface : Gloss / Semi Gloss
Lamination : Hot / Cold

Futures


GOOD LIGHT RESISTANCE


TEMPERATURE / WEATHER RESISTANT


EXCELLENT SMOOTHNESS


UV, SOLVENT, ECO SOLVENT PRINTABLE


BEST INK ABSORPTION


GOOD BONDING STRENGTH

Applications

















Apollo Polyvinyl Pvt. Ltd.
No. 6, 3rd Street, Balaji Nagar, Royapettah, Chennai - 600 014, India, Phone : +91 44 4351 8935 / 36
Email : info@apollovinyl.com, Web : apollopolyvinyl.com



Growing publicity stunt and rapidly increasing importance of outdoor space has pushed India's flex industry into a transformation phase wherein the expanding empire of outdoor promotions guarantees a fail-proof promised business with huge opportunities in time to come. This is what made us to cast spotlight on the rapidly growing domestic media manufacturing wherein some of the indigenous manufacturers are aspiring for big chunks at both domestic and international arenas.

In our hunt for information, despite our efforts we met some of the leading flex banner manufacturers like Pioneer Polyleathers, Apollo Poly Vinyl, Sun Lex, Canadian Speciality Vinyls (CSV), Cleena Industries, Navratan Specialty Chemicals (MegaSign), Shree Ram Fibre (SRF) and AllFlex. In fact, we couldn't make our reach to other manufacturers in time. Perhaps, we can do another article taking their inputs bringing in the developments hereinafter.

The recently ended Delhi Edition of Media Expo 2017 also finds considerable space highlighting the innovations, especially in the wide format arena where the technology giants like FujiFilm, Mimaki, Epson, Apsom (Roland), Canon, etc. had put their latest on the anvil for more than 12,000 visitors, who came in to explore the future of signage industry. ColorJet and Monotech got special mentions for their respective launches during the show with their respective 3.2 meter UV LED Roll-To-Roll inkjet printers - Vulcan and PixelJet PowerPro.

The issue carries insights from K-Corp, a company which deals in channel letters bending machines and LED modules, hinting as to which direction the segment (channel letters) of signage is heading towards. The issue also highlights as to how 3D printing has been used to seek people's attention. Besides, there is a blend of signage that has been used by Singapore Government to decorate and mark the celebration of the festival of lights this year in a unique way. On the OOH part, there's news about JCDecaux which enters mall-advertising in India.

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.

The editor can be reached at himani@mexexhibits.com



SIGN & P.O.P
The Complete Magazine on Signage & Point of Purchase
WORLD

Vol 13 Issue 5, Sep-Oct, 2017

Publisher
Baljeet Singh

Editor
Himani Gulati

Associate Editor
Syed Md. Ehteshamul Hasan

Content Writer
Mahjabin Shahzad

Marketing Head
Gaurav Juneja (9810301644)

Sales
Gaurav Chawla
Project Manager (9999089867)
Atanu Jana
Project Executive (9999420794)

Customer Relations
Mrs Singh

Design & Print Production
Ravi Pandey

Design Studio
Access Solutions
(9810116910)

Sign & P.O.P World is a bimonthly magazine, published by Baljeet Singh on behalf of MEX Exhibitions Pvt. Ltd., 9 LGF, Sant Nagar, East of Kailash, New Delhi - 110065

The opinions expressed by authors and contributors to **Sign & P.O.P World** are not necessarily those of the editor or publisher. All trademarks & tradenames mentioned in this magazine belong to their respective owners.

Sign & P.O.P World may not be reproduced in whole or in part without prior permission of the publisher. The claims and statements made in the advertisements in **Sign & P.O.P World** are those of the advertisers and are in no way endorsed or verified by **Sign & P.O.P World.**

The publisher has made every effort to assure the accuracy of information contained in this publication, but cannot assume liability for the errors.

Sign & P.O.P World is printed at Rakesh Press, A-22, Sector-68, Noida-201 301, UP

Copyright © 2017 ..... All rights reserved throughout the world. Reproduction in any manner prohibited. MEX Exhibitions Pvt. Ltd. does not take responsibility for returning unsolicited material.

Subscription, Sales & Enquiries

VISIT: www.signandpop.com **EMAIL:** info@signandpop.com
CALL: +91-11-46464848 **TELEFAX:** +91-11-41071644
POST: 9 LGF, Sant Nagar, East of Kailash, New Delhi-110065
Sign & P.O.P World is published by Baljeet Singh on behalf of MEX Exhibitions Pvt. Ltd.



Sales and Distribution Partner - India APSOM INFOTEX LTD.

COLORJET GROUP

INDIA : B-195, Phase-II, Noida-201305 (U.P.), INDIA. **T** +91 120 4548195
DUBAI : Block - A, Office No. 115, Hamsah Building, Karama, P.O. Box : 123360, Dubai - UAE. **T** 00971 43961744
E sales@colorjetgroup.com | **W** www.colorjetgroup.com

COLORJET

India's Largest Manufacturer of Digital Inkjet Printer

ColorJet's 1+2 years extended warranty gives our customers peace of mind.

COLORJET, INDIA'S LARGEST MANUFACTURER OF DIGITAL INKJET PRINTERS.



SERVICE YOUR BUSINESS CAN DEPEND ON

THE COLORJET SUPERPRINT 5 ADVANTAGE

- 1+2 YEARS EXTENDED WARRANTY
- COMPLETE SPARE PARTS STOCKS FOR ALL PRINTERS
- ALL CUSTOMER CALLS ARE TOP PRIORITY & PROMPTLY ADDRESSED
- UNIQUELY SYNCHRONISED FINEST GLOBAL HARDWARE & SOFTWARE
- MOST PROFITABLE LONG TERM PRINT SOLUTIONS



Arvind babu's MADE IN CHINA assembled printer

CAN HE GIVE YOU AN EXTENDED WARRANTY, IF YOU NEED IT?

Eco Friendly and Healthy Campaign Named "Plug in–Pedal & Play" Started by MOVE



MOVE, in collaboration with the Malta International Airport, installed a two-bike charging station at the SkyParks Business Centre. Basically, meant for serving dual purpose namely: generating cleaner energy and active lifestyle. Developed by MOVE, the two bikes allow users to charge electrical devices, such as mobile phones and tablets, through the conversion of pedal power into electricity. The innovative campaign draws attention towards the alternate energy generation.

IKEA Starts Awareness Campaign About the Devastation Caused by Syrian War



IKEA, the furniture giant along with Red Cross Norway jointly started a campaign in order to draw compassion from shoppers, towards the victims of SYRIAN war. The store has built a replica of a war torn home in its store. Just 25 square meters in area, the structure represents the actual home of a woman named Rana and her nine family members. Presented in stark contrast to the nearby IKEA room showcases, the room's concrete block walls and sparse furnishings focusses on the everyday struggles of Syrian citizens. The campaign has successfully raised a lot of funds for the war torn Syrians.

The North Face Starts a Fundraising Campaign Through "Walls are Meant For Climbing"



Walls are meant to unite us rather than divide. The brand, North Face introduced a global campaign, highlighting the sport of climbing eventually making it more accessible for people. The campaign is meant for generating an influence on people which makes them come together as a community to climb it, strengthen bonds and built trust. North Face believes that climbing community is truly global and that communities are stronger when inclusive.

The World's FIRST GIGANTIC 3D Robotic Billboard Installed by Coca-Cola



Well, as they say looks matter. In keeping with it, Coca-Cola has surprised us all by installing a mammoth robotic billboard at Times Square, New York. The project took four years to develop which has Coca-Cola creating a 20 by 12 meter (68 ft x 42ft) LED display made out of 1,760 independently moving screens. These individual cubes can be programmed to generate a series of 3D choreographies that can work parallel or in unison with the 2D images projected. Surpassing, all the current trends the billboard is programmed to display content depending on the hour of the day. For example, it displays icy images during summer & food chips during lunch time.

Netflix's Latest "Stranger Things" Uses Fictional Hawkins Power and Light to Advertise



Hawkins Power and Light plays an important role in Netflix's "Stranger Things", and in anticipation of the release of the show's second season, the streaming platform created a sly & innovative ad campaign for the fictional company. The campaign features a working 1-800 number that functions much like a regular corporate 1-800 number, soothing on-hold music, menu directions to follow, automated responses—until there's a crackling sound similar to something you might hear in show, Stranger Things. Billboards and other out-of-home work from creative shop Doner L.A. touting Hawkins Power and Light have popped up in Los Angeles and New York. The tagline, "Flipping the Switch for a Brighter Tomorrow," is perfect as it highlights the theme of the fictional corporation which is bland and sinister.

Car Wrap Innovation Can do Wonders for Your Business



Every business needs to advertise and market itself to flourish. This barber knows this well. Carlos & Co. barber shop is known for delivering excellence in old age craft, however in keeping with the current trends in advertising they chose this car wrap campaign to pull customers to their shop and increase business manifold. They know how to style their customer as well as advertise with style.



Indian Flex Industry Bursting at its Seams

WE, AT SIGN & POP WORLD, FIND IT APT TO CAST SPOTLIGHT ON THE RAPIDLY GROWING DOMESTIC MEDIA MANUFACTURING WHEREIN SOME INDIGENOUS LEADING MANUFACTURERS ARE ASPIRING FOR BIG CHUNKS AT BOTH DOMESTIC AND INTERNATIONAL ARENAS

State of Indian Flex Industry

Growing publicity stunt and rapidly increasing importance of outdoor space has pushed India's flex industry into a transformation phase wherein country's flex industry may find tacit opportunities. The on-going scenario indicates exuberant growth potential for flex in time to come with major market share in terms of advertising & promotion - both in value & volume. No wonder, the indigenous flex manufacturers are adapting to all the technological advancements so as to beat the heat of competitions from both fabric as well as imported stuff.

According to the industry estimates, the print value of the Rs. 51,000-crore signage industry is around Rs. 5,000 crore. When being inclusive of the costs of creative, fabrication, rentals and agency commissions, but excluding digital electronic display screens, the value goes up in the region of Rs. 8,000 to Rs. 10,000 crore. In fact, the industry has scaled to a level where around 15 Indian manufacturers of flex materials for signage are busy exploring the hidden potential and showing ways to many other aspiring entrants.

In the past few years, flex has gain visible share and has grown significantly, of course, riding high on the back of the ever-growing signage industry. This is not it as the expanding empire of outdoor promotions guarantees a fail-proof promised business with huge opportunities in time to come. However, a certain level of ambiguity has

been noted regarding the rapidly changing policies as the growth of the industry would largely depend on the measures taken by the government in coming days.

Indigenous Manufacturers are Delighted

We, at Sign & POP World, decided to explore as to how the domestic flex players are fairing amidst all this. In our hunt for information, we tried meeting and interacting with many but end up with only a few as more time was required to complete the list which currently has Pioneer Polyleathers, Apollo Poly Vinyl, Sun Lex, Canadian Speciality Vinyls (CSV), Cleena Industries, Navratan Specialty Chemicals (MegaSign), Shree Ram Fibre (SRF) and AllFlex. In fact, we couldn't make our reach to other manufacturers in time. Perhaps, we can do another article taking their inputs bringing in the developments hereinafter.

Once contacted, the manufacturers' views about the country's flex industry vary from stagnant to dynamic and fast growing. Stagnation is attributed to a state of the industry where supply has taken over the demand. Apart from that the interaction with manufacturers also evinced that the machines, materials and technologies in the current Indian flex industry are mostly imported from the overseas, predominantly from China, Korea or Taiwan. Many manufacturers used this as the base to claim their quality that since they have the same infrastructure as the overseas players have, they can deliver indigenously produced printing materials of the same quality, but at a rather competitive price.

Nonetheless, it is a fact that considerable part of the industry still constitutes solvent-based printing where flex is the only way out as no other substrate or media is there for substitution for now. The point to be noted is the rising consumerism that has led to an increase in the demand for outdoor publicity. In the meantime, growing demand for quality signage is inducing the industry to shift to UV and latex technologies, which would force improvement in the quality of flex too.

The Growth Bearers

The drivers for the growth in flex industry are many as several verticals in the Indian signage market have seen the surge over the last few years. Except for a couple with their strict opinions, the indigenous flex manufacturers firmly believe that a sizable economy has a high expected growth rate in areas of infrastructure, real estate, manufacturing, with special reference to the organised retail sector where the potential is immense. All this would definitely accelerate the pace at which the Indian signage industry is taking its strides, in turn bringing businesses for the flex manufacturers.

Besides, there are rapidly emerging overseas markets for flex where Indian manufacturers can set their export destinations. Geographies like Middle East, Africa and South America are on the verge of rapid developments and outdoor publicity is picking up faster than ever before. While quite a few have already made inroad to grab the opportunities right from the very beginning, many have their plans ready to jump on to the bandwagon once expansion (capacity/SKUs) on their respective cards is done.

The Policy Jerk

Recently, on the recommendation of National Green Tribunal (NGT), the Chhattisgarh Government has banned the use of chlorinated plastic and short-life Polyvinyl Chloride (PVC) in the state. The advertising and promotion of materials like PVC banners, flex, and hoardings have also been banned with immediate effect. The published report mentions that it may not solve the problem but it is bound to do its bit as the chemical used to make PVC is a known human carcinogen, according to the World Health Organization's International Agency for Research on Cancer (IARC). But the whole exercise has developed a fear psychosis in the minds of flex manufacturers across the country.

Recalling the first-of-its-kind drive that was flagged off from the state of Karnataka when the beginning of a plastic-free environment was announced by imposing a complete ban on plastic, irrespective of its thickness, thermocol and, of course, on the products made using these materials in the State. The decision to this ban was taken by the State cabinet and the legislature, reasoning out that plastic has been becoming a hazard to the environment, blocking of gutters, sewers and drains apart from resulting in pollution of water bodies in urban areas. And, this is not false.

The notification cites, "No shopkeeper, vendor, wholesale dealer, retailer, trader, hawker or salesman shall use plastic carry bags, plastic banners, plastic buntings, flex, plastic flags, plastic plates, plastic cups, plastic spoons, cling films and plastic sheets for spreading on dining table irrespective of thickness including the above items made of thermocol and plastic which use plastic micro beads."

The notification barred manufacturers from producing the aforementioned plastic products, storing or supplying or transporting the same. However, exemption has been given to plastic carry bags manufactured exclusively for export purpose against any export orders located in a special economic zone and export-oriented units. Also exempted is the plastic used for milk and milk products, apart from those which constitute an integral part of packaging in which goods are sealed prior to use at manufacturing/processing units. The exemption is also extended to use of plastic in horticulture and nurseries.

The trait was followed by Kerala where it was later on moderated to make it a bit relaxed. According to an official release no flex boards would be allowed to be used for advertisements and campaigns without permission from local self-governments. The local bodies should remove flex boards put up without authorisation under provisions of Plastic Waste (Management and Handling) Rules. Use of flex boards stand banned on government institutions for functions and advertisements. The use of flex boards in public places require special permission, and must not cause any hindrance to traffic. Billboards, notices, and flex boards fixed on electric posts without authorisation were removed.

However, advertisements of fixed size on painted metal claddings remained permitted. Advertisers should approach the Clean Kerala Company for this. Local self-governments should issue licenses for specific periods at specified places wherein flex boards carry name of license holder, number and the license expiry date before which the boards are to be removed. Fresh licenses would not be given to persons violating the conditions. The boards should be returned to the advertisement agency or printer for recycling. Advertisement agencies or those installing the boards would be responsible for compliance. Flex boards should not be fixed to trees using nails. The Cabinet had earlier decided to impose a total ban on flex boards.

This change in approach of the government brought a sigh of relief for the signage community comprising flex manufacturers, flex printing companies and workers.

Conclusion

Nevertheless, flex manufacturers seem busy looking for ways to mark their presence in almost every segment of the economy with varied solutions at each price line, including the high-end market. Meanwhile, they are also finding eco-friendly manner that may include recycling of flex, which is popular for reasons - being cheapest media option and multi-layered usages. For this, the industry association is busy devising ways to separate the plastic from flex to make more of a polyester fabric than merely being counted as plastic, the hazardous substance.

Constant evolution and rapidly increasing the number of indigenous flex manufacturers is nothing but a milestone that the industry can mark as its development. Most of them looked ambitious while talking about their products and quality thereof, taking them to the global markets. All this evinces that the home-grown media manufactures have marked their respective successes in production of quality printing materials, which are now increasingly in demand all around. In the follow-up is the transitory spotlight on those emerging global flex giants of tomorrow.

Pioneer Polyleathers – Leading The Flex-way



Purnendu Kashyap, Vice President

Pioneer Polyleathers Ltd. is India's leading integrated manufacturers of flex banner, PVC foam sheet and self-adhesive vinyl. The company, which has been manufacturing these products since 2008, has recently doubled its capacity. Its state-of-the-art facility is spread across 15 acres of land and houses multiple production lines with monthly capacity to produce 600 containers of flex banner and 50 containers of vinyl. In order to know more about Pioneer's strength and its market presence, we at **Sign & POP World** met **Purnendu Kashyap**, Vice President (Sales & Marketing), who is very much confident that flex is here to stay. The edited excerpts are here to follow:





How do you see the state of flex in the Indian signage industry?

The year Pioneer Polyleathers Limited started manufacturing flex in India; the market has been on the surge as never before. The number of flex manufacturers is continuously increasing, which is nothing but the reflection of a growing market. Further, with a variety of options depending upon strengths and thicknesses, flex is available at different price-points. Overall, being pocket-friendly to the most of below-the-average vendors/start-ups, flex has been gaining its attention as the common-man's & corporate's media for promotional purposes.

How has it been competing with fabric as media?

As far as competing with fabric is concerned, few solution providers have promoted it in the name of Green. But, it is also a fact that fabric lacks on many fronts when it comes to competing with flex. In short, fabric doesn't have the potentials, flex is blessed with. As I said, flex is actually the common man media, which small vendors/manufacturers, who can't afford news paper or TV, can easily opt for the purpose of promoting their respective brands.

What do you mean by potentials? Can you please elaborate it?

There are three major points, where flex has an edge over fabric. First, fabric for signage purposes is too costly when compared with flex. This high price is actually deterrent to its growth keeping in view the extreme level of price-sensitivity in our market. Second, the width of flex is 10 feet, which the fabric is yet to catch. Third is the strength where again







flex surpasses fabric with visible differences, which has made latter's usage limited to indoor applications. All these together instil that flex is here to stay against all odds.

Other than fabric, how has Indian flex been competing with imported stuff?

As of now, the only major brand from Korea is 'Starflex', which has developed a very good repo with the corporate world in India. We are trying the same way now. Lately, we have started promoting our feature-rich flex to the corporates and getting that approved from them. We then forward the lead to our nearest dealer to cater to their future requirements with promising consistency and availability.

How do you promise consistency in quality?

We use world's best machines and technology, while raw materials are sourced from internationally reputed suppliers that enable us producing everything within our own factory. Our machines and technology are imported from Taiwan, Germany, Korea and China. We take extra care when it comes to maintaining the quality of our products. We buy major ingredients (raw materials) from world's reputed producers like PVC from Formosa (Taiwan), DOP from Korea and CaCo3 from Vietnam. For the rest, we have indigenous setup.

For instance, Reinforcement Fabric is produced within our factory by using expensive knitting machines from LIBA Karl Mayer, a German technology giant. Paper tube required for flex banner packing is also produced in-house on indigenous machines. Basing on all this, we assure that the quality of our products is better than our competitors.

What all makes Pioneer's infrastructure?

Our plant is located at SIDCUL Pantnagar, Rudrapur in the state of Uttranchal. The factory spread is over 1 million sq ft where we have 6 fully-automated 4mtr wide PVC calendars to produce best-in-class PVC film for flex banner. All calendars are equipped with Korean and Taiwanese technical collaboration that are first-of-its-kind in India. Besides, we have 14 laminating machines – in hot & cold - imported from Germany, Korea and Taiwan. Our 13 Knitting and 4 warping fabric machines have been imported from Karl Mayer Liba, Germany. We have 4 lines of Celuka machines to produce foam board and Celuka sheets. We do have best quality self-adhesive vinyl line to produce excellent quality products. This apart, roll-up banner standee for advertisement is also being produced with high quality aluminium profiles and best quality components.

What all does Pioneer has in its kitty? Why should one opt for Pioneer over its competitors?

We manufacture flex, vinyl, foam board and standee. Of these, major sales contributor is flex for us followed by vinyl, foam board and standee. There are varieties of Pioneer flex currently available in the market. We have flex banner (front-lit, back-lit, black back and gray back) from 200 GSM to 710 GSM with widths ranging from 1 meter to 3.2 meter in different colour tones like bluish, whitish, yellowish, pure white, and off-white. We do have the option of customised production depending on our clients' specific requirements. For PVC foam board (forex sheet), we have a variety of thickness options from 1mm to 18mm, while density and size can be customised as per the requirement.

As far as choosing Pioneer is concerned, our customers get added advantage of lower price and very high quality.

What is your distribution model?

We have 200 dealers spread across the length and breadth of the country. In Indian market, we have the largest market share. We are not only catering to Indian customers but also overseas markets. Our products are exported to more than 20 countries including Brazil, Turkey, Dubai, Bangladesh, Sri Lanka, etc. Apart from that we are regular exhibitor at all major national and international exhibitions in Dubai, China, Brazil, Thailand, Indonesia, Egypt, Turkey, etc.

Apollo Polyvinyl - Indian Signage Industry Revolves Around Flex



Varun Kapoor, Managing Director

Primarily known for PVC-based products Wood Plastic Composite (WPC) and PVC Foam Board, **Apollo Polyvinyl (P) Ltd** has relatively been a new player in when it comes to manufacturers of PVC Flex. Having state-of-the-art equipment that includes 4.25-meter fully automatic calendaring flex banner manufacturing unit imported from Germany, Taiwan and China, its facility in Chennai is spread across 1,00,000 sqm.

The company has 40 years of combined experience in plastic manufacturing industry, and boasts of its team of skilled professionals who have unique blend of knowledge and experience, necessary to meet customer's expectations. With a strong foothold in the Indian market through its branch offices in 14 different cities, Apollo looks towards global markets across Europe, Asia, Africa and the Middle East to make feel its presence on the world map.

We, at **Sign & POP World**, came in contact with **Varun Kapoor**, the company's Managing Director, to discuss which all products the company has in its kitty and how it is strategising its future growth plan. Here are the edited excerpts to follow.



Which all products does Apollo offer?

We are manufacturing various kinds of Flex Banners, Foam Boards for the signage industry. Besides, we do have Celuka Boards and PVC Doors for signage as well as furniture Industry. We are is engaged in manufacturing, exporting and supplying an extensive range of Front-lit Flex Banner, Block-out Flex Banner, Back-lit Flex Banner of various GSM with widths up to 3.8 meter along with PVC foam board and WPC boards ranging from 4-20 mm in thickness.

Which specific products from Apollo Banner are going in to signage industry?

With regards to the signage Industry, we market through dealers and traders catering to printing unit division and corporate job markets.

Our core products for the signage industry fall into three main divisions: (1) Front Lit (cold and hot lamination) – large format banners of GSM varying from 220 to 440 GSM, (2) Back Lit (cold and hot lamination) – large format banners of GSM varying from 460 to 620 GSM, and (3) Black Back Front Lit – large format banners for highway advertisement of GSM varying from 280 to 340 GSM.

What all Constitute Apollo Polyvinyl Infrastructure – factory Spread, machineries, raw material sourcing, etc?

With German and Taiwan-based machinery & technology, we at Apollo manufacture premium quality for all our products in our factory located in Gummidipundi, near Chennai. To cater to the needs of the country's signage market, the total annual production capacities are different for different products. For flex, it is 25,000 Metric Tonnes; while for Celuka and Foam Boards, it is 5000 tons.

What is your USPs? Why should one opt for Apollo over its Competitors?

Everyone at Apollo tries not to focus on competition and rather to just do things our way. Our team aims to ensure complete customer satisfaction by not only providing timely service and delivery with consistency in quality, but we also bear in mind to listen to any kind of constructive suggestion, we get from our network of dealers and



distributors and this has helped us only improve our services and products over time which in turn has helped us gain further customer loyalty. In the corporate sector, our media has been making the rounds with our hot gloss products being compared to imported and global reputed brands and this has really helped us get our products approved and preferred in the corporate sector.

What is your distribution model? How many dealers/distributors does the company have as of now? Any expansion plan in near future?

We have various networks of dealers and distributors across all over India. Being a relatively new entrant, we are gaining more footfalls in different markets and regions domestically as well as in certain Global Markets. In terms of expansion, we are slated to add more products as well as more variations of our existing products to our portfolio.

How do you see the state of flex in the Indian signage Industry? Where is the potential coming from?

The Indian signage Industry has revolved around flex for the longest time and I see no reason why this will not continue in the future. The greater potential is definitely in the corporate sector followed by rapidly gaining attention, the upcoming rural regions.

How has Flex been competing with fabric as media? How do you see the market potential for Flex in time to come?

While fabric has definitely shown a few benefits over flex in some usages, flex has been found to be more durable and cost-effective by far. Moreover, the case of handling and usage is found to be easier, and better print visibility in flex remains its biggest advantage over fabric. There seems to be enormous potential in the higher quality market for Flex going forward.

Other than fabric, how has Indian Flex been Competing with imported stuff?

Of course, with good quality, consistency and availability; local manufactured flex will be successful against imported products. Having warehouses in 13 different cities in India, we stock and monitor pre-determined quantities of our products to ensure just-in-time delivery to our customers.

What steps are you taking in this regard? How do you promise quality?

We make sure all our raw materials are sourced keeping the highest quality in mind, and as such, make sure the most stringent of measures are used in our QC department to ensure the same in our products. QC test in printing in each stage of production has made a profound difference and ensure complete quality and help us provide better end-products.

The raw materials are sourced from internationally reputed suppliers ensuring us that the products supplied in the market are of impeccable quality. Apollo ensures excellence in design, production and performance of each of its products.



Sun Lex – There's a Lot of Potentials to Tap



Prayag Patel, Managing Director

Established in the year 2012 at Morbi in Gujrat, **Sunlex Fabrics Pvt. Ltd.** is engaged in manufacturing, exporting and supplying an extensive range of Flex solution. Under the visionary guidance of the founder - chairman, Vinod Patel, the company has carved out a distinct niche for its gamut of products and services in this field. His strong business acumen and knowledge empower the company personnel to optimally satisfy clients' diverse requirements.

In order to know, how the company is fairing in a market place which at one time was largely dependent on imported stuff, we, at **Sign & POP World**, got hold with **Prayag Patel**, the company's Managing Director, whose inspiring management has only added the speed needed to run over the competition. Here is the edited excerpt of what he shared:



Which all products do you offer? In which all applications do your products go?

We have a wide range of products that includes Frontlit Flex Banner, Blockout Flex Banner, Backlit Flex Banner & PVC Tarpaulin. These products are designed in accordance with the set market standards using the supreme quality basic material and latest technology under the supervision of our skilled team of professionals. These products are demanded across the nation due to their perfect finish, superior quality and durability.

Our products are widely used for indoor & outdoor signage applications that include building signs, in-store displays, trade show displays, outdoor displays, screen printing and billboards. Our products come in various sizes, designs and colours to suit varied needs of our clients.

Tell us about your infrastructure. What is its capacity?

We have invested a huge amount in the establishment of our state-of-the-art infrastructural set up. We have fully automatic calendaring flex banner manufacturing plant with most advance technology from Germany, Korea and Taiwan. Well-equipped with all the necessary and advanced machineries, latest machines, tools & equipment, our facility is capable of undertaking bulk orders in an appropriate manner. With all this, we, at Sun Lex, have the capacity to produce 1500 tones a month. We manufacture various kinds of GSMs for varied applications.

We have an adept team of qualified and experienced professionals. They work in a systematic and coordinated manner to provide maximum level of satisfaction to our clients. All this is reflected in excellent and stable quality of products. Our team ensures that the requirements of our clients are met in the most economical and timely manner. Further, to ensure smooth and hassle-free work operation, we have categorised our infrastructure into various sub-departments - production, quality control, sales & marketing, warehouse & packaging and R&D.

What is your USP?

Our easy payment modes, transparent dealings, client-centric approach, competitive price range and ethical business policies are the USPs that have led us to achieve immense success in this domain.

Moreover, we are a client-centric organisation and aim high to achieve the maximum satisfaction of our valuable customers. Over the years, we have developed a huge client base across the country. We have been successful in winning great compliment all over, by offering clients with prompt deliveries of the offered products.

How do you maintain the quality of your products?

Being a quality-centric organisation, all our products are manufactured as per the international quality standards. Our well-equipped quality control unit is managed by a team of our highly-experienced quality controllers, who inspect the entire range of products at every stage of the production process to ensure their zero defects.

What is the state of Indian flex industry? How do you see the invasion of fabric to replace flex in signage industry?

The industry is growing at around 15% annually with a lot of potentials to be tapped. It is not at all possible for fabric to take over flex as the former has its own limitations. We understand that for indoor media, fabric can be ok, but for outdoor applications especially for big hoardings fabric is not appropriate because to develop a wider canvas, sealing can not be done. Also, the print quality is not at par with flex.

How has been your distribution model? Do you also export?

We do not sale directly. We have 70 dealers spread across the country. We do export to 7-10 countries.

For More product
detail scan QR code
via smart phone carmera

Celebrating
25
Years of Excellence
Since 1992

POLYfix®

INSTANT GLUE

CYANOACRYLATE ADHESIVE

happy diwali

**May the divine light
of Diwali
Shine with Happiness
in
Your Life**





Distributors Wanted Having Supply Chain In


WOODEN FURNITURE


HELMET


FLEX BANNER


FOOTWEAR


HANDICRAFT

Flex, Helmet, Shoes, Furniture, Electronic, Handicraft, Toy, Ceramic, Stationary & Industry

BENSON
POLYMERS LTD.

3, L.S.C rd Floor, Rishabh Vihar Market,
Karkar Dooma, Delhi 110092
Email:- sales@bensonpolymers.in Tel.: +917840066661-62
Web :- www.bensonpolymers.in, www.polyfix.in
www.facebook.com/polyfixinstantglue www.youtube.com/polyfixinstantglue

CSV – No Impact of Fabric on Flex



Vinay Verma, Sr. Vice President

Canadian Speciality Vinyls (CSV) is an Indian enterprise specialising in manufacture of all kinds of calendered PVC films that are widely used in various industrial and commercial applications like banners, billboards, pneumatic toys, stationery, furniture films, industrial curtains, floor coverings, raincoats, handbags, plastic bags & other items. In a short span of time, it has built a huge network and has grown fast to become one of India's largest manufacturers.

It is the manufacturing arm of the well respected and renowned 'Shikhar Enterprises' Group, a 20 year old concern established by educationist and entrepreneur Anil Mahajan, that engages in international trading of several industrial raw materials like textiles & plastics, and also has business interests in Real Estate and Construction.

To delve in to the company's manufacturing strength and its strategy to combat the competitions from imported stuff and fabric, we, at **Sign & POP World**, caught up with **Vinay Verma**, CSV's Sr. Vice President - Sales & Opreation.



How is CSV placed in the Indian flex industry?

We are the second to set-up flex manufacturing plant in India. And for now, with a monthly capacity to produce 1500 tons, we are the second largest manufacturer of flex in India. Soon, we are going to expand it to touch 2200 tons mark, which is slated to be operational by March 2018.

How has been the infrastructure at CSV and its manufacturing capabilities?

We have a very robust infrastructure comprising most advanced manufacturing facility with automatic calendaring by Comerio ercole (Italy), Berstorff (5-Roll Calender from Germany) and Ding Co, to form a state-of-the-art facility that can produce a huge, unmatched product range.

We are capable of manufacturing calendared films up to the net width of 4.0 m. We also have the ability to manufacture extremely thin PVC Films in thicknesses of 0.03 mm that can be used for various applications. Heavy thickness for rigid and soft films can go up to 2.0 mm in our product range. We also have the flexibility to meet rush orders if you need material unexpectedly.

Moreover, our plant at Kashipur in Uttarakhand, is qualified for 'Environment Management System' by ISO 14001: 2004, which ensures a safe and clean operation. We are committed to the highest standards of safety, health and environment and will keep on meeting or exceeding all regulatory guidelines.

What is your USP? What makes you apart from your competitors?

Continuous product innovation, customer intimacy, superior quality, first-rate service and our ability to provide fast solutions to specific customer problems make us unique in the Plastic Film industry. Based on all this, we have gained the trust of our valuable customers. We always look forward to facilitate more profit to our customers.

The cornerstone of our philosophy is to be fully responsive to our customers' needs. Our reputation for having the foremost service and delivery performance in the industry has always been an achievement of our people. From the highly skilled product development staff and engineers to the sales and marketing staff, all personnel work together as a closely-knit team to timely deliver the product that best suits the needs of our customers.

How do you assure your customers about the consistency in quality at CSV?

To ensure continuous improvement and a consistently high level of performance, we adhere to rigid quality assurance standards. These standards are enforced in every facet of our business - right from R&D to engineering, from production to marketing, and from administration to technical support functions. We are ISO 9001:2008 certified. ISO certification is our way of saying that each and every time, and without fail, we will do what we promise to do. Just a simple mention that we do not change the formulation of the raw materials, which we procure not only from India but also from overseas markets like Korea and China.



How do you see the state of Indian flex industry? Is invasion of fabric going to change the scenario?

The Indian flex industry is growing at around 20% annually. As we all know, the market here is price-sensitive and fabric is too highly-priced when compared with flex. Immediately, in next 5 to 10 years, I don't see any impact on the market for flex. I can't see a 100% shift over fabric from flex due to the limitations attached to the former. If anyway fabric succeeds, it will take 10-15 years to replace only 50% of the flex market. But at the same time, the market would grow by 50%, which will keep combating the effect to some extent.

What is your distribution model? Do you also export? If yes, to which countries?

We are present pan India through our dealers. Presently, we are not exporting to any country because we already have very good potential in domestic market irrespective of regions. But once the expansion is done, we will surely be looking forward to export destinations in various countries.

What is your take on competing with imported stuff?

We already have the anti-dumping duty in place, we don't have to compete with any low standard cheap stuff. However, there are certain brands at the high-end band with which we are able to compete because we do have the capability to produce the high-quality stuff.

How has been the competition at high-end with foreign players?

In last two years, imported brand like Starflex has already lost 80% of its market share owing to the enhanced capacity and improved quality of domestic manufacturers who are now capable to produce high-quality products at a much lower rate. On quality front, we are at par with the high-quality imported stuff while when it comes to pricing we are 20-25% cheaper than them.



Cleena – Flex Quality Varies with Region



Avnish Gautam, Vice President

Cleena Industries Pvt Ltd. boasts of its fully-automated calendaring flex manufacturing plant at Roorki in Uttarakhand, which is equipped with most advanced manufacturing technologies from Germany, Korea, Taiwan and China. The company claims to have established a very healthy working environment through efficient methodologies ensuring maximum productivity of human workforce to manufacture excellent quality products.

With all this Cleena is very-well placed in the Indian flex industry. We, at **Sign & POP World**, came in contact with **Avnish Gautam**, the company's Vice President - Marketing & Sales to know how is Indian flex industry fighting competitions and how Cleena is making its way forward. Here are the edited excerpts.

How do you see the state of Indian flex industry and its competition from Chinese stuff?

No doubt that China is the only country where flex is manufactured in bulk to feed the international market including India. They manufacture all kinds of flex to cater to the requirements of all market segments at almost every price bracket. Now that for Chinese cheap products, the anti-dumping duty is already in place, there is hardly any fear of cheap imported stuff entering India.

At the same time, India is quite capable of producing high-quality flex. Further more, we have the same machines that the Chinese manufacturers are using to manufacture flex. But we have better and very competent man-power than China as of now. We can produce any type of flex as per the demand from the market.

How do you see the invasion of fabric to take over flex in signage?

Right now, there is no danger to flex from fabric as the former is much lower priced. In textile/fabric, the raw material very costly, which leave people with flex - the cheapest way to opt for outdoor advertising. Also, since India is a developing country and still at a stage where people are not much concerned about environment and chose the one that fits the pocket. Moreover, the durability of fabric is also at a questionable stage when compared with flex. Keeping all this in view, for a decade or two, there is no any damage expected for flex from fabric or any other media.

How has Cleena been catering to the needs of the market?

We are present across the country irrespective of regions - north, south, west, and centre. Every market has its own requirement depending on the demography and the market nuances. For instance, in north it's the lower GSM which is asked for the most because the region is highly price-sensitive. In south and west, the quality is regarded and people usually demand high-quality material i.e. higher GSM. In centre, the supply is market driven i.e. the products are supplied according to the demand. In west, high-quality branded printing machines are installed, and therefore, good quality flex is in demand as people don't want to waste the machine's efficiency and quality.

Where your factory located and what is its capacity?

Our factory is in Roorki, Uttrakhand with a monthly capacity to produce 1200 tonnes. The area is spread across 30-40 bigha.

What makes Cleena different from the league?

For us, we have set strong parameters - relationship with customers, transparent trade policy, consistency in quality, timely delivery of the consignments. Almost all the manufacturers have the same parameters, and each of them tries his level best, but the success is counted on the point that how many of them are going to succeed in their efforts. This, however, depends on the company policy. What makes us different from the league is the strict adherence of all these parameters and fulfilment of promises that we make to our valuable clients.

What is your distribution model?

We do not have direct presence, but through our dealers. As of now, we have 70 dealers associated with us. However, we have plans to approach corporate directly and then after getting the product approved, we pass on the trade to the nearest dealer in that area. We supply as per the demand from our dealers from any part of the country.

What is your USP?

We offer good pricing for various GSM, and hence, good trade margin. We follow a 30-days credit policy. Today, it's a buyers market, seller can't decide the move. Buyers come, compare and then chose the one supplier with most of the benefits. We do manufacturer products to meet the requirements of a particular buyer depending on the trade volume.

What keeps you as the front-runner in the Indian flex industry?

Our manufacturing operations are categorised into various verticals - R&D, production, quality management, marketing strategy, warehousing & packaging. We have a very robust R&D to facilitate us adapt and follow the best practices and evolve through - different permutations and combinations for production. The facility itself is well-equipped with all the advanced machineries which are designed to produce efficiently.

Our entire process from procurement of raw material to delivery of finished goods passes through requisite checkpoints to ensure the best quality standard. This is further backed by an adept team of professionals regularly engage and collaborates with the markets. We do have warehousing in our facility to be ready to feed the market in no time.

MegaSign – Future of Flex is Not Perfect



Lalit Patel, Director

Established in 2012, **Navratan Specialty Chemicals Llp** is engaged in manufacturing, supplying and exporting some of the popular PVC-coated materials and foam boards under the brand names, Signmagic, Megarich, Megasign and others. The company indigenously manufactures quality materials at it facility in Sanand, a few kilometers from its corporate office in Ahmadabad. In fact, Navratan is the most recent addition in the bouquet of Megnmani Group - a multi-billion company, which is engaged in the manufacturing of dyes, chemicals, intermediaries, etc.

Using the most advanced technologies in its state-of-the-art manufacturing facility, Navratan develops the most innovative products conforming to international quality standards. Having serious marketing plans, the company focuses on pan-India presence and wants to cater to the needs of those who are looking for the quality, reliability and durability.

We, at **Sign & POP World**, approached **Lalit Patel**, the company's Director to know the current state of Indian flex Industry and how Navratan is strategising its future moves. Edited excerpts are here to follow:



How do you see the current state of Indian flex industry?

Flex industry in India is not at a very brighter side as it is almost saturated where supply is more than the demand. Meanwhile, lot of restrictions is coming from the government side owing to it being hazardous to the environment. Recently, on the recommendation of NGT, Chhattisgarh has baned the use of flex.

Looking at the current scenario, all the existing manufacturers are doing well but the future is very dicey and prediction on the basis of on-going situation is not easy. The policy against flex is already there from last couple of years, which some states have already implemented, while some have been waiting. This has kept the manufacturers in a sate of ambiguity that if the situation would take a turn.

But many flex manufacturers have expansion plans on their cards?

No doubt that many manufacturers have expansion of their capacity on card, while some have already done with. But at the same time, there are also the concerns raised by NGT regarding its impact on environment. Following this, some states like Kerala, Tamil Nadu, Karnataka, Chhattisgarh, etc. have already put the restrictions on the use of flex especially in outdoor signage, hoardings, and billboards.

Amidst all this, how do you see fabric as the replacement of flex?

We all know that there is no other cheap media than flex is available for the purpose. Fabric is just at an introductory phase and is too early to say anything on Fabric penetration over flex in Indian market. It has quite a few limitations when compared with flex. As of now, the price is too high to opt for. Also the availability of fine fabric for signage would take more time.

How is Navratan placed to combat the competition?

We offer premium quality flex banners, decorative PVC sheets, laminated tarpaulins, digital inks, PVC foam boards and warp knitted polyester fabric. Our state-of-the-art facility is equipped with latest production technologies and machines from Korea, Taiwan and Germany. Located in Sanand, Gujarat, our manufacturing unit is spread across 100-acre land with the monthly capacity to produce 1200 tons. We use the finest quality of raw materials sourced from our reliable vendors, and ensure that all products are dynamically tested on a broad spectrum of quality parameters to ensure flawlessness and top-notch quality with enhanced durability.

What all does Navratan offer?

We can manufacture seamless width up to five meters. But we do customise in width and length of rolls as per the requirement of our customers. We offer all GSM materials starting from 240 to 440 GSM in banner and 480 to 510 GSM in backlit. Other than banner and backlit materials, we also offer PVC foam board in different density where thickness varies from 1.5 mm to 12 mm. Variations in the product line of the company comprise eco-solvent materials to fulfill the increasing demand and consciousness of 'green' printing in the current market.

How do you market your products?

We have 70 dealers supported with regional offices agents all over India to cater the needs of entire country. We are trying to compete with high-end products for which we are ready with the needed infrastructure.

We do export to as many as five countries. But as far as creating an overseas market for our products is concerned, it's not easy as in all those countries Chinese stuff are already present with lot of variants and at lower price to fight with.

SRF – Flex is Laminated Polyester Fabric

The journey of **SRF** started with a nylon tyre cord plant in Manali near Chennai in 1970. Over the years, it not only expanded its product range under the Technical Textiles but also diversified into many adjacent businesses. Besides Technical Textiles, today SRF business profile constitutes Fluorochemicals, Specialty Chemicals, Engineering Plastics and Packaging Films.

SRF prides itself in inheriting a legacy of its founders whose contributions to Indian industry are legendary. The company traces its origin to the famous DCM group of companies, which was initially founded in 1889 as north India's first textile mill. To identify with their city, the founders decided to call it Delhi Cloth & General Mills Ltd. (DCM).

To know how SRF is planning to explore a niche for itself in the Indian flex industry besides fighting back its environmental limitations, we, at **Sign & POP World**, followed **Kishore Naryanan**, the company's AVP - Sales & Marketing and finally caught up with him over telephone. Here is the edited excerpt of what he shared.





What all products does SRF have on offer for Indian flex industry?

SRF offers a wide range of PVC laminated polyester fabrics in different combinations of length, width and weight as per our customers from printing, advertising & signage industry require. We offer both cold and hot front lit and back lit laminated fabrics. These laminated fabrics are used as flex in hoardings, billboards and signage.

Our technical textiles are not only suitable for high quality screen printing and digital printing, but are also compatible with all solvent-based printers such as Vutek, Nur and Scitex. Under special treatment, SRF products also exhibit anti-UV and also fire-retardant properties. With a pan India network of channel partners, SRF promises to serve customers anywhere in the country.

Where the plant located and what is its capacity?

Established in 2010, SRF plant is in Kashipur, Uttarakhand with a monthly capacity to produce 75 lakh sqm of PVC laminated polyester fabrics. The facility is equipped with one PLC-based calendaring machine to produce PVC film of 4 meter width, two cold lamination & one hot lamination machines of 3.2 meter width and a state-of-the-art fabrication machine with automatic heat sealing & groumating facilities to produce tarpaulins.

What is the USP?

It's simple! If people think of quality, they think only of SRF, which they can purchase, forget and sleep at home because there will not be any complaint against the product. We are the only company in India with no credit, but 100% advance payment. The service is excellent. Whatever we claim, we deliver without any compromise. We strictly follow the principles of quality first. We continually strive to improve, through







the involvement of everyone, the value we create for our customers. We are promoting these USPs to our customers as no other manufacturer is that accurate as we are.

How many dealers do you have? And which all support do you offer?

We have more than 50 dealers across the country. We provide all the marketing support including that of BTL activities to our channel partners. Our sales team does support them in promoting the products along with their sales personals. Additionally, we do get the approval done from corporate clients and then hand over the lead to our nearest dealer in that region.

Do you export also?

No, we are not yet exporting. But soon we are going to add a few more SKUs into our portfolio after which we will surely look for the opportunities in overseas markets.

Could you please explain a little on the production process of flex?

The manufacturing process of laminated fabrics essentially involves three stages of calendaring, lamination and fabrication. In the Calendaring process, PVC films are made from the PVC chips. In the Lamination process, one layer of grey fabric sandwiched between two layers of PVC films are compressed to form a single composite unit under heat and pressure. The composite (flex) passes through the embossing stack to get the desired finish. And, last but not the least, in the fabrication process, the panels are cut to required sizes using automatic cutting machine as per customer requirement in respective tarpaulins.

How do you see the current state of Indian flex industry?

The Indian flex industry is almost stagnant without recording any visible growth as compared to the last year. As of now, there are almost 15 players in the industry and the capacity is more than the demand.

Going forward, last six months have witnessed the worst phase of the industry - all because of demonetisation followed by the implementation of GST. The months of July-August were almost stagnant, while the activities started coming back to track September onward.

How do you see the restrictions being imposed by the government owing to it (flex) being a non-biodegradable substance?

The ban on flex in Raipur, Chhattisgarh, recently, has created an atmosphere of doubt in the minds of flex manufacturers across India. However, many other states have also takes such steps during the course of last couple of years.

But when it comes to banning, there are lots of other products available in the market, which are more hazardous than flex. Basically, the authorities have taken it as plastic, while it is a technical textile.

On the above-stated grounds, do you think there could the remedy?

Yes. We can at least expect for the good to happen. For this, we as an association of flex manufacturers are planning to appeal this restriction wherein we shall try convincing the appellate authority that consider flex as a textile, and not plastic. Once the PVC is removed, it can be used in flooring as well as in road making. Further, hoardings or billboards are not the last stage of flex, but it has been blessed with quite a large number of usages after that. We need to promote it to the end-users. Recycling of the same comes, when the cycle of usages comes to an end.

How do you see the invasion of fabric to replace flex?

Fabric is 2-3 times costlier than flex. Especially, for outdoor application especially for hoardings and billboards, the sealing in fabric is quite difficult. Besides, it is not 100% waterproof. Apart from that 90% of the printing machineries used in India are from China, and based on solvent printing, which is not good for fabric. Though people have started coming up with UV machines, but it will take some more time.

AllFlex - Flex to Become More of Regional



Kamlesh Thakker, CEO

Allflex Plastic LLP is located in Eastern reign of India, in Kolkata, West Bengal. The company is into manufacturing business from last 15 years, starting with production of PP flute board, GPPS sheets, Polycarbonate sheets, HIPS sheets, Acrylic Sheets and other plastic sheets by introducing new production line every alternative year. The group currently produce fourteen different types of plastic products under the brand name of Sunrise.

Allflex started PVC flex banner manufacturing in the year 2016 with advanced production technology from Taiwan, China and India with production capacity of 1000MT per month. It manufactures all kind of frontlit banner in both category (hot/cold), Black back and Backlit to cater to its customers across the country.

The company that claims to have its registered trademark associated with the promise of quality assurance boasts of its highly skilled professionals who coordinate in the production, packaging, and marketing process. We, at **Sign & POP World**, got hold with **Kamlesh Thakker**, the company's CEO to know how Allflex has been successful in creating a space for itself in a market where competition is surging with each passing day. Here're the edited excerpts.





Which all products & services do you have in your kitty? How has Allflex been fairing in the Indian signage industry?

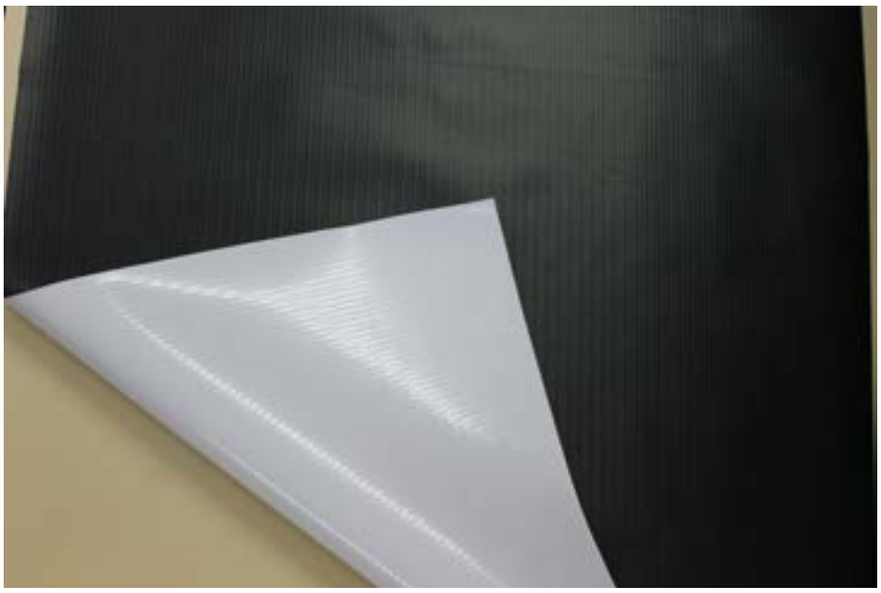
We are into manufacturing of different types of plastic products from the last 15 years. We started our journey in the manufacturing industry with PP hollow profile sheet commonly known as Fluteboard or Sunpack and further expanded into other products to include PVC foam board, GPPS sheet, Polycarbonate Sheet, Polypropelene Sheet, HIPS Sheet, LDPE Sheet, HDPE Sheet, ABS Sheet, PMMA (Extruded), and PET G. All these products are marketed under the brand name of Sunrise.

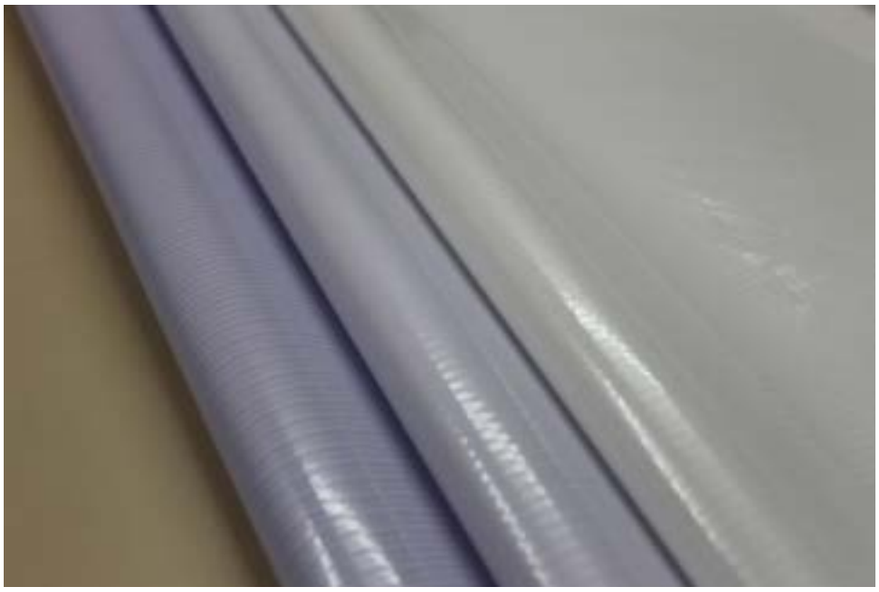
Recently, we have started manufacturing PVC flex banner in Kolkata, West Bengal - the eastern region of India wherein we manufacture Frontlit Flex Banner, Backlit Flex Banner

Black Back Flex Banner and Hot Lamination Flex Banner. Owing to our production expertise, we have gained the reputation of manufacturing the best quality product and providing the best business solutions to our customers with commitment and dedication.

Please share about your infrastructure – factory spread, machineries, raw materials sourcing, etc.

Our factory is spread over an area of 1.5 acres where we have complete manufacturing facility of PVC Flex banner. The manufacturing infrastructure comprises calendar machine & hot laminator from Taiwan and cold laminator & inspection unit form China to check the quality after production. Other testing equipment are indigenous.







We procure raw materials from all over the world including PVC – Formosa-Taiwan, LG-Korea and Reliance-India. We have DOP from LG, Korea and CaCo3 from Vietnam. We take the fabric from both India and China.

Our infrastructure is furnished with hi-tech machinery that facilitates bulk production of at any given time. It is complemented with quality testing equipment, consistent power of water supply thereby helping us to develop a product according to the client's requirements and deliver it within the given time.

What is your USP? How do you maintain quality?

One of our biggest USP is the location, we are situated in. Kolkata itself has its port which makes the import of raw materials and other things cost-effective for us and hence for our valuable customers. We do have stretching technology for manufacturing flex banner, which allows us to make low GSM materials.

Our Group has a big range of products to serve almost every need of the advertisement market like Fluteboard, PVC foam board, PVC flex banner, PET G sheets - all make us a one-stop solution for our dealers.

To maintain quality, we have offline inspection machines and printing machines. Each and every semi- finished product is tested by printing to ensure that there is no printing problem. Further the finished product is inspected and then packed for final dispatch.

Why should one opt for Allflex over its competitors?

Indian market for flex banner is very huge and any one brand cannot server the entire country. There are some regions where we would be stronger than other competitors in respect to price, service and locational advantage. As there are good numbers of dealers in all regions, they would always like to have different brands to avoid price competition on same brand.

How many dealers/distributors does the company have as of now? Any expansion plan in near future?

Currently, we are having 50 dealers all over India. But in the near future, we aim to increase this number to 200.

How do you see the state of flex in the Indian signage industry?

The market is growing with new manufacturers entering the industry, and flex business is going to become more of regional sales where everyone is going to feel the heat. If you talk about signage & advertisement, flex automatically takes its lead position. If we talk about outdoor advertisement, you cannot survive without flex banner. But at the same time, we can't deny of getting the flex's position invaded. Definitely, some substitutes would come in the near future.

How has flex been competing with fabric as media? How do you see the market potential for flex in time to come?

Fabric is definitely a substitute of PVC flex Banner, but it is a costlier one. As India is going with the 'GO GREEN' mantra, fabric may take some market share of PVC flex banner. However, nothing can substitute of PVC flex banner.

Other than fabric, how has Indian flex been competing with imported stuff?

There are merely two-three brands that are being imported from China and Korea. But continuous improvement in the quality of indigenous manufactured flex, we are observing that the sales of the imported stuff are going down with each passing day.

工正集团 GONGZHENG GROUP

MEHTA PRINTER
SOLVENT, ECO SOLVENT, UV, SUBLIMATION, CODING

Authorised Distributor For GONGZHENG PRINTERS in INDIA

GONGZHENG PRINTER

NEW INTRODUCING

GZH 3206SG
(6 Heads, 4 Color)

"BORN FOR SPEED"

Speed 3750 sq.ft/hr.



DIGITAL SOLVENT STARFIRE PRINTERS

GZM+ 3202 / 3204



GZC 3202



ECO SOLVENT PRINTERS

C1601S



RASTERJET UV FLATBED PRINTER

RJ 6090



MEHTA VINYL CUTTER

LEON 24, TIGER 24



TIGER 48 ARMS



MEHTA CO2 LASER ENGRAVER

EVA 21



Working Area: **2 ft. x 1.5 ft.**
Power: 60 watt

EVA 32



Working Area: **3 ft. x 2 ft.**
Power: 80 / 100 watt

EVA 43



Working Area: **4 ft. x 3 ft.**
Power: 100 / 130 watt

WORLD'S FASTEST LASER ENGRAVER

Metal Laser Tube

Powered by

SYNRAD

Working Area: 4 ft. x 3 ft.
Power: 100 / 130 watt



MEHTA

MEHTA CAD CAM SYSTEMS PVT. LTD.

HEAD OFFICE : 4 & 5, 2nd Floor, Sumel Complex, Opp. GNFC Info Tower, Sarkhej Gandhinagar Road, Ahmedabad-380 059. INDIA.
Tele. : +91 - 79 - 2684 0551 / 2684 0552 / 2684 0553 | Fax : +91 - 79 - 2684 0554

For Immediate Assistance, Contact on **092276 78041, 092276 78044** mktg@mehtaindia.com www.mehtaindia.com

DELHI | MUMBAI | CHENNAI | KOLKATA | BANGALORE | HYDERABAD | JAIPUR | RAIPUR | INDORE | LUDHIANA | CHANDIGARH | NAGPUR | PATNA | LUCKNOW | SURAT | RAJKOT | RANCHI | BHUBANESHWAR | GUWAHATI | HUBLI | VIJAYWADA | COIMBATORE | COCHIN | AGRA
OVERSEAS BRANCH : COLOMBO (SRI LANKA)

MEHTA LASER
CUTTING, MARKING, ENGRAVING, WELDING, CODING

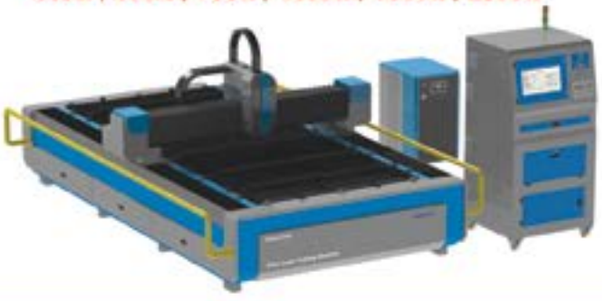
India's Most Leading Manufacturer And Exporter

FIBER LASER METAL CUTTING MACHINE - GLORIA



"Legendary reliable, ultimate metal cutting machine at lowest price ever..."

300W / 500W / 750W / 1000W / 1500W / 2000W



2 YEARS

Samples Of Gloria Fiber Laser Cutting Machine



For Immediate Assistance, Contact on **092279 85723**

CHANNEL LETTER BENDING MACHINE



A13ESW
Planer Full Function
Bending Machine

AT1
Advance
Full Function
Bending Machine

SERVO



GALAXY LASER WELDING MACHINE

GALAXY-WY-FT SERIES : DOUBLE OUTPUT LASER WELDING MACHINE (ADDITIONAL FIBER CABLE & GUN)







MEHTA CNC ROUTERS

LX 1325



GX 1325



ACRYLIC POLISHING MACHINE



ACCUTEK AC 1300
ACCUTEK AC 1600



MEHTA

MEHTA CAD CAM SYSTEMS PVT. LTD.
HEAD OFFICE : 4 & 5, 2nd Floor, Sumel Complex, Opp. GNFC Info Tower, Sarkhej Gandhinagar Road, Ahmedabad-380 059. INDIA.
Tele. : +91 - 79 - 2684 0551 / 2684 0552 / 2684 0553 | Fax : +91 - 79 - 2684 0554

For Immediate Assistance, Contact on **092276 78041, 092276 78044** mktg@mehtaindia.com www.mehtaindia.com

DELHI | MUMBAI | CHENNAI | KOLKATA | BANGALORE | HYDERABAD | JAIPUR | RAIPUR | INDORE | LUDHIANA | CHANDIGARH | NAGPUR | PATNA | LUCKNOW | SURAT | RAJKOT | RANCHI | BHUBANESHWAR | GUWAHATI | HUBLI | VIJAYWADA | COIMBATORE | COCHIN | AGRA
OVERSEAS BRANCH : COLOMBO (SRI LANKA)

Launch of Cadbury's Maha Pack Done in an Innovative Way



The new advertising campaign for promoting the launch of Cadbury's Dairy Milk 'Maha Pack', was done through a huge outdoor campaign. It was done across 15 cities in India targeting male and female consumers between the ages of 13 – 25. Plethora of billboards, metro trains, bus shelters, unipoles & train stations were used to advertise the product. The massive campaign showed a very creative and interesting idea of two sumo wrestlers holding the huge bar which is breaking the hoarding into two pieces cause of its weight. The other campaign included a truck carrying a billboard of the MAHA pack held together by two sumo wrestlers. This campaign successfully generated impact and reach through over 500 media units. Out of home advertising ideas like these are very useful and help generate great market for the brand.

CASE STUDY

Ignis Ignites a Drive Challenge to Advertise Itself



The newer your campaign the greater publicity it will draw. Ignis, Nexa, totally believes in following that.

Keeping with the unconventional trait of advertising, recently they came up with 'Ignis Drive Challenge' to deliver a 'None of a Kind' experience to the masses. Delhi NCR witnessed a thrilling experiential test drive through gaming where one could test drive Ignis but with a twist. In order to create an interesting interactive platform Ignis, Nexa designed an activity comprising of 2 AGS cars in a manner, serving as strikers to Air Hockey.

Apparently, this was the biggest live game where Ignis, Nexa served as game controllers. The contestants get to play the game while sitting in the car, and the movement of the cars are tracked and processed to be in the virtual game through the use of sensors all eventually displayed on the screen. The onlookers turned into players easily influenced by the unique idea which instigated their dormant gaming genes. The creative advertising method has generated quite a buzz among city dwellers and has already made the premium brand quite popular.

DISTRIBUTORS
WANTED IN UNREPRESENTED AREAS

CALDRON
....INFINITE SOLUTIONS OF DIGITAL PLOTTING



























CALDRON GRAPHICS: F-3/13. Okhla Industrial Area, Phase - I, New Delhi - 110020 INDIA. Tel:+91 11 40531888, 46576192, 46576193
Mobile Nos. : +91 9810005833, 9311905833, 9818992223, 9313990550, 9350427437, 9313504278, 9311505833, 9310105833, 9310005833
Email : sales@caldrongraphics.com, rajat@caldrongraphics.com, afzal@caldrongraphics.com. Website : www.caldrongraphics.com
Dealers and Distributors : Ahmedabad : 9426077308, Bhubaneshwar / East India : 9903041754, 9007724123, Guwahati : 8254860687
Jharkhand : 9304834583, Kolkatta : 9830106570, 9330106570 Patna : 9304890737, Pune/Mumbai : 9595452105, Trivandrum :9447277700
Bangladesh:+88029550259, Malaysia:+60122331073, Nepal:+9779851121657, 9741116236, Singapore:+6596855427, Srilanka:+94717242424

International

Echo Technology by Lightvert LTD is Here To Market Your Brand





With the technological advances it is imperative that advertising gets updated too. The newer the technique to advertise, the popular your brand might get. The billboards and hoardings are integral in marketing however the availability of digital outdoor advertising has opened doors to target niche markets. People these days spend more time outside than at home. Hence, "out of home" advertising is more impactful than other modes. The ways of advertising has turned more engaging and digital in keeping with the current trends. Strategically, placing the 'out of home' advertisement can be a very cost effective tool to market your brand.

Lightvert LTD is a start up, U.K. based media Technology Company which is making waves and starting a global conversation about the recent innovations in 'Echo Technology'. Founded by Daniel Siden, an American engineer and entrepreneur, Lightvert LTD came together with the help of a team composed of some of the world's leading experts in Laser Imaging Systems, and Reflective Optics. The technology will render user to scale up digital ads to a size of 200m in height that will spread across the city skyline. It will capitalize on the power of just light and reflection to project an image in front of the city dwellers. This new & immensely creative technology can boast the popularity of your brand manifold if implemented. Lightvert LTD plans on launching and operating these installations throughout areas of Europe, North America and the Middle East.

CONVERT YOUR ECO-SOLVENT PRINTER TO A SMART UV PRINTER AT ALMOST ZERO COST!!



color+ Digital Ink Systems

CUV
Smart UV Ink

- Recommended for Epson DX4, DX5 & DX7 Printheads.
- High quality prints - High gloss and colour vibrancy.
- Instant cure & finish for immediate lamination.
- Adhesion onto wide range of media.
- Good stretchability.
- Excellent Printhead stability.
- For wide range of applications.

SERICOL
More than ink...Solutions.
FUJIFILM

PUNE	MUMBAI	DELHI	TIRUPUR	BANGALORE	KOLKATA	COLOMBO
Manish Vaste	Sipson D'britto	Shivdani Singh	M. Pradhan	Varun S	Dipankar Sasmal	Lasantha Peiris
9371234144	9321236803	9310750072	9363177788	9343203660	9331084916	+94 777899273

Launch of New WEGE POPS Promoted Using Mop/Up Kiosks







Out of Home advertising has its own charm & benefits. The glimpse of which was recently seen in Helsinki, Finland. The promotion of WEGE POPS ice cream was carried on by MKTG Event Company, which involved Mop/Up Kiosks. The idea was to use two pieces of mop up kiosks drivers and fill them up with ice creams in order to promote the launch of the new WEGE POPS. The Mop/Up kiosks attracted extra attention from the passers by, at downtown Helsinki.

Despite the fact that the downtown was crowded, it was rather easy to maneuver the mop up kiosks drivers all around the place and easily distribute the ice cream.

The end result was that within 6 hours and 30 minutes mop/up kiosks distributed 7,000 WEGE POPS. This story suggests that innovative and creative out of home advertising can yield great and successful results.

CE

An ISO 9001:2008 Certified Company

MAKE IN INDIA

SIL®
Pioneers in Laser Machines

SURESH INDU LASERS PVT. LTD

Mfg. of
Laser Engraving, Marking, Cutting, Welding
& CNC Router Machine



Fiber Laser Cutting M/c



Laser Engraver
& Cutting M/c

Tried & Trusted Products



Fiber
Laser
Marking
M/c

CNC Router
M/c





Spot Laser
Welding
M/c

High
Quality
Machinery

Contact
9372337341
9370643992



Letter
Bending
M/c

Laser
Non Metal
Cutting M/c



Corporate Office
Sub Plot No. 19, Out Of Final Plot No. 117 & 118, Ramtekdi Industrial Area
Lane No. 7, Hadapasar, Pune- 411013,
Email :- laserever@silasers.com, Website :- www.silasers.com

www.silasers.com

Xaar – The Juggernaut in the Making

WITH A GAMUT OF NEW PRODUCTS IN ITS PORTFOLIO, XAAR EYES WIDE FORMAT & TEXTILES IN INDIA AND AIMS TO DOUBLE ITS GLOBAL REVENUE BY 2020.



L - R: Doug Edwards - Xaar's CEO, Namrata Sharma - Commercial Account Manager, Xaar India, Bob Bobertz – Xaar's Director-Asia and Abhishek Verma - Technical Account Manager, Xaar India

This was the first visit to India by UK-based Xaar's CEO in 13 years, since the company established its Indian regional office – testimony to the fact that Xaar is ready to be the leader in printhead technology globally. Top officials gathered here to share plans as to how Xaar will scale up the ladder. The company personnel present in the meet included **Doug Edwards - Xaar's CEO, Bob Bobertz – Xaar's Director-Asia** and **Namrata Sharma - Commercial Account Manager, Xaar India.**

Xaar – The Printhead Technology Giant

Xaar is a world-leader in the development of inkjet technology and is known for its piezoelectric drop-on-demand industrial printheads. The company also develops and sells ink systems, electronics and fluid optimisation services to accelerate inkjet system development and adoption.

Xaar printheads incorporate patented technology which delivers unbeatable performance when decorating, patterning, or depositing functional coatings onto – or adding structure to – a variety of industrial and consumer products.

Today, leading manufacturers worldwide, in sectors ranging from Ceramics, Wide-format Graphics and Labels to Direct-to-shape packaging and Decorative Laminates, opt for Xaar's printheads. This is because they are extremely precise, exceptionally versatile, incredibly reliable, and specifically designed for high-volume production.

Unveiling Future Plans

Unfolding the plans, Doug Edwards confirmed that the company is strengthening its business in India with its wide portfolio of inkjet printheads and new technology for a variety of print applications. Edwards also outlined the importance of the Indian market to the company's global goal to reach annual sales of £220m by 2020.

Elucidating his plans, Edwards gave a thorough update on each of the four strategic pillars (see box) central to Xaar's 2020 goal. "Our focus for the last two years has been to broaden our horizons into a wider range of print applications, all of which are of significant interest to our customers and partners in India. I am delighted to say that results from the first half of this year show that we are making good progress."

Unravelling the financial plan, Edwards added, "Product revenues outside Ceramics

Explore new landscapes of graphic art with IDS and Mimaki printers

Docan Digital Printing System



Technical Specification

UV flatbed printer with roll-to-roll printing option
High resolution and high-quality piezo electric printhead can achieve excellent production performance and vivid bright colors
4 color printing: YMCK
5 color printing: YMCK+W or YMCK WW
6 color printing: Lc Lm Y M C K
7 color printing: Lc Lm Y M C K W or Lc Y M C K W W
8 color printing: Lc Lm Y M CK W V
Excluding the use of VOC (Volatile Organic Compounds) in the UV curable ink.
The ink is environmental friendly and no smell

Technical Specification

- Option with 4/8Print Heads
- Option for 2 Rolls Printing at a time
- Eco-Solvent Quality with konica Minolta Print Heads
- 36 Pinch Rollers for smooth movement of media on high speed
- 1024 I Head option also avaliable in demo
- 1300 sq. ft/hr.

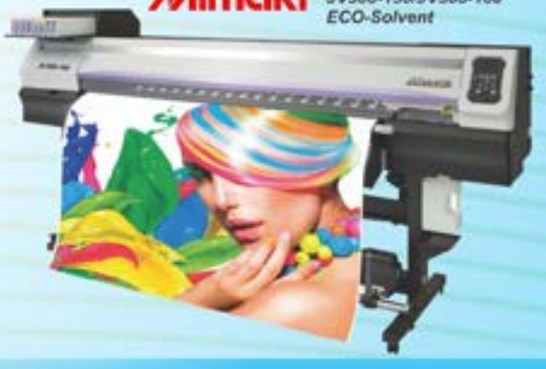
IDS Revotech Konica 512i Head Solvent Printer



IDS 3T-shirt Printer best Quality with Epson Head



Mimaki JV300Series JV300-130/JV300-160 ECO-Solvent



Technical Specification

- Two Epson Print Head
- Printing Size Each plate 50cm x40cm or 80cm x 50cm
- Ink Type Water based pigment
- File Type TIFF, JPEG,EPS, PDF etc
- Color mode C M Y K

Technical Specification

Competencies of the printer include:

- Fast printing speeds up to 105.9sq m/hr
- High quality print resolution of up to 1440 dpi
- Two different printing widths (1361mm and 1610mm)
- Choice of multiple solvent ink sets, including 10-colour option (SS21) including silver, orange, light black & white inks
- NCU and NRS, which ensure continuous print operations
- UISS and options MBIS III on board two litre bulk ink system
- Three-way intelligent heater

IDS

Infinity Digital Solutions Pvt. Ltd.

5/7 FF, Kirti Nagar Industrial Area, New Delhi-110015 (India) Ph.: 011-25107345/46, 45028796, Mobile: 91+ 9811214579
Fax: 91+ 11-25107343, Toll Free No. 1800 2000 964, Website: www.infinitydigitalsolutions.com, E-Mail: infinitydigitalsolutions@gmail.com

Printheads by Sector

Product		Key benefits	3D Printing	Advanced Manufacturing	Ceramics	Coding & Marking	Commercial Printing	Decor	Direct-to-Shape	Graphic Arts	Labelling	Packaging	Product Printing	Textiles
Xaar 1003 C/ Xaar 2001+ C		Ultimate versatility in ceramic tile decoration			✓									
Xaar 1003 UI Xaar 2001+ U		High print quality with high productivity	✓					✓	✓		✓	✓	✓	
Xaar 128		Adaptable printhead with trouble-free integration	✓			✓				✓				
Xaar 501		High production up-time and industrial reliability							✓	✓			✓	
Xaar 502 O		Industrial reliability and mineral-oil free inks				✓						✓		
Xaar 502 S		Exceptional print quality for wide-format graphics								✓				
Xaar 1201		High print quality, highly versatile and easy to integrate								✓				✓
Xaar 5501		High print quality, cost-effective and easy to integrate					✓	✓		✓	✓	✓		✓
Xaar 5601		Delivering market-leading combination of total cost of ownership, print quality and usability					✓	✓		✓	✓	✓		✓
Xaar 1003 AM		High accurate fluid deposition for manufacturing		✓										
Xaar Ink Supply Systems		Industrial fluid control solutions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Xaar Drive Electronics		Reduce time-to-market and rapid production-ready solutions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

New Products

are growing by 60%; global sales into the Graphics sector have grown by 33%, and we have also made good progress in our Packaging and Product Printing markets, where global sales have jumped by 54%. We expect the Packaging and Product Printing area of the business to be about a third larger than Ceramics by the end of this year. In addition, we have seen an increase in our Asian business, which now makes up 47% of the company's overall sales."

"The Indian market is particularly important to us, especially now, because we think that we have the portfolio of products needed to grow our business significantly in India. Though we are already the market leader in Ceramic tile decoration, the gamut of products we now have can help us lead many other areas, especially in Wide-Format Graphics as well as Textile and Packaging," averred Edwards.

Re-Establishing in Wide-Format with Extended Product Range

Divulging Xaar's plan on Wide-Format, Bob Bobertz shared that the recent printhead launches from Xaar are starting to shift the company towards a broader reach. "Of particular interest to the Indian market are the Xaar 1201 and Xaar 5501, both of which are capable of handling aqueous inks. This means that OEMs looking to produce textiles or graphics printers using water-based inks now have access to robust and reliable technologies."

According to Bobertz, Xaar has already made a significant impact in Asia with the introduction of the Xaar 1201 around nine months back. "The Xaar 1201 is a Thin Film Piezo Silicon Micro Electrical Mechanical System (MEMS) technology printhead for printing Wide-Format Graphics (WFG) and Textiles with dye sublimation, eco-solvent or aqueous inks."

He added that, to complement Xaar 1201, the company recently announced Xaar 5501, which previewed in China a few months ago. "This compact and lightweight printhead is the first product resulting from Xaar's collaboration with Xerox, and delivers high print quality combined with low printing costs, whilst integration costs will also be kept to a minimum."



Betting High on Textiles

According to Edwards, for Textiles, about 100 bn sqm of fabric is printed and decorated annually. "Of this, about a 3rd, i.e. 30bn sqm, is actually printed rather than dyed. And of this printed fabric market, only around 4% is digital, leaving a host of potentials for us to tap into. Our analysis suggests that it might surge to 6% by 2020, i.e. about 2bn sqm of fabrics would be printed digitally every year," he anticipated.

He suggested that one of the driving factors for this is the fast-moving fashion industry, which entails a very long supply-chain, and brings a great deal of waste. "In a market like Europe, there are about seven fashion seasons a year. And for a very long supply-chain, it's not easy to determine which particular design, colour or fabric will be of

ASTRO JET INDIA

Manufacturer of Solvent, Eco Solvent & Textile Printer



Eco Solvent/Sublimation Printer

Astro Jet Stable Printer & High Quality Printing

Dealer's Welcome



Solvent Printer



Textile Machine



Grand Jet



Inks & All Spare Parts Available

Spare Parts / Heads



XAAR PROTON HEAD 35/60 PL

OEM partners for XAAR.

KONICA MINOLTA 1024/512i HEAD

KONICA MINOLTA 512 KM/42/35/14 PL

Polaris Printhead

ASTRO JET INDIA

Factory - Plot No. 494, Udyog Kendra-II, Ecotech-III, Greater Noida, Gautam Budh Nagar, Pin -201305 (UP)

Phone : +91-120-2397700, Fax : 0120-2397700

Mob : +91-9810528862, +91-8802105000, +91-8800498861

Ashish: +91-8960903000 For UP Sales (Lucknow)

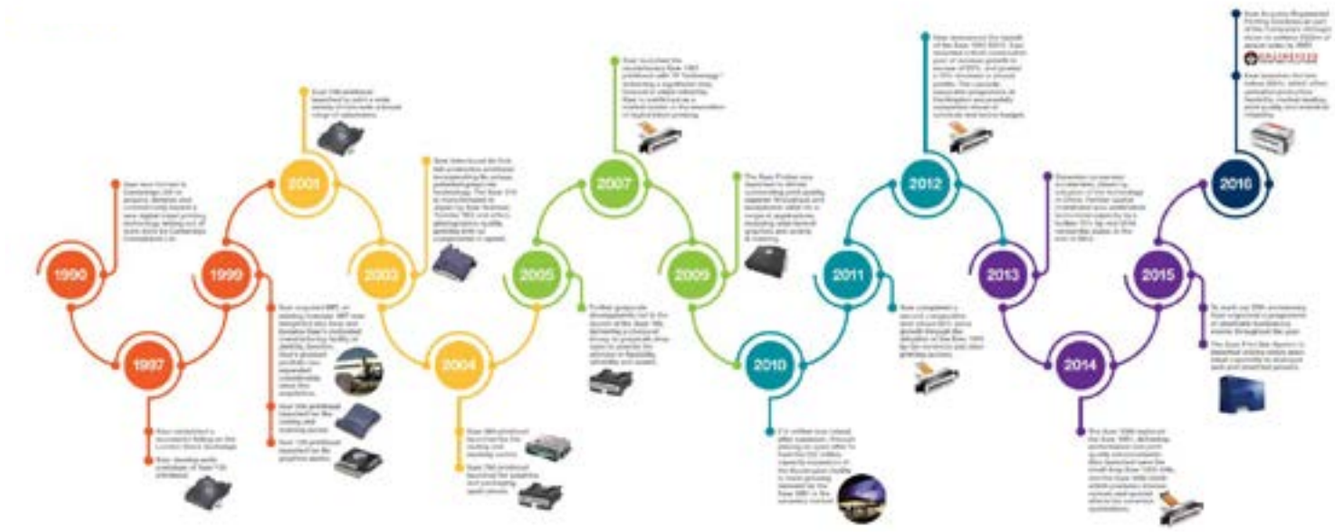
E mail : ravinder@astrojetindia.com :: tejindersingh@astrojetindia.com :: ashish@astrojetindia.com

Technical Support - info@astrojetindia.com :: Website : www.astrojetindia.com

AMRITSAR-CHANDIGARH-LUDHIANA-KOLKATA-GUWAHATI-HYDERABAD-PATNA-LUCKNOW-CHENNAI-VISHAKAPATNAM-MUMBAI-JAIPUR-BANGLORE- KOZHIKODE-KERLA-JAMMU-SRINAGAR-AMRAWATI-NAGPUR

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

Xaar Timeline



choice in a particular season. This means more than a 3rd of every garment produced is wasted - either getting discounted or discarded to be thrown in the bin. To put a cap on this, we have plans to introduce print-on-demand."

New High Laydown Technology for Indian Ceramics & Packaging Markets

Edwards announced that Xaar's High Laydown (HL) Technology, initially launched in the Ceramics market, is now available for packaging customers, enabling raised effects to be added to substrates and transforming standard labels and folding cartons into high-value packaging for products that can command a premium.

"For labels and packaging, High Laydown Technology with UV varnish enables raised or tactile effects to be printed in a single-pass and with a single print bar – for example, the Xaar 1003 U with HL Technology can achieve a varnish film thickness of 80 microns at 25 m/min line speed. Competitor offerings typically require multiple print bars or much lower line speed to achieve the same result," asserted Edwards.

He underscored that, in Ceramics applications, High Laydown Technology allows effects such as gloss and adhesives to be applied with unprecedented laydown levels – for example, the Xaar 1003 C with HL Technology can achieve a laydown of up to 90 g/m2 at 35 m/min line speed.

Going into further detail, Namrata Sharma added that, once launched into the market, the HL Technology will be a wonderful addition to the burgeoning ceramic tile decoration segment. It's a software upgrade, which can be applied to standard Xaar 1003 and 2001+ printheads. The Technology is in its final stages of development and has been successfully demonstrated with a number of ceramics effects. The company will be working in close coordination with its Premier OEM partners and ink partners in order to bring the full solution to market.

"With this upgrade, printheads can operate

Four strategic pillars that Xaar plans its growth around:

Ceramics:

As of now, 85% of the world ceramic market is digitally converted and this transition has taken place in just six years, at a very rapid pace. Under this segment, the printhead replacement business model is gaining traction. The company has already established itself in this segment with 70% of the market share in India. Xaar is about to introduce High Laydown (HL) Technology to further its market share.

Product Printing & Packaging:

This pillar, which includes Coding, Digital label printing, Product printing, and 3D Printing, grew last year by 83% - 40% organically and the rest through an acquisition in North America. The company expects it to be the fastest growing area for Xaar, with anticipation of 1/3rd larger sales than Ceramics, which currently stands at £40m. Accordingly, Product & packaging would be close to £55m by the end of this year.

Xaar's EPS (Engineered Printing Solutions) is ahead of plan, backed by a very strong sales funnel. While the company is establishing a European distribution channel for its digital product portfolio, it is eagerly interested in establishing an Asian, and in particular Indian, distribution channel for the same.

Xaar has recently introduced two new products – the Xaar 501 and the Xaar 502 – in Coding & Marking, and expects to go beyond the sector to include Graphics and



Packaging as well. Further, the company expects to note very high growth in 3D and Advanced Manufacturing (Displays), wherein its HL Technology would add much needed speed and volume .

Thin Film:

Xaar has two new and important partnerships announced this and last year with Xerox and Ricoh respectively. The recent launch of Xaar 5501 and Xaar 1201 are born from that relationship enabling Xaar to broaden its printhead offering. The company will be able as a result to re-establish itself in wide format graphics and enter new markets like commercial printing, packaging and textiles.

While Xaar has already achieved a whopping sales figure of £2m for its 1201 in the first half of 2017, it recently signed a two-year master distribution agreement to supply more than 90,000 printheads. Meanwhile, the design for Xaar 5601 printhead is frozen, and the first development kit has already been shipped to Textiles OEMs.

Acquisitions & Partnerships:

The fourth pillar is also very much important to the company's strategy. The company made one acquisition last year in North America for product printing, and taken on a team in Nottingham and Copenhagen to develop the 3D printing business– while it aims to make some more acquisitions in time.

Of the about £100m growth targeted by 2020, roughly half, i.e. about £50m, would come from the acquisitions. Of this, Xaar has already invested £15m in acquisitions, while the rest is to be done within the stipulated time period.



either in greyscale for colour decoration of wall and floor tiles, or in High Laydown (HL) for effects. Besides, it will also be compatible with UV inks, adding value especially when it comes to UV varnish on labels, in high-speed single-pass machines," she elaborated.

Xaar's HL Technology has been designed and developed in such a way that existing machines can be upgraded to accommodate it, and new bars for Ceramics effects can be added. Apart from that, upgrades to the ink delivery systems will also be required during system upgrade. Customers interested in HL Technology – either for upgrade or a new machine installation – should talk to one of Xaar's Premier OEM partners.

A Global Company with a Local Focus

For over 13 years, Xaar has been the only printhead manufacturer to have a direct and local presence in India, with its Indian regional office located in New Delhi. "We are very much committed to supporting our customers and partners in India," said Edwards, adding that, since Xaar has a regional base in India, its customers and partners benefit from local technical expertise, a quick response and a printhead partner with a more in-depth understanding of the Indian marketplace. "Our focus is always on helping our customers get to market quickly with a range of products their own customers want and need. We believe that having a local presence is the only way to serve our customers well," he summed up.



Wide-Format Printers Come Again With Wider Perspective for PSPs

THE RECENTLY CONCLUDED DELHI EDITION OF MEDIA EXPO 2017 WITNESSED A WHOLE LOT OF TECHNOLOGY PLAYERS WITH THEIR LATEST INNOVATIONS IN WIDE-FORMAT PRINTERS OF WHICH, NOT MANY WERE THE NEW LAUNCHES. BUT THE SHOW CREATED HISTORY BY BRINGING FORTH THE MOST ADVANCED TECHNOLOGY MEANT TO BOOST THE COUNTRY'S SIGNAGE INDUSTRY UNDER ONE ROOF. WE, AT SIGN & POP WORLD MET SOME OF THE GIANTS TO BRING YOU A LIST OF THE FEATURE-RICH DEMONSTRATION AS FOLLOWS:

Epson increases thrust on its PrecisionCore MicroTFP

Epson's professional production printers SureColor SC-P10070 and SC-P20070 are based on its Advanced PrecisionCore MicroTFP printhead technology that is designed to yield high speed of up to 17.5 sqm/h with accurate dot placement for stand-out visuals. The other printer from the banner was its SureColor SC-S series which was launched last year. Along with the UV LED flatbed printers, there was also a direct to object printer besides a photo printing machine.



Mimaki focuses on high-specifications multi-tasking machine

Mimaki highlighted JV300 - 130/160, its wide format inkjet printer meant for solvent/water-based sublimation inks. The printer provides both high productivity and high image quality using Mimaki's original MAPS3 technology which reduces banding by thinning out the dots. The technology giant also showcased its entry model CJV150 series. It's a high-specification multi-tasking machine encompassing inkjet printer, cutter with silver ink. The series, which can deliver a wide range of applications, features eco-solvent inks in a variety of colours that include silver.



Fujifilm boasts of its Acuity, Sold 50 UV machines in two years



Fujifilm sold its Acuity EY to a Delhi-based PSP – Promos, which took a lot of pain in exploring the options and doing comparative study on the printers available in the market before zeroing in. "We made our mind to purchase this printer after a lot of considerations. In fact, we did proper evaluation of the applications versatility of FujiFilm's Acuity EY, after which we got convinced that this was the one, we must add to our portfolio for enhanced productivity and usage resourcefulness," said Shashank Kaul of Promos. He informed that the company was set up in 2002 by Sunil Kaul and Vivek Kaushik.

Kaul looks very excited with the latest enhancement in his company's portfolio. "As of now, we are mainly in to flex printing. The new printer would enable us to access other media also. Our clientele includes many corporates where quality, productivity and turnaround time are important factors, and need extra care when being addressed. We have developed a good customer base and to retain and grow the same, we have to remain updated," he added.

The crowd-puller for Fujifilm this year was its Acuity EY flatbed printer, which according to the company, happens to be the most selling brand under the Fujifilm banner. "In the last two and half years, we have sold 50 UV printing machines in India, of which, 40 is Acuity. We put it on display following the popular demand of our PSPs to whom it has been proved to be a cynosure," said Pradipta Chowdhury, Senior Product Manager – WFIJ, FujiFilm's Graphic Art Division. Besides, Acuity, the technology giant also displayed its 'Made in India' wide-format printer - Vybrant, which was launched last year.



SubliNova
The standard of Sublimation Ink, InkTec's SubliNova

TRENDSETTERS IN DIGITAL & TEXTILE **PRINTING SOLUTIONS**

(We customize solutions for you)

BriteJet

ECO SOLVENT Series

EP180-DX5 2 HEADS/ 4 HEADS



EP320-DX5 2 HEADS/ 4 HEADS



SOLVENT

C8-512/42PL



C8-1024i/30PL



SUBLIMATION

E180-DX5 2 HEADS/ 4 HEADS



EP5113--2, 4 HEADS



Britomatics India Pvt. Ltd.

India Office:
Britomatics India Pvt. Ltd.
102 (Basement), Maharani Plaza,
Ashram Chowk, New Delhi-110014
Phone: 0091 011 26342992, 47350895
E-mail: info@indiasigns.com
Website: www.indiasigns.com

UAE Office:
Britomatics UAE
Flat#702, Al Buhaira National Insurance
Building, Buhaira Corniche,
Sharjah, UAE
sumitdev@indiasigns.com

Singapore Office:
Britomatics Singapore,
46 East Coast Road, #06-03 East Gate
Singapore- 428766
Tel: +65-92955674
arjundev@indiasigns.com

USA Office:
Britomatics (America) Inc.
7470NW 99th PL MIAMI
FL 33178 USA
TEL: + 1630-803-1863, + 1773-451-5110
contact@britomaticsusa.com
britomatics@gmail.com

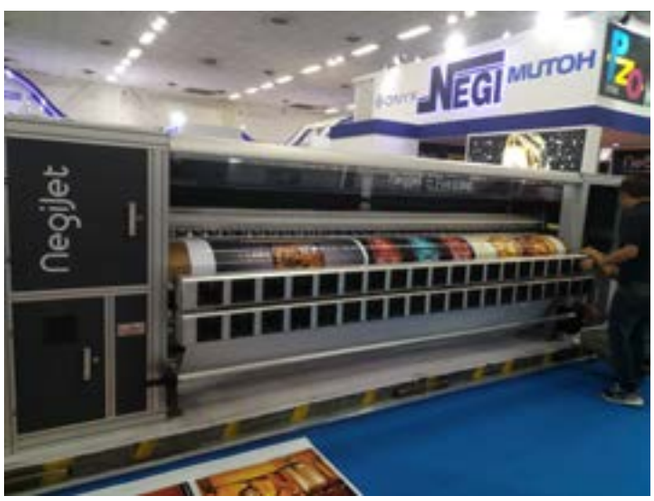
Apsom puts forth Roland's latest printers

The centre of attention at Roland was VersaUV LEF 300, direct-to-object flatbed printer, which was displayed to demonstrating its capabilities on a vast array of materials including the 3D items of thickness of up to 3.94 inches. The company, however, stressed the highlights of its TrueVIS SG/VG series of printers/cutter along with Soljet EJ-640 enabling high volume production with low running cost and Versa Express RF-640 that delivers photorealistic imaging at up to 1,440dpi with pint speeds up to 521 sqft per hour.



Negi showcases its range of wide format printers

Negi Sign Systems showcased its Negijet Starfire 3300 Plus, a solvent printer which is ideal for any sign maker as it offers high quality and high performance especially for Outdoor Signage. Negijet UVR-3200, the 3.2 m wide roll to roll printer comes equipped with the most advanced Kyocera printheads featuring 3.5 PL ink droplet size and 2656 nozzles or Ricoh Gen5 printheads featuring 7 PL ink droplet size and 1280 nozzles, which enable it to reach a speed of up to 73 sqm/h or 42 sqm/h, while its advanced inkjet control technology keeps the printed image in high quality.



Angel shows its trust on Laser Cutter along with wide format

While Angel India's newly launched Angel 1325 metal and non-metal laser cutting machine was the crowd puller, the company also showcased MidasJet MJ-F9060-R4 UV flatbed printer that comes equipped with Ricoh Gen4 internal heating industrial micro Piezo printhead. Featuring ignition frequency 30kHz and variable droplet printing (7pl—35pl), which can print high resolution images of 600x2400 dpi, the printer aimed at facilitating huge advantage for those PSPs, who deal in outdoor advertising, personalised gifts, and other industries.



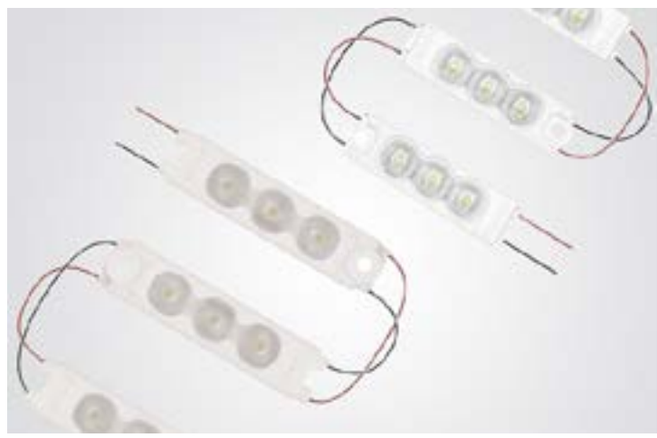
Canon focuses on its CAD and GIS solution

Canon highlighted its ImagePROGRAF ipf671. Designed for high quality results in efficient time, the machine is an ideal solution for CAD and GIS. Featuring five-colour dye and pigment ink system, ipf671 is rather a compact machine that takes less space than usual. It can print 24-inches (A1+) sizes, which makes it suitable for CAD and GIS.



Osram makes the signage impressive with its backlit Solution

Osram showcased a wide array of signage lighting solution for optimal homogenous backlighting facilitating full glow resulting in an impressive signage and presentation. The precise control of shades of white and the virtually limitless selection of colours are major advantages for the design of modern LED backlighting solutions and illuminated signage. The displayed range from Osram comprises advance and basic series of LED modules for varied applications, besides separately highlighting the modules for edge-lighting applications.



One Stop Solution
To All Your Signage & Printing Needs



We Print...We Cut...We Fabricate

We can handle turnkey jobs for Backlit & Frontlit Signage, for both Outdoor & Indoor applications, covering everything from designing to installation. Our extensive infrastructure ensures printing of up to 50,000 sq. ft. per day. We specialize in UV, Solvent, latex, Sublimation & Direct Disperse printing.

- Digital Printing
- Fabric Printing
- Backlit Fabric Signage
- Channel Letter
- Cut Out Standee
- Acyrlic Blockout
- ACP Signage
- CNC Laser Steel Cutting

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

APSOM TECHNOLOGIES

Apsom Technologies is Back

SOVIKAA
Printing Excellence

Proven track record of **DGI & MIMAKI** Supply & Support

SOVIKAA PRODUCTS

Highlights:

- 1+2 years extended warranty
- Best engineers with attitude to give service
- Spare parts availability at all offices
- Attractive buy back offers
- Color profiling services available for all printers

Visit Our Stall @

Sign India 2017

3 4 5 November 2017

Chennai Trade Center, Chennai
Nandambakkam, Mount-Poonamallee High Road

Timing: 10am - 6pm

HALL-1
S-60A

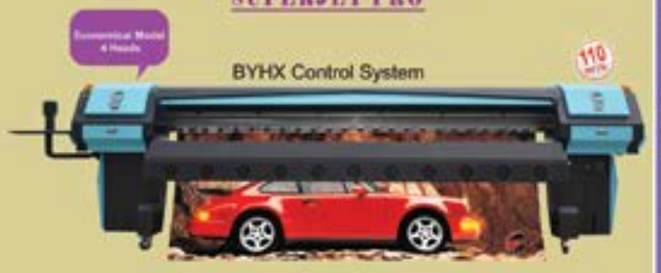
SOVIKAA

Solvent Series Printers

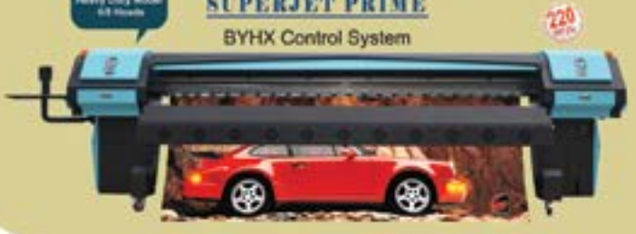
SOLVENT INKJET PRINTER KM512
SUPERJET



SOLVENT INKJET PRINTER KM512i
SUPERJET PRO
BYHX Control System



SOLVENT INKJET PRINTER KM512i
SUPERJET PRIME
BYHX Control System



Spectra StarFire 1024 Series Printer
SUPERJET STAR



UV Flatbed Printer

UV LED TRUE FLATBED PRINTER
ULTRA UV1325H
ULTRA UV2030H
UV LED



UV Flatbed Printer With High Precision
ULTRA UV 1013
ULTRA UV 1513
UV LED



UV Roll To Roll / Hybrid Series Printers

XENONS MICRO 3
UV ROLL TO ROLL PRINTER



Optional
SOFTWARE
ONYX

XENONS MICRO 180
HYBRID UV PRINTER



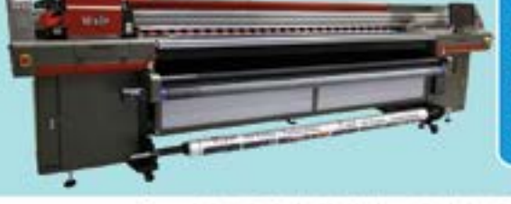
XENONS MICRO2000
HYBRID UV PRINTER



MICRO 5 Plus
UV ROLL TO ROLL PRINTER



MICRO 7
UV ROLL TO ROLL PRINTER



*The product specification is subject to chane without prior notice.

Authorised Distributor
APSOM TECHNOLOGIES (INDIA) PVT.LTD.

Unit 202, Shri Sai Corporate Park ,Plot No.B/8, Mahakali Mandir Road,Off.Link Road, Opp: Laxmi Nagar Ind.Estate,Goregaon (West)Mumbai - 400 104 Tel.: 022-2878 7804, Fax.: 022-2878 7802 E-mail: info@apsomtechnologies.com

DELHI NCR: 12/36, Site-IV, Sahibabad Industrial Area, Ghaziabad-201010, U.P. Tel.:+91-120-4261170 Mob:+91-9810343951
Tel.: +91-120-4261170 Fax: +91-120-4261170. E-mail: info@apsomtechnologies.com

KOLKATA: 23-R, Motilal Basak, Garden Lane, Phool Bagan, Kankur Gachi, Kolkata- 700 054. Tel.: +91-9830364995. Mob:+91-9331269836
E-mail: info@apsomtechnologies.com

SURAT : Office No.1015,1st Floor, World Trade Center,Ring Road Area, Surat- 395 002. Tel:0261-2369400, Mob: +91-9323218274.
E-mail: info@apsomtechnologies.com

Pune:+91-9321895804 **Gujarat:**+91-9322515809 **Odisha:**+91-9338464656 **South:**+91-9322515809 **MP& Chhattisgarh:**+91-9322515809

www.apsomtechnologies.com
info@apsomtechnologies.com

ColorJet launches VULCAN
3.2 meter UV LED Roll to Roll Printer

THE NEW ENTRY IN THE UV PRINTING ARENA WOULD FURTHER PUSH THE MARKET FOR FABRIC IN THE OUTDOOR TO HELP MAINTAIN THE ECOLOGICAL BALANCE.



One of the India's leading manufacturers of wide-format inkjet printers, ColorJet India Ltd has launched its latest innovation, VULCAN - is a high speed 3.2 meter UV LED Roll to Roll Printer. According to Smarth Bansal, the company's Brand Manager, VULCAN is empowered with the V8 technology, an immense combination of superlative print quality, smart memory utilisation, speedy communication with advance cabling system, and thermal design technology. "It also offers benefits of multi-tasking and multithreading to speed up the printing operations which ultimately maximize the productivity."

Divulging the market trend, Bansal added that the market is moving towards UV machines. People are getting more inclined towards greener opportunity. "For now, there are only few UV machines available in the market that too at a very high price of up to Rs. 2 Cr, which actually restricts PSPs to enter the market. With the launch of this machine at a starting price of Rs. 65 lakh, we have invited them to upgrade their setup from solvent or eco-solvent to UV. We do have associations with substrate providers to help them opt for media of their choice."

The inkjet printer comes equipped with an advanced industrial head (Industrial Grade Jetting Assembly) with great expanding capability that enormously enhances the productivity and profitability. The VULCAN prints at speeds of up to 120 meters per hour and is a complete solution, offering White Printing, Flexi Layer technologies and a LED Light Box System. Additionally, the VULCAN offers advance motorized-carriage with height adjustment feature, automatic ink regulator, LED lamps, advance plasma anti-static device, high-tech vacuum system, pneumatic press rubber roller, reinforced beams, and carriage safety sensor features.

Further, the printer is loaded with an Eco Cooling System, in which the water cooling system is embedded and thereby maintains printing temperature and removes media wrinkle to ensure high quality prints. While, the dual-roll option enables customers to install two or more rolls one after another. This helps in executing multiple jobs simultaneously and also enhances the efficiency of the printer on smaller media while the Media Trimming System feature enables to cut the print media vertically in uni-direction.

The inkjet printer operates with the latest ColorJet generation of white inks, which are opaque. This feature enables to obtain a qualitative white output with the use of low ink consumption for coloured or dark substrates as well as transparent materials like glass for backlit and front-lit applications. Most importantly, the white configuration technology can be used as a spot colour along with white ink circulation system.

Speaking about a unique selling preposition, Bansal shared, "Along with the machine, we have also introduced Apna Printer Apna Kaam - an enabling offer for PSPs wherein we have come up with the option for those who do not have much money but want to upgrade their system from solvent to UV. Under this scheme, anyone willing to start with UV machine can simply make a down payment of Rs. 1.5 lakh followed by a monthly installment of Rs. 20,000. This is to increase the market size by inviting more and more PSPs."

ColorJet, the largest manufacturer 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.

OPPORTUNITY MADE PERFECT WITH POP







Why miss the chance to attract more customers at the Point-of-Purchase? Make your brand the next most interestingly displayed product in stores with us, as we understand your customer's point of view, while they shop.

Our POP Advertising Ideas are created to call for attention as well as use your opportunity perfectly, at the right place and time.

Specializing in Point-of-Purchase Printing & Fabrication

VIJAS Digital (I) Pvt. Ltd.
Digital & Offset Printing Solutions







Vijas Graphics Pvt. Ltd.
Prefect Packaging Pvt. Ltd.

FABRICATION

POP Solution of Modern and Journal Trade
All type of Metal Fabrication | Inhouse CNC Router, Laser cutting, Paintbooth | MDF, Wood & Acrylic
ACP Fabrication

PRINTING

Inkjet | Eco Solvent | UV Flatbed | Solvent
Off Set Printing | Non Paper Offset Printing

7 VUTEK 3360 ec | HP SCITEX FB 950
2 HP 5500 Ink Jet | HP Latex | 2 Epson Eco Solvent
Mimaki Plotter Cutting | 2 Hot & Cold Lam. Machine
15 Seaming Machines

Vijas House, C-1 Cama Estate, Walbhat Rd., Goregaon (E) Mumbai - 400 063, India. T & F: +91 22 4068 3700 E: info@vijasgroup.com W: www.vijasgroup.com

Monotech Systems Unveils Pixeljet POWERPRO



One of India's leading manufacturers and solution providers for printing and packaging industry Monotech Systems has come up with its latest innovation in Pixeljet range i.e. POWERPRO 3.2 meter soft signage UV LED Roll-To-Roll inkjet printer.

The Pixeljet POWERPRO is dedicated roll-to-roll UV LED-curable printer, which comes in a six-colour and a four-colour plus white version, handles a broad scope of flexible media for indoor and outdoor applications. The POWERPRO is equipped with UV LED lamps that enable the user to print on a wide media mix. The four-colour plus white version stands out by its ability to print white in different modes, improving the opacity of the printed material as well as increasing colour contrast and readability.

Thisnew printer is ideal for mid-to-high end roll media printing of all types. It features extremely low ink consumption, for faster printing, fewer passes and rich results. This rugged printer can print at a speed of 700 sqft/h and comes with reinforced beam for accurate dot placement, table mounted automated media positioning bar the registration of rigid, Shuttle safety sensors to prevent print heads from touching the substrate, Ionization bar mounted on each side of the carriage to remove electro-static charges on the substrate, user-friendly graphic user interface etc.

The POWERPRO can also handle dual-roll printing. This option enables to double the productivity when printing on smaller media—whether it is paper, vinyl or polyester.

The machine houses latest generation of industrial prinheads to produce solid design with great accuracy. It is equipped with UV LED lamps that save time, costs and the environment, besides facilitating flawless media handling, white printing to improve opacity, colour contrast and readability, multilayer printing, dual roll printing to increase productivity and so on.

About Monotech Systems Limited

Monotech Systems Limited is one of the country's leading manufacturers and solution providers of high-end, high-performance and reliable products and solutions for printing, packaging industry in India representing a number of world renowned companies. Established in 1999, the company has been consistently achieving sound growth in business year after year.

This growth is attributed to the company's ardent commitment to customers, genuine intention to succeed, meticulous teamwork, consistent attentiveness and outstanding professionalism. The company is backed with highly skilled and committed employee base focused on total customer satisfaction by providing efficient, superior products and solution with customer-friendly services. Monotech has its corporate and registered office in Chennai and has extensive sales and service support across the nation.





MEX
MEX Exhibitions Pvt. Ltd.

INDIA'S COMPREHENSIVE EXHIBITION ON
GARMENT & TEXTILE MACHINERY,
FABRICS, ACCESSORIES & ALLIED INDUSTRIES

GARTEX 2018

GARMENT & TEXTILE MACHINERY : EMBROIDERY MACHINES : DIGITAL TEXTILE PRINTING TECHNOLOGY : FABRICS : ACCESSORIES

18 - 20 AUGUST, 2018

HALL NO: 8, 9, 10 & 11
PRAGATI MAIDAN, NEW DELHI, INDIA

BROAD EXHIBIT SEGMENTS

- AUTOMATION & SOFTWARE
- DIGITAL TEXTILE PRINTING MACHINES
- FINISHING EQUIPMENT
- EMBROIDERY MACHINES
- QUILTING MACHINES
- SEWING MACHINES
- CUTTING MACHINES
- FASHION FABRICS
- NEEDLES & THREADS
- TRIMS & ACCESSORIES

BOOK YOUR BOOTH NOW

Organizer

MEX

MEX Exhibitions Pvt. Ltd.
9 LGF, Sant Nagar, East of Kailash, New Delhi-110065, India
Tel: + 91-11-46464848:: Email: info@mexexhibits.com
Web: www.gartexindia.com

3D Printing – Power to Engage Customers





Paris-based sign and display company, METROPOLE, 3D printed the life-size replica of the much-loved Corto Maltese - an Italian adventure comic book series named after the an enigmatic sea captain.

Marking 50 years since the series started entertaining European fans, the stunning model was produced to demonstrate 3D printing's power to better engage target audiences.

The 1.32-metre tall captain was 3D printed on the company's Massivit 1800 in under three days. Once printed, Corto Maltese was spray painted for a more lifelike appearance.

Seated on a bench outside the Gare de Paris-Austerlitz, Corto Maltese, inviting commuters to join him for a selfie till this October.

MEX
MEX Exhibitions Pvt. Ltd.

Africa's International Exhibition on
Signage, Advertising &
Digital Printing Industry

AFRICA SIGN & DIGITAL PRINTING EXPO

21 22 23
November 2018
Kenyatta International Convention Centre
Nairobi, Kenya

www.africaasdp.com

BROAD EXHIBIT SEGMENTS

- POP & ADVERTISING DISPLAYS
- TEXTILE & FABRIC PRINTING
- DIGITAL PRINTING SOLUTIONS
- SCREEN PRINTING MACHINES
- SIGNAGE
- LED SIGNAGE
- DIGITAL SIGNAGE
- OFFSET PRINTING
- SIGNAGE MACHINERY
- RETAIL SOLUTIONS
- OUTDOOR ADVERTISING



For Stall Booking:

ORGANISER:
MEX
MEX Exhibitions Pvt. Ltd.
9 LGF, Sant Nagar, East of Kailash,
New Delhi-110065, India
Ms. Himani Gulati Tel .: +91-9312285142
E-mail: himani@mexexhibits.com
Mr. Gaurav Juneja Tel .: +91-9810301644
E-mail: gaurav@mexexhibits.com

JCDecaux Adds Another Feather To Its Cap



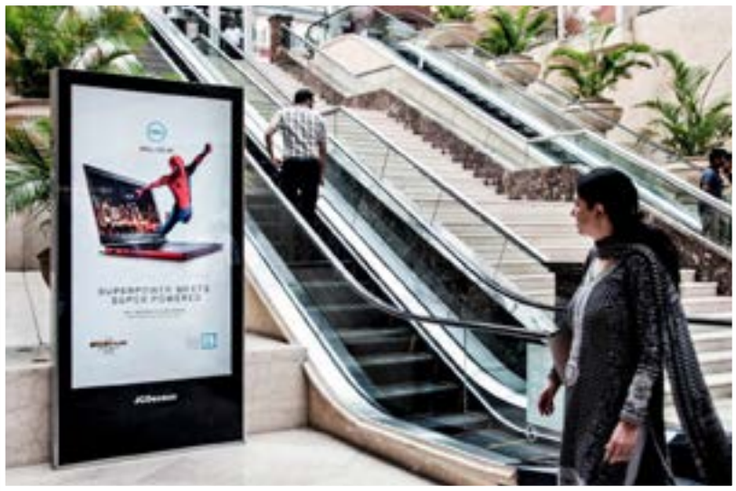


THE OOH MAJOR ENTERS MALL-ADVERTISING IN INDIA, BAGS EXCLUSIVE RIGHTS FOR 'THE COLLECTION, UB CITY' IN BENGALURU

JCDecaux, the Outdoor Advertising major has now entered the mall-advertising segment in India with exclusive rights for advertising at The Collection, UB City in Bengaluru, one of the country's top 3 luxury malls - located in the heart of city. With a monthly footfall of 1.5lacs, it has become the top destination for the world's finest brands such as Rolex, Louis Vuitton, Burberry, Jimmy Choo and Emporio Armani, among others.

The Collection, UB City houses the right mix of highly sophisticated digital and static media by JCDecaux, emphasizing on the 'Less-is-More' concept to ensure the best visibility to the advertisers, and brand recall amongst shoppers. The uncluttered environment offers greater engagement opportunities for the brands and quality communication aids in brand building.

The state-of-art installations by JCDecaux are inspired by luxury, and cater to the HNI segment. Samsung, Jaguar, Amazon Prime, Huawei, Epson, Dell, Fogg Gold and Nolte are amongst the premier brands to flag off advertising at The Collection, UB City. The brands leverage a higher dwell time on the high-quality media and hence the communication is more impactful.













Commenting on this association, Ms. Uzma Irfan - Director, Prestige Group said, "JCDecaux's sophisticated content and widespread reach makes them a perfect fit for the cosmopolitan population in Bengaluru. I look forward to a long and positive association with them."

"We are very excited with the advertising rights for The Collection, UB City in a highly cosmopolitan and developing city like Bengaluru where targeted and clutter-free communication is a must. The JCDecaux Media located at strategic locations is adding to the outlook of the mall, besides being an ideal advertising medium for the luxury segment. We look forward to a fruitful association with UB City," says Olivier Heroguelle, MD, JCDecaux India.

After holding the exclusive advertising rights for Bengaluru Airport, Chennai Metro Trains and AEL Delhi along with owning over 3000 Citylights in Delhi and 300 in Mumbai, The Collection, UB City is yet another grand addition to the company's portfolio in India. JCDecaux also possesses exclusive advertising rights for 2073 malls in 29 countries in America, Europe, Middle East & Asia.

About JCDecaux India

JCDecaux India is a leading out-of-home player in the market since it was established in 2006. It is continuously 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 of its clients. Its 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.

First Worldwide Outdoor Campaign on Road Safety



JCDECAUX INDIA'S CITYLIGHTS IN ASSOCIATION WITH THE FIA HOSTED THE FIRST EVER WORLDWIDE OUTDOOR ADVERTISING CAMPAIGN ON ROAD SAFETY, WHICH IS VISIBLE ACROSS DIFFERENT JCDECAUX NETWORKS IN INDIA.

Focus Area: Road Safety, A Genuine Public Health Issue

Everyday, 3500 people die in car crashes worldwide, which accumulates to 1.25 million every year. A particularly alarming situation for 15-29 year-olds, for whom traffic related fatalities are the first cause of mortality. If this trend goes on, by 2030 car crashes could become the first cause of mortality worldwide with nearly 2 million deaths a year. As a genuine public health issue, road safety is a major challenge and a priority issue for every state and citizen around the world. Pope Francis has offered his support to this campaign, and to the cause, when he met with Jean Todt, president of FIA, at the Vatican this year.

An engaging, optimistic and universal campaign

Through a concrete and positive approach, the #3500LIVES campaign aims to raise awareness and prompt all road users to adopt simple, easily applicable and efficient rules. The highlight of the campaign deployed in India is that it uses 4 "Golden Rules" embodied by 4 famous ambassadors – Fernando Alonso, Yohan Blake, Mark Marquez and Nico Roseberg. They all decided to defend this cause personally and voluntarily. Those messages will also be endorsed by international institutions like the International Olympic Committee. The FIA and IOC signed a formal agreement to promote the campaign messages across their shared platforms and ahead of sporting events.

Creating A Wider Platform

Through its signature "Sign Up, Stay Safe, Save Lives", this campaign underlines the role that each and everyone can play to make road safer for all users. Members of the public are also invited to sign a ten point manifesto (www.fia.com/3500lives), which calls on all governments to make road safety a priority and introduce effective legislation on key risk factors on the road.

Translated in 30 languages, the campaign #3500LIVES is as of today live in 30 cities worldwide and will be rolled out in more than 70 countries by the end of 2017. It is estimated that on the launch the campaign will be seen 1 billion times.

The FIA and JCDecaux: a strategic partnership around a shared vision

The partnership between the FIA - which









represents 245 sport and mobility clubs around the world - and JCDecaux - which offers its advertising displays all around the world to ensure a significant visibility - makes this campaign an unprecedented one.

"I encourage everyone to promote and share the campaign's key messages and sign our manifesto for government action. Too many people lose their life unnecessarily in road crashes daily." said FIA President Jean Todt. "We are proud to have worked together with JCDecaux on this campaign, and also with 13 fantastic Ambassadors, each of which is a role model, especially for young people, the group worst affected by road crashes.

"Outdoor advertising is at the core of all sorts of mobility and we are thrilled and proud to contribute to spread these messages around the world through the impact of our locations", explained Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux. "This commitment is also aligned with our company's social responsibility policy and all the JCDecaux employees, who work on a daily basis to improve urban life quality, are delighted to get involved in the promotion of this cause of public interest: road safety for citizens around the world".

About The FIA

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation of the world's leading mobility organisations. Founded in 1904, with headquarters in Paris and Geneva, the FIA is a non-profit organization that brings together 245 Mobility and Sport Clubs from 143 countries on five continents. Its Member Clubs represent over 80 million road users and their families. The FIA promotes safe, sustainable and accessible mobility for all road users around the world.

About JCDecaux

JCDecaux, leading outdoor advertising company worldwide, plays a major role in transforming urban landscapes. The Group is present in more than 75 countries and 4,280 cities with over 10,000 inhabitants. It holds advertising street furniture concessions in more than 220 airports with 260 contracts in metros, buses, trains and tramways. It all started in 1964 when Jean-Claude Decaux installed his first advertising bus shelters in Lyon, driven by his desire to provide cities with street furniture free of charge in exchange for exclusive advertising rights in premium locations. Playing a major role in the development of smart cities, the Group is participating in the emergence of an increasingly connected, open and sustainable city.

Actively involved in many humanitarian and charitable activities, JCDecaux is pleased to offer the FIA its support by advertising its road safety campaign free of charge in all of the countries where the company operates. This is the first time that the Group is supporting a major cause by offering simultaneous delivery of marketing communications around the world.

About JCDecaux India

JCDecaux India is a leading out-of-home player in the market since it was established in 2006. Based on its global experiences and the expertise, the OOH major is continuously committed to delivering the best & most advanced media solutions in India, and has established a proven track record of open communication with its principal partners. It works closely with the government authorities to develop valuable services for them & also for the community.

K Corp – Creating A New Wave of Channel Letters



Amanmeet Singh, Art & Creations

TILL DATE, WE HAVE SOLD 25 MACHINES ACROSS THE COUNTRY, MOST OF WHICH ARE SOLD FOR SS FOLLOWED BY ALUMINIUM.

Incorporated in the year 2001, Kartar Corporation (K Corp) grew under the leadership of renowned entrepreneur and founder of Sudarshan Group of Industries, Pritpal Singh, who was later joined by his son, Charanjit Singh in 1993. Then after, they gradually shifted their business towards digital printing and signage. In 2005, a revolution was noted in the manufacturing of CNC Routers and wide format digital printers. Following this, the company introduced various models for engraving and printing industry.

Continuing the fray, in 2014, the company diversified again and moved on to channel letters solutions encompassing both – manufacturing as well as job work. The company does offer machines for cutting and bending the channel letters besides facilitating with the job works, if so required by the clients.

We, at **Sign & POP World**, met **Amanmeet Singh of Art & Creations** to know how the industry is responding to channel letters, especially that of metal. Here are the edited excerpts.

How has been the response for metal channel letters? How has the market been transforming with the introduction of machines?

Acrylic is slowly going out from the market. People are getting more inclined towards channel letters made of aluminium or steel. This is further picking up because of the technology introduced in this segment. Incorporation of machine has not only added speed to it but also enhanced productivity multi-fold. Machine has put it on a rather faster track as the set of letters, which was produced in a week-time, is now being produced in a day. Added advantage is the precision & accuracy, which was not possible in hand-made letters.

Why is Acrylic losing its sheen?

There are so many disadvantages with Acrylic. The letters are made by hand; therefore, always there comes lack in precision and accuracy. Also, letters made by acrylic attracts insects, which ultimately get accumulated inside the frames. This spoils not only the look and feel of the letters, but also dent the brand name associated therewith. Besides, it's not durable either.

Which all solutions do you offer?

We are in to both machinery as well as channel letters. The machine is expensive and not everyone willing to enter in to this trade or is already there in the market, can buy this machine. So for people, who can't afford to buy our machine, we offer them the letters.

At what price range these machines are available?

We have machine that starts at Rs. 7 lakh and goes up to 25 lakh depending on the functionality and operational efficiency of the machine.

Where do you source these machines from? How many machines have been sold so far?

We are importing this machine from China from around three years. We are the channel partner for TPS Channel Letters bending machines for pan India. Till date, we have

sold 25 machines across the country, most of which are sold for SS followed by aluminium. However, we have machines which are suitable for all the metals. This is because of the trade preference and flexibility attached therewith. Some people trade only in SS channel letters, while some in aluminium and some ask for both along with extrusion. So, we have solutions for all sorts of customers.

How do you develop or design these letters? To which extent your design expertise is utilised?

Sometimes, clear specifications are provided by the clients, while in some cases we offer them the options. Especially, for international brands, they have their own specifications to follow. If somehow, they don't get the exact curvatures ready here, then they allow modifications according to what is available with the service providers here in India.

For instance, we have set up all the machines and provide solutions in all the finishes for international brands like the hotel industry. While some want in combination with poly carbonate, some with acrylic, which not all the service providers are capable of delivering these many solutions. We provide them almost all the letters they need as per their specifications.

Do you also market LED modules for channel letters or other signage?

Yeah, we are also the distributor for LED modules from Wililux, a renowned LED major. So for LED modules, we have a variety of solutions. We do have certain special kind of modules for soft signage. These are LED bars that come in various colour temperatures to provide varied but specific solutions, with same brightness. This is to offer flexibility to our valued customers to choose from.

Any innovation that has recently been added to your portfolio of LEDs!

We have different variants. Innovations come creeping in. The recent addition in the module is 3.6W LED module, which is primarily used in light box wherein 3-4 modules are fixed without any wire but connectors. And that is actually phenomenal making the job more easy and flawless.

How is the market responding to these innovations?

The market is getting ready for it as still a big chunk is left untapped, while acrylic is preferred by those looking for cheaper solutions. The difference of total cost in the end product is around 40%. The metal letters are far more durable when compared with acrylic wherein LED goes running while the letters (acrylic) lose their shine or rather life. In case of metal, the life of letter is there while LEDs go burnt. Regular cleaning is a must to avoid rusting. If gets rusted, it can be easily cleaned and the sheen of the metal letters remains there to stay for longer than usual.

What's in the pipeline at K Corp?

The new channel letters are slanting and can be floored instead of getting walled or hanged. These letters can be produced with the existing machines after the needed change or updates are done. This is a new technology and soon it will be available here. We would be the first to offer such products in India.



Arrow is High on Installation Spree

THE COMPANY HAS INSTALLED 3 EFI PRINTERS IN LAST TWO MONTHS - ONE EACH AT CATERPILLAR SIGNS, GRAFFITI SIGNGRAPHICS AND SHUBHI GRAPHICS

EFI-Reggiani Renoir Next 340 at Caterpillar Signs



Arrow Digital has recently installed the first Efi-Reggiani Renoir Next 340, Soft signage digital textile printer at Caterpillar Signs. Caterpillar, a valued Arrow customer having VUTEk GS3250LX Pro LED and Vutek 3360 EC, has been in the soft signage business with UV and other dye sub printers. Addition of Efi-Reggiani in its portfolio would increase the versatility for interior and exterior stage & event projects, besides opening many other markets for transfer and direct printing on polyesters.

Nishant Shah of Caterpillar Signs Pvt. Ltd. asserts that the recent purchase of the Efi-Reggiani Renoir Next 340 printer will extend the product offerings to exhibition backdrops, light boxes, flags, building wraps, tear drops, tents, durable outdoor advertising materials and much more. "By adding more green technologies in our portfolio, we will have huge competitive advantage, powerful and sustainable platforms to address the rapidly growing demand for soft signage and other textile markets."

Shah further adds, "We will now be able to work with lightweight, polyester-based materials that offer environmental and logistical benefits, including easy and economical delivery and installation. This platform will further allow us to venture into soft furnishings and other textile short run markets. Arrow has been a great partner, helping us grow in the right direction, understanding technology and market trends, with their excellent service and support team; we just focus on our customers and their ever growing needs and staying ahead of the curve."

The Efi-Reggiani Renoir Next 340 is ideal to start developing a soft signage business. It allows to print displays, high-density backlit signs and more with high resolution, very high colour gamut 4-colour printing. The Next 340 is capable of printing direct to textile or transfer paper with the ability to changeover from one to the other. It comes with an auto print head cleaning station to increase printer uptime, a capping station to keep your system up and running, a patented ink recirculation system for improved ink yield and a wrinkle detect system to protect against costly repairs due to head strikes.

It offers excellent print durability, plus its 2400dpi resolution, produces photo-quality, vivid images with highly saturated colours and powerful blacks. The printer uses environmentally friendly, aqueous, dispersed dye-sublimation inks. It can achieve a speed up to 464 m2 / hr featuring four-level grayscale printing with 4 to 72 PL drop sizes.

Arrow believes that soft signage is much easier to transport and assemble, the light weight makes handling effortless as compared to traditional materials. Size to weight ratio is remarkable when compared to other materials. Large areas can be covered without unsightly joints plus you don't need to spend time, hiding the joints. Once the frame work is in place it's quick and easy to change the display material. This allows customers to change their displays frequently and increase product visibility. Soft signage is Eco Friendly and reusable.

EFI H1625 LED Printer & OKI M64 Eco Solvent at Shubhi Graphics, Indore

Arrow Digital installed EFI H1625 LED UV Inkjet Printer and OKI M64 Eco Solvent Printer at Shubhi Graphics & Multimedia. Mahendra Lour, Director, Shubhi Graphics, is very much excited with the latest enhancement in his portfolio. "Our clientele includes many corporates where quality, productivity and turnaround time are important factors, and needed to be addressed. We have developed a good customer base and to retain and grow the same, we have to be the best in the market."

"We made our mind to purchase two printers, UV and Eco-Solvent and started studying the market; attended almost all Signage exhibitions. After considerable studies and evaluating the applications and samples at Arrow Digital's massive demo/ training and R&D center in Ahmedabad, we got fascinated when we saw many printers under one roof. They explained each product in depth and we were allowed to test every possible option," said Lour adding that the whole process made our decision easier to buy both the Products, and have plans to add capacity in the near future with their high speed Efi VUTEk GS3250LXpro.

Efi H1625 LED UV inkjet is a 64" wide format mid-level hybrid production printer designed to maximize image quality with four colours + two whites; automated operational, maintenance features and above all, LED technology. The printer is highly cost-effective and able to print on high-value, specialty rigid and flexible substrates.

According to Arrow, customers love the three-layer white function that enables them to produce impressive day/night and block outs on rigid or clear materials. The overall print quality of the 6 PL grayscale printheads and vibrant Efi super colour gamut inks with Greenguard certification have drastically been helping with turnaround times and winning new business.



Efi H1625 UV LED inks emit low VOC's, and the cool curing on the printer translates into lower running costs, lower air conditioning and maintenance. The printer is mostly used to create wall graphics, glass/window films, architectural films, large format signs, canvas, backlit displays, textiles and banners.

The OKI M64s LCIS delivers unmatched productivity and quality while reducing the impact on the environment. The WX inks offer a wide color gamut, high vividness, high density, excellent outdoor durability and low running costs in addition to the low level of odour.

M-64s LCIS model comes with 4.5-liter large-capacity ink reservoir per colour to support continuous high-volume printing. It has numerous add on features like Automatic Print Adjustment, On-Carriage Ionizer, SP4 - Smart Pass Technology, Smart Nozzle Mapping 2, Dynamic Dot Printing Technology and much more. Above all, the inks are Greenguard Certified.

EFI Vutek GS3250 LX Pro at Graffiti Signgraphics Pvt. Ltd., Kolkata



Anothert printer that Arrow Digital has installed is the Efi VUTEk GS3250LX Pro at Graffiti Signgraphics Pvt. Ltd. in Kolkata. For Arrow Digital, Graffiti is one of the most reputed and well-known company in the eastern part of teh country.

Sauvik Chakravarty, Director, Graffiti says, "We wanted a High Speed UV Printer with Green technology and this made us consider the EFI VUTEk GS3250 LX Pro. But taking a decision was tough as there were many printers in the market. In our visit to Brussels, EFI Demo Center, we tested almost all different media & modes and we found that the quality wasn't getting compromised due to speed. Genuine EFI Inks are Greenguard Gold-certified offering customers a safer and greener printing solution, and the colour gamut of the 10-colour was by far the best we have seen so far in the market".

The Efi-Vutek GS3250LX Pro Hybrid Inkjet System uses an advanced LED printing technology; offering ultimate flexibility, because of it being capable of printing on roll-to-roll, flexible sheets and rigid substrates. It is the only production-level LED technology that offers variety of applications, and is cost-effective too. Most of the UV-curable wide-format printers are replacing solvent, latex and eco-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 colour gamut. This printer extends the range of supported substrates while lowering operating costs and lead times. 8 colours 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. It handles rigid and sheeted media up to 126.5 in. (3.2 m) wide and up to 2 in. (5.08 cm) thick.

Sauvik adds, "The white ink opacity and three layer back-lit applications, along with the team support, Arrow were amongst the many features which convinced us to finalize this platform."



Singapore Government Celebrates the Festival of Lights







Like last year, Singapore's Mass Rapid Transit (MRT) yet again decorated its metro trains themed as Diwali. The coaches of the Diwali-themed train were decked up with beautiful images of garlands, earthen lamps and elephants. Other elements such as intricate Indian jewellery, the lotus and peacock - a symbol of good luck - also featured on the train coaches.

In fact, it was a fortnight before Diwali i.e. on October 15; when Singapore launched its first Diwali-themed train on its North East Line (NEL) which has a station named 'Little India', both the platforms of which were also decorated with colorful motifs, floral designs and rangolis.

CONTINUING ITS UNIQUE GESTURE, THE TRANSPORT AUTHORITY IN SINGAPORE JOINED IN THE CELEBRATIONS OF THE FESTIVAL OF LIGHTS, THIS YEAR AGAIN.









Promoting the concept on social media, the Transport Authority greeted people by mentioning, “Celebrate the Festival of Lights with your own unique Deepavali commute this year! Our #Deepavali-themed trains and station are back with a different but equally stunning decoration - featuring majestic elephants and rangoli motifs that symbolise luck.” The themed trains ran till October-end on the North East Line and Downtown Line.

Apart from the train, Singapore government instated Diwali-themed buses as well with vibrant colours and greetings of Diwali 2017 on it. The streets of Singapore were also lit with lights.

10 Creative Ways used by McDonald's to Advertise

MCDONALD'S IS ONE OF THE WORLD'S LARGEST RESTAURANT CHAINS. THE FAST FOOD CHAIN RESTAURANT HAS OUTLETS SPREAD ALL ACROSS THE WORLD. DESPITE THIS SUCCESS, THEY ARE VERY ACTIVE WHEN IT COMES TO MARKETING THEIR BRAND. HERE ARE TEN DIFFERENT AND INNOVATIVE IDEAS IMPLEMENTED BY MCDONALD'S TO PROMOTE AND ADVERTISE THEIR RESTAURANT. EVERY CAMPAIGN IS ONE OF A KIND AND TOTALLY IMPRESSIVE.

Billboards Used as McDonald's Milestones



Re-opening of a McDonald's Outlet Advertised by using Bulldozers



Side Panels of a Bus Shelter Used as Salad Freshness Box



Bus Shelter Used To Promote Coffee



McDonald's Zebra Crossing



Cage Used To Promote McDonald's



Lamp Post Used to Promote Coffee



Giant Serviettes to Promote Big & Juicy Burgers



Sundial Used to Promote Breakfast Menu



Pie in the Form of Yacht



Sky-ColoR®

SKYCOLOR UV FLATBED PRINTER



SKYCOLOR INKJET PRINTER



SKYCOLOR HIGH-SPEED ECO SOLVENT PRINTER



SKYCOLOR ECO SOLVENT PRINTER



DAKSH ENTERPRISES

306- 307, Vats Market, Pitampura, Delhi-110034 (INDIA)
Phone: +91-11-45871014, +91-11-27020349, Fax: +91-11-45871014
Mobile: +91-9911192205, +91-9711192205
E-mail: dakshenterprises@hotmail.com, sanjubamel@dakshenterprise.com
Web: www.dakshenterprise.com, www.skycolorindia.com, www.dakshenterprises.co.in

AHEMDABAD | BENGALURU | CHENNAI | GUWAHATI | HUBLI | LUCKNOW | MUMBAI | PATNA | PUNE | VISAKHAPATNAM

Event Calendar

NOVEMBER, 2017
SOUTH KOREA'S TOP SIGNAGE, PRINTING & DISPLAY TRADE SHOW, 2017
Date: 16th-19th November, 2017
Venue: Coex Convention Center Seoul, South Korea
Web: http://kosignkorea.com/

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

JANUARY, 2018
SGI DUBAI, 2018
Date: 14 th-16 th Jan, 2018
Venue: Halls 3 to 8, Dubai World Trade Centre
Web: http://www.signmiddleeast.com/

FEBRUARY,2017
SIGN INDIA, 2018
Date: 2 nd-4 th Feb, 2018
Venue: Bombay Exhibition Centre (Hall-6) Goregaon, Mumbai
Web: http://www.businesslive.in/Signindia_2018_Mumbai/index.html

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

MAY, 2018
RETAIL DIGITAL SIGNAGE EXPO, 2018
Date: 2nd-3 rd May,2018
Venue: National Hall, London's Olympia, London
Web: http://www.retaildigitalsignageexpo.com/

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
Web: www.gartexindia.com

SEPTEMBER, 2018
DIGITAL SIGNAGE SHOW, 2018
Date: 19 th- 21 st Sep, 2018
Venue: Shanghai New International Expo Centre
Web: http://www.digitalsignage-sh.com/en-us/

MEX

"INDIA'S BIGGEST EXHIBITION ON **GIFTING SOLUTIONS**"

GIFTS WORLD expo

10-12 AUGUST, 2018
Pragati Maidan, New Delhi
INDIA



HOME DECOR & HOUSEWARE | HANDICRAFTS | TIMEPIECES & WATCH | CUSTOM BRANDING MACHINERY | TROPHEX

CORPORATE GIFTS & PREMIUMS | ELECTRONIC APPLIANCES & GADGETS | Office SUPPLIES & SOLUTIONS | STATIONERY WORLD





Organizer

MEX

MEX Exhibitions Pvt. Ltd.

9 LGF, Sant Nagar, East of Kailash, New Delhi-110065, India
Tel: + 91-11-46464848:: **Email:** info@mexexhibits.com
Web: www.giftsworldexpo.com

BOOK YOUR BOOTH NOW

NEWSWIRE-NATIONAL

For these stories and more, see www.signandpop.com

Billboards Embellished with Handcrafted Idols & Figures During Puja Installed By Rhino



Durga Puja, also called Durgotsava, is an annual Hindu festival in the Indian subcontinent that reveres the goddess Durga. To mark the celebration of the festival, a lot of brands come up with innovative brand campaigns. Recently, Rhino Wires and cables undertook a creative approach during the Durga Puja festival by creating replicas of pandal set-up and Durga Idol on billboards in Bhubaneswar. The brand worked along with Metro signs and artists in making a one of a kind billboard where only hardboard and thermacol were used in a novel way. The entire work was displayed by Sishu Bhawan Square, Bhubaneswar. The brand decorated 40 X 15 sq. ft billboards with handcrafted figures made of hardboard and thermacol.

Basically, the motive behind this inventive campaign was to enhance the festive mood and keep it alive throughout inside and outside of pandals. This approach is not only helpful in generating a lot of onlookers whilst promoting the brand as well as to promote the artistic handicraft of the state. The positive characteristics of these kind of branding campaigns are quite a lot such as engaging, appealing and innovative. We can say that, the brand gets promoted successfully while keeping the festival season alive.



SIGN&P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Subscribe NOW



Personal Details

Name : _____

Mailing Address : _____

City/Pin : _____ Country : _____

Co. Name : _____ Designation : _____

Phone (Off/Res/Mobile): _____ Fax : _____

E-mail : _____ Website : _____

Business Activity _____

Please find enclosed cheque/DD no. _____ dated _____

Drawn on _____ Rs. ($) _____ (Favouring MEX Exhibitions Pvt. Ltd., New Delhi)

Kindly send your subscription forms duly filled to MEX Exhibitions Pvt. Ltd., 9 LGF, Sant Nagar, East of Kailash, New Delhi - 110 065. INDIA. Tel: 91-11-46464848

Rates

- ☐ 1 Year subscription (6 issues) @ Rs. 550/-
- ☐ 2 Year subscription (12 issues) @ Rs. 1050/-
- ☐ 3 Year subscription (18 issues) @ Rs. 1600/-
- ☐ 5 Year subscription (30 issues) @ Rs. 2400/-

Overseas Charges

1 Year subscription
- ☐ $50 by surface mail
- ☐ $90 by air mail

2 Year subscription
- ☐ $100 by surface mail
- ☐ $180 by air mail

3 Year subscription
- ☐ $150 by surface mail
- ☐ $270 by air mail

5 Year subscription
- ☐ $300 by surface mail
- ☐ $540 by air mail

NEWSWIRE-NATIONAL

For these stories and more, see www.signandpop.com

Digital Signage Awards 2017: Times OOH Wins Gold

Out-of-Home advertising is advertising is that reaches the consumers while they are outside their home. These days a large population of the country is spending long hours outside their home. Therefore, it is quite apparent that brands will capitalize on this. Digital Signage Awards (commonly known as DOOHDAS), which is based in UK recognizes the world's most exceptional digital screen media projects, innovations, content, creativity and technology. Entries were entertained from all across the world and the participants were judged by industry experts on creativity and the implementation of the technology. The winner of the award was Times OOH. Times OOH won Gold for its digital out-of-home advertising project (at T2 domestic, phase-2) Chatrapati Shivaji Airport under the 'Transport & Travel' Sector, at the Digital Signage Awards 2017.

Times OOH operates one of India's largest networks of digital screens at the Chhatrapati Shivaji International Airport, Terminal 2, in Mumbai. This includes 350 HD screens & 4 video walls. Times OOH have known to bring to life OOH advertising's inherent benefits of freshness, freedom and scale through innovative display and engagement options and then gone a step further by offering flexibility and pin-pointed targeting solutions with their digital network.

Shubhi Graphics & Multimedia Acquires Efi H1625 LED UV and OKI M64 in Indore

Surabhi Graphics & Multimedia in Indore have got Efi H1625 LED and an OKI M64 eco-solvent installed by Arrow Digital, an authorized distributor of Efi and OKI printers in India. Efi H1625 LED UV inkjet is a 64-inch wide-format mid-level hybrid production printer, built as such to enhance the image quality with four colors, plus two whites. The printer is allocated with automated operational and maintenance characteristics above all LED technology. Moreover, the add-on features are that it is highly cost effective and has the capability of printing on high-value, specialty rigid and flexible substrates. Mahendra Lour, director at Shubhi Graphics & Multimedia is ecstatic about the latest addition in their machine portfolio.

Efi H1625 LED has three-layer white function, which makes it feasible for Shubhi Graphics & Multimedia to produce impressive day/night and block outs on rigid or clear materials.

While the installation of OKI M64s LCIS at Shubhi Graphics & Multimedia provides unmatched quality and productivity while reducing the effect on the environment. The WX inks in the system offers wide color options, high vividness, high density, amazing outdoor durability along with low running costs in addition to the low level of odor.

M-64s LCIS comes with 4.5 liter large-capacity ink reservoir per color to support continuous high-volume printing. It has a large number of add-on features like Automatic Print Adjustment, On-Carriage Ionizer, SP4 – Smart Pass Technology, Smart Nozzle Mapping-2, Dynamic Dot Printing Technology and much more. Above all the inks in M-64s LCIS are Greenguard Certified.

Pantaloons Gives Ahmedabad Mall a New Look by Installing 48ft Branded Dandiya Sticks

The recent occasion of the auspicious Navratri festival, brought in a great and innovative campaign by Pantaloons. We all know that Navatri brings about dandiya and fun. In order to celebrate that, Pantaloons had installed 48ft tall branded dandiya sticks with intricate and vivid colors at One Mall in Ahmedabad. The creation as well as the implementation of the project took more than two months.



The team which was working on the project had people from art, design as well as technical specialists along with 20 skilled artists. The dandiya stick used weighed over 1 ton and was displayed throughout the month of September. Gaurav Chakravarty, Head, Marketing & Loyalty, Pantaloons said, "We are delighted as Pantaloons enters the India Book of Records for the second time. At Pantaloons, we believe in creating enriching experiences that bring consumers closer to the brand. Moreover, this philosophy is reflected in our 'Aapni Navratri, Aapno Pantaloons' campaign. Dandiya being symbolic of the Navratri celebrations, we are happy to celebrate the festival with our customers."

Innovative advertising campaign can result in better branding of your business. From this we can understand how creative ideas can engage the onlookers and popularize your brand.

SGI Dubai 2018

Sign & Graphic Imaging Middle East

21 Glorious Years | One Stage | Billion Success Stories



UNLEASHING A WORLD OF OPPORTUNITIES

BOOK YOUR BOOTH NOW!

www.signmiddleeast.com

The Largest International Expo for the Signage, Graphic and Imaging Industries in the MENA region

14, 15, 16 JANUARY 2018 | HALLS 3, 4, 5, 6, 7 & 8

DUBAI WORLD TRADE CENTRE, UNITED ARAB EMIRATES

Organised by: IEC International Expo Consults L.L.C. A member of Falak Holding

Member of:

Supporter of: EXPO 2020

P.O.Box 50006, Dubai, UAE | Tel:+971 4 343 5777 | Fax: +971 4 343 6115 | E-Mail: sgidubai@iecdubai.com

NEWSWIRE-NATIONAL

For these stories and more, see www.signandpop.com

Rapid MetroRail to Promote Air India's Delhi-Copenhagen Flight



Launched for a one month period the branding was executed by ICONS which handles the Rapid MetroRail advertising rights.
Rapid Metro is a metro system serving the city of Gurugram, Haryana. Rapid Metro connects the commercial areas of Gurugram, and acts as a feeder link to the Delhi Metro. The famous and oldest National Carrier Air India recently chose Rapid MetroRail to promote its flight. They opted for a full wrap of the Rapid MetroRail rakes running on the Gurugram network to promote the carrier's new New Delhi-Copenhagen flight. The marketing campaign is going to exist for a one month period. The main objective for this campaign is to generate connect with the large number of corporate professionals who work and live in Gurugram.

The brand has taken up both Metro exterior and internal branding to absolutely connect with the niche. The campaign creative displays the Air India mascot on the wrap welcoming the flyers to experience their new service. The branding was inaugurated by CMD of Air India Rajiv Bansal along with other government officials and Sumit Gupta of ICONS.

Media Expo 2017 Delhi Edition buzzed with business activities and deal closures

The 41st edition of the Expo proved to be one point of contact for the advertising, marketing and signage industry. Though it was a rainy weekend in New Delhi, but it didn't affect the brightened in the colourful prints and LED lights displayed at Media Expo 2017. Business in Pragti Maidan's three halls 11, 12 and 12A were bustling with visitors who came to explore the unrivalled options in technology and pricing for the products meant for media industry.

Covering 12,445 sqm of space, 186 exhibitors from India, China and Korea showcased technological advancements attracting 12,639 business visitors. The event proved to be beneficial for both exhibitors and visitors with halls packed and brimming with fruitful discussions as it brought the top exhibitors, serious buyers and decision makers together under one roof.

Speaking on another successful edition, Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holding Ltd. stated that the robust growth of the country's media and entertainment industry indicates that the country is ready to adapt the enormous possibilities this sector has to offer.

"Media Expo as an exhibition knows the importance of this sector and perfectly serves the purpose as a comprehensive platform where companies exhibiting showcase an array of advanced solutions and eco-friendly options for traditional media. This edition of Media Expo again has generated a good level of enquiry with many striking deals on all three days of the show," said Manek.

Smarth Bansal, brand manager with Colorjet India Ltd., expressed his excitement, when he said that the Expo has been a great platform as it adds a lot of value to the brand. "This year again, we are very pleased with the kind of visitor response we have received. Also, we are very happy to announce that we have closed more than 100 deals for Solvent, Eco Solvent and UV Printers during these three days, which marks record sales in the history of Media Expo."

Over the years, the Expo has positioned itself as a platform that helps exhibitors in increasing their brand awareness and their geographical market reach. "Exhibitors and visitors both are convinced that it's been an influential platform when it comes to advertising, marketing, signage and printing industry. For all the three days, business discussions, negotiations and live demonstrations by various exhibitors kept the buyers engaged," said Samson Simon, Group Exhibition Head - Media Expo.

According to Shamrendra Kumar, Business Head - Graphics, Avery Dennison India Pvt. Ltd., The Expo is a convergence of the entire eco-system under one roof. "At this exhibition, we met players from the media, technology, and machine industry. We also get to see new products entering the market here," he said. Not only exhibitors, but visitors also reckoned the fair as a platform bustling with options of a single product in terms of technology and price. A single product like flex also has about seven to eight different suppliers which is not easily available online or in other exhibitions. They were happy watching and touching the samples, meeting the owners in person and closing the deals.

Adding to it was the easy availability of upgraded technology in printers and other solutions which became the high point of the three-day show. Other technological developments that caught visitors' attention were UV Flatbed Printer, PVC-free solutions, backlit flex and LED options, channel letter printers and many more.

The next edition of Media Expo will take place from 22–24 February 2018 at Bombay Convention and Exhibition Centre, Goregaon (E), Mumbai.

INDOOR & OUTDOOR ADVERTISING AND SIGNAGE INDUSTRY EXHIBITION

Sign india

INDIA'S LARGEST GROWING SIGN EXHIBTION

BOOK YOUR STALL NOW



25th Edition

CHENNAI

3 4 5 NOVEMBER 2017

Chennai Trade Centre, Chennai



26th Edition

MUMBAI

2 3 4 FEBRUARY 2018

Bombay Exhibition Centre, Mumbai



27th Edition

DELHI

20 21 22 JULY 2018

Pragati Maidan, New Delhi

DIGITAL PRINTING MACHINES	SOLVENT PRINTING MACHINES	ECO SOLVENT PRINTING MACHINES	INKJET PRINTING MACHINES	UV FLATBED PRINTING MACHINES	SUBLIMATION
LASER ENGRAVING MACHINE	CNC ROUTERS	LED SIGNS	SIGNAGE SYSTEMS	RETAIL DISPLAYS	MATERIAL & SPARES

For Stall Booking / Sponsorship Opp. Contact:

9940075606 / 9940075609 / 9003195607

Email: info@signindiaexpo.com, Visit: www.businesslive.in

Print Media Partners

SIGN & P.O.P | SIGN Screen Print India | 99 PRINT & PACK

Organiser

BUSINESS LIVE

No.29, 2nd Floor, Ramakrishna Street, T.Nagar, Chennai-600017 (TN), India.
Tel. Phone : 044 - 28144852 / 28144853

NEWSWIRE-NATIONAL

For these stories and more, see www.signandpop.com

Innovative Campaign by 104.8 Ishq FM Which Uses only 30% of Each Billboard Space

Innovation in branding and advertising campaign is not something which has not happened before. However, brands still keep re-inventing the art of advertising in order to engage more onlookers and promote their brand. 104.8 FM executes a calculated OOH campaign for listeners to tune into their radio station compared to other competing Radio stations for more content and less ad-breaks.



This message was clearly communicated by joining together the large amount of vacant inventory which is seen by the commuter on a daily basis and generally displays contact numbers which shows ad-space on the go. Basically, the brand uses the complete space of the billboard to market their brand. However, 104.8 FM created the billboards using only 30% of space and leaving the rest of the billboard area unattended still displaying the contact number. This innovative idea was meant to promote their campaign "more content and less ads".

This move on their part might be considered a risk albeit creative as it might be uncertain whether the commuters understand the underlying message of this advert. The campaign was implemented for 15 days in Delhi, Mumbai, Bangalore on media formats such as poster panels, bus shelters, billboards, media inside commercial complex's and in Gurgaon particularly to focus on the large corporate's and media agencies. This was done to influence and educate the trade about the uniqueness & superiority of 104.8 Ishq Fm against its competition.

Toilet Ek Prem Katha Launches Ambient Advertising with Toilet Branding

Viacom18 Motion Pictures collaborated with Khushi Advertising in order to create a social uproar with ambient advertising for 'Toilet Ek Prem Katha', the movie. The branding campaign of Viacom18 Motion Pictures in collaboration with Khushi Advertising is an excellent example of brand-avenue fit. The cheeky brand campaign was focused on promoting the movie. With the help of Khushi advertising they devised a disruptive ambient advertising campaign, which ran in more than 230 ambient avenues.



The campaign consisted of A4 sized posters of the movie, with the movie title 'Toilet' written in a catchy way, pasted on washroom doors in avenues like McDonald's, Pizza Hut and Gold's Gym. The customers in these venues are in for a surprise as the normally used signages showing the men's and women's washrooms have been replaced with posters of the lead protagonists of the movie, Akshay Kumar and Bhumi Pednekar. The campaign was run down for 30 days counting down to the release date of the movie. The indoor advertising was successful in targeting lakhs of customers and was very well received.

Mr. Rudrarup Datta, Marketing Head, Viacom18 Motion Pictures commented "Toilet Ek Prem Katha as a film strives to create active change in society along with being an entertaining film. We wanted to look beyond traditional advertising to drive actual consumer engagement. The unique idea executed by Khushi Advertising gave us the opportunity to surprise and engage our core target audience at the youth hangouts, leading to higher recall values and potential conversions."

"With a plethora of media options to choose from, advertisers are looking for more targeted ways to reach their customers," said Mr. Vishnu Telang, CEO, Khushi Advertising. Indoor advertising is a powerful medium to target specific groups of customers in the desired ambient avenues, as you know exactly who you are reaching. It provides a clutter-free placement of the advertisement and provides an opportunity to advertisers to reach these consumers in an innovative manner."

mediaexpo
MUMBAI

International Exhibition on Indoor & Outdoor Advertising and Signage Solutions

...where your advertising takes shape

22 – 24 February 2018

Bombay Exhibition Centre, Mumbai

www.themediaexpo.com

100+ exhibiting companies | **250+** brands represented | **10,000+** trade visitors | **ONE** business platform

Book your space today!



Contact:
Sahai Rash +91 98103 17951
sahai.rash@india.messefrankfurt.com

messe frankfurt

NEWSWIRE-INTERNATIONAL

For these stories and more, see www.signandpop.com

Canon to Launch the Next Standard in Engineering with the New & Latest imagePROGRAF TX Series at PRINT 17



Visitors at the PRINT 17 tradeshow held from September 10 through September 14in Chicago, Illinois, got a first hand look at the new imagePROGRAF TX Series at the Canon booth. Consisting of four new devices (imagePROGRAF TX-3000, TX-3000 MFP T36, TX-4000 and TX-4000 MFP T36), the TX series features major advances & improvements to the core technologies of Canon's imagePROGRAF five-color devices, including a new pigment ink, print head and increased security capabilities, as well as a new 36-inch scanner for the MFP models. Meant to capture the expanding production inkjet technical documents market, imagePROGRAF TX Series boasts speeds as fast as 3 D-size drawings a minute, stacking capability up to 100 sheets, wireless printing capability, automatic roll loading and an optional Multifunction Roll Unit for increased productivity.

In order to capture the ever growing production inkjet technical document market, the imagePROGRAF TX Series has speeds as fast as 3 D-size drawings a minute, stacking capability up to 100 sheets, wireless printing capability, automatic roll loading and an optional Multifunction Roll Unit for increased productivity. Total cost of ownership can be drastically reduced due to the option of choosing 160ml, 330ml or 700ml which gives the flexibility for choosing the best as per the needs. These features capitalize on the increasing demand to produce color drawings on uncoated paper with a low running cost. The option to choose 160ml, 330ml or 700ml inks gives the user the flexibility to choose the size that best fits their needs, which can help lower their total cost of ownership. With these features, the TX Series has answered the growing demand to produce color drawings on uncoated paper with a low running cost. With the announcement of Canon's imagePROGRAF TX Series, we have brought to market what we consider to be the next standard in engineering in regard to large-format printing of technical documents," said Toyotsugu Kuwamura, executive vice president and general manager, Business Imaging Solutions Group, Canon U.S.A., Inc. "Offering increased productivity, usability and security, these new devices bring with them technological advancements to Canon's celebrated imagePROGRAF devices. The ability of TX Series to print striking, resilient posters, banners and technical documents makes it at home in a variety of settings, whether it's at a construction company, architectural firm, or in an office environment. I strongly encourage attendees at PRINT 17 to visit the Canon booth and experience these new printers themselves."

UV Technology Will Soon be the First Choice for Label Printing Enterprises



The requirement for UV printing is increasing all around the world, especially in Europe, the United States and Latin America. In Europe: UV models of the annual growth rate will reach 7%, UV drying device in the growth rate of 10%, UV inks and on the fastest growth rate will reach 14%. The application of UV technology is expanding such as, plastic, labels, multifunctional sheet and tape printing. In the field of label printing the UV printing is expected to show high speed growth.

The characteristics of UV technology which makes it different are such as the UV dry curing process, printing ink can be cured in a few seconds, improves the production efficiency, can also omit drying and drying process, simple equipment, space saving, completely suitable for high-speed flexo label production. Basically, UV technology does not need heat, cold is a pure UV curing, suitable for heat sensitive label production; and quick curing (curing time can be less than one second), high productivity and high yield process can reduce raw materials and finished goods warehouse; UV technology of the curing system is a solvent-free system, 100% solvent free formula. These significant characteristics make UV technology the technology of the future. Highly, suitable for label production and no VOC volatile organic material makes it extremely suitable & environmental friendly. Hence, it has been predicted that technology will become the first choice for more and more label manufacturers.

THANK YOU!

BRIGHT OUTDOOR RECOGNITION & AWARDS

Mr. Yogesh Lakhani has received 200 International & National Awards & was Felicitated more than 400 times in the last 15 years



INDIA'S NO 1 BRAND



POWER BRAND RISING STAR AWARDS



GOLDEN ACHIEVER AWARD



LIONS GOLD AWARD



BRAND VISION FOR INDIA 14 -15



THE WORLD'S GREATEST BRANDS & LEADERS - 2015 ASIA & GCC



APPRECIATION AWARD (NGO - SOCIAL)



GUJARATI SCREEN & STAGE AWARDS (SINCE 5 YEARS)



PROMISING ENTREPRENEUR OF THE YEAR



GAURAV AWARDS



BOLLYWOOD OF BUSINESS AWARDS



INDY'S EXEMPLARY ENTREPRENEUR AWARD



SANSUI TELEVISION AWARDS



BHARAT RATNA DR.AMBEDKAR AWARD



DADA SAHEB PHALKE AWARD



THE WORLD'S GREATEST BRANDS & LEADERS ASIA & GCC AWARDS - DUBAI



GIANTS AWARDS



ASIA'S MOST PROMISING LEADER AWARDS - DUBAI



LION GOLD AWARDS 2015 (SINCE LAST 4 YEARS)



INDIA'S MOST PROMISING BRAND LORD SWARAJ PAUL UK - LONDON



THANK YOU FOR YOUR SUPPORT

BRIGHT OUTDOOR
PRINT TV RADIO PR DIGITAL
CELEBRITY EVENTS & CREATIVES

In future we are committed to work towords greater success.

E: brightoutdoor@gmail.com W: www.brightoutdoor.com Inq No: 98193 71103

NEWSWIRE-INTERNATIONAL

For these stories and more, see www.signandpop.com

New Print and Cut machines Unveiled by Mimaki



Mimaki will launch 2 new 1.6m-wide roll-to-roll LED UV print and cut machines in the later part of the year. The seven-colour (CMYK plus Lc, Lm and white) UCJV300-160 and four-colour UCJV150-160 are being introduced along with a new eco--friendly ink, LUS-170, which Mimaki said ensures vibrant print results. The max speed of the UCJV300-160 is 13.4sqm/hr in seven-colour draft mode and 8sqm/hr in seven-colour standard mode. In four-colour draft mode it can print at up to 25.8sqm/hr while in four-colour standard mode it can achieve speeds of 15.7sqm/hr. The max cutting speed is 300mm/s or 420mm/s in 45 degrees direction.

The UCJV150-160 can print at up to 13.4sqm/hr in four-colour draft mode and 8sqm/hr in four-colour standard mode. This machine also has a max cutting speed of 300mm/s or 420mm/s in 45 degrees direction. Features on the UCJV300-160 include four-layer day/night printing, which Mimaki said enables designers to build layered graphics for backlit applications. John de la Roche, national sales manager at Mimaki's exclusive UK distributor Hybrid Services, said: "This process gives print companies the opportunity to offer a unique product. It's possible to produce a dynamic graphic that morphs its image or colour scheme depending on the light source."

HP Launches the HP Indigo 12000 HD B2 Digital Press



An upgrade on its existing Indigo 12000 B2 press, the new 12000 HD digital press, uses new high-definition writing heads to double image resolution to 1,625dpi, which HP said delivers sharper, smoother and finer print. "We see more and more graphics businesses reinventing with HP digital. These new technologies can help PSPs address a wider range of commercial printing applications and open new revenue streams," commented general manager for HP Graphics Solutions Business Santi Morena. "With the new HP Indigo High Definition Imaging technology, the output is much higher quality than any competing digital solution and can even surpass the caliber of offset printing." The new high definition imaging system, which incorporates new software and writing heads, will also be readily available for retrofitting onto most HP Indigo 10000 and 12000 presses. The four-colour Indigo 12000 was launched in 2016 and can print at speeds of up to 4,600sph on sheets up to 750x350mm.

Also, HP has also announced the commercial availability of the HP Indigo 50000 B1 digital press, following successful beta customer testing at Creel Printing in the US. The oversized duplex B1 press can print 42m/min in colour and 142m/min in mono on virtually any type of paper; and is designed for 'high-coverage', high-volume printing, making it possible to move more jobs from offset to digital.

Toronto Mall gets a Makeover with Custom Wall Art



Malls are meant to attract crowd and in order to do so they implement great marketing & advertising ideas. This was recently, seen in the Toronto mall when Toronto-based Eventscape was recently contracted to engineer to fabricate and install a 16.5 x 1.4-m (54 x 4.5-ft) custom art wall in order to decorate a new pedestrian mews area in one of the city's shopping centers named The Shops at Don Mills. The art wall was created by direct-printing a graphic onto flat 1.2 x 2.4-m (4 x 8-ft) aluminum composite panels (ACPs), which were then cut with a computer numerical control (CNC) router. A V-groove was cut in the back of each panel to create a 90-degree 'accordion fold' before mounting them with steel fasteners onto a steel sub-frame.

The accordion fold is responsible for displaying two different views of the graffiti-resistant wall. This renders, pedestrian see an historical aerial photo of the Don Mills area from one side; from the other they can see text describing the site. The innovative and creative way of advertising not only engages the onlookers but also makes it appealing to them.

LIGHTED
HUMAN BILLBOARD











Product Weight: **600 Gms Only** | Battery Life: **6 Hours** | Size Of Display: **12" x 16"**

Can Be Used For Events/Product Launch/Road Shows/Activations/Promotions

PERFECT IMAGE
112A, Sant Nagar, East of Kailash, New Delhi- 110065 :: **Mob.**: +91-9871298916
E-mail us: info@balloonsi.com

iWalk SIGNS
A NEW APPROACH TO OUTDOOR ADVERTISING

NEWSWIRE-INTERNATIONAL

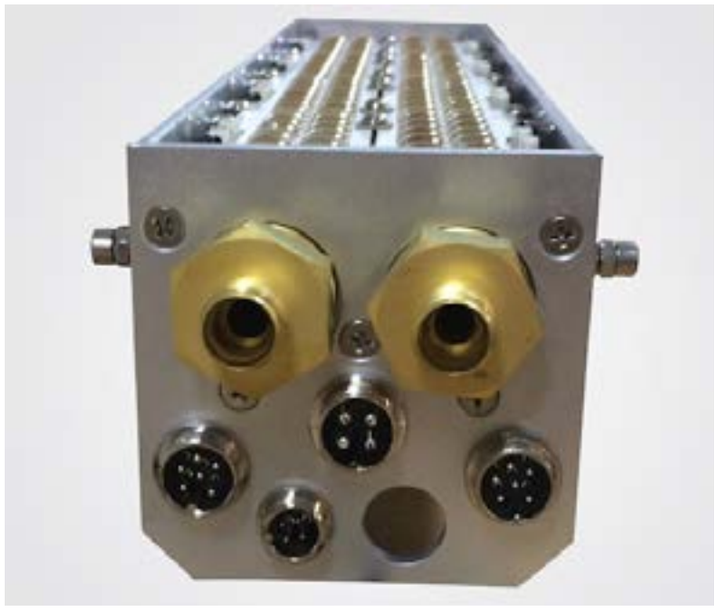
For these stories and more, see www.signandpop.com

OOH Brand Activations at TIFF Using Shipping Containers



Innovation in advertising is nothing new. With the abundance of shipping containers lying around it was apparent that they will be brought into use. This was recently seen during The Toronto International Film Festival (TIFF) which happened from Sep 7 to 17. Out- of-home (OOH) advertising by LOKI Box Design made use of unconventional structures made from shipping containers to promote Bell and L'Oreal at the Toronto International Film Festival (TIFF). The Toronto-based design firm uses recycled materials to create structures that can be reassembled for use at multiple locations. Basically, the uses of these tactics are a kind of 'activations' or simply a way of getting consumer action through brand interaction and experiences at indoor and outdoor events which eventually facilitates the marketing of the brands and products. The L'Oreal structure combined three shipping containers with a glass box, where people could test beauty products at a photo booth. Bell's comprised four containers and could host up to 150 visitors at a time, with virtual reality (VR) and other technology demonstrations. The innovative idea and the use of a container hereby, suggest the paradigm shift in advertising and marketing.

Fujifilm to Launch its Illumina LED UV Retrofit Curing System in Europe



Earlier this year the kit was launched in the US, represents one of the most powerful LED UV curing systems available in the market. It enables most traditional UV and water-based flexo presses to be converted to LED UV curing, boosting productivity and environmental performance while reducing costs and waste. The LED UV curing lamp system is designed to operate with Fujifilm's new 300 Series flexo inks, which are compatible with all plates designed to work with UV-based inks .Combined, the Illumina and 300 Series inks bring the benefits of LED UV curing to traditional flexo presses through a simple conversion process which takes two days or less to complete. According to Fujifilm, the Illumina's compact design means the unit will fit easily onto most UV flexo presses of any width, and will also mount directly onto any water-based flexo press without the need to add an extra roller, generally required by some other LED retrofit systems.

"All of the presses that we've encountered so far in the US have been fully compatible for conversion. The requirements of a press from an installation perspective are very basic but, depending on the brand, there could be a situation where some presses older than 15 years old are not compatible," said Fujifilm Graphic Systems Europe packaging segment manager Peter Verryt. "Though if the mounting for our lamps is not compatible then the mounting for any of our competitors' lamps will not be compatible either. "Importantly, when we've talked to customers about it they don't plan to put it on the oldest equipment in their print shop. So as we can go back 15 years I don't believe we will have an issue." One of the best characteristics is that it is said to produce less heat than other LED technologies, with the kit's design enabling a potential energy saving of up to 90% compared with other traditional UV curing lamps. It has been said that device reduces the amount of stray UV light and noise. In result, it significantly reduces the footprint of power and chiller units in comparison to regular UV systems.

NEWSWIRE-INTERNATIONAL

For these stories and more, see www.signandpop.com

L'Oréal Reinvents Brand Image with Digital Signage



With the advent of the development of new digital signage technology, a lot many brands are implementing its usage for their brands. Moreover, the expansion of signage applications has greatly changed the face of advertising in the retail industry. L'Oreal Group China set complete digitalization, including the expansion of online channels, implementation of digital marketing (i.e., advertisements on websites and social media), and introduction of digital signage digitalization strategy, as its development strategy. Previously, L'Oreal used conventional poster light boxes to market its brand image.

Also, L'Oreal used several digital signage displays to decorate an unsightly column at one of its brand counters. The video wall comprised of several signage displays which required the integration of multiple monitors. This eventually, highlighted & beautified the counter space, but also amplified brand image and message. Advantech DS-063, an ultra slim signage player which drives up to two FHD displays and DS-570 are both adopted depending on installation environment and conditions. Measuring a mere 19 mm thick, DS-063 is easily integrated into the counter. The compact fan-less system supports simultaneous dual Full-HD 1080P via HDMI and VGA interfaces, delivering a classy and beautiful visual experience.

Advantech industrial digital signage solutions were chosen BY L'Oreal for their digital signage deployment. In this project, Advantech and its System Integrator partner Shanghai Unicross worked along with each other to help L'Oreal deploy digital signage network in their headquarters and sales outs. "Industrial-grade features of Advantech products, such as their fan-less design, dust-resistant housing, and low noise operation, are particularly suitable for digital signage applications." Jian Li, Marketing and Sales Director of Shanghai Unicross commented.

One of the most significant benefits of implementation of digital signage for the brand is the amplified ability to attract and engage the onlookers as well as customers. The implementation of digital signage makes it feasible for L'Oreal to promote its image as an inventive, fresh, energetic and technologically better brand than its competition. Moreover, with the use of digital signage the broadcasted content can be easily updated without any hassle.



Resource Guide

BALLOONS

Balloons India
112A, Sant Nagar, East of Kailash,
New Delhi-110065
Mob: 9350208628, 9871298916
Email: info@balloonsi.com
Website: www.balloonsi.com

BANNER STANDS/ROLL UPS

Canable AD India
B-86 Sector-2 DSIIDC Bawana Industrial Area, Delhi India
Mob-9718194466,9818134466
Email-canableadindia@rediffmail.com

Oorja Kreation
Old No-66 New No-153,
Miller Rd, Kilpauk, Chennai-600010
Tel: 044-42662273, 42728202
Website: www.oorjaa.net

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

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

CNC ROUTERS

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

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

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

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

Unique Sign
250, 1st Floor, Shivaji Market
Pitampura, New Delhi-110088
Mob: 9811240030
Email: uniquesign@gmail.com

DIGITAL PRINTING

Aman Advertising Pvt. Ltd.
Plot No-487/60, National Market
Peeragarhi, New Delhi (India) S.C.F.
169 Second Floor, Sector 26, Grain Market
Chandigarh-160026
Tel: +91-172-4611000, 91-11-45120820
Mob:9711130773

Doc Sign
Office: 2031, Street No.7, Chuna Mandi, Pahar Ganj, New Delhi-110055
Website: www.docworld.in
Email: docsignsmail@gmail.com
Mobile: +91-9811662244, +91-9811161264
Tel: +91-11-47147209

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

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

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

ECO SOLVENT MEDIA

P. V. Media
God's Gift, D Wing, CHPS Ltd., Shop No-12, N M Joshi Marg, Lower Parel (W), Mumbai
Tel: 022-24933449, 24933451
Website:mediavisionindia.com

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

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

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

EXHIBITION DISPLAYS

Canable Ad India
B-86 Sector-2 DSIIDC Bawana Industrial Area
Delhi India
Mob-9718194466,9818134466
Email-canableadindia@rediffmail.com

Oorja Kreation
Old No-66 New No-153,
Miller Rd, Kilpauk, Chennai-600010
Tel: 044-42662273, 42728202
Website: www.oorjaa.net

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

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

FLEX

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

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

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

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

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

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

INKS

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

Fujifilm Sericol India Pvt. ltd.
10/11, B.U. Bhandari Industrial Estate,
Sanaswadi Taluka Shirur, Pune-412208
Tel: 02137-392500
Mob: 09371234139

Jaysynth Dyestuff (India) Ltd.
301, Sumer Kendra, Pandurag

Bhudhakar Marg, Worli, Mumbai-400018
Mob: 09990848585

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

Rextone Industries
Advent Ataria Office No-501, 5th Floor,
Chincholi Bunder Rd., Off- S.V. Rd.,
Malad (West), Mumbai-400064
Tel: 022-28432415/28899154/167
Email: info@atinks.com

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

LAMINATION MACHINES

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

LASER ENGRAVING MACHINES

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

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

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

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

LED MODULES

Equinox Impex
205, Masjid Bander Rd., Mumbai- 400003
Tel: 022-2348319, 23444306
Email: vishal@equnoximpex.in
Website: www.equnoximpex.in

Mono Sign Systems
28 (SF), Rajasthani Udyog Nagar,
G.T. Karnal Rd., New Delhi-110033
Mob:09814121348, 9356172100
Email: monosign.t@hotmail.com

Plasto India Pvt ltd
18/14 Grnd. Floor Pusa Rd
Karolbagh New Delhi-110005
Tel-011-28752119
Mob-981041955

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

Satyam Techno
2989/90, Gali Number 2, Aram Bagh, Chuna
Mandi, Paharganj, New Delhi, Delhi 110055
Mob-9313066062
Email-satyamtechno@hotmail.com

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

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

MULTI-COLOUR SCREEN PRINTING

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

P.O.P. DISPLAYS

FlangeWala
Mob: 9910236759
Email: flangewala@gmail.com

Jyoti Enterprises
2139, 1st Floor, Gali No. 2, Chuna Mandi, Pahar
Ganj, New delhi-110055
Mob: 9910236759
Email: Jyoti.group2006@gmail.com

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

Vishal Associates
Manek 21 Hardevi Society, Caves Road,
Jogeshwari (East), Mumbai-400060
Tel: 022-28354940
Email: admin@vishalindia.com

Vision Display Pvt. ltd.
Singh Estate, Rd No-1,
Thakur Village, Kandivali (E), Mumbai-400101
Tel: 022-32032600/700, 32068768
Mob: 09819484847
Email: visiondisplay@gmail.com

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

PROMOTIONAL UMBRELLAS

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

SUBLIMATION PRODUCTS

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

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

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

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

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

Rational Business Corporation (P) Ltd.
N-10, Satyawati Nagar, Ashok Vihar-3
New Delhi-110052
Website: www.desmat.com

SIGNAGE MACHINERY

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

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

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

Apsom Technologies (India) Pvt. Ltd.

23-R, Motilal Basak, Garden Lane,
Phool Bagan, Kankur Gachi,
Kolkata - 400 054
Tel.: 9883543995 / 9331269836

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

Apsom Technologies (I) Pvt. Ltd.
12/36, Site IV, Sahibabad Industrial Area,
Ghaziabad, U.P – 201010.
Tel: 012-4261170

Astrojet
Tejinder Singh
Plot No-494, Udyog Kendra II Eccotech III
Greater Noida, Gautam Budh Nagar, UP-201305
Mob: 8802105000
Email: tejindersingh@astrojetindia.com

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

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

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

Daksh Enterprises
304-307, Vats Market, Pitampura
Delhi-110034 (INDIA)
Ph.: +91-11-45871014, +91-11-27020349
Mo.: +91-9911192205
Email: dakshenterprises@hotmail.com
Web: www.dakshenterprises.com

Epson India
101-104 1st Floor 89 Hemkunt Chambers
Nehru Place New Delhi-110019
Tel-011-46585444
Website-www.epson.co.in

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

Hewlett Packard India (P) Ltd.
Tower D, 6th Floor, Global Business Park,
MG Road, Gurgoan-122002
Tel: 0124-2566111

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

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

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

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

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

Paras International
4-E, Madhav Complex, Opp- Raipur Building,
Big Bazar, Nr Raipur Gate, Raipur
Ahmedabad, Gujrat-380022
Tel: 079-25466294
Mob: 09825073543
Email: parasinternational47@rediffmail.com

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

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

UV Printers
WZ-19E, Nagli Jalib, B-1 Block,
Janakpuri, New Delhi-110058
Tel: 011-47312000, 25512203
Email: sales@uvprinters.in
Website: www.uvprinters.in

SPARE PARTS

Ace Infotex
C-91, Vimalanth Society, Near Annapurna Mandir,
Bapunagar, Ahmedabad
Mob: 09377172561

Astrojet
Tejinder Singh
Plot No-494, Udyog Kendra II Eccotech III
Greater Noida, Gautam Budh Nagar, UP-201305
Mob: 8802105000
Email: tejindersingh@astrojetindia.com

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

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

Magson Printer Depot
71/7 A7 Rama Road, Kirti Nagar Industrial Area,
Delhi-110015
Mob: 9810223538
Email: mpd.anu@gmail.com

UV FLATBED PRINTING

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

UV PRINTING MACHINES

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

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

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

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

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

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

Satyakrity
7th Floor, Room No-713.4, Synagogue Street,
Kolkata-700001, India
Tel: 033-22424691,
Mob: 09831277424
Email: satyakirty@hotmail.com
Website: www.satyakirty.com

Siare Technologies
2, Ayappa Temple Cross, Subbiahna Palya
Chikkabanaswadi, Main Rd., Bengaluru
Tel: 080-25420650, 65956145
Email; info@siaretech.com
Website: www.siaretech.com

UV Printers
WZ-19E, Nagli Jalib, B-1 Block,
Janakpuri, New Delhi-110058
Tel: 011-47312000, 25512203
Email: sales@uvprinters.in
Website: www.uvprinters.in

VINYL CUTTING PLOTTERS

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

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

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

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

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

WALLPAPER MEDIA

Atul Papers Pvt. Ltd.
93-95, Part of Ph-I HSIIDC Industrial Area,
Kondali Sonepat, Haryana
Tel; 0130-2370025
Email: umesh@oodyindia.com

Doc Sign
Office: 2031, Street No.7, Chuna Mandi, Pahar Ganj, New Delhi-110055
Website: www.docworld.in
Email: docsignsmail@gmail.com
Mobile: +91-9811662244, +91-9811161264
Tel: +91-11-47147209

P. V. Media
God's Gift D Wing CHPS Ltd.,
Shop No-12, N.M. Joshi Marg,
Lower Parel (W), Mumbai
Tel: 022-24933449, 24933451
Website: mediavisionindia.com

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

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



BALLOONS INDIA

INFLATE YOUR SALES



Back Pack Balloon



Inflatable Gates & Archs For Shop Entrance/Events

Lighted Product Shape Replicas



Lighted Tower Inflatable



Pole Balloon



Walking Mascots

For more detail please call
+91 9871298916

E-mail us:
info@balloonsi.com

9LGF, Sant Nagar, East of Kailash, New Delhi-110065, Website: www.balloonsi.com

starflex®

(an ISO 9001:2008 Certified Co.)

Frontlit & Backlit Flex / Vinyl / One Way Vision

Made in Korea

SENFA DECOPRINT
PREMIUM BACKLIT FABRIC
Made in Europe

Starflex Frontlit Series

SFB-10 : 10 OZ White Back,
SBW-10 : 10 OZ Blockout (Black Back),
SBW-13 : 13 OZ Blockout (Black Back),
SFB-10/SBW-10 Matt for Indoor Signage

FLEX available upto 5m width

Starflex Backlit Series

SSP-15 : Backlit Flex, SSP-18 : Backlit Flex,
Both SSp-15 & 18 are suitable for Back to Back Printing
SF-500 : For coloured Vinyl Pasting Backlit Flex with 5 year warranty (For Banking & Petroleum signs.)

Starflex Vinyl & Starflex One Way Vision

- White gloss/Matt
- Hard Tube Packaging
- Printable with : Solvent / Eco Solvent/ HP Latex / UV Machine

VINYL available upto 2m width



PVC FREE MEDIA

NEW LAUNCH

SENFA DECOPRINT A COMPLETE RANGE FOR **TEXTILE** FOR ALL YOUR NEEDS

Starflex Textile (TXL-450)

It is a very thin, specially-coated, polyester fabric with a 'silky' feel and appearance that has been specifically created for digital printing on large-format inkjets and is suitable for printing with eco solvent and solvent inks as well as UV-cured and latex inks.

FEATURES:
- Good Stretch capacity
- Sound absorbing
- High light absorption
- Perfect for LED lightboxes

APPLICATION:
- Interior light boxes
- Frame display systems
- Pop up displays
- Front projection screens



Size: Available upto 3.2 mtr & 50 mtr length

PREMIUM BACKLIT FABRIC
Made in Europe

Applications :
- Exhibitions and events
- Backlit displays
- Reproduction canvas for fine art
- Interior wall covering
- Outdoor display
- Signage and indoor display





Starflex PE Banner

PE banner is one type newly developed, light weight, recyclable and friendly to the environment polyethylene substrate.

FEATURES:
- Light weight,
- Recyclable, friendly to the environment
- 100% polyethylene
- Easy to install and transport

APPLICATION:
- Mounted on billboard
- Promotional campains
- Real eastate graphics
- For shopping mall and supermarket

eco

Compatible printers: PE banner is suitable for eco-solvent, solvent, latex and UV printers.

Size: Available upto 3.2 mtr & 50 mtr length

Starflex Super Canvas 600

Get masterpiece archival quality at a price that'll let you decorate an entire business campus or hotel. Eco Solvent canvas comes in a variety of weights and finishes that deliver excellent printability and color rendition and remarkable flexibility without cracking.

FEATURES:
- White
- Matt
- Real polyester/cotton canvas
- Excellent weave structure for highest print quality

APPLICATION:
- Water resistant
- Can be framed, mounted and sewn
- High resistant against cracking
- Suitable or laoquering and spray

Size: 1.37 mtr & 1.52 mtr width available 50 mtr length

STARFLEX STARTEC LED / POWER SUPPLY

- AVAILABLE IN VARIOUS COLOURS • IP WARRANTY • WATER PROOF MODULES
- STRIP LED • POWER SUPPLY • 3 YEAR WARRANTY • CE & ROHS CERTIFIED

RGB03C
RO3C-120°-2835
RO3C-160°-2835

SAMSUNG LED

startec MADE IN KOREA LED



Starflex SHD-60 Premium

Scrimless Backlit Flex

Common Applications :
- Airport Signs
- Indoor Light Boxes
- Backlit Signs
- Malls Branding



Starflex Solit 420

Pop Media Grey Media

Common Applications :
- Grey Back POP Media for Banner Stand
- Anti Curl
- Premium Quality
- Suitable for Indoor/ Outdoor Banner Stand



Starflex Solit 007

Premium quality Translite Media

Common Applications :
- Anti curl
- Premium quality superior image
- Suitable for in store backlit film
- Superior quality backlit film
- Printable with: Solvent / Eco solvent / HP latex / UV machine



SST SUN SIGN & TECHNOLOGIES

SUN SIGN & TECHNOLOGIES (An ISO 9001:2008 Certified Co.)
207, Aradhana Bhawan,Commercial Complex, Azadpur, Delhi-110033 (India)
Ph. : 91-11-47506050, 47506028 Fax: 27682602 Mob.: 9717673610, 9871311885, 9711918011
E-mail: sunsigntech@yahoo.co.in, sunsigntech207@gmail.com Web.: www.starflexindia.com

Certified for hp Latex Inks

MUMBAI | CHENNAI | KOLKATA | BANGLORE | HYDERABAD





Print&Cut

The CJV300/150 yields high productivity rates with its best-in-class, high-speed printing, and accurate cutting. The CJV300/150 is supported by Mimaki' s superior print-image quality control and patented technologies in order to deliver high-quality print product.







Imagination to Creation

Inkjet printer/cutter

CJV300BS Series
CJV300-130/160

Mimaki's high-specification entry model



Inkjet printer/cutter

CJV150BS Series
CJV150-75/107/130/160

Mimaki™

Mumbai Lab Center

Building No. D-6, Unit No 7,8 & 9 Bhumi World, Village Pimplas, Taluka Bhiwandi, District – Thane, Maharashtra – 421302, INDIA
+91-11-42822000/+91-11-42822099
info.india@mimaki.com
india.mimaki.com

Delhi Showroom

DSM 332 & 333, 3rd Floor, DLF Tower, Shivaji Marg, New Delhi -110015, INDIA
+91-11-42822000/+91-11-42822099
info.india@mimaki.com
india.mimaki.com