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SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.13 Issue.2 Mar-Apr 2017

Price: 100RS.

Wrap On

Get The Wow Factor On The Road



GARTEX 2017

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OOH

34 Outdoor LED Display Sets Up "The 42" As The New Attraction In Kolkata

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Print&Cut

Imagination to Creation

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



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Wide-format Inkjet Printer for Solvent

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CJV300-130/160
Print 'n' Cut



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- Three-way intelligent heater

JV300 Series
JV 300-130/JV300-160
ECO-Solvent
Mimaki



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Some unconventional features

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- Three-way intelligent heater

IDS Revotech Konica 512i Head Solvent Printer



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IDS

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- MOST PROFITABLE LONG TERM PRINT SOLUTIONS



Shende bhai's MADE IN CHINA assembled printer

CAN HE GIVE YOU PARTS AFTER THE WARRANTY EXPIRES?

Baywatch Ad Triggered by Weather!



As people all over US wait for the first day of spring amidst bone-chilling winter weather, Paramount Picture Studio which is currently producing the popular show Baywatch Reboot partnered with Lamar Advertising to uplift spirit of thousands of commuters through this unique billboard ad reminding people that relief (spring) is in sight and to hold tight just for a few more months. The billboard also shows in slow motion the lifeguards approaching a beachgoer in distress.

Lamar Advertising has launched 52 such billboards all over the US. The campaign is powered by codes and programs from the National Oceanic and Atmospheric Administration website through an RSS feed. There are 3-4 different templates that run accordingly once the digitally enhanced billboards reach each RSS feed. The creative runs on basis of the current weather conditions of that particular location.

Gucci launches a 2500 sq.ft. Mural in New York



The neighborhood of Lafayette Street in New York recently woke up to this beautiful mural from San Francisco-based illustrator Jayde Fish hosted by Gucci. This masterpiece of an artwork is painted on a 2,500 square-foot wall and has been named "The Hermit". The beautifully painted mural depicts a woman on a sky-bound journey, looking through a telescope into the unknown.

Gucci, a brand name usually affiliated with their designer luxury clothing line over the past few years have built quite a name in the field of art. The gorgeous mural is a result of their partnership with the infamous leader in outdoor hand-painting advertising; Colossal Media.

Shake the Orangina Distributor!



This clever campaign from Orangina was an attention grabber and a hit among passersby at La Defense and Lille Europe in France. The campaign depicted exactly what the brand promotes; vigorously shaking the beverage before drinking. Each time a customer came to the machine to vend his favorite drink; the dispenser would get stuck on purpose. The customer had to shake the machine vigorously for the drink to fall out. This otherwise quite normal looking machine would even tell the customers to shake it harder if they weren't doing so.

This viral device asked the customers to shake, jostle and even hit hard on it if their favorite beverage was not delivered. The campaign was Buzzman advertising company's brainchild and definitely created a buzz within just 48hrs for which it was on the streets.

Crust Pizza brings fun 'Playable Posters' to the Streets of Melbourne, Sydney and Brisbane



An out of the box outdoor campaign was launched recently by Crust Pizza in collaboration with 3rdspace and a music partnership with "Pecking Duck". A series of interactive posters with sensitive touch, play and press features were set up in strategically picked locations across Sydney, Brisbane and Melbourne. Locations were picked up on basis of high number of pedestrians and people dwelling in the neighborhood. The vinyl posters enabled with touch technology allowed users to create their own track and mix it up with Pecking duck on a tunable pizza crust.

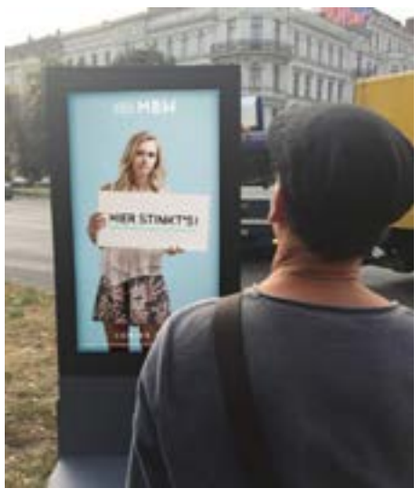
Not only that, Crust Pizza also offered a chance to win tickets to the Nova Red Room ARIA edition featuring Peking Duk and powered by Crust to its fans. This original and innovative outdoor advertising campaign was one-of-its-kind and did not fail in its mission to entertain its targeted customers.

'The Ultimate do good, feel good Shop'



eBay never cease to surprise their customers with innovative outdoor campaigns and this time it is a pop-up shop in London, called the 'The Ultimate do good, feel good Shop'. It allows shoppers to browse through a myriad of items, grow to love and discover products they genuinely want to buy.
After coming to know about a recent research result that people's heartbeats race 33 per cent more while shopping for Christmas, they started working on creating a space which would rather calm down people's heartbeats while they are shopping. Adorned with low level neon lighting they created a space where people could enjoy a much more relaxed shopping experience away from all the superfluous noise and stress of crowded shopping places. The pop-up shop was more like a private booth where people could enter; sit in front of a large screen with a stool, put on headphones from which a calm voice guided the users about how to go about the entire process. A one-of-a-kind shopping experience indeed!

FEA, Germany Promotes Pollution Free Environment via this Creative Campaign



The Federal Agency for Environment, Nature Conservation, Building and Nuclear Safety (BMUB) in collaboration with the advertising agency Tinkerbelle GmbH of Berlin wanted to steer people's attention towards the increasing noise pollution and pollution in general with this creative outdoor campaign. The concept behind the campaign was about the impact of models of people's favorite fashion brands refusing to stand for long hours in noisy and messy environments where they are at a risk of contracting diseases and where everything is poisonous and harmful for the skin, to display the latest collections? Won't it be a set back to the customers and the industry itself? The aim was to point out the importance of cleaner and pollution free environments where people can enjoy without having to worry about skin damages and contracting diseases due to high level of pollution.

Different messages like "Here stinks" or "Pretty loud here" were displayed.



TRAVELLED THROUGH AND GROWN-UP IN COUNTRIES LIKE CANADA, USA & AUSTRALIA, VEHICLE WRAP IS A CONCEPT FAST CATCHING IN INDIA BRINGING FORTH OPPORTUNITIES IN ABUNDANCE FOR THE COUNTRY'S GRAPHICS SOLUTIONS PROVIDERS

Vehicle wrap is a growing market opportunity as it feeds into the industry-wide trend of customisation and personalisation. However, it's not a new trend as people have been customising cars and spending serious cash since the 1950s. Over the years, it got aggravated offering users the chance to customise and personalise their belongings wherein the modern-day digital print technologies are playing vital role. Whether for professional or personal use, vehicle wraps show individuality and create an impressive aesthetic - as for businesses, they create brand recognition and drive traffic, while for personal use; they show the owner's personality.

Sign & POP World tries peeping in to the world of wrapping in order to find out how the industry and its players evolved over the years and what are the driving factors behind this unique face-over of vehicles - be it cars, buses, truck, trailers, trains, or airy carriages. As usual, we endeavoured bringing in many names from both the sides - material suppliers as well as installers, the solution providers - but the extremely busy fleets find it tough to respond in time thus missed what could have been an addition in their businesses, promising an extended market reach to their potential customers. Finally, we ended up with **3M, Avery Dennison** and **CASHurDrive,** who shared their professional insights to help us bring forth a digitally printed document on wrap advertising for our valuable readers.

Starting with 3M that believes car wraps are not just for the fashion but a trend becoming popular among the car owners across the spectrum. Some choose a wrap for enhancing aesthetics and some for practical, functional uses. It's a second skin for our 4-wheeled friends. 3M's range of 76 wrap films bring users an even greater number of out-of-the-ordinary finishes, textures and colour options to create customised vehicle wraps that stand out from the crowd. Wraps with 45 of these



films can be installed within 3 to 7 days at any of the 3M Car Care Centers. The rest are exclusive and are available against order like for instance the 1080 series superior dual cast film is available in Carbon Fiber, Matte & Gloss finishes.

Wraps are easy to remove, and leaves minimal adhesive residue on removal without damaging the paint of the car, giving options to the car owners to personalise and re-personalise. It was rightly pointed out by **Rohit Ramdey, Technical Specialist – APAC Region, Commercial Solutions Division, 3M India Ltd** who sees personalisation as a global trend where individuals these days are eager to look different to stand out from the rest. In the wake of making style statements, people's choice of personalisation has gone beyond phones, laptops, or even custom-made clothes to touch vehicles. "Personalisation of vehicles started almost 80 years ago in the western world, but caught up in Asia only in the past decade. It's a concept, dates back to 1930s when people preferred giving wooden/natural look to their vintage vehicles," he informs.

Going forward, Ramdey adds that vehicle personalisation touched the heart of the Gen X that wants to be expressive with everything it does. "For instance, tattoos which were limited to villages as part of tradition have now become a great form of expressions and style statements. The trend of personalising vehicles, in India flagged off when people started differentiating their bikes, helmets, number plates, etc. with the help of stickers. This got extended as now we have people wrapping up their vehicles partially or completely. Interestingly, major part of our population is young with increased disposable income aiding to their respective capacities to spend on personalisation," he says suggesting that personalisation as a concept in India started with jewellery and apparel, which latter extended encompassing other personal belongings to cover vehicles.

The wrap market is surging faster than expected as the drivers of the market sensed it in time. CASHurDRIVE that claims to be India's first and the only On-Vehicle Advertising company, aimed at easing the burden of rising fuel cost and soaring inflation rates. CASHurDRIVE promotes eco-friendly methods of advertising wherein the Company is free from the menace of cutting down trees to make the billboards or spoil a Landscape or deface something. As the cars are already running on road and the agency just pastes Vinyl Wraps that don't spoil the paint of the car once removed. Interestingly, this concept is a big hit in countries like Canada, USA & Australia and rakes in thousands of dollars for per ad, while in India it's still in the nascent stages.

According to **Raghu Khanna, Founder & CEO, CASHurDRIVE Marketing Pvt. Ltd.**, the innovative idea of on-wheel advertising has caught the fancy not only of individuals but advertisers. The company that started with the simple idea of cashing on the owner's personal vehicle through branding has grown today into one of the biggest transit media advertising platform bringing forth a non-traditional mode of advertisement to brands in order to create a source of revenue for drivers as well as the vehicle owners. "We have tried to bring both advertisers and vehicle owners together on the same platform so as to ensure that vehicles are monitored and the right advertisement reaches the right set of customers," he avers.

All thanks to the dynamic moves and the call from the market. Today, the company has a formidable network of over 4,500 private vehicles, more than 6,500 airport cabs and about 2,00,000 autos on-board. "Apart from this, we are sharing excellent professional relations with the foremost airlines of the country including Jet Airways, SpiceJet, Indigo, GoAir and Air Asia. At CASHurDRIVE, we provide complete outdoor solution and

Training is a Must For Commercial Printers

For vehicle graphics especially, it's more than just laying down ink on an adhesive-based vinyl. A professional-looking installation is key to a successful project and a happy customer. It's important for people looking to get into the wrap industry to understand the complexities it involves. Too often people think wrapping vehicles is easy so they get into the market without the proper education and training which leads to ultimate failure and disappointment through inadequate wrap jobs and unsatisfied customers.

For commercial printers looking to expand into the wide-format market, training is essential. It's only through proper training and education can print shops and commercial printers make sure they understand the ins-and-outs and all the intricacies involved with the wrap process. This includes not only the installation but the design, layout, production, printing and finishing of wrap projects.

Experts believe that vehicle wraps are one of the more difficult offerings in the wide-format space—but it's also one of the more profitable and rewarding. The sheer complexity vehicle wraps along with the number of different makes models and designs of cars, trucks, motorcycles, boats, RVs and other make understanding how to properly wrap and finish a job very important. But the final output results in a professional, well-wrapped project for a satisfied customer.

But are specific vehicle wrap certifications necessary? In this market, where many shops may offer vehicle wraps or in markets where there are low-cost providers, certifications provide your customers with a certain level of comfort, knowing your shop is trained and professional. Certifications are what gives the customer and the consumer a warm fuzzy feeling about your wrapping capabilities and shows that you know what you're doing when it comes to the wrap process.

Vehicle wraps especially are very personal and emotional projects for the owner of the vehicle. They want to make sure that those wrapping designing printing and finishing their pride and joy have had the proper training and understand how to complete the project for the best result. This makes it important for the print shop or the commercial printer to have that training and knowledge and be able to display that with the certificate to the customer base to provide the comfort level and confidence needed to promote their business grow their business and maintain satisfied customers.



"TO DO A GREAT VEHICLE WRAP YOU NEED A GREAT DESIGN, A PRODUCT WHICH CAN IMPLEMENT THAT DESIGN AND A WELL-TRAINED AND EXPERIENCED TEAM OF INSTALLERS."

Rohit Ramdey, Technical Specialist – APAC Region, Commercial Solutions Division, 3M India Ltd



"THE BIGGEST STRENGTH OF THIS MEDIA IS THAT IT'S AN AFFORDABLE MEDIUM AND CHEAPER FROM OTHER PROMOTIONAL MEDIUMS SUCH AS PRINT, ELECTRONICS OR ONLINE."

Raghu Khanna, Founder & CEO, CASHurDRIVE Marketing Pvt. Ltd.



"THE QUALITY OF THE WORKMANSHIP IS PARAMOUNT, ESPECIALLY WHEN YOU ARE REFERRING TO CUSTOMISATION, FOR FLEET THE WORKMANSHIP MUST ALSO BE OF HIGH QUALITY AS WELL AS DURABLE."

Sanjeev Oberoi, Asst. Technical Marketing Manager, Graphics, Label and Graphic Materials, Avery Dennison India Pvt. Ltd.

have authorised rights for advertising on leading cab fleets like Meru, Mega, Wings, Fast Track and Easy Cabs. We are also working with IRCTC for train advertising projects, the latest being leaflet distribution inside Shatabdi for Make My Trip," he explains adding that CASHurDRIVE plans to create transit media as an integral part of outdoor advertising industry.

But why should commercial printers be interested in vehicle graphics, an application traditionally done by sign shops and vehicle wrap shops? In fact, it has opened up avenues turning general people's imaginations in to reality where additions from the designated thought processes of dedicated creative minds add further delight. People experiment with different designs including the complex curvy ones, which are not possible with paint. And here comes the role of material suppliers/manufacturers like 3M to make the face-over of the vehicles easy and convincingly commendable right from the beginning of the trend of wrapping them on. "We used to have products giving a natural wood feel to auto parts. Now we have products, which are stretchable up to 150% facilitating enough to cover the shape of even a complex car body part easily that too in an extremely low installation time," Ramdey adds indicating that the best part is that this change is temporary and the owners can always go back to original or choose a new design to get wrapped on.

Divulging further on how the technological advancements are paving the way, Ramdey says, "We have constantly innovated the wrapping technology and products. Some of the recent developments include products which come with a non-visible air release channels for easier, faster and better final look. We have introduced a new printable reflective product which can be used to completely wrap the car and is reflective for a highlighted view during the night time. Besides the evolution of products, 3M has been actively providing education to Installers to able to do the installation effectively and without any error. 3M conducts these trainings across the country via its technical centres or its franchise locations of car care centres. These hands-on sessions help the installers not only to get knowledge about the products, but also help them grab an opportunity to practice their skills of applications."

Wrap Advertising

Wrap advertising or a vehicle wrap describes the marketing practice of completely or




CHOOSE BEST QUALITY WITH BEST PRICE
TRINITY
TRIBUTE TO COLORS
SK4®
FRAGRANCE INK
Suitable For Printhead:
Inkjet Printhead SPT-1020 35pL
Inkjet Printhead SPT-510 35pL
ALLWIN™
Digital Ink Jet Printer
Export Grade
KONICA 35PL/42PL
GOLD SERIES
TRINITY
5L
Five Litre
FRAGRANCE
Compatible With
STAR FIRE
10-25 PL
Inks suitable for:
EPSON DX4/DX5/DX7
Mimaki JV-5, JV-3
Mutoh Valuejet, Rockhoper
Roland all Eco Sol Models
Epson China Made
SAVE
MONEY
START USING ECO-SOLVENT
FROM
TRINITY™
TRIBUTE TO COLORS
We sell quality not price
INKS
Ink available in Plug & Play Cartridges & 1 Litre bottle
- ECO-SOL inks matched wide colour gamut for reds, greens & blues.
- Faster drying time for accelerated production speeds.
- Superior scratch resistance for durability & easy handling.
- Wider range of colours on low cost uncoated medias.
- Virtually odourless with no harmful Volatile Organic Compounds (VOCs).
- Same RIP ICC media colour profiles.
- Durability up to two years outdoors without lamination.
Manufactured by
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partially covering i.e. wrapping a vehicle in an advertisement or livery, resultant of which is essentially a mobile billboard. Wrap advertising has been an increasingly ubiquitous practice in the 21st century and involves the use of large vinyl sheets as decals. The vinyl sheets can later be removed with relative ease, drastically reducing the costs associated with changing advertisements. While vehicles with large, flat surfaces such as buses, trucks, trailers, and light-rail carriages are often used; the wonder these days are the automobiles that are serving as hosts for wrap advertising, despite consisting of more curved surfaces.



How it is done?

Using what is known as a conformable vinyl wrapping material, a high-quality print or protective clear wrap can be moulded to almost any and every part of a vehicle. Typically, conformable material is used because it is the easiest to work with, especially on contoured surfaces. Using the proper adhesives when applying the material to the surface of the car is essential, otherwise the wrap can lead to adhesive failure in a few months after the application.

Elucidating the Concept

It needs an extremely creative bend of mind to materialise the basics simply by turning them in to the productive ideas. Most resourceful ones are born out of utter determination and this innate sense of wanting to solve users' pain-points. "CASHurDRIVE started with a mottled concept of on-vehicle advertising. It rests on the idea that the fun and witty slogans capturing the attention of users on a daily basis can be en-cashed easily by advertisers. Despite being simple, the thought behind it and the innovative approach have attracted huge amount of eye balls. For us, the idea of good marketing activity is to bring smile to the consumers, while trying to resolve the day-to-day struggle in their lives," shares Khanna.

Take for instance; activation of Kellogg's breakfast cabs in association with Meru Cabs became an instant hit with marketers. The thought process behind the activity was to delight a customer by ensuring that they are allotted a breakfast cab if booked between 5AM to 9AM. Apart from exciting a customer, the message drove home the importance of breakfast to kick-start a healthy day. Another similar instance is the Maggi Cuppa Noodles campaign. Here the passengers were served the noodles along with the hot water for the noodle preparation. A thoughtful attempt to brace cuppa noodles memories. Additional initiatives have come in the form of in-cab product experience for an air purifier, road shows done for an amusement park in Bengaluru and many more in various cities, escalator branding for a telecom partner, in-flight cookie sampling for an FMCG brand, paper cups advertising to mention a few.

Speaking on why one should opt for CASHurDRIVE for the wrapping solutions, Khanna says that we are the one-stop-solution for any outdoor requirements. "I believe our core USP is the in-house production setup which is well supported by an efficient team of wrapping professionals having pan India presence with offices established in major locations like Noida, Mumbai, Bangalore, Hyderabad, Chandigarh, etc. Apart from the vertical expansion, we even offer extended services and perform end-to-end branding solution. Also, we are a DAVP registered agency now. We have already started performing publicity assignments for them & it feels great that even Government/DAVP & PSU clients are showing their interest towards this media."

Khanna asserts to be fortunate to have a strong designing & professional wrapping team which helps the company to perform even in odd circumstances. "Since our core strength is transit media advertising, at many times team faces many on ground hardships like autos or taxi drivers strike, bad weather conditions or unexpected rain etc. but it's totally operational support that helps the team bring any campaign live," he says.

The Challenges

Limitations are everywhere, but keep changing faces irrespective of industries. For a start-up like CASHurDRIVE, the challenges initially were extremely personal. "As soon as I got my engineering degree, I got an offer from an IT company in Bangalore, and simultaneously received admission at London School of Economics for a Master's degree. Though my visa and tickets were booked, I decided to pursue my passion. I took the proverbial entrepreneurial plunge focusing on translating, what was playing in my mind, into reality. For this, I got the desired support when my parents came forward with Rs. 20,000 to help nurture my dream. I set up the company website bringing on board approximately 25 web designers. The company got registered in Chandigarh and post that the business idea fuelled up immensely," explains Khanna.

"Initially, it wasn't easy to convince clients as the medium was new. People doubted on its credibility and effectiveness. Even the cab companies were sceptical about the business model, their vehicles maintenance, and perception about their fleet in the market. At that juncture, the biggest challenge

Led Module & SMPS Manufacturer

MAKE IN INDIA

NEENJAS
TECHNOLOGIES PVT. LTD.
Let there be light

Led Module Philips/ Nichia /Everlight

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



LED Modules and SMPS Approved in Samsung



ACP Board SF11



GSB Board KM15

SMPS



LED Module and SMPS Approved in Patanjali



Samsung Led Module



Flood Light

IS 15885 :2012
R-81000817



24W/40W



80W

NEENJAS SMPS

Waterproof Series

60W/ 100W Waterproof Power Supply

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

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

IS 15885 :2012
R-81000817



Rainproof Series

300W/ 400W/ 500W Rainproof Power Supply

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

- AC input voltage range 120-305V
- Input Frequency : 47-63Hz
- Surge 4KV, L/N & L/E
- Efficiency >85%
- THD <20%
- Working Temperature : -20°C ~ +60°C
- Over voltage protection upto 370V
- IP protection : Rainproof (IP 66)
- Size (mm): 210x74x33

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was to assure them that the media can do wonders. It took time but gradually, the taxi operators agreed to associate with us. Apart from the basic wrapping concept, we can actually integrate many other engagement activities like Sampling, road shows, in-cab engagements for the promotional activities," he avers.

If anyone believes, the past 7 years have made CASHurDRIVE what it is today. From being just an idea on papers to becoming a successful start-up, the company has wowed media and the industry alike. A strong in-house team of designers and engineers apart from a strong sense of belief and faith in the idea have given the momentum to grow phenomenally. Earlier, the industry didn't have a business model where advertisers paid vehicle owners in return for advertising. "I was warned, advised and cautioned against the pitfall of an idea that did not exist. But our belief and collective team work kept us going," Khanna states.

It is said that a leader challenges the status quo, knows the way, goes the way and shows the way. "I believe in experimenting and have firm faith in the ideology that hurdles can be converted into opportunities if one sets the mind to it. I have nurtured my team with the same spirit and frame of mind. With strength of over 100 teammates, I try to motivate each one of them with a similar thought process - innovate, find that need-gap, bridge it and innovate again. I trust that Innovation multiplies the chance to learn and achieve success," he reiterates.

The Suppliers' Forte

The Industry keeps on adding new products thereby bringing numerous viable options for the solution providers when it comes to convincing the clients that the boundaries to be wrapped are getting stretched and you need to explore your own space to grab from the yet to be tapped productive market. "3M has been the pioneer in bringing products for vehicle wrapping with innovative technologies in products and applications. We are keen to innovate designs and finishes matching consumers' behaviour. We create to meet their specific individual needs. As it stands, we have the widest range of finishes and colours that are available in Wrap films," insists Ramdey.

One of the things which makes 3M stands out is its sensitivity towards the environment. "All our products are useful and easy to use at the same time they are manufactured using the optimum amount of resources and



are free from heavy metals and offer good fire retardancy in event of a hazard. We even have extremely conformable wrap solutions which are completely free from PVC just in case the consumer wants to go PVC free," he highlights.

At Avery Dennison, it is constantly innovating to make custom vinyl graphics more exciting, noticeable and easy to install. Decades of experience and knowledge have gone into the products and technology to help users transform ideas into impactful messages. Supreme Wrapping Film ColorFlow Series transforms any vehicle into a work of art. Available in five colour shifting iridescent shades, the ColorFlow Series vinyl film delivers superior performance and conformability, while achieving a dynamic look that's durable and easy to apply.

Another option providing an impactful, mirror-like finish is Conform Chrome films that enhance the look of vehicles to provide a truly premium result when creating striking accents and special effects. Now with three transparent Coloured Overlaminates (COL), Avery facilitates creating dazzling new colour combinations. Adding to it is the next generation digital inkjet print wrapping solution has arrived. Avery Dennison's MPI 1105 Easy Apply RS™ cast film and DOL 6460 Premium High Gloss overlaminate combine to provide you with the ultimate performance for all your vehicle wrapping and durable outdoor graphics needs.

Fleet Branding

Fleet is one of the most visible and important marketing tools providing with large-scale, mobile advertising space at no cost. If owned billboard space, surely that space would not be left blank! In addition to enhancing the corporate identity through branding standardisation and consistency,



THREE Benefits of Partial Vehicle Wraps

JMR Graphics is a leading designer and manufacturer of 3M trailer graphics and car wraps. JMR Graphics is an award-winning nationwide 3M-certified manufacturer of graphics with more than two and a half decades of experience. The company specialises Fleet Graphics, Vehicle Wraps, Architectural Wall Graphics, Promotional Window Clings, Floor Graphics, Event Signage, and much more. Of these, Vehicle wraps are a highly effective means of marketing to a large base of audience. Wrapped vehicles serve as moving billboards to brand a business and make them recognisable within the communities they serve. JMR Graphics highlights three benefits of partial vehicle wraps.

Partial wraps are cost effective with a huge ROI. Vehicle graphics have it wrapped up when it comes to getting a lot of bang for your advertising bucks. Any vehicle wraps are highly cost effective with a low overhead and a high impression count. Utilising a partial wrap is even more economical but will still attract much attention and drive results. Making vehicles work as mobile billboards means that the brand will make a large quantity of impressions and when used on a fleet, the vehicles will most likely increase the frequency in which the vehicle wrap is seen as well. Partial wraps obviously cost less than full wraps and are a great way to stretch a marketing budget, especially when wrapping multiple vehicles. The quality and duration will remain the same as full wraps, turning vehicles into impactful advertisements.

Partial wraps are perfect for limited time promotional advertising on a fleet. A huge advantage of vinyl wraps is their ability to be reactive to business needs. Partial wraps, especially, can be easily and inexpensively changed on vehicle fleets to address time sensitive marketing needs. Vehicles can be equipped with partial wraps to announce limited time promotions, new products or services, special events and more. Partial wraps are also great for recurring promotions that take place once or twice a year. Businesses can have fun with partial wraps and get creative by implementing audience engaging tactics such as adding a barcode decal for an enter to win or scavenger-hunt promotion.

Partial wraps make an impact statement. When it comes to making a message stand out, we often reference white-space to highlight the most important messages. Partial wraps can be used in this way. Using a partial vinyl wrap can make the focal message the hero by surrounding it with ample white space. Use partial wraps to make an impact when announcing launches, promotions, events or any other business focus.

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RAPTOR



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

FALCON

Print head		Kyocera 3 / Ricoh 5			
Max. Print width		1.6 M / 63 Inches			
Ink		LED-UV Curable Ink			
Media type		Polypropylene, PVC, Backlit Film, Canvas, Fabric, Paper, etc.			
		Outdoor Quality (4Pass)	Production (6Pass)	High Quality (8pass)	Backlit (8Pass)
Speed (Sqft)	Kyocera3	340	246	200	200
	Ricoh 3 x 1 Row	236.5	176	138	97
	Ricoh 3 x 2 Row	473	352	276	194
	Ricoh 5 x 3 Row	709.5	528	414	291
Number of Head		Kyocera (2 to 4)		Ricoh (2 to 8)	
Colors		4/6/8		4/6/8	
PWC		Yes			
LED		1600x1 / 20x2			
Weight		Net. weight 620KG (1367 lbs) / Gross weight 870KG (2138 lbs)			
Machine dimensions (cm)		L355/W159/H160			
Packing dimensions (cm)		L372/W152/H187			
Flatbed Table Size (cm)					
Power requirement		Single Phase 220V±10% (50/60HZ,AC) / 10A			
Ink	Kyocera3	Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Gray			
	Ricoh 5	Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Orange / Green / White / Varnish			

RAPTOR

Print head		Kyocera 3 / Ricoh 5			
Max. Print width		3.2 M / 130 Inches			
Ink		LED-UV Curable Ink			
Media type		Polypropylene, PVC, Backlit Film, Canvas, Fabric, Paper, etc.			
		Outdoor Quality (4Pass)	Production (6Pass)	High Quality (8pass)	Backlit (8Pass)
Speed (Sqft)	Kyocera3	372	270	220	220
	Ricoh 5 x 1 Row	200	146	153	107
	Ricoh 5 x 2 Row	320	387	304	213
	Ricoh 5 x 3 Row	780	581	451	320
Number of Head		Kyocera (2 to 4)		Ricoh (2 to 8)	
Colors		4/6/8		4/6/8	
PWC		Yes			
LED		1200x1 / 20x2			
Weight		Net. weight 1020KG (2249 lbs) / Gross weight 1350KG (2976 lbs)			
Machine dimensions (cm)		L495/W 159/H 160			
Packing dimensions (cm)		L526/W 152/H 187			
Flatbed Table Size (cm)					
Power requirement		Single Phase 220V±10% (50/60HZ,AC) / 12A			
Ink	Kyocera3	Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Gray			
	Ricoh 5	Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Orange / Green / White / Varnish			

TECHNICAL SPECIFICATION

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

Advantages of LED-UV curable technology

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

Super Silk Gloss effect / Dual UV lamps system

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

Precise Media loading for accurate dot placement

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

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

Multi-media loading options

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

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

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

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

Optional Items

All new evolution of LED-UV Ink!!!

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

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

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

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

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

Unleashes new applications with White Ink!

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

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

texture / Single & Multi passes textured color image & graphices

LEDUV CURING TECHNOLOGY

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branding fleet affords the opportunity of large-scale brand and product awareness - totally rent-free.

Having a fleet of vans, cars or lorries sporting smart vehicle graphics says something about your business. It says you are big, professional and profitable. Aside from the boost to your company's reputation, there is all the extra promotion your vans or cars are doing simply by going about their daily work with your custom vehicle graphics on them. Reaching thousands of people every day, vehicle and fleet branding is both a high-impact and cost-effective way of promoting a brand, product or service.

Branding on trucks and trailers has always performance films, promoting your business and branding your fleet vehicles has never been easier or more effective. The company offers vibrant and durable graphics that insure that your car, van, bus or vehicle wrap will look stunning for an extended period of time. Fleet graphics from Avery Dennison helps create a lasting first impression. The industry leading fleet wraps transform any vehicle into a creative statement and can be applied to cars, trucks, boats, vans or trailers. Choose from short or long term material to create or change your brand identity.

What makes a Great Vehicle Wrap!

Amidst all this what makes a great vehicle wrap? "To do a great vehicle wrap you need a great design, a product which can implement that design and a well-trained & experienced team of installers. Take for example, a full printed wrapped car, which was successfully demonstrated in Auto Expo. Another example of a Designer Wrap done in our Car Care Centre," says Ramdey.



Elucidating it further, **Sanjeev Oberoi, Asst. Technical Marketing Manager, Graphics, Label and Graphic Materials, Avery Dennison India Pvt. Ltd.,** opines that quality materials that are durable and designed to do the task at hand, not all PVC films are suitable for vehicle wrapping. "The quality of the workmanship is paramount, especially when you are referring to customisation, for fleet the workmanship must also be of high quality as well as durable. So, the installers must be trained in correct application techniques and procedure for the type of film they are using. There are a number of good template resources for vehicles, but a designer should not rely on the templates alone, they should actually see the car in person and make comparison notes against the template and design, as it doesn't always translate the same once applied to a vehicle," he says.

Avery Dennison is a worldwide leader in adhesive technologies, display graphics and packaging materials used to engage customers and manage inventories. The company's car wrap and graphics solutions feature over 500 opaque, metallic, translucent film colours in a cast and calendared series. It's custom vehicle and car wraps are designed to give its customers the flexibility of changing the appearance of any vehicle - car, truck or van while protecting the original finish. With a wide variety of solid car wrap film colours, printable options and finishes, the personalisation alternatives

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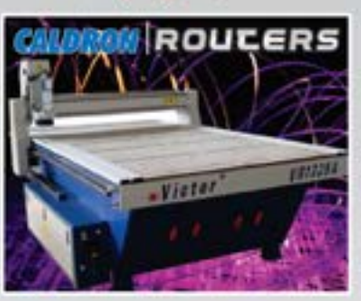









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for personal vehicles or business fleets are endless.

The Evolution of Wrapping Technique & Materials

Advancements in plastics have led to new types of vinyl designed specifically for wrap advertising, including vinyl sheets that feature bubble-preventing air channels. Microscopic glass beads are used to prevent an adhesive from functioning until the user is ready. The beads allow the material to be repeatedly lifted and reapplied during the wrapping process, without compromising the longevity of the wrap. The vinyl is heated with a heat gun or torch for the purpose of moulding the material around objects.

Wrapping is used as a less-permanent way of applying its operator's standard livery. This has become particularly common in the UK where, since the privatisation of British Rail, it has become quite frequent for trains to be transferred from one company to another, requiring many changes of livery. Wrapping are nowadays being used for vehicle customisation, and race cars often get vehicle wraps as they are lighter than paint.

"Digital print is an excellent choice for personalised wraps. Digital print offers high quality wraps with absolutely minimal MoQ and turnaround time. It facilitates to customise the process of personalisation to perfectly meet each and every individuals' specific need. I would say advancement of digital print technology has been a catalyst to growth in printed vehicle wraps," says Ramdey.

Explaining the nuances with printing techniques, Oberoi explicates, "Certain types of digital print inks are more suitable than others, it's important to understand the manufacturer's ink capability, not only when it comes to durability, but also when you are conforming the digital print. Rigid UV cured inks are not suitable for conforming applications, whereas highly flexible solvent, eco-solvent and latex inks are more suited to vehicle wrapping. The technology has evolved very quickly and now there are very flexible UV-cured inks available for vehicle wrapping."

"Obviously digital printing is a boon for the industry as it helps in high quality prints & is economical as well. It's not only flexible but also quick. One can convert mass orders within few minutes. However, general printing techniques such as solvent and eco-solvent are commonly used for vehicle wraps. There isn't any special technique but surely one needs to take care of colour contrast, creative sharpness, artwork cutting and related finish. Even creative lamination plays a very vital role especially in outdoor/ transit media as weather is uncertain factor here. Also, it helps in creative longevity & prevents the same from fading & dust," shares Khanna.

The Cost-Effectiveness

"Getting a vehicle wrap is really cost-effective and the cost depends upon the size or rather area of the wrap, complexity involved in the job work, and the duration for which the wrap is sought. On 3M films, if you just do a roof wrap, you could easily get it done via our Car Care Centres for a nominal cost. This is completely backed by a 3M warranty for the performance of wrap," says Ramdey.

There isn't any doubt that transit advertising is a very creative and innovative way to reach your potential customers as well as it's effective too. "The biggest strength of the media is that it's an affordable way and cheaper from other promotional mediums such as print, electronics or online. Practically, there isn't any specific charge for any fleet or vehicle. It totally depends upon the quality of vinyl, printing type, vehicle model, size, location and total area of wrapping.

"To explain it further let's consider cab/car advertising where area of branding & total sq. ft. area differs from Model to Model. For Instance one can move ahead with Bonnet/ Dickey wrap for Etios but it's not with Indigo Xl," says Khanna.

Conclusion

It's aptly clear that be it personalising vehicles or using the same for advertising purposes, this face of the business is opening up new avenues for graphics solutions providers in India - a country which is on the run for growth and development. The need is to create awareness among the potential customers and convince them how this form of advertising offers a lower cost per impression value than branding otherwise. Also, they need to associate with the solution providers to help create a market which is waiting with lots of opportunities.

Specially for branding purposes, every second that a branded vehicle spends in the traffic is quality marketing time which the sales force may literally be driving around in their business card! In addition to this unique advertising opportunity, branded vehicles are known to instill a sense of company pride amongst staff and drivers. Utilising the latest technology and high quality materials, a simple creative concept or branding idea is transformed into an artwork of uncompromising quality, ready to be applied to clients' vehicles.

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Polaris Printhead

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Nissan Juke Special Edition Launches in Germany with 3M Brand Solutions On Board



The Project:
Nissan Germany, in order to launch their successful Juke model into the German automotive market, developed a special edition model with a production run of 400 vehicles. To make the Juke at little bit more special and enticing to the potential German buyer, Nissan decided to upgrade the exhaust end piece, put a digital navigation system on board, and FIT day running lights. But, the highlight of the special edition was the total wrap of all vehicles with revolutionary new car wrapping films from 3M Company.

The Solution:
To meet the tight deadline and quality needs of the client, 3M proposed a solution to handle all aspects in one place at one time for simplification and improved management and control of the process. 3M Services in Germany have the ability to handle wide-ranging service projects directly for key Brands like Nissan.

With all of the other mechanical and electrical fittings in place, the 3M team successfully wrapped the prestigious vehicles with new 3M Scotchprint® Wrap Film Series 1080 in the chosen colour and finish. For the special edition, the chosen colour was matte black. Application was very fast, as no printing or laminating was involved, and the Controltac™ and Comply™ positionable adhesive system enabled large contoured areas to be covered quickly without trapping any air bubbles. In totality, it was a successful 3M wrap for Nissan Juke!

Decoration of an Air New Zealand Airplane in Germany



The Project:
The partnership between 3M and Air New Zealand is being continued with the recent decoration of a Boeing 747-400 to mark the premiere of 'The Return of the King', the third and last sequel of the Lord of the Rings trilogy.

The Challenge:
The graphics covering a total area of 800 sqm consists of 360 individual pieces that adorn the fuselage of the Boeing. Due to the gigantic size of the graphics, printing and applying them to the plane had to be planned with military precision. This was particularly so because the entire graphic had to be applied within a 54-hour stopover for a routine check.

The Solution:
A team of 28 people was responsible for putting the idea into practice. As a first step, they sub-divided the graphics into easy-to-handle individual pieces. These were then printed on especially produced 3M films. The final step was to apply all of these pieces in a three-shift operation to make up the completed graphic. A total of 585 man-hours were needed to finish the job.

Meeting The Challenge:
The quality required of the graphics is enormous. They must withstand speeds of up to 1,000 kilometers per hour, pressure differences and temperature changes from –60°C at 10,000 meters flying height to 60°C on the ground. Interestingly, the total weight of the entire graphic is 106 kg, despite the fact that the film itself is less than one mm thick.


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DirtFish Driving School Finds the Perfect Solution



The Project:

DirtFish, a rally racing school located in Washington, sought a product that was easy and quick to install on its cars that also matched the brand's colours.

DirtFish Rally School began using Avery Dennison Supreme Wrapping Films for its fleet of Subaru racecars in 2014. The DirtFish track sits atop a former lumber site and mill in Snoqualmie, Washington. Since its opening in 2010, the rally school has skyrocketed to national recognition as the most distinguished specialised performance driving and rally school in North America.

The Challenge:

DirtFish Fleet consists of 12 Subaru STIs and 10 Subaru BRZs, which were first wrapped with Supreme Wrapping Film to help withstand the abuse from the demanding rally environment. DirtFish hosts driving classes seven days a week, multiple times each day. With rocks and mud constantly flying up and hitting the cars across the gritty tracks, the school regularly replaces wraps, parts and fenders.

The Solution

The School constantly keep refurbishing the cars with new parts. But now it doesn't want to go through the trouble of having the cars printed or painted when the paint chips away easily and is gone in less than a month. Majority of the wrapped vehicle remain pristine even with rocks bouncing off it.

The DirtFish team conceptualised new racing designs and graphics that would uniquely brand the fleet of Subarus on the track. As Avery Dennison vinyl films are available in a range of colours, DirtFish chose Supreme Wrapping Film Orange, Grey, and Satin Black to carefully create the new designs by layering each on the vehicle. This is because the School finds Supreme Wrapping Films as more malleable that conform to compound curves unlike any other manufacturer's films.

DirtFish installation took place in-house, hiring a full time wrap installer, who applied the wraps easily and quickly, wasting no time between the morning and afternoon classes during the harsh weeks the cars must endure. In addition, the DirtFish team prolongs the lives of each wrap by washing and waxing the cars daily.

Then after, DirtFish didn't ever look back as the wraps never got pulled, stretched or broken unlike regular issues that the School faced prior to using Supreme Wrapping Film. It also enabled the school to quickly replace wraps while moving forward with larger projects.

Rebrand for the DPD Group European fleet



The Project

DPDgroup was to launch its 'DPDgroup Rebranding 2015-2017' project, involving its fleet of vehicles across the whole of Europe. The project was substantial, involving almost 30,000 vehicles and 4,500 trailers over three years.

The Challenge

A complete end-to-end solution was required by DPD. It had to include not only recommendations on the best product to use – at the right price point – but also a wide range of additional support. Avery Dennison helped regional DPD Business Units with many aspects of programme execution, starting with finding and managing specialist converters and installers across Europe.

The Solution

Avery Dennison was able to offer all of the products needed from stock, complete with the ICS profiles necessary to ensure the best finished graphics on the Europe-wide DPD Group fleet. Support included advice on the most suitable conversion techniques, and recommendations from the Avery Dennison Colour Match programme ensuring accurate reproduction of the new DPDgroup brand logo.

All materials supplied also came with a five-year ICS Platinum Warranty from Avery Dennison, guaranteeing product performance and longevity throughout their service lifetime. A first class level of service for a demanding pan European customer. The contract was also awarded because of the levels of service within the overall package. Capabilities offered by the Technical Sales team were complemented by an Avery Dennison accredited specialist converter/installer network across the EU, with major benefits for DPD.

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New Alpha Graphics Custom Vehicle Wrap Installation



The large format printing department at Alpha Graphics was busier than ever. It's a great situation for any printing company to be in. It required that the company got a new van to accommodate all the graphic installation projects it was involved with around town. And a new van equals a great branding opportunity.

The company personals added some AlphaGraphics style via a custom designed vehicle wrap. This vehicle wrap was both designed and installed in-house by the company's expert installation team. The matte finish vinyl and the large flat AG logo gives the van a modern look, especially compared to some of the vehicle wraps it had executed in the past.

It's great how the graphic seamlessly wrapped around the back. The van looks fantastic from both close up and far away. The company was thrilled with the way it turned out.

CASE STUDIES

CASHurDrive - Advertising On Cabs

When it comes to advertising, creativity has no boundaries or limits. From billboards to Cab branding commonly known as radio cab advertising, ads can be put up anywhere. Cab advertising in India has gained pace over the past few years. It is a great way to showcase your brand or product at frugal and economical costs.

Various cab providers are providing the service for advertising on their cabs these days which has brought successful cab advertising in major cities of India. Cabs and taxis are widely used all over the nation as a way of public transport. With cab advertising, one can have frequent and constant eye-level outdoor advertising and your ad can be broadcasted at all hours of the day. It is the most cost-efficient form of OOH advertising. This is the reason why almost all major cab providers such as Mega, Meru, and Easy cabs are advertising like this.



Advertising on taxis meets the highest level of a recall by the consumers. The best point about this technique of advertising is that it is not limited to passengers only. It is visible to all pedestrians, cars etc. It generates public interest by breaking the monotonous landscape on the street. To top it all, it has message longevity of up to 18 to 24 hours in a day.

Mega Cabs

CASHurDRIVE is Vehicle' advertising concept like advertisement on cars, which happens to be the first of its kind in India. As India's leading Media Advertising Company, it specialises in advertisement of cars with the concept of Vehicle wraps and offers corporate expert and professional application support across 24 cities in India.

CashurDrive Marketing has been established with the sole aim to save your time by planning and buying your outdoor advertising. We work with all the major media owners to provide you with a bespoke







outdoor advertising and activation program on pan India.

Meru Cabs
Meru Cabs believe that Cabvertise competes effectively with outdoor media. Unlike most static outdoor, the Cabvertised brands have had the unique opportunity of increased brand saliency coupled with brand engagement. At the same time Meru Cabs transports more than a million passengers every month. Each of these customers spend at least 45 mins in the cab.

Meru Cabs has the largest fleet of taxis in India with 5000+ taxis in the cities of Delhi, Mumbai, Hyderabad and Bengaluru. Research has shown that taxis spend 90% of the time in the city center. Also, each taxi remains on the road for fourteen hours daily. Meru Cabs operates 24/7, 365 days a year & each cab covers more than 200 km each day.

Easy Cabs
EasyCabs are located at all major cities across India. Give your brand adequate reach and visibility by integrating EasyCabs Advertising with your communication campaigns to connect with the right audience. Spread across 4 cities with a fleet size of 2500+cars, each taxi remains on the road for twelve hours daily and the services are available around the clock, throughout the year.

Tab Cabs
CASHurDRIVE Marketing Pvt. Ltd., an outdoor advertisement company bags an exclusive marketing rights for Mumbai-based cab fleet i.e. TAB Cab. Among radio cabs, TAB cab is said to be the largest fleet operator having more than 4,000 cabs across the city.

Cabs will have branding opportunities covering all 4-door panels, rear window and luggage boot. The headrest & seat back space can be further utilised for internal cab advertising. The cab branding offers a stand-alone advertising platform and plays an outstanding role in persuading the habits of a productive audience.

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ColorJet Organises ColorJet Evening in Shanghai

ColorJet India organised the 'ColorJet Evening' at the recently concluded APPPEXPO 2017 in Shanghai. The company gathered a host of its channel partners and associates accumulated from across the world to note the new arrivals from the ColorJet's bouquet of innovations on the eve of the world's largest exhibition in this segment. The company highlighted the potential for brand owners and marketers.

The event witnessed participation of over 100 industry people including the company's global distributors along with its customers & partners from India. The attendees representing varied segments of Sign Industry, publishing & media amongst others, enjoyed the gathering for networking purposes.

The accumulation of professionals was a true picture depicting clearly that the future of commercial printing is driven by digital printing. Digital printing has evolved by leaps and bounds in India and around the world over as the key-trend driving this shift has been the evolution of ColorJet's graphics solutions offerings from devices to effective marketing solutions for brand owners.

Smarth Bansal, Sr. Product Manager, ColorJet India Ltd, shared insights on the







FOR THE ONE-OF-ITS-KIND INITIATIVE, THE COMPANY RECEIVED NUMEROUS ACCOLADES FROM ITS ASSOCIATES AND INDUSTRY PARTNERS, GATHERED AT APPEXPO 2017, SHANGHAI





importance of innovation in reaching out to the customers today and how advanced and differentiated printing applications can help brands develop a stronger brand recall with end customers and establish a competitive edge in the market. He was delighted to have such a rich presence of the partners from all over the world.



"The idea behind organising the 'ColorJet Evening' at APPPEXPO in Shanghai was to meet the ColorJet family of distributors and industry partners from all over the world under one roof. To have their acquaintance in a pleasing environment was a delight. We thank everyone for attending the event and making it successful," says Smarth Bansal, Sr. Product Manager, ColorJet India Ltd.

Attendees were seemingly in full tune of this get together. When asked about their respective experiences, they spoke of their hearts as what all they feel about such event.



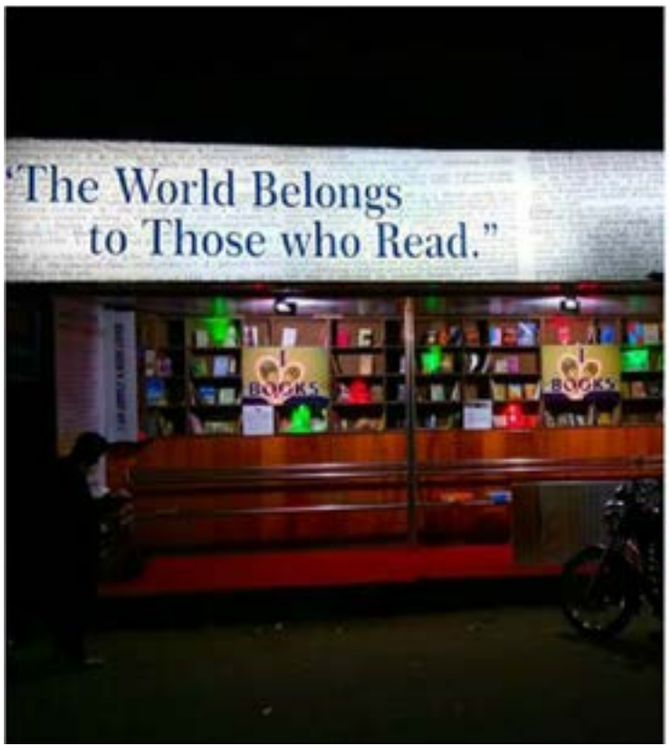
"We thank ColorJet for organising this event. Each one of us present at the event, enjoyed the evening which was filled with fun and enthusiasm," says Rohit Taneja of Taneja Digital Solution.

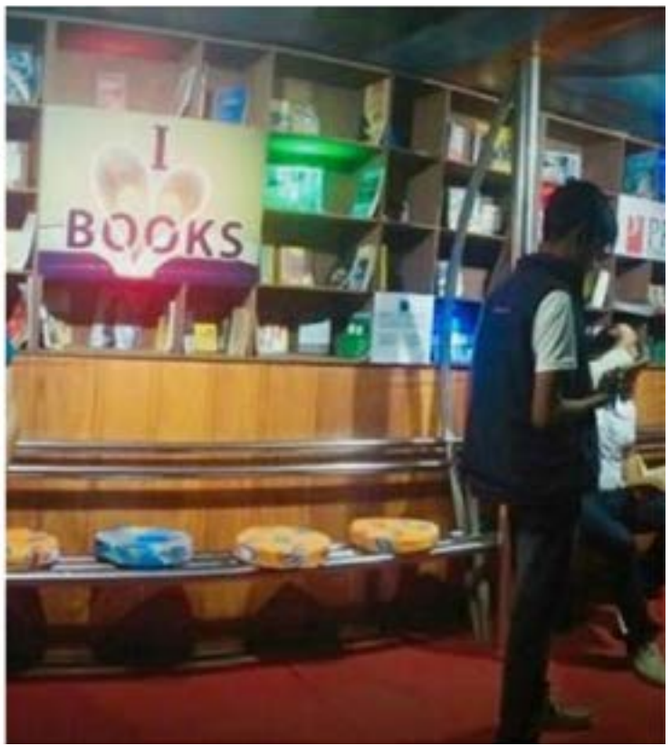
"It was a pleasure attending the ColorJet evening organised by ColorJet India. We got to interact with international dealers of ColorJet and also the ColorJet team presence at the show. Overall, it was a memorable evening," shares Mahesh Patel of Target Sign Tech.











CASE STUDY

A Bus Stop in Assam Turned into a Library!

How appealing is the idea of just going through dozens of your favorite books without having to step into an actual library but a make shift one at a specially designed bus stand while waiting for your bus! If you think the idea is fantastic then you should thank Anoop Khanna from Guwahati who did just that to welcome dozens of writers and artists at Assam's first ever literary festival.

"We live in an age where most of our time is utilized on phones and other gadgets. People have forgotten about reading and books. We thought of a setting where people of every generation visit and usually have some time," said Khanna. The idea flourished in the backdrop of Brahmaputra Literature Festival organized by the National Book Trust (NBT) and the Assam government.

He further added that he couldn't think of a better spot for his campaign than a bus stop. He put up a board 'the world belongs to those who read' on the top of a bus stop and put few shelves for books decorated with multi-colored lights.

The literary festival witnessed 60 panel discussions; book releases, readings and cultural events, including film screenings based on books, Khanna was struck by the curiosity his bus stop-turned-book stall had evoked among old and young. "We kept around 200-250 books in the library. And most of them have been exchanged. There's has been an overwhelming response," said Khanna after the event.

The concept of a huge hit and many curious people visited the bus stop who appreciated the initiative hugely.



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WITH OUR ATTENTION TURNING AWAY FROM THE TRADITIONAL ADVERTISING DOMAINS OF TV AND PRINT AND TOWARDS OUR ELECTRONIC DEVICES, HOW CAN THE MARKETING INDUSTRY KEEP UP PACE WITH? THE HI-TECH TABLE/ DESK TOP ADVERTISING CHARGE STATIONS ARE DESIGNED TO ADDRESS THE CONTEMPORARY ISSUE IN PARTICULAR.

Marketers need to understand the nuances behind developing a media for the modern connected customers to keep them remain connected. In a marketplace beset by ever increasing competition for eyeballs, and with zetabytes of content being uploaded from anywhere and then watched and forgotten as fast as it gets out there, innovation both in terms of developing media/tool as well as content is really the only rule.

As for now, changing the rules and creating engagement are the Holy Grails for ad agencies; a transformation of marketing is underway as we spend more time on our mobiles, tablets and laptops. The challenge for brands is to connect with customers through all these devices in real time and create not only the campaigns but also the specific media to carry those contents to the target audience in shortest possible time.

There isn't any doubt that the explosion of digital technology has changed the marketing as today's connected world of consumers using smartphones, iPads, laptops, etc. to access content. This has forced marketing departments to provide not only the compelling campaigns across these different devices and become proficient in using technology but also the means/media/tools to let the audience feel connected while standing at the counter even for a short 15-minute duration.

A desktop advertising-cum-charging station is the answer to many such requirements to be an incredibly convenient accessory to have around, as more such devices that are targeted by agencies for a personalised campaign daily, require recharging. Businesses are booming and in turn asking the marketers to create more specific campaign carriers i.e. media/tools.

These portable advertisement carriers come with hi-capacity rechargeable batteries for charging multiple phones & devices and can be put on any desk or every table irrespective of domain - retail, offices, malls, etc. These displays/videos allow your customers/clients to get their cell phones charged easily while getting a close-up of the offers standing direct on to the counter!

The high point of these units are that they don't need any installation, wiring or construction, and are perfect solution for all types of establishments that want to display advertising while allowing patrons to charge their respective phones or other such gadgets that the customers are stepping in with!

Powered with up to 20,000 mAh, these units can charge multiple phones & devices in one go, and can easily give up to 15 phones each day a boost of power i.e. 20% power to average smart phones of all kinds, provided you do not forget picking them up from the







tables and charging them each night for the next day. These powerful advertising units come in different variants:

Advertising Table Charger

These are backlit table top charging stations that come with a super bright and beautiful display for your advertising images to pop up any lighting environment. With four USB outputs advertising charger, it facilitates easy change of artwork within seconds as they are standard printed paper laced in a clear acrylic outer frame and lit from behind. It allows customisation and displays advertisement both the sides, highlighting LED backlit.

Desktop Advertising Player

With the advertising player, you can either loop your favorite video advertisements or still images or combination of both while you are offering lots of power to your patrons. This apart, they have a digital read out on the side so you know when the unit needs to be recharged! This is actually an elegant and beautiful way to advertise!

Conclusion

It is, therefore, obvious that the modern-day marketing department needs to combine the creative side of the discipline – not that using powerful narratives to tap into people's wishes and aspirations would work but the other side of it i.e. to keep the potential or the target customers going in line with their passion – by providing them uninterrupted connection while pushing the brand during the charging time itself.

A vital quality for marketers in the fast-changing digital environment is curiosity, rather than any specific technical knowledge. It's not about a particular tool or system, it is about being curious about other possibilities because the tools we will use in six months or a year from now will be totally different from the ones we are using today.

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Outdoor LED Display Sets Up "The 42" As The New Attraction in Kolkata

XTREME MEDIA PROVIDED END-TO-END SOLUTION & EXECUTED THE INSTALLATION OF A HUGE LED DISPLAY REPLACING THE EARLIER FLEX BANNER

Introduction

Kolkata-based developer Mani Group, have completed many successful projects in the towns of West Bengal. "The 42" is the latest project undertaken by The Mani Group & Partners. Be it infrastructure, IT, hospitality or entertainment, Kolkata is under one of the fastest growing cities in India.

Challenges

The Mani Group's under construction project The 42 will be the tallest building in Kolkata & eastern India after completion. With 56 bungalows apartments & a duplex on the top floor, The 42 will provide 5-star club facilities & multi-level parking. The apartments will have high range prices, hence to attract the cream crowd of Kolkata, Mani group decided to promote the brand with a LED outdoor hoarding at entrance of The 42 project, which is facing main street & attracts many passer-byes. Mani





Group had placed a flex banner earlier but it failed to create any major impact.

The project posed several challenges in terms of designing & execution. The first challenge was to judge the correct angle & place for LED display which will provide maximum exposure to the content that's being played. This was a challenge because there were several trees blocking complete view of the site.

Solution

As a solution, we decided to escalate the height due to which a passer-by can clearly see the hoarding. This required lot of alterations to the solution, first & foremost we made tailored ACP structure that can bear the weight and balance a heavy display at such a height. Further, to beautify the same structure is extended to put the lettering of the project name "The 42"

People nowadays have developed a tendency to ignore any flex banner which comes in their way, hence the Flex banner was left unnoticed by the target audience & couldn't give any kind of promotional boost for the brand. On the other hand, LED displays are digital, dynamic & real eye-catcher.

LED Display specifications:

Height: 15.12ft

Width: 30.24ft

Pixel Pitch: 16mm

The grand LED display was installed above 20ft from the ground, facing the main street. The estimated distance between user & display was 16 meter. To suit the viewing distance pixel pitch of 16mm was used to ensure the visibility of the screen from long distances as well. This Outdoor LED display is extremely sturdy & easy to maintain, making it perfect for the project. Mani Group showcases the promotional videos of project The 42 & their own branding, attracting 1000's of eyeballs on daily basis.

Conclusion

Replacing the flex banner with LED display has proved to be lucrative for Mani Group, people starting noticing the display. Overall awareness for the project has increased and provided a technological edge to the brand name. This LED display not only proved to be a great promotion tool, but also a point of sale for Mani Group.

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Avery Dennison Bring Life to Walls by Using Vinyl Films

Paint is the most sought after solution whenever businesses or individual consumers think of revamping their retail or personal interior space. Though it's the most common trend, there are various other customizable options available in the market that can give a fresh feel to interiors. Vinyl films are one of those brilliant forms of digital printing that have the ability to change the look of interiors totally. Vinyl films can transform a simple space into a space with elegant graphic designs or even photographs! These digital prints can be made into wall wraps that can be used to provide inspiration to a company, a branding opportunity for an upstart business and even a window into the past. The bright digitally printed Vinyl textured films wrapped on the walls can give the perfect environment for ideation and collaboration in a company.

Avery Dennison recently extended its graphic vinyl film wall wraps to a Creative Company known as Topic Design. It is a web design company that also deals in public relations and is based in Cincinnati. The company had recently moved to a different location and was wanted to create a different office environment for its employees altogether. Topic Design was asked to take a decision about which type of textured film they wanted to choose that would compliment their designs the best. Stuck between choosing paint and graphic wall films, it finally decided upon graphic films and Joey Heiob from Avery Dennison who works in the capacity of the Regional Technical Specialist for the company helped to install interior graphics at Topic using MPI 2600 Textured Wall Film with the Natural Stucco finish.

"Our small team of creative needed a space that reflected their passions. The bright digitally printed textured film provides a perfect environment for ideation and collaboration. One wall features a bright yellow graphic displaying the Albert Einstein quote. Creativity is intelligence having fun! "Said Deanna Hengge, CEO, Topic Design.

One wall featured a bright yellow graphic displaying an Albert Einstein quote and another wall featured the company's signature orange laid behind a branded moss wall.

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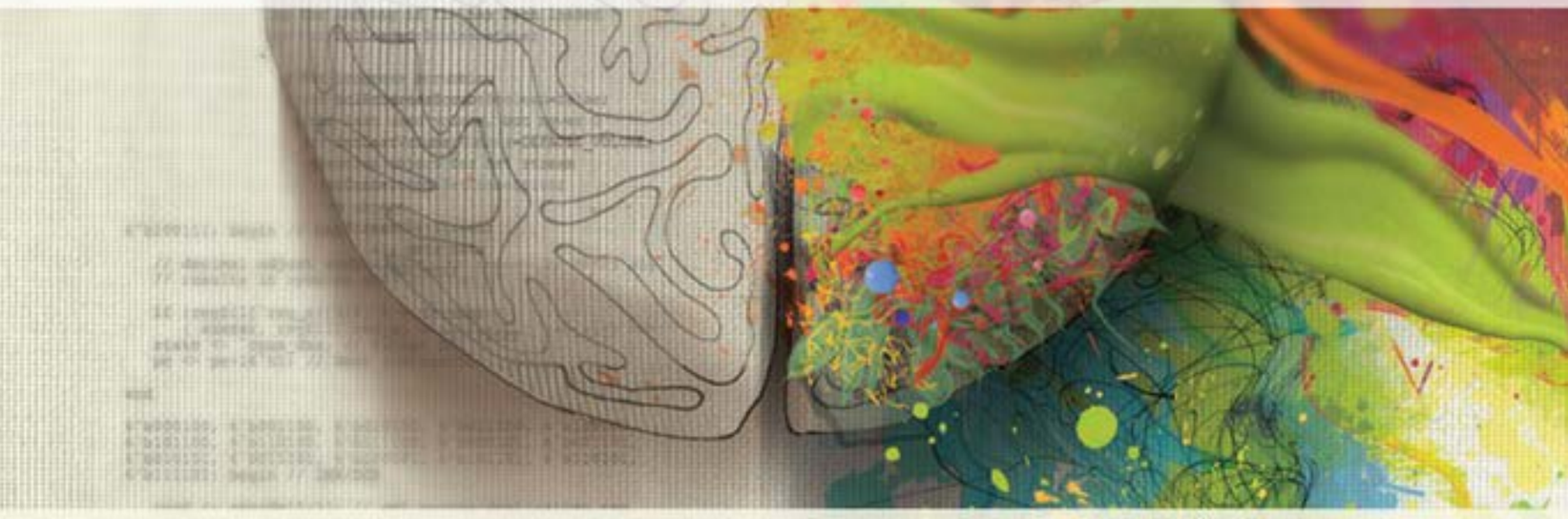

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ColorJet Showcased Its Concept Machine

THE WORLD'S FIRST ECO-SOLVENT PRINTER WITH XAAR PRINTHEAD WAS PUT ON DISPLAY FOR VISITORS AT APPPEXPO, SHANGHAI 2017



From Left to Right: **MR. SMARTH BANSAL,** Sr. Product Manager-ColorJet India Limited; **MR. BOB BOBERTZ,** Director-Asia, Xaar PLC; **MR. DOUG EDWARDS,** CEO, Xaar PLC and **MR. EDDIE WING-WA TANG,** Key Account Manager, Sales China

ColorJet, the largest Indian manufacturer of wide format digital printers in India, presented live demonstrations of World's First Eco-Solvent Printer with Xaar Technology at APPPEXPO 2017 - a one of its kind show that derives its focus from the huge and consistently evolving digital signage industry across the world, which was held from March 8 to March 11, 2017 at the Shaghai's National Exhibition & Convention Center.

ColorJet's Concept machine is equipped with XAAR printhead with MEMS technology. The highlight is that the printer has been developed in the Indian facility of ColorJet. And, XAAR being a world leader in the development of digital inkjet technology and an award-winning manufacturer of piezoelectric drop-on-demand industrial inkjet printheads joined hands with ColorJet to introduce its MEMS technology printheads.

ColorJet and XAAR have worked closely on development and testing, being in the conceptual stage, without divulging into any further details, the concept machine has a printer width of 1.8mtr and is expected to run at astounding speeds with better print quality pertaining to the dot placements.

Smarth Bansal, Sr. Product Manager, ColorJet India, said, "We are delighted to be chosen by XAAR as their preferred technology partner. We believe in bringing stable and efficient technology to our users with low cost of ownership and thus help them to boost their profitability. This event is an important platform for ColorJet to introduce new technology advancements and solutions."

About ColorJet:

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.

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Mr. Gaurav Juneja, Director, MEX Exhibitions Pvt. Ltd.
Mr. Zhang, President, Shanghai Modern International Exhibition Co., Ltd.

MEX Exhibitions Forms JV With SMIE to Organise Africa Sign & Digital Printing Expo

AFRICA SIGN & DIGITAL PRINTING EXPO

New Delhi/Shanghai: MEX Exhibition Pvt. Ltd. (MEPL) has formed a joint venture (JV) with Shanghai Modern International Exhibition Co., Ltd. (SMIE) for organising Africa Sign & Digital Printing Expo - Africa's International Exhibition on Signage, Advertising & Digital Printing Industry. Scheduled during 7-9 November 2017 at Kenyatta International Convention Centre, Nairobi, Kenya, the Expo aims to keep the participants bestowed with the power to stay ahead on the curve. With the most expansive reach in the market, it promises a clutter-free, wide space with segmented niche in a crowded market to present fresh ideas, innovative solutions, intuitive flashes & technological upgrades.

MEPL, the organisers of Signage & LED shows in India, Thailand & Singapore and the publishers of Sign & POP World magazine, boasts two decades of its professional experience of organising more than 100 international trade exhibitions for various segments across the South East Asian markets; while SMIE, the organisers of world's largest Sign Show 'APPPEXPO China', is the leading high-quality enterprise in Shanghai exhibition industry in terms of exhibitions' scale. SMIE a professional exhibition enterprise affiliated to Shanghai Eastbest & Lansheng International (Group) Co., Ltd. and better known for its brand exhibitions like ESBUILD & SILE along with APPPEXPO. Both the giants are in quest for defining new trends across entire spectrum of the promotional & advertising industry.

Show Program:

Title: Africa Sign & Digital Printing Expo - Africa's International Exhibition on Signage, Advertising & Digital Printing Industry

Date: 7-9 November 2017

Venue: Kenyatta International Convention Centre, Nairobi, Kenya

Speaking on this occasion, Mr. Gaurav Juneja, Director, MEX Exhibitions Pvt. Ltd. says, "This association of two giants with rich and formidable international exposure will mark the beginning of an all new era of promotional means in Africa. We are very much sure that our joint efforts would bring the much needed face-lift to a market which is full of opportunities, and are yet to be explored. The mega show will emerge as the premier event in the continent showcasing a rather increasingly competitive and fierce international market of digital printing & signage world."

Elucidating on 'why Africa?' Mr. Juneja adds, "The $2 trillion Africa's economy is an emerging force with the continent's collective GDP expected to touch $3.6 trillion by 2020, up from $2.1 trillion in 2011. What's more, about a third of the 54 African countries are seeing annual GDP growth of more than 6% evincing promising investment opportunities to which India is in a good position to extend its reach. Adding to it is Africa's fast-growing urban population, which currently stands at 1.2 billion and set to exceed four billion by 2100, when around 40% of the global population will be living in Africa, based on projections from the UN."

Expressing his gratitude, Mr. Zhang, President, Shanghai Modern International Exhibition Co., Ltd., says, "We are delighted to have formed the JV. We will use our expertise to bring forth one-of-its-kind Show where both national and international exhibitors would come to showcase their creativity demonstrating the latest



Mr. Gaurav Juneja, Director, MEX Exhibitions Pvt. Ltd.
Mr. Zhang, President, Shanghai Modern International Exhibition Co., Ltd.

technology in advertising, signage, point of purchase, printing, retail & shop displays and gifts & premium sector. We aim to provide the best networking opportunity between exhibitors and visitors from all across Africa & the world at Kenya's capital Nairobi - the business centre of the continent."

Mr. Zhang further explains as why Kenya has been chosen as the venue for the Show. "Kenya is the gateway to business in Africa owing to its easy access to the other growth-hungry countries in its surrounding that includes Uganda, Tanzania, Rwanda, Burundi, Ethiopia, Somalia, Djibouti, Comoros, Malawi, Mayotte, Sudan, Eritrea, Zambia, Democratic Republic of the Congo, Seychelles, Central African Republic, Yemen, Mozambique, Madagascar, Zimbabwe, Congo, Angola, Gabon, Saudi Arabia, Equatorial Guinea.

Kenya's annual GDP growth has been consistent at 4-6% per year since 2010, compared to the 2-4% global average."

There's no denial to the fact that Africa's economy is fuelled by growth in several industries: agriculture, tourism, construction, transport, communications, and most notably, ICT. All are showing tremendous potential following rapid urbanisation leading to a growing consumer base with rising disposable income. Adding to it is the emergence of huge regional markets that manufacturers need to tap.

Amidst all this, Africa Sign & Digital Printing Expo is aptly placed offering a serious business platform for manufacturers and buyers to make the best out of the occasion. Above all, the world-class quality, design and hospitality would be an added advantage for exhibitors and visitors alike. "It is obvious that the possibilities in relationship building are infinite. All we have to do is to push the boundaries," avers Mr. Juneja.

- The JV would organise Africa Sign & Digital Printing Expo 2017 - Africa's International Exhibition on Signage, Advertising & Digital Printing Industry
- For Exhibitors, the Expo aims to highlight the potentials across digital printing and/or signage industry in a market which is largely untapped
- Attendees will find it a significant platform to network with leading manufacturers, make new industry contacts, and increase their market knowledge

About The Organisers:

MEX Exhibition Pvt. Ltd.

Mex Exhibitions Pvt. Ltd. is an international exhibition company with a strong presence of over four decades in the advertising industry, over 20 years in publishing & 15 years in exhibitions. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore and Thailand.

Website: www.mexexhibits.com

Shanghai Modern International Exhibition Co., Ltd. (SMIE)

Shanghai Modern International Exhibition Co., Ltd. (SMIE) is a professional exhibition enterprise affiliated to Shanghai Eastbest & Lansheng International (Group) Co., Ltd. and it's also the first exhibition organiser which posses ISO9000 international quality system certificate in China. It is the president of Asia Advertising Association and vice-president of Shanghai Convention & Exhibition Industries Association. It joined in UFI and became official member in 2004.

Exhibition is the main business of SMIE. It has nurtured several industry brand exhibitions since 1993, the year of its establishment. And SMIE is the leading high-quality enterprise in Shanghai exhibition industry in terms of exhibitions' scale. Brand exhibitions hosted by SMIE like Shanghai International Advertisement Print, Pack, Paper Expo (APPPEXPO), Shanghai International Energy Saving & Advanced Building Material Expo (ESBUILD) and Shanghai International Lighting Exhibition have been approved by UFI. Furthermore, APPPEXPO and ESBUILD are awarded with "Shanghai International Brand Expo" title for consecutive years.

Website: www.chinamie.com

Leading Digital Signage Player, Stratacache Eyes The Potential of Indian Market



Manish Kumar
Vice President, Stratacache

Dayton, Ohio-based Stratacache is one of the leading providers of intelligent digital signage, digital merchandising, mobile enablement and rich media solutions. These solutions help inspire and influence customers at the point of making decision thereby generating new sales opportunities. With over 1.5 million software activations globally, the company claims to have the deepest and widest footprint in the market, which it is enhancing by consistently improving offerings to better serve its customers. Stratacache currently serves 28 countries with offices in San Francisco, Los Angeles, Chicago, Bentonville, Dallas, Toronto, Montreal, Vancouver, London, Hong Kong, Tokyo, Adelaide, Luxembourg and Bangalore.

Stratacache has recently acquired Scala Solutions that delivers engaging experiences by connecting networks of digital signs, kiosks, mobile devices, websites and Internet-connected devices in both public and private environments. Scala provides the platform to easily create and centrally manage deployment of experiences, while retaining the flexibility to rapidly adapt to local business conditions. Scala has over 25 years' experience informing, educating and entertaining audiences across wide-ranging industries like retail, finance, education, healthcare and more. Headquartered near Philadelphia, PA, Scala has a world-wide network of partners and developers spanning more than 100 countries.

In order to know the synergies between the two business houses i.e. Stratacache and Scala, and how has been former's experience in India **Sign & POP World** got connected with **Manish Kumar, Stratacache's Vice President**. Kumar is a dynamic business professional who has accomplished many achievements within the IT & T industry across multi-regional multinational organisations. His consultative approach combined with exceptional communication skills allows him to understand customers and ensure they are at the forefront. His enthusiasm & flair within the digital technology realm has allowed him to excel and strategically drive growth within regions across the world. While speaking to us, Kumar shared the nuances of acquisition for Stratacache and its presence in India in detail. Here are the excerpts to follow:

Which all are the latest acquisitions at Stratacache? Please discuss.

The acquisition of Scala by Stratacache combines the largest US digital signage company with the largest international digital signage company. This is providing significant operational synergies and allows both firms to deliver enhanced solutions and services to customers across the globe, benefitting from the advantages of each other's existing assets such as platform strengths and subject matter expertise.

With the acquisition of Scala, Stratacache committed to the growth of the brand – which already had a substantial global footprint – in terms of significant operational scale, investment/cost advantages and resources such as enhanced support and services. For Scala, most recently it was announced that they will extend their digital solutions to include a line of powerful Scala-branded media players and commercial tablet products; this is made possible by leveraging Stratacache's logistics expertise.

At the end of the day, the benefit is to the current customers, potential customers and global partner network. Together, the two companies – along with others in the Stratacache family of complementary digital solutions companies – increase the value for customers by delivering richer and more comprehensive solutions to engage customers across multiple digital platforms. All Stratacache companies are now able to focus on partnering with our customers to deliver the best platform and resources to tackle their project, no matter the size, score or complexity, as well as broadening the scope of offerings and solutions.

How will it change the business arena for Stratacache in India and globally?

If you look at Scala, they have a big footprint globally and a very big market share within the APAC region, whereas Stratacache has a large footprint concentrated in the US. What this acquisition has done that it has increased the footprint across the globe. The customers will be getting the best of both worlds, a global solution no matter which region they might be based. In addition, this will now allow our customers/ end users to enhance their experience by bringing to them the best and most innovative technology within the digital signage industry. The Stratacache family of companies all create digital solutions that complement each other – for example instore media engagement, gaming activation and multimedia acceleration distribution – all of which enhance the audience experience.

Now that you have completed more than a year, how has been your experience in India when it comes to perforating digital signage?

The Indian market has been a very challenging market and one of the main reasons is because India has just come out of its nascent stage in adopting digital signage. As we face the challenges, we know that there is so much potential within this market, and we have the platforms to introduce digital solutions in a cost effective way and, perhaps of equal importance, to scale with the project. What has been really good to observe is the digital drive by the Indian government, which I believe is changing the landscape of digital media technology for India. It is an exciting time to be a major player in the industry's growth, and STRATACACHE has always been aware of this potential within the Indian market.

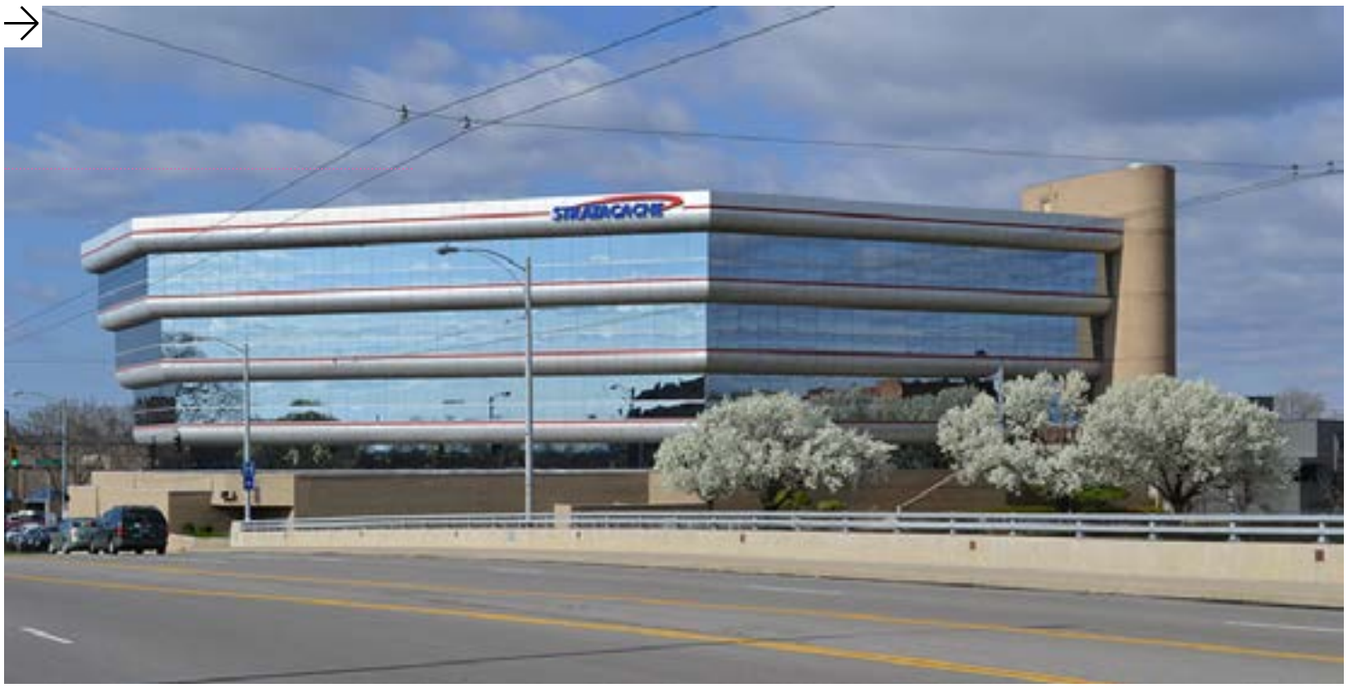
How is the Indian digital signage and advertising market different than those of other countries of your presence?

The Indian digital market is a growing market and on its way to reaching maturity. The innovation in technology is still trickling down to the customers in India. Knowledge sharing really needs to happen within the industry to take it to the next level. That's really the key role of vendors like Stratacache – to educate the market about the advancements of technology and digital platforms. We are showing potential customers what they can really achieve and how digital solutions can be effectively deployed on small and large scale. India's growth potential of digital signage surpasses those in any other region within APAC. The possibilities of what can be achieved with digital engagement is truly limitless, but passing on the knowledge to new users looking to introduce digital is key to harnessing the region's growth potential.

What challenges did you overcome till date, and what more have been left to win over in near future?

There a number of challenges that we faced in the region - lack of fundamental knowledge of the scope of digital offerings, mishandled solutions that have been brought to market and a drawn out implementation cycle are at the forefront of the issues. We faced sporadic bursts of digital signage ideas but unfortunately





the core concepts of digital signage were missing. A number of local players unfortunately have been selling incorrect solutions within the market, which resulted in a chaotic digital signage industry in India. The sales cycle in India is a long-drawn process and has a tendency to be a tedious process. Our immediate wins would be to educate the market and bringing in new innovative technology to the country.

The industry is becoming much more organised in respect to the growth of retail and infrastructure industries. This growth has been fuelled by the increased need of advertising and brand management/ promotion of MNC's in the country and is providing a significant boost in the digital signage industry.

What is the size of country's signage industry as of now? What is the split between digital and print signage?

A recent study has shown that the Indian digital signage market is projected to reach US $874 Million (according to 6W research). Due to the healthy growth of the advertising market in India it has recorded a CAGR of 7% between 2008 and 2015.

In a market like India it is very difficult to define the split between print and digital. Digital signage is still in its formative stage, and print media has been the key medium for marketing for a long period of time and hence at a very mature stage.

In India there are still many cases of hybrid marketing which takes place. If we look at tier 2/3 cities of India, print media platforms are still present in brand advertising and information dissemination. It's of note that in regions such as the US, Stratacache is fostering growth not only in the adoption of digital solutions but also in the hybrid of online and physical in-store marketing, using digital solutions as the bridge to make it possible.

What are the pros and cons of digital signage? In which industries/sectors is digital printed signage getting greater acceptance? across the country vis-a-vis global market?

Digital signage is an industry that is constantly growing and developing. Utilising digital signage in business allows marketers and innovators to showcase optimized, targeted content for the audience and it allows for a rich user experience to help inspire and influence customers. Across all industries and sectors, it can help increase brand awareness and – most importantly – its value. Digital solutions enable marketing- and customer-focused initiatives, helping our customers work better with and for their customers. Behind the scenes it can increase operational efficiency and morale in the workplace and up front we've seen it consistently increase sales in retail and QSR. Additionally, digital allows companies to engage with the younger generation the way they want to be engaged – via technology. It's a market sector we certainly can't ignore and we can help brands impress audiences with a memorable experience.

Many reasons why digital signage fails to reach its potential in a business is sometimes due to the lack of understanding, hence at Stratacache we really do believe in providing a solution. Our organisation's key mantra is to really understand each of our client's needs.

Our team ensures when they meet the clients that they sit down, understand and recommend the best solution for their business. I believe the digital wave has really dismissed categorising industries/sectors for digital signage. It is now the norm for businesses looking to grow rapidly and succeeding not only in their established country but across the globe to really invest in digital signage.

Who according to you is going digital? What are the factors behind?

The digital signage industry in India has just started to pick up its pace, so therefore large corporates and multi-nationals have either embraced or are in the process of embracing digital signage across their respective organisations. This can be seen in their brand management and corporate communication realms. The drive by the current Indian Government - Digital India has really helped and encouraged the concept and benefits of going digital across India. It is exciting to hear from large and small enterprises who are keen to look at options of going digital and how Stratacache can help promote their business on various digital signage platforms.

Where do you see Indian digital signage and advertising market place in a couple of years from now?

The digital market in India is quite strong at the moment and there is a lot of potential for significant growth for businesses across the country. I only see this as an industry that will rapidly grow within the next couple of years. What is important is to ensure customers and clients are constantly educating themselves to always remain at the forefront of the technology. We're approaching this by making sure we understand the full scope of the brand's marketing challenges and opportunities and then apply a full-service delivery aspect and approach to the solution.

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Gartex 2017 to Accelerate Technological Advances in Garment & Textile Manufacturing Industry

THE 2ND EDITION OF GARTEX BRINGS FORTH THE INNOVATIONS & GROWTH EVINCING ADVANCEMENTS IN THE COUNTRY'S GARMENT & TEXTILE INDUSTRY, THIS JULY

GARTEX 2017

Garmenting : Textile Machinery : Digital Textile Printing : Fabrics : Accessories

29 30 31 JULY, 2017

Pragati Maidan, New Delhi

NEW DELHI, MARCH 2017: MEX, a leading name in trade exhibitions, is readying to host the 2nd edition of Gartex 2017 – India's Comprehensive Exhibition on Garment & Textile Machinery, Fabrics, Accessories and Allied Industries. Scheduled during 29-31 July at Pragati Maidan in New Delhi, the Show will have special focus on Digitex, an exclusive section on digital textile printing technology.



As a definitive gateway into the country's garment & textile industry, Gartex 2017 is all geared up to take the customers to a revolutionary platform showcasing complete garment & textile manufacturing solutions facilitating a host of provisions for national & international suppliers as well as trade visitors to expand their businesses in this burgeoning industry.

Exhibitors comprising new as well as existing companies from all over India & abroad representing more than 200 brands would get assembled at Gartex 2017 for product showcasing, brand building, networking and knowledge exchange. The show floor will have around 100 booths, press area, and business lounges for face-to-face and extended interactions between exhibitors, visitors and media representatives.

Gartex 2017: Show Highlights

• Centrally Located Exhibition Ground, Pragati Maidan – Easy reach for your target customers

• Exhibit Area – 65,000 Sq. Ft.

• Increased Business Visitors Count – 15,000 (Expected)

• Exclusive Focus – Digital Textile Printing Technology

Buyers from all over the country and abroad would witness the innovations and upgradations taking place in garment & textile manufacturing sphere encompassing digital textile printing technology, garment manufacturing machines, embroidery machines, sewing machines, quilting machines, fabrics, and apparel accessories. The show would also facilitate live demonstration of equipment & techniques by leading manufacturers to make the visitors feel at ease.

"Gartex 2017 will have many innovative products & latest technologies on display. We believe in quality & not quantity. All the exhibiting companies are quite excited after the 1st Edition's response and are looking forward to launch new technologies & innovation, which can be seen at the show floor this year," Mr. Gaurav Juneja, Director, MEX Exhibitions Pvt. Ltd. "We are actually delighted to present, what future holds for the Indian garment & textile manufacturing industry."

No wonder that the Show has emerged as the hub catering to the sourcing, businesses, and networking needs of the industry stakeholders to source the best and the latest fabric trends and accessories. Besides, the suppliers & manufacturers of apparel fabrics, trimmings, embellishments, accessories and related products/services are excited to be a part of the most sought after platform to exhibit their merchandise to discerning buyers from across the globe.

Exclusive Focus on Digitex

With committed focus on promoting the Indian Digital Textile Printing Industry, Digitex has been designed to serve as an innovative platform for digital textile printing technologies by showcasing the latest developments in textile printing machinery, inks, software and services. The extensive exhibit profile ranging from new printers and inks to upcoming techniques would certainly help explore new and exciting opportunities offered by digital printing for home furnishing & interior decoration, apparel & fashion, corporate interiors.

"The Show aims to accelerate technological advances in the Indian textile & garment industry by showcasing high-quality, high-speed and competitively-priced new age products. International & national suppliers and serious trade visitors can expand their businesses in India through networking and engaging in investment opportunities during the Show," asserts Mr. Juneja.

The Industry

As per the statistics, in 2012, apparel had a share of 69% of the overall market; textiles contributed the remaining 31% and the size of India's textile market is expected to expand at a CAGR of 10.1% over 2009-2021. The export bloomed from US $17.6 billion in FY06 to US $33.3 billion in FY12, hence resulting a CAGR of 11.2%. Not only ready-made garments were the largest contributor to total textile and apparel exports from India in FY12P, but also the segment had a share of 39%.







Furthermore, by 2021, Indian textile industry is expected to reach heights by US $23 billion. After agriculture, this industry is the second largest employer, facilitating employment to over 60 million people. The Indian Textile Industry furnishes approximately 5% to India's Gross Domestic Product (GDP), and 14% to overall Index of Industrial Production (IIP).

Incentives to Engage in the Show

Gartex, representing the rapidly emerging Indian and global garment & textile markets, is an ideal place to reach out to the domestic as well as international customers in one go and grow your businesses multifold. By providing an apt platform for showcasing & launching extensive product range to key decision makers; the Show not only helps in generating sales leads, but also enhances the brands' presence and visibility across the stakeholders. With increased footfall and high quality customers, the Show will ultimately help the esteemed exhibitors in building the database of potential buyers and educate customers about new products and added services. It also serves as an important gateway to enter new markets to tap global innovations.

Wings Spread Wide Across

Gartex 2017 is designed to be the trendsetter for the industry players to showcase new technology, state-of-the-art equipment, materials and services. In addition, it is divided into broad segments for the convenience of both, the visitors and the exhibitors

- Garment & Apparel Machinery
- Textile & Textile Processing Machinery
- Digital Textile Printing Technology
- Home Furnishing Machinery & Materials
- Leather Garment & Shoe Manufacturing Machinery
- Yarns & Yarns Processing Machinery
- Printing & Dyeing
- Apparel Fabrics
- Accessories, Trims & Embellishments
- Allied Products & Services

Pragati Maidan - The Centre Stage

Gartex India is getting bigger and better this year. The venue always play an important role as the exhibitors' convenience, visitors' footfall and business activities depend on the facilities offered by the selected venue. The exhibit area, which was previously 56,000 sq. ft. has now been increased to 65,000 sq. ft. at India's largest international exhibition center, Pragati Maidan. Located in the heart of the country's capital city, it offers about 61,290 sqm of covered exhibition space in 16 state-of-the-art halls, besides 10,000 sqm of open display area making it ideal for trade exhibitions like this.

Above all, it provides easy connectivity with the entire National Capital Territory of Delhi with easy commutation options including the Metro (City Railways), of which, the



Pragati Maidan Metro Station is right inside the exhibition premises. Moreover, the venue is just 18 km from the international airport, and only 2.5 km from Connaught Place, the main hub of business activities in New Delhi.

Gartex 2016: Show at a Glance

Last year, the show proved itself as a fruitful platform to both visitors as well as the exhibitors to expand their business in the garment and textile industry in India through numerous opportunities.

- 65,000 Sq. ft. Exhibit Area
- 75+ Exhibitors (9 out of 10 showed their extreme satisfaction)
- 150+ Brands
- 12,000+ Targeted Business Visitors from 140+ Cities & Overseas
- 90% of exhibitors got quality visitors

It's Worth to be a Part Thereof

Being India's premiere and one-of-its-kind exhibition on garment & textile machinery, fabrics, accessories & allied industries, for exhibitors, Gartex promises expanded business contacts through corporate networking besides identifying & reaching out to the target customers. Prioritising over the satisfaction of the visitors, it's a great hub for sourcing products and selecting partners amidst various options on the show floor to choose from. So, don't forget to be a part thereof the country's greatest and the only amalgamation of garmenting and textiling stakeholders, under one roof.

About MEX Exhibitions Pvt. Ltd.:

MEX Exhibitions Pvt. Ltd. is an international exhibition company with a strong presence of over four decades in the advertising industry, over 20 years in publishing & 15 years in exhibitions. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore, Thailand and now in Africa.



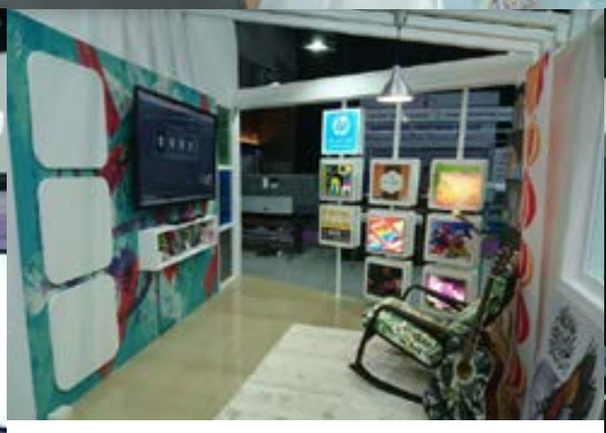
HP Inc's Dscoop - Changing Facets of Print Service Providers

HERE ARE THE GLIMPSES OF A RECENT DSCOOP EVENT HELD IN BANGKOK, THAILAND.









Digital Solutions Cooperative (Dscoop), a flagship community of HP Inc.'s print service providers helping them take part in education, networking and revenue growth opportunities. Through Highlighting HP Inc.'s commitment towards its print service providers' community the company continues to enable its print service providers with newer innovations in digital printing technology and more meaningful conversations with brands at forums being organised at regional, national and international level thereby helping them explore new markets and generate fresh revenue streams.

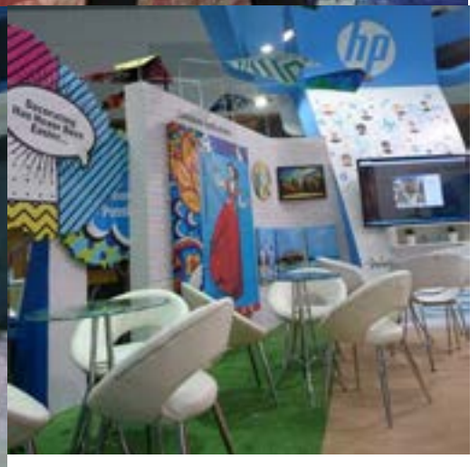












The event witnessed discussions on the successful real life digital printing campaigns and implementations by some of the leading brands helped the present audience build awareness and perspective around the path breaking possibilities with digital printing. Dscoop provides a platform stressing the importance of innovation in reaching out to the customers today and how advanced and differentiated printing applications can help brands develop a stronger brand recall with end customers and establish a competitive edge in the market.

AGFA Jeti Titan HS FTR prints more grey levels making it more realistic



The newly installed AGFA Jeti Titan HS FTR comes with a standard full-speed six-colour printing making it possible to print more grey levels for more realistic, smoother skin tones with a wider color gamut. Another plus of this machine is its ability to do pre-coating on the fly for printing on nonporous substrates on which print adhesion is a challenge.

The bed size is 6.5' x 10' as compared to the old size of 4' x 8' enabling us to print bigger substrates to width of 10' without the constraint of length. This machine will hugely enhance our productivity by its sheer speed without any compromise on quality and enable us to offer shorter turn around times to our clients.

Pixel 2 Print, Bangalore joins the UV revolution with the Efi-VUTEk®GS3250LXr Pro LED UV Printer



Arrow Digital installs an Efi VUTEk® GS3250LXPro 10 Colour, LED UV Inkjet Printer at Caterpillar Signs in Gujarat

Arrow Digital has recently installed the Efi-VUTEk® GS3250LXPro, 10 colour UV LED curing inkjet printer at Caterpillar Signs Pvt. Ltd., Ahmedabad. Caterpillar Signs is our existing Arrow/Efi customer and we are very pleased to see him enhancing their wide format capabilities with this state of the art UV LED Green-guard certified Technology.

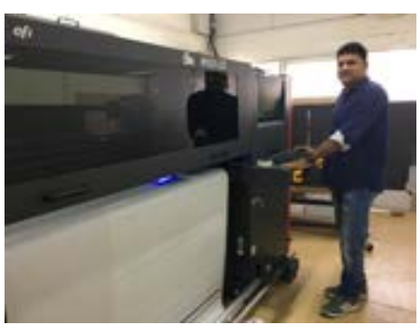
Mr. Nishant Shah, CEO - Caterpillar Signs, says, "We have an international client base and for us quality & deadlines matter a lot. We can't afford to have a single unsatisfied customer, therefore, we trust Arrow/Efi and their support in selecting the right platform and we both value our relationship to grow in these markets."

According to Arrow Digital, the Efi VUTEk® GS3250LXPro system uses an advanced LED printing technology, printing on a 126□ wide hybrid print bed, it consumes less energy and is more environmental friendly, virtually no VOCs and allowing us to use a wider range of materials, opening up more markets with many more profitable applications with the widest colour gamut in the industry.

Arrow Digital says the Efi VUTEk® GS3250LXPro is a great Production Level LED Technology, which offers more application and lowers the operating cost. As it uses LED Technology, no recurring lamp cost is involved. The Efi VUTEk 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. The printer extends the range of supported substrates while lowering operating costs and lead times. 8 colour plus unique multi-layer white print capability and true grayscale technology allows them to produce high definition point-of-purchase graphics. For high productivity, it can be switchable to Fast-5.

"Our clientele demand various applications and with this addition we are excited, as it can print on various rigid materials with outstanding quality and speed; and we look forward to increasing our capabilities and add more technology at Caterpillar," adds Mr. Shah.

Arrow Digital installs the first Efi H1625LED UV Inkjet Printer at D'Signs Workspace, Mumbai



Arrow Digital has recently installed the Efi H1625 LED printer at D'Signs Workspace Innovations Pvt. Ltd. Mumbai; Mr. Srinivas Racha, Director at D'Signs Workspace Innovations Pvt. Ltd. is very excited, to see the revolutionary LED technology in their portfolio. Mr. Srinivas Racha adds, "We reviewed many printers and technologies, already using a UV flatbed for many years; once we saw the Efi-H1625 LED at Arrow Digital's demo center and spent some time exploring applications, which were impossible to produce before, especially the excellent White and printing on heat sensitive materials with the LED cool cure/GreenGuard technology; the excellent support from Arrow over the years and their support was important in our path forward."

We love the three layer white function, as we can now produce impressive day/night and block outs on rigid or clear films. The overall print quality of the 6 pL grayscale printheads, and vibrant Efi super gamut inks are impressing all our customers and has drastically helped with turnaround times, winning new business.

Mr. Srinivas Racha adds, "We offer conceptual design work and proofing, printing onto a wide array of standard and new eco-friendly sustainable materials. The H1625 is mostly used to create wall graphics, glass/window films, architectural films, large format signs, canvas, backlit displays, textiles and banners."

The H1625 LED UV inkjet is a 64" wide format mid-level hybrid production printer designed to maximize image quality with four colours + two whites; and uptime with simple, automated operational and maintenance features. And with LED technology, the printer is highly cost effective and able to print on high-value, specialty rigid and flexible substrates. Efi H1625 LED inks emit low VOC's, and the cool curing on the printer translates into lower running costs, lower air conditioning and maintenance. Moreover, the printer is affordably priced enter into premium rigid and soft-signage applications.

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Vardhman Ad Print – An Established Name in POP & Branding

Vardhman Ad Prints, a well-known name in qualitative printing solutions for commercial purposes, boasts of its in-house printing and designing departments that enable it to carry out business operations smoothly and accurately. All the departments are well-equipped with advanced designing, printing equipment and software. It does have modern cutting, perforation, printing, binding, comb and machines that further help in executing and maintaining business operations smoothly and accurately.These services are widely required for schools, offices, corporate houses, SMEs and multinational companies.

It was in the year 1993 that Vardhman Ad Print was established with an aim to rendering excellent printing solutions catering to the needs of corporate houses, multinational companies and SMEs – all for commercial purposes. Widely known for its cost-efficiency, timely execution, flexibility, and attractive designs, the company provides numerous options for Brand Promotional Material and POP including Sunpack Danglars, Sunboard Display, Flanges & Cutouts, Table Tops, Customized Wall Clocks, Table Clocks, Acrylic, Glass Sheet, and Doors Printing.For over two decades, the company has dedicatedly been engaged with complete honesty to all its suppliers of POP material.

All thanks to the able guidance of the company's founder, Hemant Jain, who owing to his rich experience in the domain, led the company to achieve a respectable position in the printing solutions market. His transparent business policies, client-centric approaches and sound industry knowledge have enabled the company to grab quite a few renowned brands including Airtel, Aircel, Vodafone, Samsung, Hyundai, Tata Motors, Mahindra, Intex, Exide, JK Cement, Dish TV, Luminous, Idea, JIO, Earth Mobile, Livepure, Docomo, Pepsi, and the like- all through the Associated Advertising Agencies.
The expertise and ability to meet specific needs of varied customers' base helped the company to become one of the preferred choices of its clients.

Going ahead, Vardhman's infrastructure comprises state-of-the-art facility, spread across 25,000 sq. ft. approx, that houses latest imported printing machines including Four Colour Offset Printing Machine, UV Flatbed Printer (8x6ft), Two Screen Printing Machines (36x48 and 40x60 inches), Eco Solvant Printer (Mutoh), Die Cutting Machine, UV-curing Machine, UV-coating Machine, Spot Welding Machines, and Powder Coating Plant. The company is flexible when it comes to delivering services or solutions to its valuable clients.

It can print and deliver 1 pc to 1 lakh pcs depending on its customers' specific requirements. It offers Multi-Colour Half Tone Printing direct on Sunpack and Sunboard through its imported machines. The range on offer also includes complete solution for cutout display stands, which can be made of Sunpack, Sunboard, Bubble, or MDF Sheets, along with wire frame. Noting its extended clientele, the company keeps adding new solutions to its bouquet. The new attraction nowadays is the Offset Machine to Print Foam Banners and Posters

Hemant Jain











etc. and Eco-Solvent Printer for Vinyl Printing.

With the state-of-the-art modern facilities, the services that Vardhman offers are Direct Multi-colour Printing on Sunpack, Sunboard, MDF, Vinyl, Acrylic, PVC, Glass Sheets, Foam Banners, Posters, and Tiles etc. Besides, the company does offer Job Work like Die Cutting and Screen Printing, and complete finished products that include Foam Banners Flanges, Flyers, Brochures, Catalogues, Cutouts, Display Standees, Sunpack Danglers, One Way Vision (Car Mesh), Trirama, Embossing Posters, Promo Tables, Rollup Standees, Eco Solvent Vinyl, Translite, Banner Media, Reflective Vinyl, Retro Vinyl etc.

Since inception, quality is the foremost concern and for this purpose, the company uses high grade raw materials and latest technology, followed by strict quality measures monitoring entire process for achieving the highest level to ensure that final printed material meets international quality norms & standards. Further they check all the final material on various parameters to assure that it meets clients' expectations and needs.

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

AstroJet Offers Gamut of Digital Inkjet Printers for varied Applications



Tejinder Singh, Director
AstroJet India



Ravinder Kumar, CEO
AstroJet India

Established in 2010, AstroJet India has been emerging as one of the biggest manufacturers of large format printers in India. The company manufactures more than 300 printers each year. Being one of the fastest growing companies in the Indian subcontinent, AstroJet's key strengths lie in technological innovations, strong infrastructure and customer-focused approach. With a motto to give better services to its clients, the company's technical team is available 24X7 to serve its formidable network of dealers that is spread across the length & breadth of India.

Based on digital Inkjet technology, the range of products from AstroJet includes solvent printers, eco solvent inkjet printers, textile printers, sublimation printers, UV-LED and printers. It also deals in printer spare parts and accessories such as printheads, solvent inks and other incidental printer parts for inkjet printers, flex printers, CNC routers, digital laser engravers, vinyl cutters and more.

In printheads, AstroJet offers the KM512i/KM1024/1024i Series, Epsom 5113/ DX5/DX7, AJ9000, Xaar 35/60 PL printhead KM512/42/35/14 PL Series and Polaris PQ-512/15 AAA printhead. In the textile category, the company is known to have released India's most cost-effective digital textile printer that meets the industry's growing demand for short-run production requirements. Astro Jet believes in 'Make In India' products and has exciting plans to introduce more innovative products in the market in the coming years.

Benson Polymers: Promises High Bond for Signage World



Kapil Jain, Managing Director,
Benson Polymers

Established in 1992, Benson Polymers has emerged as one of the most trusted names in the country's adhesive industry. Being a leading manufacturer & exporter of wide range of adhesives, the company keeps innovating and adding features to its products owing to its strong commitment to research & development. Benson's team of experts severely inspects these adhesives so as to meet the set quality standards as it is committed to making people's lives easier, better and more beautiful. The company markets a wide range of low to high viscosity Cyanoacrylate Adhesive to serve the varied needs of consumer and industrial segments.

All the products from Benson come under the umbrella brand Polyfix. Benson's flex glue for outdoor publicity has developed remarkable acceptance among the industry stakeholders. This apart, the range includes water-based adhesive, finger nails glue, fabric glue, shoe/footwear adhesive, wood seal, automotive adhesive, construction adhesive, instant wood glue, PVC door/ windows instant glue, stone/marble fixing, etc. Besides, the company can manufacture and supply tailor-made product as per the client's specific requirements based on applications or industries.

Polyfix Industrial Cyanoacrylate Glue is single component, instant curing and solvent free adhesives, and does not require any mixing or heating before the use. In order to achieve higher performance, only application of contact pressure is required. However, POLYFIX® Adhesive adheres and delivers best performance when applied as a thin film between two surfaces. Another variant Super Cyanoacrylate belongs to a family of strong fast-acting adhesives for industrial and household uses. Comes in liquid, it is generally known as instant glues, power glues or superglues. The abbreviation 'CA Glue' is commonly used for industrial grades.

Being one of the prominent names in the industry, Benson Polymers is known for manufacturing, supplying and exporting an exclusive range of Cyanoacrylate Glues. The adhesives are available in variety of packaging options meeting the specific requirements of customers. POLYFIX® professional super glue will bond within seconds almost all materials. It has super quick bonding properties and can bond variety of substrates such as metals, plastics, glass, ceramics, wood stone, artificial/ synthetic leather, natural & synthetic rubber products, besides flex & acrylic sheets.

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Event Calendar

APRIL 2017
APPP EXPO
Date: 25-27th April, 2017
Venue: Orlando
Web: http://www.inprintshow.com/usa/

APRIL 2017
ISA INTERNATIONAL SIGN EXPO
Date: 20-22nd April, 2017
Venue: Mandalay Bay Convention Center, Las Vegas, Nevada
Web: http://signexpo.org/

APRIL 2017
SHANGHAI INTERNATIONAL DIGITAL PRINTING INDUSTRY EXHIBITION, 2017
Date: 19th- 21st April, 2017
Venue: Shanghai New International Expo Center N4, N5 Hall
Web: http://www.cstpf.com/

MAY 2017
RETAIL DIGITAL SIGNAGE EXPO
Date: 8th-9th May, 2017
Venue: Olympia National Hall, London, UK
Web: www.olympia.co.uk

EUROPEAN SIGN EXPO, 2017
Date: 8-12th May, 2017
Venue: Hamburg
Web: https://ese.fespa.com/

MAY 2017
LED EXPO THAILAND
Date: 11th-13th May, 2017
Venue: Challenger 1, IMPACT Exhibition & Convention Centre, Bangkok, Thailand
Web: www.ledexpothailand.com

MAY 2017
PACPRINT, 2017
Date: 23rd-26th May, 2017
Venue: Melbourne Convention and Exhibition Centre
Web: http://www.pacprint.com.au/home

JULY 2017
GIFTS WORLD EXPO 2017/OFFICE EXPO 2017
Date: 22nd-24th July, 2017
Venue: Pragati Maidan, New Delhi
Web: www.giftsworldexpo.com

JULY 2017
PRINTPACK+SIGN
Date: 26th-28th July, 2017
Venue: Marina Bay Sands, Singapore
Web: www.printpacksign.com

NOVEMBER, 2017
AFRICA SIGN & DIGITAL PRINTING EXPO
Date: 7th-9th November, 2017
Venue: Kenyatta International Convention Centre, Nairobi, Kenya
Web: www.africaasdp.com

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JN Arora Group is Now In-Charge of Distributing AGFA Graphics Machines in Northern and Eastern Indian markets

JN Arora Group has been vigorously expanding its portfolio for the past few years now, its latest venture being; joining hands with AGFA Graphics. Ties have been established between both the companies with an agreement to distribute AGFA's range of products in the Northern and Eastern Indian markets. So, according to the deal, the JN Arora Group will be handling the distributorship of AGFA machines like ANNAPURNA, Jeti MIRA, TAURO & TITAN series with UV inkjet systems. The range also includes hybrid, roll-to-roll printers and UV flatbeds systems and also the much popular ACORTA, an automatic cutting and finishing system.

Vimlesh Arora, MD, JN Arora & Co Pvt Ltd commented on the recent development, "AGFA Graphics being a widely recognized brand for quality and consistency in the graphic art industry, our partnership with the company is afresh opportunity for PSPs, sign-making firms in India to avail the (AGFA) machines at ease," He further added that distributing AGFA Graphics machines will not be a problem because it has a wide range of use and can be used ways in both indoor and outdoor arenas. He ended his statement boasting of his team of well-trained service engineers and marketing squad that is all set to take care of pre and post-sale strategies of the AGFA machines.

Canon Brings an Array of Wide Format Printers to the Market!



Canon India Pvt. Ltd recently announced the launch of its extensive range of offerings especially designed for the professional printing domain. At one of India's largest signage event; Printpack India, Canon India introduced the highest number of products in the last eight years in a single show. From offerings in the wide-format to offerings in fine art and photography, Canon's array of large printers featured inkjet and LED technology, designed to provide spectacular image quality & diversified applications for, graphic arts and signage industry.

Amongst the many products wee the newly launched imagePROGRAF PRO series included the 12-Color imagePROGRAF PRO-520 and imagePROGRAF PRO-540, 8-color imagePROGRAF PRO-540S and imagePROGRAF PRO-560S. The 5-Color imagePROGRAF 671E launched at the event also made headlines for offering the right mix of affordability & technology to the SME segment. Another wide format printer that grabbed eyeballs at the event was the all-rounder printer Océ ColorWave 700, specifically designed for wide range of graphic arts applications like Wallpapers, In shop brandings, Signage etc.

Political Hoardings and Billboards Come Down Across Gautam Buddh Nagar



Hoardings and banners of political parties across Gautam Budh Nagar district were brought down after a recent announcement from the Election Commission that all political posters are to be removed with immediate effect.

Chief executive officer (CEO), of the twin cities' authorities, Deepak Agarwal, directed officials to ensure that the orders were followed upon. He also issued a statement saying that strict actions would be taken according to the norms of the EC if any political party is found putting up illegal posters.

Speaking to TOI, Agarwal said that removal of banners, posters and hoardings has been initiated with immediate effect. "Several teams have been deployed to rid the district of political graffiti, posters and banners," he said. "All banners and hoardings which violate the provisions of the model code, which came into force after the announcement of the election, will be removed," he warned.

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Formech join hands with Arrow to provide Thermoforming Solutions in India

Arrow has recently join hands with Formech. A leading International provider of Vacuum Forming machines with over 10,000 machines sold worldwide (61 countries). Arrow is a Channel Partner for EFI Products in India, EFI have forged a strong partnership to showcase the ground-breaking benefits of stretchable inks, digital pre-printing and deep-draw thermoforming. Just seeing the synergy of EFI's H1625-SD wide format printer with the Formech vacuum forming machine helps to drive home the tangible benefits of such a process.

Vacuum forming of digital pre-printed materials brings new advantages to the signage sector by offering faster project turnaround times, consistently high quality and the opportunity to de-skill the process. The substrate can be printed on either the first or second surface on a variety of thermoformable Materials

Formech machines are designed to be user friendly and compact. Formech is one of the first companies to use Quartz heaters now fitted as standard throughout the range (except TF series).

Since 1982 Formech has worked closely with the world's leading material, tooling and trade formers to develop a range of vacuum forming machines, which are easy to use and deliver consistent results with the most challenging applications. Whilst many commercially available vacuum forming machines are still very rudimentary and resemble designs of the 1950's, Formech has developed an aesthetically pleasing, sophisticated and user friendly machine range, which resides in the R&D labs of many of the world's leading brands, companies and institutions including Dupont, VW Group, McLaren, BE Aerospace, Dyson, Disney, Ferrero Roche, Cambridge University and hundreds more!

Arrow and Formech are delighted to continue building its market collaboration with EFI, the pioneers of thermoforming ink technologies.

Konic Minolta Grabs Limelight at Printpack India



Konica Minolta demonstrated its top printers including bizhub PRESS C1100/ C1085; bizhub PRESS C1070/C1060; bizhub PRESS 1250 and MGI JETvarnish 3DS at PRINTPACK India exhibition. The Konica also remained in talks for presenting its end to end web printing solutions at the event. Top executives from Konica present at the event spoke about expected increase in return on investments from various art solutions the company is developing.

''We are glad to be showcasing our exceptional printing and web solutions for printing businesses in India. Konica Minolta will continue to participate in such strategic events which furnish us with an opportunity to help set new standards in India's printing segment and demonstrate our distinguished capabilities in the field of technological innovation," said Yuji Nakata, Managing Director, Konica Minolta India.



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Aurora Expands its Portfolio of Wide Format InkJet Printers

Mohawk is North America's largest privately owned manufacturer of fine papers and envelopes for commercial and digital printing. With an aim to cater the needs of the growing market for display graphics, the company recently announced its expansion of its already popular wide-format inkjet portfolio with a new addition of Mohawk Printable Textiles and Canvas, Engineered by Aurora, for the latex, UV, and solvent printers.

The items included in the newly launched line will be manufactured in the United States by Aurora Specialty Textiles Group. The Aurora group is a North American-based, global leader in the manufacturing of high quality textile substrates for printing.

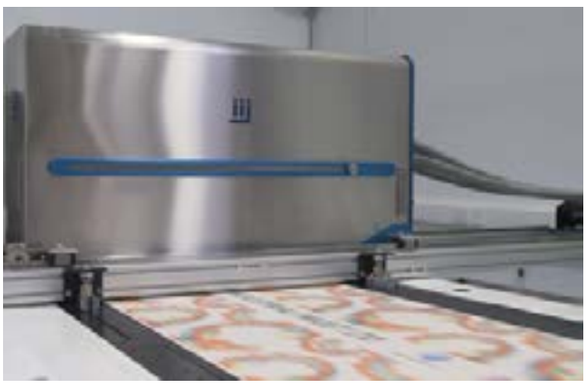
Mohawk and Aurora Specialty Textiles Group are both well established companies and are quite famous in the USA market. They share a longstanding history of manufacturing excellence and for producing the best-in-class products.

"Mohawk is pleased to partner with Aurora to expand our wide format product offering. Aurora offers a best-in-class portfolio of printable textiles and canvas that allows Mohawk to truly serve as a one-stop-shop for our customers' wide format printing needs," said Mike Madura, vice president, Digital Solutions, Mohawk.

"Aurora is very excited to partner with Mohawk in providing the North American paper distribution channel with access to a full range of printable textiles engineered to perform on today's newest digital printing equipment. Our partnership combines Aurora's textile coating and finishing manufacturing expertise with Mohawk's market-leading knowledge in serving the digital needs of the North American paper distribution channel." said Mark Shaneyfelt, director of sales & marketing, Printable Textiles, at Aurora.

The collaboration makes Mohawk the exclusive distributor for Aurora Specialty Textiles Group throughout the North American merchant channel.

Cambridge-based Industrial Inkjet (IIJ) Introduces New Digital Wallpaper Printing System



Industrial Inkjet (IIJ), a Cambridge-based printing company has been working with Konica Minolta for the past 18 months to develop a system that prints digital wallpapers on a wide range of typical wallpaper media, such as paper, PVC and non-woven substrates, at linear speeds of up to 70m/min. The system is specially designed for wallpaper producers who are currently using high-speed conventional lines.

The demo model is ready and is 560mm-wide but the manufacturer has further plans to redefine its dimension with widths of 1.2m, and 1.4m for the US market. IIJ will invite wallpaper producers to its premises next month to see the latest demo version of the new system running.

The company claims that its main purpose is to provide a digital module to customers on the lines of existing conventional wallpaper systems. IIJ managing director John Corrall said that while it is common to print wallpaper with inkjet, the current speeds are quite low which he wants to bring a change in.

"A year ago we built a system for printing wallpaper, we started rolling it and took samples to all the wallpaper producers but they said it was too glossy and didn't meet standards for emissions and wash and scrub tests," said Corrall. We then did a year's work, talking to a lot of ink suppliers, testing a lot of inks and making miles of wallpaper and at the back end of last year we finally got to a point where we believed it was working."

The New Océ ProStream from Canon



During a recent global event where customers from over 21 countries were present at Canon's own facility in Poing, Germany, the company took up the opportunity to introduce to the market their new Océ ProStream series. Featuring a new approach to high-coverage, the high-quality inkjet printing mechanism of the new series continuously feeds the system and empowers it to produce superlative quality of graphic and commercial printing. The Océ ProStream can print uncoated, inkjet-optimized, gloss and matt-coated papers with speed of 262 ft./min. It will be sold at price of 1.6 million Euros.

Christian Unterberger, chief marketing officer and executive VP of production printing products said that their focus throughout the entire process of developing the new series was to take a Greenfield approach so that they could design a product that could be fresh and would attract new business opportunities. He further added that he was extremely confident that the new Océ ProStream will deliver beyond expectations particularly in high-growth segments such as premium direct mail and marketing collateral.

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DADA SAHEB PHALKE AWARD



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



GIANTS AWARDS



ASIA'S MOST PROMISING LEADER AWARDS - DUBAI



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Xaar and Xerox are now Partners!

UK's famous industrial inkjet printhead manufacturer Xaar announced recently that it has signed an agreement with Xerox Corp. to partner in bulk piezoelectric inkjet printheads. Doug Edwards, Xaar's CEO in a statement to the press said that the partnership was decided upon to capitalize on each company's expertise in bulk piezo print head development area and also that the agreement will allow both the companies to offer a broader range of products to their customers.

Technically Advanced New VUTEk 5r and 3r printers from EFI Makes its Way to the Market



The new VUTEk 5r and 3r printers from EFI with advanced LED roll-to-roll production offerings is also capable of printing at speeds up to 4,896 square feet in an hour. Point to be noted here, that though it prints with such a high speed, resolution and quality of print does not suffer because of it, rather delivers resolutions up to 1200 dpi.

The printers have various upgradable options for optional light colors and white for multi-layer printing; inline finishing for all-in-one printing, cutting, slitting, and collecting; auto backlit and block out printing, and more.

The printer has a patent ink-recovery system which can print up to 4,800 square feet per hour of 2400 dpi resolution. The printer is best for producing a variety of soft-signage products like wall murals, theater drapes, and other super wide seamless applications. Its versatile inkset can perform both direct-to-textile and transfer printing with ease.

Roland's Wide Format Printers Plays Major Role in Window Warriors Series



GSN's famous "Window Warriors" series which is a skill-based competition that requires the participants to use resources from both art and commerce recently concluded on the network. The show winner, Timothy Howe walked away with a whooping $100,000 grand prize. Throughout the entire season, the 8 contestants who were designers by profession required to use Roland's advanced wide-format printers and vinyl cutters to create innovative retail window displays.

Roland products were an integral part of the competition and the participants were challenged to design highly-creative eye-catching window displays within just three days of time. So, Roland provided the contestants with two of their most innovative wide-format digital inkjets – a VersaUV LEJ-640 hybrid UV printer and a SOLJET Pro-4 XR-640 eco-solvent printer/cutter – as well as a CAMM-1 GX-640 vinyl cutter.

Roland products were integral in assisting each of the "Window Warriors" contestants – all talented retail window designers – with their challenges to design and produce highly creative, eye-catching window displays. The result was outstanding as the final designs were nothing short of being absolutely jaw-dropping. The show was a tremendous success and so was the designs created. With detailed graphics, literally brought the backdrops alive!

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Two New Printing Gems from SwissQprint!



SwissQprint's two new "4x4" flatbed printer launches that are configured with quadruple CMYK printheads are for sure making headlines in the market. The 4x4 models of the Nyala 2 (3.2x2m flatbed) and Impala 2 (2.5x2m flatbed) series have retained the high quality of the previous models of 2xCMYK models, but the new ones are said to be twice as fast.

The UV machines are suitable both for screen printers as well as booth builders. They can be used to print large-scale digital prints of high-quality to be used in POS items, displays, posters and banners.

The Nyala 2 4x4 model has the ability to print at up to 101sqm/hr without compromising its quality. It produces some brilliant results with fine detailing of colors. There is in fact a specific Fine art mode that enables applications such as backlit graphics and prints up to 57sqm/hr and up to 206sqm/hr in production mode. The Impala 2 4x4 model prints at up to 180sqm/hr in production mode, 89sqm/hr in quality mode and 51sqm/hr in fine art mode.
"They're suitable for companies that have a high output, such as large digital printers that need to produce a lot of material with high quality. Stand construction is an interesting field, for example, because those businesses tend to be short of time and have to produce quickly" said SwissQprint marketing services specialist Petra Fetting.

Both the new machines are available in the market with immediate effect. The list price for the base model Impala 2 4x4 has been set at is £273,585 excluding optional extras and that of the Nyala 2 4x4 base model has been set for £311,085.

The Avalanche 1000 from Kornit will now be Available in R-series Version!



The Avalanche Hexa R-Series and the Avalanche 1000 from Kornit will now be available in R-series version with a promise from the company of offering better quality of print, more reliability and better ink efficiency to its users. Customers of the Avalanche R-Series will now be able to enjoy up to 20% ink savings along with a faster system; all thanks to the recirculating ink system.

The new series has 6 color channels in total as well as a white channel especially for better color management of wider format prints. Target customers for the R-series are companies that are into mass production of garments. Its dual pallet is especially designed for industrial level production and heavy duty use. It can be used to generate huge volumes of prints and can be used all day long. Running at a lightening speed, the machine can print up to 220 light and 160 dark garments per hour.

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Israeli Printer Hay Bazak Expands Portfolio to 5 Rigoli Vortex Wide Format Printers from Memjet

Israeli printing company Hay Bazak has acquired two additional Memjet-powered Rigoli Vortex 4200 wide-format printers. These new presses will supplement the three Rigoli Vortex presses currently in use at three Hay Bazak locations throughout Israel. The company continues to choose the Vortex 4200 for its ability to produce quality CAD drawings in a fast, cost-effective way that easily integrates into the company's operations.

The Vortex 4200 wide-format printer can produce several print applications, including CAD, AEC, GIS, and point-of-sale graphics. At the core of this solution is the Memjet wide-format technology. The five Memjet printheads included in the printer can deliver fast, colorful, single-pass printing at 1600 dpi. The Vortex 4200 also includes online folder finishing equipment. Automating this step of the process saves the company manpower, money and time.

The company chooses this printer because of its speed and quality. Omri Cohen Shauli, chief technology officer for Hay Bazak says, "We produce CAD drawings for architects, construction firms, and engineers. Any delay in receiving CAD drawings can cost these professionals thousands of dollars. With the Vortex 4200, we can successfully meet that challenge and deliver these drawings within hours. The Vortex printer has changed the way we operate. We can now print jobs 50 percent faster than before and easily meet customer requirements for speed."

In addition to the speed, the quality of the Vortex printer enables Hay Bazak to keep pace with customer demands. Shauli says, "One job can be 150 meters long on a single sheet, so quality is critical. We researched our options and found that no other solution can produce the level of quality we can achieve with the Memjet-powered Vortex press."



Resource Guide

BALLOONS

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Email: polyplast114@hotmail.com

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