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# SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.13 Issue.1 Jan-Feb 2017

Price: 100 RS.



## SKILL DEVELOPMENT IN SIGNAGE INDUSTRY

IMPARTING TRAINING TO OPERATORS IS A MUST

**FEATURE**

22 | Paytm Accepted Here: POS Taking a New Avatar

**OOH**

28 | LED Van: Digitised Transit Medium

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# CONTENTS




8 Spotify Sets Example of How to use Data in Fun Ways




28 LED Van: Digitised Transit Medium




34 Elizabeth Arden


## COVER STORY

12 Skill Development in Signage Industry – Imparting Training to Operators is a Must

## FEATURE

22 Paytm Accepted Here: POS Taking A New Avatar

50 10 Ways To Advertise In Metro Stations

## OOH

28 LED Van: Digitised Transit Medium

## PRODUCT FEATURE

30 Stay Visible Even When the Sun Goes Down

## GUEST COLUMN

32 How HP Designjet Business Partners Touched The Lives of Orphaned Kids With Big Dreams

## CASE STUDY

34 Elizabeth Arden

36 Vodafone Helps Delhi to Fight Pollution Via its New Campaign of 'Air Purifying Bus Shelters

## MARKET WATCH

38 Chuna Mandi In Paharganj: Looming Large For Signage

## FEATURED COMPANY

48 Vardhman Boasts of State-of-Art Facility & Strict Quality Check

## REGULARS

8 Innovative Concepts
46 Installations
52 Event Calendar
54 Newswire
68 Resource Guide



## New Attractions

- Foam Banner
- Posters / Flyers
- Venyle Ecosolvant
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- Rollup Standy
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This issue marks the beginning of New Year with a lot to get revamped and re-strategised irrespective of it being an office, home or business. So, considering it as our responsibility, we tried shifting industry's focus on to a point which was rather untouched for long and needed dire attention – skill development of workforces. What better for them can it be than to include the same in this year's project plan right at the start! This is because continuing advances in technology and ongoing pressure on productivity have made it a must for the industry stakeholders to prepare their workforces to respond to the challenges of operating in a marketplace that is turning global.

Meanwhile, there's no denial that deepening economic downturn due to demonetisation has equally affected the Indian signage industry. In order to capture the impact, we strode quite a few times towards the biggest hub of the country's northern region for signage – Chuna Mandi in Paharganj. Of those, from whom we somehow stole some precious moments, were actually busy dealing with their clients and making them understand the changing traits in the rapidly changing signage. They shared their versions of the impact of demonetisation on their businesses and, of course, about the trends prevalent in the market.

We must not forget that the most talked about term - Paytm, which eventually emerged as the 'King of Bad Times' gaining people's attention during demonetisation for the exchange of monetary values. In the absence of hard cash, Paytm makes the best of it by using differentiated media for different segments. Another aspect is on transit medium, which is estimated to be the growth driver in out-of-home (OOH) communication for the flexibility that it provides, which is actually the need of the hour.

Besides, the issue also carries a mention on one-of-a-kind campaign from Vodafone India, which has taken a responsible initiative of enlightening common people on air purification in the wake of Delhi Smog. Another idea is from uniquely designed campaign, which is about creating awareness among people about the power blood donation holds in saving lives.

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

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

The editor can be reached at himani@mexexhibits.com




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WORLD

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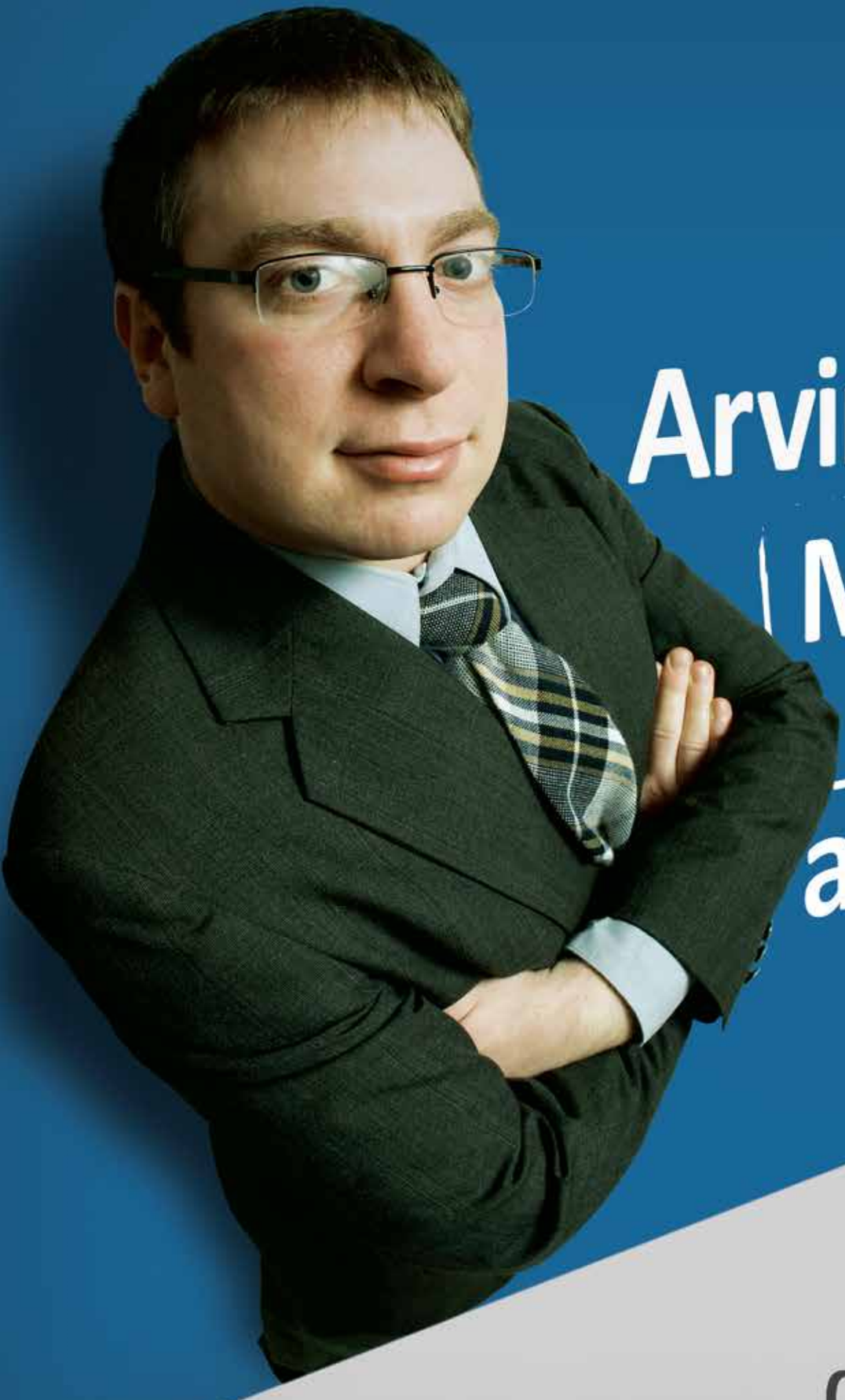
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# Blood Donation through a Virtual Reality App




**NHS Blood and** Transplant in collaboration with 23Red Advertising Agency designed one-of-a-kind campaign to create awareness among people about the power blood donation holds in saving lives. The campaign also aimed at motivating people to donate blood. Through a augmented reality app, a virtual blood donation scenario was depicted wherein an empty blood bag attached to an ill patient gradually filled up whenever a participant logged into the app via an iphone. The image was displayed on a large digital format screen; a visual recognition app detected a sticker on the donor's hand and an image of needle, plaster and a tube connected to the empty bag would appear. One can see blood flowing through the tube and the sick patient returning to health. The visuals delivered the message of importance of blood donation with great impetus as one could witness the patient gaining health because of his decision to donate blood, firsthand.

# Spotify Sets Example of How to use Data in Fun Ways




**Spotify is saying** thanks to its customers but in a very weird and funny way in its new outdoor campaign called, "Thanks 2016, it's been weird"! Their digital ads rolled at 14 market locations across US, UK, Denmark and France. In this largest campaign of Spotify till date, it used billboards to turn its data to pose some funny questions about the users. For example, "Dear 3,749 people who streamed 'It's the End of the World As We Know It' the day after the Brexit vote, Hang in there." or, "Dear person who played 'Sorry' 42 times on Valentine's Day, What did you do?" Spotify CMO Seth Farban beaming with pride on the magnanimous success of the campaign quoted, "There has been some debate about whether big data is muting creativity in marketing, but we have turned that on its head. For us, data inspires and gives an insight into the emotion that people are expressing."

# Cadbury Makes Your Life Fun and Relaxing Just Like a 'Bubble Wrap'




**The Westfield London** Shopping Centre witnessed this one-of-a-kind sensory-driven advertisement campaign from Cadbury and it was called "Tastes like This Feels". This tagline was written in huge letters on a banner in front of which was a bubble-wrap floor. Anyone passing by was encouraged to remove their shoes and walk on the floor covered entirely in bubble wrap while taking a bite of their favorite Cadbury. Mathew Williams, Marketing Director of Cadbury said that the brand's aim was to help people realize that things of joy are never farfetched, and with each different chocolate bars that the range offers, people can find their own moments of happiness.

# Ghost of Mc Donalds Appeared on Halloween! Fret not, It's Just Burger King's Halloween Prank!!



**People in one** of New York's famous neighborhoods; Queens were amused by Burger King's latest Halloween Prank wherein it dressed the restaurant as a ghost of Mc Donald's. Almost every Burger King Customer who visited the store was greeted with the initial shock of Mc Donald's replacing their favorite food joint. But, soon they realized that Burger King was going nowhere and it had just draped itself in super-sized white sheets, with beady red and yellow eyes (indicating Mc Donald's brand's color scheme). Hell no, no Burger King fan wants their beloved joint to be replaced by Mc Donald's. What could be scarier than that?

# Oreo Wonder Vault Campaign




**Oreo created is** Wily-Vonka style "Oreo Vault" in New York City right between 7th and 8th avenues. Every passerby who opened the vault would get to taste the new Cupcake flavored Oreo cooks 6 days, before it has even reached the store stands! Oreo had stored these new flavored cookies for their fans to experience them before they had to pay and buy them. Cookies of this new flavor were distributed free of cost. All the consumers had to do was open the custom garage door by pulling a lever and their box of happiness would drop to their hands via a conveyer belt.

# Coca-Cola Bottles Take Selfie!




**The entire world** is going crazy clicking selfies and companies are coming up with new applications and technologies to enhance the selfie experience to feed this obsession everyday. Coca-cola is the current addition to the list of such companies because it has come up with the crazy idea of fitting their bottles with cameras for taking selfies! Creating world's first selfies bottle, Coca-cola has grabbed attention of its consumers as well as competitors from all over the world. The bottle fitted with a base camera automatically takes photos when tilted at an angle of 70 degrees. The catch is; only one such bottle has been created by Gefen Team Ad agency for a special Summer Love outdoor campaign of Coca-cola in Israel. We love the idea though, and would love to see it launched in the market!



# IKEA'S Fundraising Campaign for Syria is Nothing Short of a Reality Check



**In middle of** luxury furnishings and plush comfortable modern home displays in a store of IKEA in Norway, customers suddenly stepped a small room with naked ceiling walls and no modern amenities. The space was designed to transport visitors to Rana's small house in Syria. Rana is raising 4 children in a small two-bedroom apartment who had to give up her work as a teacher to ensure safety and security of her children at home. The objective of the campaign was to bring forth the reality of leading a life sans the basics of food, water and even decently equipped homes. IKEA joined hands with Red Cross to create this campaign and ended up raising 22 million Euros as donation to support Red Cross in Syria.



# Skill Development in Signage Industry – Imparting Training to Operators is a Must

AS THE GRAPHIC SOLUTION INDUSTRY IS GETTING DIGITAL, IT NEEDS ITS OPERATORS TO BE MORE EVOLVED TO HANDLE THE COMPLEXITIES THAT HAS EVENTUALLY CREPT IN THEIR JOB WITH THE ADVANCEMENT IN TECHNOLOGY

Continuing advances in technology and ongoing pressure on productivity are building the demand for creative and innovation skills with which workforces can be able to use big data, engage with complex systems and focus on customers. With these skills, Indian Signage industry can better respond to the challenges of operating in a marketplace that is actually turning global.

As technologies continue to evolve, converge or relocate, and as new job roles emerge and others become obsolete, developing economies like ours are looking to detect the onset of economic and industry trends. To find out what is going on in the Indian Signage industry, Sign & POP World tried meeting and conversing with the industry stakeholders that if the industry is ready to take on the challenges on the skill needs of the workforces to sustain the future competencies. Before going in any further detail, let's take a look what are all those skills and responsibilities needed in producing large format graphics, digital wall murals, architectural signage, hoardings, OOH, interior branding of corporate environments, to roll-outs of retail chain promotions and displays.

## Operators' Responsibilities

First of all, Operators' understanding about production methods is a must to be successful in this position that includes handling of equipment for sign production (printers/cutters/mounting machines), make sure that media and ink meet the required specs, and make adjustment to the margins and the flow of ink to the inking rollers as needed.

Operators operating high-speed digital printing machines are always on the lookout for potential problems, quickly rectifying any issues in an attempt to prevent costly losses of the media and ink. During the operation, operators periodically check media to look for printing imperfections, though a lot of quality analysis is now performed by computers.



"OPERATORS ARE A KEY FACTOR FOR SUCCESS AND ARE THE ONES WHO MAKE SURE THAT PRINT SERVICE PROVIDERS CAN DELIVER ON THEIR PROMISES."

**Puneet Chadha, Director Market Development, Graphic Solutions Business - HP, Asia Pacific & Japan**



"OPERATORS NEED TO BE KNOWLEDGEABLE ABOUT DIFFERENT KINDS OF MEDIA AS WELL AS TECHNIQUES WHICH ENABLE THE PRINTING PROCESS TO BE UNDERTAKEN IN THE MOST ACCURATE WAY POSSIBLE."

**Rajat Mitra, Director Caldron Graphics**



"THE BILLION $ SIGNAGE INDUSTRY STILL WORKS LIKE AN UNORGANISED SECTOR AS PROFESSIONALISM IS MISSING AT ALL FRONTS RIGHT FROM MANUFACTURERS TO SALES & SERVICE PROVIDERS."

**Mohan KT UV Printers**

## Inclusive of Maintenance

In majority of the printing facilities, the machine operators also are responsible for preventive maintenance. Therefore, operators must also possess mechanical skills since part of their responsibility includes repair and adjusting machines. Operators must lubricate and clean the print heads and perform any minor repairs if so needed.

## Skill Development is Owners' Pride

Training is fundamentally important not only for the operators but owners. Any training is directly linked to the productivity improvements and subsequently measured to ensure that the benefits have been delivered. In order to deliver real business benefits and productivity improvements, a mix of business change and training is needed. The supplier/manufacturer of machines must come forward, provide all the training, or train PSP's staff to extend the training further. The key aspect is that it must be built into the project plan, so that the ownership can be defined to take the responsibility, and commit to driving through the potential changes in the skills required to run these high-tech machines. The need is to develop a business case for the training and monitor benefits delivery, rather than treating the operators' skills as a standalone issue.

## The Current State

The majority of printing facilities already has installed computerised printing machines which use complex controls allowing jobs to be set up more rapidly. Accordingly, with the advancements in technology, the role or responsibilities of operators' gets changed or rather upgraded with a knick of technical knowhow.

For the advanced high-tech machines, the operators use computers to carry out most of the duties electronically. Operators can track the progress and status of the printing process using a monitor which also facilitates adjustments to be made electronically. Basing all this and the like, no wonder, all the stakeholders agree that operators are the key to the success to digital printing businesses for any revolution that is expected to come in near future.

According to **Puneet Chadha**, Director Market Development, Graphic Solutions Business - HP Inc., Asia Pacific & Japan, operators are the main interface to digital print production. Their knowledge and expertise are critically important to the performance, utilisation and return on investment of the digital print production infrastructure. "From managing workloads, optimising media usage, to delivering on unique high-value applications (e.g. variable data and personalised campaigns), operators are a key factor for success and are the ones who make sure that print service providers can deliver on their promises - all while adapting to short turnaround times and high quality demands," he said.

Echoed **Rajat Mitra**, Director, Caldron Graphics, that digital printing machine operators are responsible for maintaining, applying settings to and loading materials & ripped files onto the printers. "In the process for a given job, operators first make arrangement of necessary materials out of the stockroom, check that the material is without blemish and load the material onto the printer to which the job is assigned. They must also capable of opening the file on the printer computer and check for mistakes or issues if missed in the process. They setup the file for printing and print the job. In the end, they check if the print was all perfect as asked and then move it from the printer to the next step of the job process," elaborated Mitra.

The digital transition is everywhere; the graphic solutions industry is no different.

## The SKAP of Operators

**Skills** are required to perform multiple, technical tasks with a potential need to upgrade skills in order to meet changing job conditions. Specific skill-based competencies required to satisfactorily perform the functions of the job include: operating equipment used in printing; knowledge of registration, web-to-print, and design skills.

**Knowledge** is required to perform basic mathematics; read and follow instructions; and understand complex, multi-step written and oral instructions. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include: operation of the machine/equipment; and safety practices and procedures; extensive knowledge of operations regarding printing, graphics, and mailing.

**Ability** is required to schedule activities and/or meetings; collate data; and consider a number of factors when using equipment. Flexibility is required to work with others; work with data utilizing defined and similar processes; and operate equipment using a variety of standardised methods. Ability is also required to work with a wide diversity of individuals; work with a variety of data; and utilise a variety of job-related equipment.

**Problem Solving**, to some extent, may be required to identify issues and select action plans. Problem solving with data may require independent interpretation; and problem solving with equipment is moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include: working as part of a team; meeting deadlines and schedules; operate and perform, efficiently, etc.



"QUALITY PEOPLE ARE VERY LIMITED AND NOT EASILY AVAILABLE AS A INDIA IS NOT A QUALITY CONSCIOUS MARKET. IN OUR INDUSTRY, WE HAVE LOADS OF NORMAL OPERATORS AVAILABLE BUT THERE SCARCITY OF QUALITY OPERATORS,"

**Rajat Jaitley, Marketing Manager**
**Apsom Infotex Ltd.**



"OPERATOR IS THE KEY PERSON TO BRING OUT THE BEST OUTPUT OF THE JOB AT HAND AND THE MACHINE AVAILABLE TO HIM. THE MAIN REASON FOR A PSP TO BAG NEW CONTRACTS IS THE PROFESSIONALISM OF THEIR OPERATORS,"

**Smarth Bansal, Brand Manager**
**Colorjet India**



"DIGITAL PRINTING EQUIPMENT MANUFACTURERS SHOULD HAVE PROPER TRAINING SESSIONS FOR OPERATORS, AS MOST PRINTING COLLEGES DON'T HAVE DIGITAL PRINTING EQUIPMENT, GETTING TRAINED OPERATOR IS DIFFICULT"

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



Keeping in view the development taking place, operators' skills are a must to be enhanced enabling them to cope up with the complexities that the high-tech products are coming up with. Since, machine operators are the backbone for a graphic solution company, their skill development becomes vital for the employer to remain competitive. Unless the operators are made eligible enough to understand the instructions, especially the technical ones, the operational training may not be fruitful to an extent, expected.

Training or skilling is an ongoing process to cope up with the pace of development and to be in the run for businesses. "Old saying 'Jiska Kaam Ussi Ko Saaje' (The work suits in the hands of the one skilled to do it.)," shared **Mohan KT** of UV Printers while insisting that for printing industry, machine operator is a person of vital importance to an extent that he can make or destroy a well-known product/brand image or even drown the company reputation just in a matter of second. "You can't handover Ferrari to a City Taxi Driver," he quipped.

It is, therefore, imperative to state that operators are the link between the present and the future for any printing businesses irrespective of the brand's recognition in the market. "The role of operators at the PSP is highly important in getting a quality print from the machine. It is the operator who understands the colours, the process, the media and the output that is desired from the customer," opined **Rajat Jaitley**, Marketing Manager, Apsom Infotex Ltd. is responsible solely for marketing Roland DG in India.

**Smarth Bansal**, Brand Manager of Colorjet India, opines differently, when he mentioned that the operators are the ones bring fame followed by enhanced businesses in time to come or a total shock for that particular unit. "Operator is the key person to bring out the best output of the job at hand and the machine available to him. The main



**Training at Colorjet**

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## FALCON




## RAPTOR




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

### FALCON

| | | | | | |
|---|---|---|---|---|---|
| Print head | | Kyocera 3 / Ricoh 5 | | | |
| Max. Print width | | 1.6 M / 63 Inches | | | |
| Ink | | LED-UV Curable Ink | | | |
| Media type | | Polypropylene, PVC, Backlit Film, Canvas, Fabric, Paper, etc. | | | |
| | | Outdoor Quality (4Pass) | Production (6Pass) | High Quality (8pass) | Backlit (8Pass) |
| Speed (Sqft) | Kyocera3 | 340 | 246 | 200 | 200 |
| | Ricoh 5 x 1 Row | 236.5 | 176 | 138 | 97 |
| | Ricoh 5 x 2 Row | 473 | 352 | 276 | 194 |
| | Ricoh 5 x 3 Row | 709.5 | 528 | 414 | 291 |
| Number of Head | | Kyocera ( 2 to 4 ) | | Ricoh (2 to 8) | |
| Colors | | 4/6/8 | | 4/6/8 | |
| PWC | | Yes | | | |
| LED | | 1600x1 / 20x2 | | | |
| Weight | | Net. weight 620KGs ( 1367 lbs ) / Gross weight 970KGs ( 2138 lbs ) | | | |
| Machine dimensions (cm) | | L355/W119/H160 | | | |
| Packing dimensions (cm) | | L372/W112/H187 | | | |
| Flatbed Table Size (cm) | | | | | |
| Power requirement | | Single Phase 220V±10% (50/60HzAC) / 10A | | | |
| Ink | Kyocera3 | Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Gray | | | |
| | Ricoh 5 | Cyan / Magenta / Yellow / Black / Light Cyan / Light Magenta / Orange / Green / White / Varnish | | | |

### RAPTOR

| | | | | | |
|---|---|---|---|---|---|
| Print head | | Kyocera 3 / Ricoh 5 | | | |
| Max. Print width | | 3.2 M / 130 Inches | | | |
| Ink | | LED-UV Curable Ink | | | |
| Media type | | Polypropylene, PVC, Backlit Film, Canvas, Fabric, Paper, etc. | | | |
| | | Outdoor Quality (4Pass) | Production (6Pass) | High Quality (8pass) | Backlit (8Pass) |
| Speed (Sqft) | Kyocera3 | 372 | 270 | 220 | 220 |
| | Ricoh 5 x 1 Row | 260 | 194 | 152 | 107 |
| | Ricoh 5 x 2 Row | 520 | 387 | 304 | 213 |
| | Ricoh 5 x 3 Row | 780 | 581 | 455 | 320 |
| Number of Head | | Kyocera ( 2 to 4 ) | | Ricoh (2 to 8) | |
| Colors | | 4/6/8 | | 4/6/8 | |
| PWC | | Yes | | | |
| LED | | 3200x1 / 20x2 | | | |
| Weight | | Net. weight 1020KGs ( 2249 lbs ) / Gross weight 1350KG ( 2976 lbs ) | | | |
| Machine dimensions (cm) | | L495/W 119/H 160 | | | |
| Packing dimensions (cm) | | L526/W 112/H 187 | | | |
| Flatbed Table Size (cm) | | | | | |
| Power requirement | | Single Phase 220V±10% (50/60HzAC) / 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 trditional UV technology.
- 30,000 hours average long lifecycle with very low deterioration thus consistent long hours output can be maintained.
- LED-UV ink only cured (dried) after exposure of high content of LED-UV light, maintenance of pr'nthead become minimal and easy. Printhead lifecycle can be prolonged.

### *Super Silk Gloss effect / Dual UV lamps system*

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

#### Precise Media loading for accurate dot placement

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

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

#### Multi-media loading options

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

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

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

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

Optional Items

### *All new evolution of LED-UV Ink!!!*

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

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

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

#### Image enhancement in between Black and White: Gray Special Color Ink

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

#### Unleashes new applications with White Ink!

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

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

texture / Single & Multi passes textured color image & graphices

LEDUV CURING TECHNOLOGY

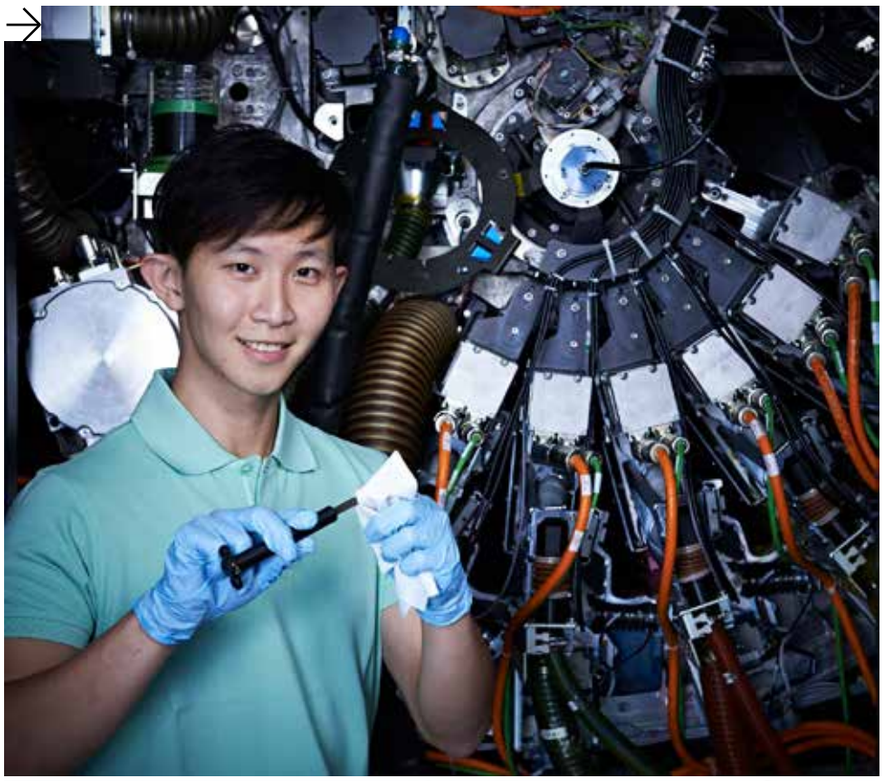
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**HP Asia Pacific-Japan Learning Academy, Singapore**

reason for a PSP to bag new contracts is the professionalism of their operators," he asserted insisting that an operator should have an open mind and knowledge of how to achieve the desired print quality.

The sentiments were very much similar from **Atul C. Gandhi**, Director, Macart Equipment Pvt Ltd., who opines that digital printing equipment manufacturers should take the call seriously. "Operators play a vital role in adding credibility to the digital printing industry, and to get the best performance from the equipment, operators' role is essentially big and important," he shared adding that the responsibility of operators' training lies with the equipment manufacturers. "Digital printing equipment manufacturers should have proper training sessions for operators. Further, as most printing colleges don't have digital printing equipment, getting trained operator for this segment is actually difficult."

## The Dearth of Skill

The operators are responsible for performing different tasks in the process of print production. They spend most of their time operating and maintaining these machines. Almost all the stakeholders agree that operators use their creative and practical skills to create a range of products depending upon the requirement right from labels to signage and then to hoardings using varied machines with specific functions.

"Skilled and professional operators can turn around a digital print business, but may be hard to find or too expensive to keep. Understanding this challenge, mainly for the volume Latex market segment, we at HP developed our HP Latex printers to deliver ease-of-use together with high quality, all achievable with varied operator skills," informed Chadha who believes that the industry is passing through a phase where technology drives the market with ease of use and productivity. "This turns operating a digital printer from a skill or expertise into a commodity. We also expect that as IT, electronics and colour management become more common, the average skillset will grow even further, allowing for greater output in quality, consistency and overall performance," he highlighted.

"Printing industry requires a lot of expertise in the personnel employed for the working, functioning, running and maintenance of the machines. The operator learns the things gradually over 2-3 years of hands-on-experience before he is considered expert or pro. Major task remains with the existing skilled people to train the newcomers and add to the shortfall in the taskforce," explained Gandhi indicating that the dearth of skilled workers remainsas one of the major concerns here in India. Elucidating further, he added that basic skills on software like photoshop & corel draw are a must in the printing industry, especially for large format printers' operator or service engineer. "Besides, knowledge on colour management is also important to get the best performance from these printers," mentioned Gandhi.

However, this is nothing specific to the digital printing industry as Jaitly pointed out while speaking on the issue. "The situation is same in every industry. Quality people are very limited and not easily available. The major reason behind the same is that India as a market is not a quality conscious market. Therefore, everyone can survive in this market in various industries. In our industry, we have loads of normal operators available but there scarcity of quality operators," he opined.

Mohan didn't give his consent to the fact that India is facing the dearth in the quality workmanship, but for him, the needed urge is missing. "I don't agree with the perception that operational capability required to run a digital printing machine is somehow unique than what they are already engaged in, for years. Digital printing industry is not a rocket science. It all depends on the person's (operator's) grasping capability & company (the machine manufacturer/supplier)'s knowledge transfer ability," he shared.

According to Mohan, unfortunately, the billion $ signage industry still works like an unorganised sector. "Professionalism is missing at all front including indigenous manufacturer/importer, sales & service provider, fabricator/convertor, event organiser/publisher," he said adding that these are all bottlenecks for operators' skill improvement. "This needs to be taken up at MSME-government level there should be curriculum at ITI, regional engineering college level with cluster/machine room (all sort of) so that not only operation but maintenance training can also be imparted by the industry professionals," he suggested.

Following same line of thought, Bansal too showed his disagreement to the given




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**Roland DG Academy, UK**

aspect. "Today, the scenario has changed and now skilled manpower especially in digital printing industry can be spotted easily. Operators have gained wide experience in digital domain. Since, the industry is growing with double digit growth rate, this issue will be addressed more efficiently in time to come," he saidsuggesting that an operator should have an open mind to adjust with the clients' expectations and the changing fashion trends as well. "Operators should be open to use RIP software which are available for different types of machines and printing. Besides, theymust have a knick on the knowledge about the media to be used on particular machine for that particular design."

## Upgrading Skills

There's no denial of the fact that advancements in technology have greatly changed the skills a printing machine operator must possess. Modern equipment makes it necessary that the operators of contemporary high-tech machines are skilled in the basic computer functions. At times experienced workers might have to receive additional training to enhance and update their skill set according to the advancements that are brought in to the machine time and again. For instance, firms that shift from sheet-fed offset presses to digital presses must train the entire crew again since the skills required to operate the two presses differ greatly.

Agrees Mitra, the industry has changed drastically over the past five or ten years, particularly since the rise of computerised technology. "Computers now ensure that the printed products are of high quality but even then operators are instrumental in the process. Operators need to be knowledgeable about different kinds of media as well as techniques which enable the printing process to be undertaken in the most accurate way possible. The operators are also made responsible for performing other tasks, including supervising print orders and looking after the particular needs of specific clients. And for all these to perform in a given manner, specific skills are required, with which we keep updating as and when required besides giving regular training on any updates in technology."

Mitra highlights that noting the importance of operators in the digital printing industry setup; the operators' training is a must for a continuous skill enhancement to remain competitive. "As a manufacturer/supplier, it's our responsibility to train the operators on any new technology, we come up with. Also, we keep meeting PSPs in various cities on a regular basis where we call upon their operators, ask them for their queries and address each single issue willfully to make them feel satisfied. We do tell them that colour management is an important aspect of digital printing expertise and how it can be done using various software that are available for the purpose. These, apart, at our demo centre in Delhi; we keep addressing the issues of the operators. Besides, we do impart training through road-shows on regular basis," he said indicating that there are limitations for small players when it comes to train the operators.

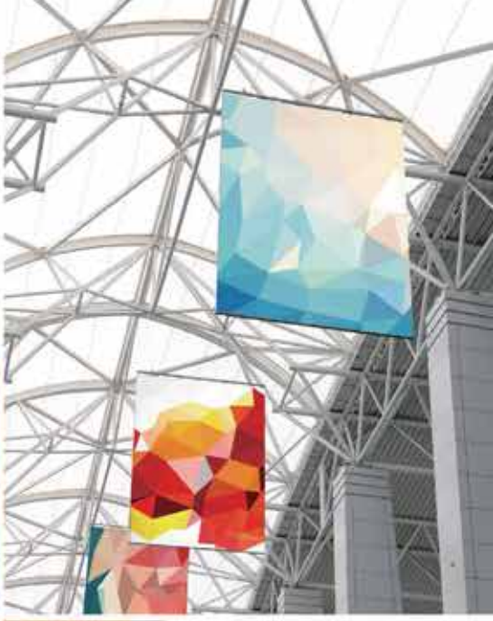
While others follow routine training programme, industry leaders set examples. Digital printing machine major, HP offers training courses for operators, focused on HP products at its Asia Pacific-Japan Learning Academy located in Singapore. "Besides, HP keeps introducing new technologies from time-to-time, focusing on bringing meaningful innovation to its customers and channel partners. Once a new technology is introduced, our focus is to make sure HP engineers, channel partners & their engineers and sales representatives are well-educated on the new technology and that they are able to convey the information to the production manager, printer/press owner and the operators the same time," underscored Chadha divulging that HP entitles every customer to an onsite training of operators during the press installation, along with use of RIP Software technologies.

"Once an operator completes his or her HP Sign & Display Operator Training, we ensure that the person understands the significance of continuous learning. Additionally, by following pre-scheduled preventive maintenance routines and practices that maintain the printer/press at optimal operating condition, the operator's knowledge is kept afresh and relevant," he added sharing that for this purpose, HP runs preventive maintenance campaign across its existing customers installed base. "Under this campaign, we reward those achieving their targets and become the best performers within the Asia-Pacific and Japan region every quarter," asserted Chadha.

Training is an ongoing process and is a must to keep the operators updated on any technique or technology. Soon, Apsom is planning to introduce Roland's Operators Training Curriculum in India ensuring to impart necessary training to enhance the operators' skills in a profound and systematic manner. "We, at Apsom Infotex, keep educating the operators across the nation through our Operator Training Program. We organise the training sessions in various cities and invite around 35–40 operators from various PSPs in a

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**Macart Academy, Pune**

particular city and educate them on various parameters from maintaining the machine to delivering a quality print. On the other hand, Roland DG Academy, in its unique training program, offers workshops, courses, documentation and online help since long in the international markets. We plan to extend the same support in the Indian market as well from this year," informed Jaitly.

According to Bansal, technology is something which is dynamic in nature and is constantly evolving. "So, at Colorjet, besides keeping ourselves abreast with the latest, we ensure that the same must be communicated and conveyed to the operators/owners right in time. We do this by way of holding local conferences and road shows," he said sharing that Colorjet believes in providing adequate and sufficient training to the operator workforce so that their skills are timely updated and enhanced on regular basis.

"To enhance the skill of our operators, we provide training to printers' overview. We let them know about printing technology, site requirements, machine operations, printers part locations commonly used, software installations, applications and its usage. This is then followed by maintenance and troubleshooting to enable them to take care of the problems if occur there during the operations," said Bansal adding that Colorjet also emphasises training on colour matching and usage of different types of media to maximise the profits on the projects.

Changes and upgrades are constant in the inkjets industry when it comes to wide format printers. Wide formats are getting faster with more printing resolution every year. "To educate on the new technologies and advancements we give on-sight or in-house training to our channel partners, service engineers, and they in turn, train the customers' operators. Most of them easily adapt to the changes and upgrade themselves," stated Gandhi from Macart insisting on the importance of colour management. "We are conducting courses on colour management for all our customers and operators wherein we explain all the basic colour theory and give practical training in file preparation, colour management settings in Photoshop and Corel draw."

Mohan from UV Printers always has his own, unique style of presenting things. "Invention is need of the hour. Technology nowadays is not restricted to any particular region/geography of the world, and India is very much part & parcel of any launch, worldwide. Only difference is, we need to balance demand & supply with justification as not merely pushing the technology/ hardware where no sustaining mileage/ROI is possible, will do the job," he shared adding that UV Printers, before the installation, ensures operators' basic knowledge/ skill about software (CDR, Photoshop, Pagemaker, CAD, etc.) past experiences as on which printer he/she has worked, and rest is mechanical 'printer button operation'. "We don't leave client premises till clients/ operators confirm that they have taken out all the sample print on various substrate(s) so that and they can feel comfortable, acclimatize themselves with printer," he asserted.

Advancements for printing machine operators are manifested with more responsibility as they begin to work on complicated printing machines. For instance, a machine operator of one-colour machine may advance to operating a four-colour machine by showing the required experience and ability. Some machine operators are promoted to supervisory positions and be in charge of the whole operation team. Those with the proper knowledge of prepress tasks can become prepress techs.

## Conclusion

As printing has become increasingly digitised, some areas of the production process have become obsolete. The increasing use of computers is speeding up processes and reducing staff numbers. But for all this to get materialise, the industry must evolve to adapt to this transformed market, enhancing the skill not only for operating digital printing machine but also for handling router and laser on a regular basis is a must besides developing new business models to remain competitive on the global marketplace. For all this, operators/applicators are the key to lead the brand to specific goals set by the brands in meeting the needs of consumers. Therefore, the way forward for the industry is to keep the skill of its operators upgraded to remain consumer focused – this emphasis is a necessary shift in the industry's outlook.

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# Paytm Accepted Here: POS Taking A New Avatar

DEMONETISATION HAS TRIGGERED A FUNDAMENTAL SHIFT IN THE CONSUMER PATTERN IN INDIA AND PAYTM MAKES THE BEST OF IT BY USING DIFFERENTIATED MEDIA FOR DIFFERENT SEGMENTS.

On its way to cross two billion transactions, surpassing its own expectations that too before time, the digital payments platform Paytm now aims to become universal payments app across every bank account. This would be possible, once RBI approves Paytm's connectivity with UPI (Unified Payment Interface) app/gateway. While banks are busy with rupee disbursement process, UPI will make Paytm - the payment layer on top of bank account. Additionally, with zero percent transfer charges to the bank account, the company sees its crawling baby grown up to stride longer and jump even higher.

The recent surge for Paytm gaining attention is the outcome of the government's decision to ban high denomination notes i.e. Rs. 500 and Rs. 1000 in order to combat black money by restricting more than 85% currency from being in circulation. In the meantime, the flow of smaller currencies wasn't enough to meet bare daily needs bringing numerous inconveniences to the people across the length and breadth of the country. The currency crunch was aptly noticed as an untapped opportunity by Paytm, which emerged as one-stop-solution and went on to the extent that even small vendors like tea sellers, pan-shops, kirana stores, shoe menders, etc. started using it as a platform to accept payments.

## Paytm Develops First-of-Its-Kind QR-based POS Solution

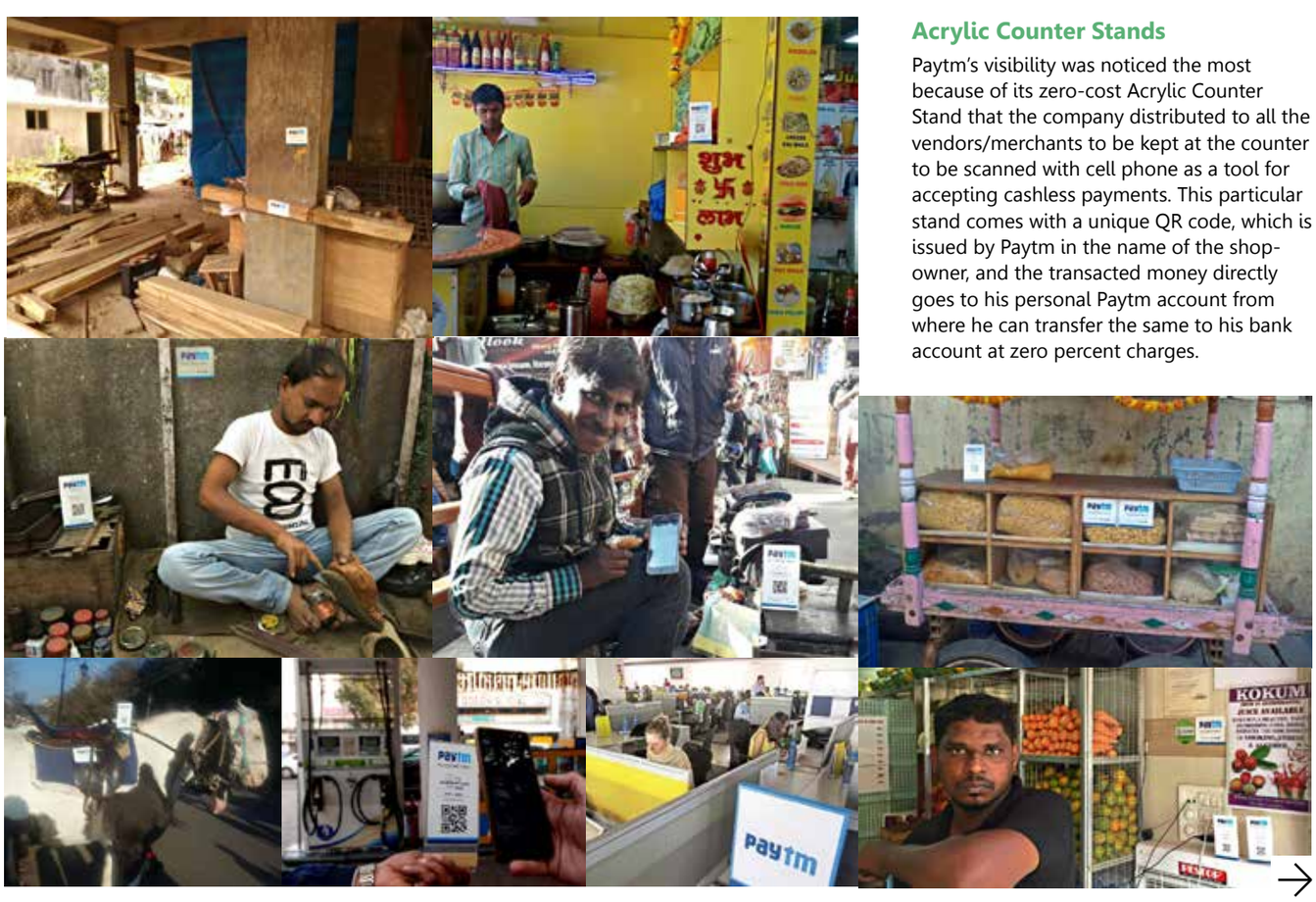
It won't be wrong to mention that at a time when ATMs are running out of cash leading to serpentine queues, Paytm emerged as a breather for both customers and local shop owners when it developed a zero-cost QR Code-based POS solution as the replacement of those rented POS machine. It worked as the ultimate POP for all the vendors/merchants, who gave their nod to use Paytm as a platform to transact cashless. The first POS of its kind that restricted or rather eliminated the need to invest in a POS machine. With Paytm, all the merchants, small or large can now accept mobile payments at zero transaction fee or TDR. The best part is that one can go live instantly. This is why, Paytm is pretty visible even in the wholesale market of signage at Paharganj in New Delhi.

## Guaranteed Fail-proof Branding

Making good use of the opportunity, Paytm devised its promotional plan in quite an aggressive manner to win over all the odds within the stipulated 50 days of demonetisation so as to creep in to the groove of this rather imposed cashless transaction system, and accordingly jumped on to the bandwagon with well-prepared fail-proof strategies and tools decorated with a pair of blue colour with white base to become the talk of the time. Here is what Paytm used for its quite varied but specific target audiences:

## Acrylic Counter Stands

Paytm's visibility was noticed the most because of its zero-cost Acrylic Counter Stand that the company distributed to all the vendors/merchants to be kept at the counter to be scanned with cell phone as a tool for accepting cashless payments. This particular stand comes with a unique QR code, which is issued by Paytm in the name of the shop-owner, and the transacted money directly goes to his personal Paytm account from where he can transfer the same to his bank account at zero percent charges.



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## Sunboards

Paytm used Sunboard Signage for its branding at places where it didn't find apt to stick bills but to hang either with the help of a nail or a string. It was also used to make the merchants (vegetable sellers, Vadapao Sellers, Tea Sllers, etc) feel special while offering e-payment solution at times when cash is facing a crunch and not every person was offering the service to its customers.




## Stickers

Paytm used Stickers - one of the easiest and the most convenient ways of promotion with guaranteed longevity, of course, depending on the quality of gum and media used in stickers. The life of such stickers also depends on the printed matter, which Paytm has used very wisely and precisely.




## Standees

For enhanced visibility from far, Paytm chose standee with a comparatively bigger size as a means to make people aware of its use as a platform to accept payments. It was preferred at places with expanded open areas like petrol pumps. Making push to the digital payment post demonetisation, petrol pumps across the country have installed infrastructure to accept not just credit and debit cards but e-wallets and mobile wallets like Paytm as an alternative to cash.




### POP – The Brand Maker

POP expenditures are of increasing significance to marketers for three reasons. First, they often prove more productive than advertising and promotion expenditures. Second, the decline in sales support at the store level is stimulating interest among retailers in manufacturers' POP programs. Third, changes in consumers' shopping patterns and expectations, along with an upsurge in impulse buying, mean that the point of purchase is playing a more important role in consumers' decision making than ever before.

### What makes retailers/merchants opt for Paytm?

Retailers are becoming increasingly receptive to manufacturers' offers of POP merchandising programs to materialise consumers' impulse buying behavior to

MAKE IN INDIA

# Led Module & SMPS Manufacturer

NEENJAS
TECHNOLOGIES PVT. LTD.
Let there be light

## Led Module Philips/ Nichia /Everlight

Colors WW NW CW

5 Warranty

| 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 |





## Samsung Led Module



## Flood Light



24W/40W



80W

IS 15885 :2012
R-81000817

## NEENJAS SMPS

### Waterproof Series

IP67 1 Warranty 3 Warranty

**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 65)
- Size (mm): 210x74x33




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the most of its capabilities by giving them options to spend even if they do not have ready cash in their pockets. This tendency is about to go up as retailers will keep enjoying POP like this, particularly at a time when its importance is growing. Moreover, the pressure on retailers to carve out distinctive positioning to survive heightens their determination to control store layouts, space allocations, and POP merchandising.

## Why customers prefer to use Paytm?

The foremost reason is the ease of use - something that today's mobile users look for. It eliminates spending a fair bit of time in typing the credit or debit card detailsevery single time when it comes to make a payment.

## A Brief about Paytm

Founded in 2010, Paytm started as a prepaid mobile recharge website. The area of operation is now expanded as online payment platform including mobile recharges, utility bill payment, wallet payment and wallet to wallet & wallet to bank transfers for many leading internet-based companies like Bookmyshow, Makemytrip, FoodPanda, IRCTC and the like. Owned by One97 Communications, the Paytm flagged off its operations under the implemented idea of Vijay Shekhar Sharma and got the first mover advantage in the mobile industry. The company has been backed up by Alibaba Group and Ratan Tata. The firm raised $575 million from Alibaba Group for a share of 25% in the company.

## The Idea of E-Wallet

Paytm keeps the idea of 'Mobile' first and having wallets on mobile was the ice-breaker service.E-wallet will have lesser use of money cases instead of debiting from ATM's and this behaviour of consumer helps them to keep their money in wallets. Banks will have longer understanding with e-commerce websites and government regulations on number of times of charge-less withdrawal from ATM's will drive this business ahead. The company executed this idea of payment in an existing business model, but introduction of small creative elements made the difference along the way. The business model clearly depicts that Payment along with Marketing creates a marketplace of digital goods.

## Conclusion

Keeping in view the nature of the trade, POP programs can be tailored to meet the needs of local markets or classes of trade in response to marketers' increasing emphasis on region-by-region marketing programs and on account management of key retail customers. In addition, particular consumer segments can be precisely targeted with differentiated presentation of the promotional tools.

## CASE STUDIES

Amid the ongoing nationwide cash crunch, Chaurasia, a pan-shop keeper in New Delhi's New Friends Colony is happily accepting Paytm money for selling pan and cigarettes. "I have been using Paytm since three weeks now, and a lot of people are making their payments through it. Initially, there were problems in getting customers but the number increased with time." He now has considerable number of customers both from the locality and from among the office goers in that area, who pay him through Paytm daily.

**Rajesh Kumar,** a tea-seller in Noida (UP), looked satisfied with his unique way of serving people. "I had a bit of confusion



in using Paytm as how the money will come since there wasn't anything tangible or rather visible. But following my fellow kirana store's foot steps, I thought to go with it so as to help my customers enjoy the tea without worrying about the change." He maintained that there were only 2 to 3 people when he had started using Paytm, 20 days ago. Now, more than 25 customers are paying through Paytm.

**Anil Goyal**, who runs a kirana store named 'Milan Dairy' in South Delhi, was so much under its groove that he started counting the benefits accrued to Paytm, and these were beyond accepting payments through




this platform. "We are not only accepting but also making the payments through Paytm. It has actually saved us from keeping the change while our customers are happy paying us the amount in full without sacrificing the change. Besides, there are other payments for which we are making use of Paytm like DTH Recharge, Metro Card Recharge, paying utilities bill, etc." he said.

**Md. Waseem,** an electric shop-owner in the outskirts of Noida, shared an overwhelming experience with Paytm, when he said, "In the time, when banks are not disbursing



cash even to an extent that we can be able to meet our daily expenses, the rest of the other things take the back seat. But business has to run as we do need to survive. At this juncture, Paytm came as a ray of hope to keep the activities going." He added that the sudden jerk out of the demonetisation was felt for around a week when there seemed no option available but to shut down. "Now the cash has started rolling, though to some extent, we are hopeful to be back on the track."

**Lokesh,** who runs his medical shop, in Jaitpur, New Delhi, shared a different version when he said that he was forced by the customers to get installed Paytm."Quite a




few of my customers are having their Paytm account existing and pretty operational. For the medicines, they wanted to pay me through that only. This makes me call the Paytm team to issue me a QR Code for myself to be back in the trade without maintaining the credit register." He said that the business for him was never on the back seat as health is always on the priority list of our customers and even minor ailments can't be avoided to restrict any future anomalies. "Of course, Paytm made my payment accepting mode visible, and helped me transacting."

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# LED Van: Digitised Transit Medium

TRANSIT MEDIUM IS ESTIMATED TO BE THE GROWTH DRIVER IN OUT-OF-HOME (OOH) COMMUNICATION FOR THE FLEXIBILITY THAT IT PROVIDES, WHICH IS ACTUALLY THE NEED OF THE HOUR. IN THE INTERNATIONAL MARKET, DIGITAL OOH HAS INNOVATED TRANSIT MEDIUM IN MANY WAYS.

LED Van is the combination of transit medium and digital OOH. In LED van, LED display is mounted on the chassis of the vehicle. This vehicle used for the purpose is customised and fabricated as per the required dimensions of the LED display. This concept, since its launching, has gained some positive response from the market.

If we talk about the conventional transit medium; it provides the flexibility to reach maximum people. Overall from marketing perspective, it's a highly attractive stunt for brands to advertise to have lot of attention and brand recall in no time. LED display is brighter display than its counterparts that provides liberty to utilize on digital content. It beats the rigidness of a static poster and connects to an audience to get the message across.




## How LED Van works?

The LED display mounted on the van gets power supply through a generator installed in the same vehicle behind the display. The vehicle is given proper ventilation as there is a lot of heat produced from the generator, display & vehicle itself. An outdoor LED display is used for installation as it has a good heat-resistant capacity & higher resolution so that it can be visible even under direct sunlight.

## Projects Executed

**Phenomena Corporation**

Phenomena Corporation is a premier media agency that provides all commercial & media related services under one roof, be it models, commercial shoot, artists or film making. Phenomena have been in the industry for past 15 yrs. Such a long standing experience immunes the agency for all the possible hurdles that come in process of the projects.

To remain in the limelight, as a leading brand, one needs to keep on innovating the products or services it provides. Hence, Phenomena introduced the service for LED Van, which is an effective tool of advertising.

## Project Details

Two LED Displays were installed in the same Van, one on the side & another at the back. Outdoor LED displays were used for the installation for its long durability & heat-resistant capacity. Phenomena uses LED Van as its flagship advertising medium to display advertisement for a variety of its valuable clients.

## LED Display Specification:

**Display: 1 (Only Back Side)**

**Height: 4.20ft**

**Width: 4.20ft**

**Display: 2 (Both Sides)**

**Height: 5.24ft**

**Width: 7.87ft**

## PNP Media Services

PNP Media is Lucknow based media agency specializing in outdoor media. To broaden the portfolio and bring the innovative quotient to the advertising offerings PNP Media has taken Xtreme Media LED Van solution. PNP Media has utilized LED Van in their various advertising campaigns especially in tier 2 cities where reaching the audience through other medium is bit of a challenge. After registering success of one LED Van for one of their client, PNP added LED van as one of their mainstream advertising mediums.

**LED Display Specification: P10**

**Dimensions: 13.23 ft. x 0.94ft.**



# Stay Visible Even When the Sun Goes Down









**This unique spinning LED display option is expected to take the market by a storm**

Monkey Electric from California, USA has come up with a unique concept of promotion through LED-lit bicycle wheels wherein LED lights are fitted into real bicycle tires and can be used to inform customers about store timings, various promotions and many such displays upon configuration. Designed for professional use including marketing, advertisement and artistic applications, this creative tool comprising unique spinning colourful wheels never fails to grab the passersby's attention thereby helping in enhancing visibility and catalyzing revenue. The best part about the product is its ease to use with various options to customize as per requirements.

The Monkey Light Pro creates stunning hologram-like images and animations within a bicycle wheel. Once it's rolling, the display fills the bike wheel and is equally visible from both sides. It's the only system available that meets the needs of highly demanding professional users. Entrepreneurs can use desired images and/or designs to meet their respective branding objectives. For this, they need to share their branding idea(s) to the Monkey Light Pro to develop images/graphics to keep it playing on their wheels. They can even do it by choosing from a collection of graphics and custom artworks of their choice and send the same wirelessly to Monkey Light Pro.

The Monkey Light Pro is waterproof and durable, and is designed for use on city streets. The prototypes of the Monkey Light Pro were custom made for exhibits and developers only – which received overwhelming response at Maker Faire, Siggraph, Dragon's Den, EuroBike, SXSW, etc. Backed by a dedicated team of application developers, the software and API are now available with an open-source license to help make a moving installation with a bicycle, or specific POV360 Display for fixed installations at minimal power consumption.

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| MW MEAN WELL | ADS LED | BX | LARSEN & TOUBRO LIMITED |

# How HP Designjet Business Partners Touched The Lives of Orphaned Kids With Big Dreams

### How did we build the most inspired community of business partners?

HP's Designjet business completed 25 years of sustained leadership. All this has been possible due to the sustained efforts of our business partners. Today we are a tightly knit community of partners who are inspired to spread goodness in the world with our print technology innovation and hard work. I have always believed in the power of great relationships built on the foundation of doing good! This is why we chose to create a very special bond with our DBP's by actually doing good in Goa!

### The foundation of every great community comes from creating something meaningful and build a better world!

Last year the Designjet Business Partners celebrated the spirit of giving and happiness by making 100 orphaned kids feel loved and cared for.

"NEVER STOP DOING LITTLE THINGS FOR OTHERS. SOMETIMES THOSE LITTLE THINGS OCCUPY THE BIGGEST PART OF THEIR HEART"




### Let me introduce Valentina's Little Heaven at Goa

Sister Valentina Mascarenhas started the orphanage Valentina's Little Heaven in Goa in 1993. She has been since investing her time and energy to build a magical space for kids.

### We decided to play Santa and make magic happen for the kids!

The HP team was at Goa with its Design Business Partners. We meet our partners regularly to hear their stories and be a more valuable part of their lives.

A solid team of 80 DBP's and HP team landed in Goa after collecting gifts, printing wall papers, cards, stickers and posters on HP's Indigo and Latex printing machines. The team was all prepared and thrilled to surprise a 100+ kids.

The entire team worked overnight (when the kids were asleep). We painted the entire place with bright and happy colors. The entire place had a new life. The special moment was when the power of digital printing kicked in. Personalized posters of kids with their names and pictures created a memory that has been etched forever.





### The stories moved all of us

Ishan (the boy in this picture, name changed) and his sister were left at this orphanage when their father was jailed for violence. There was no one to take care of these kids anymore. I was deeply touched on the positivity that these kids had even when they had gone through some of the most challenging situations that life could offer.

### Priceless smiles that ignited many dreams!

The following day the kids saw their home come alive with color, happiness, magic show, and music. The sheer happiness on their faces was worthy of all the effort by the team. They were thrilled and presented a program that they had created for us. It was the best entertainment ever. The magic show, awards, gifts, music all made it like a mini fair.



### When we all work together we change the world!

The HP team and the DBP's realized what we could achieve if we all worked together. It was a life changing moment for a 100 kids. We could as well change the world with our passion, vision, focus and innovation. We will create many more stories ahead. What are you doing this Christmas?



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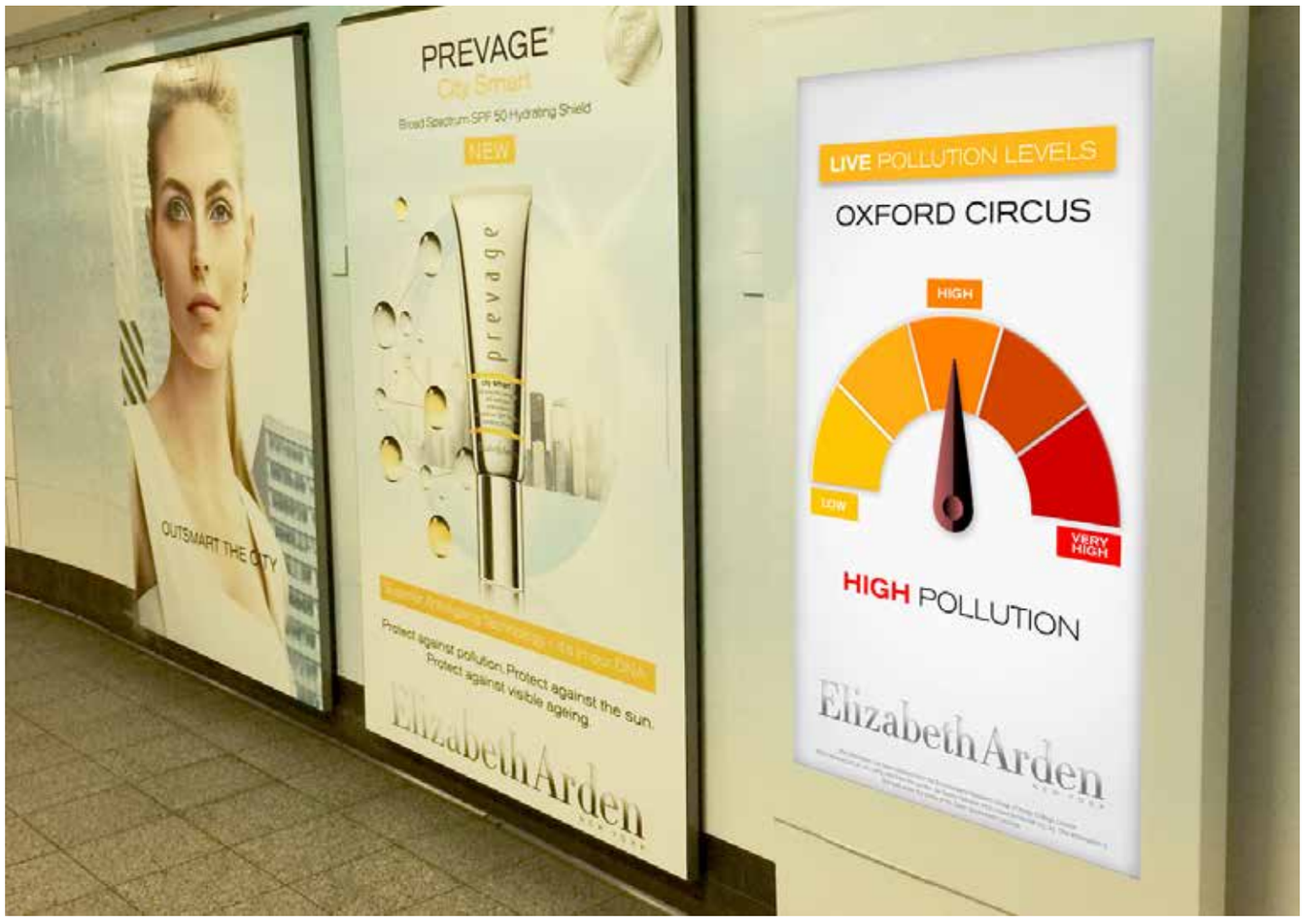



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# Elizabeth Arden

### Conceptualization

The concept rooted from aspiration of Elizabeth Arden to launch its new product PREVAGE City Smart Hydrating Shield SPF50 which has special anti-pollution properties that helps the skin to 'Outsmart the City's rising pollution levels. The campaign was launched in London wherein pollution levels are growing at an alarming rate. London has a specifically high rate of Nitrogen Oxide, probably highest in the world! Presence of Nitric Oxide in the air can cause severe irritation of the skin and damage it beyond repair.

### Execution:

Location of Oxford Circus was carefully chosen to display the Digital Outdoor Advertisement because it is one of the busiest spots in London and the most polluted as well. The campaign used digital panels that used LondonAir pollution data and delivered real-time data to the people passing by. It grabbed eyeballs for 2 weeks in a row and didn't miss any opportunity to make heads turn. Facts about how pollution damages the skin in live readings also were incorporated to create awareness among people about the severity of potential damages to the skin.

The campaign was spearheaded by Grand Visual and its Chief Creative Technology Office, Mr. Dan Dawson quoted, "We were very positive from the beginning that the campaign will create a buzz in the market as well as our targeted customers. This is because we are providing solution to a very genuine cause; skin damage from pollution. Our chosen spot of Oxford Circus has helped deliver Elizabeth Arden's message with more vehemence."

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- The tension adjust device
- Vacuum System




CASE STUDY

# Vodafone Helps Delhi to Fight Pollution Via its New Campaign of 'Air Purifying Bus Shelters'

Vodafone India, has taken a responsible initiative of enlightening common people on air purification. It came up with its one-of-a-kind campaign in the wake of Delhi Smog, by launching Air Purifying Bus Shelter at Safdarjung in Delhi. The aim is to give commuters travelling via Safdarjung, to stop and take a breath of fresh air at bus shelters.

## Groundwork and Conceptualization

Vodafone India executed their concept of installing air purifying bus shelters at two strategically chosen points in Safdarjung, one among them being the stop for Safdarjung Hospital which experiences maximum inflow of people throughout the day.

The concept stemmed from the objective of providing a breathable environment to people and especially to help them feel the difference between breathing in heavily polluted air and purified air. One of the prime reasons behind picking up Safdarjung as one the areas to install such bus shelters was to spare people coming from all over India come to visit the renowned AIIMS hospital and waiting for buses in long queues the discomfort of inhaling the poisonous polluted air.




## Execution

The bus shelters are covered by plastic curtains and three industrial air purifiers installed inside to take upon the task of constantly purifying air by absorbing pollutants from the air. Not only this, Vodafone has taken special note that people using these shelters are enlightened about the actual difference between the purified air inside the bus shelters and that outside. The two LED indicators fitted inside the shelters do this job; one indicates the level of pollution outside via a grid and the other displays the level of pollution inside the bus shelter.

"The alarming air quality in Delhi NCR has made us contemplate the possible ways of addressing the issue. The bus shelter is a manifestation of our ideas put together to tackle the distressing situation," Apoorva Mehrotra Business Head Delhi-NCR commented on this unique idea of installing air-purifiers at bus shelters.

# ASTRO JET INDIA

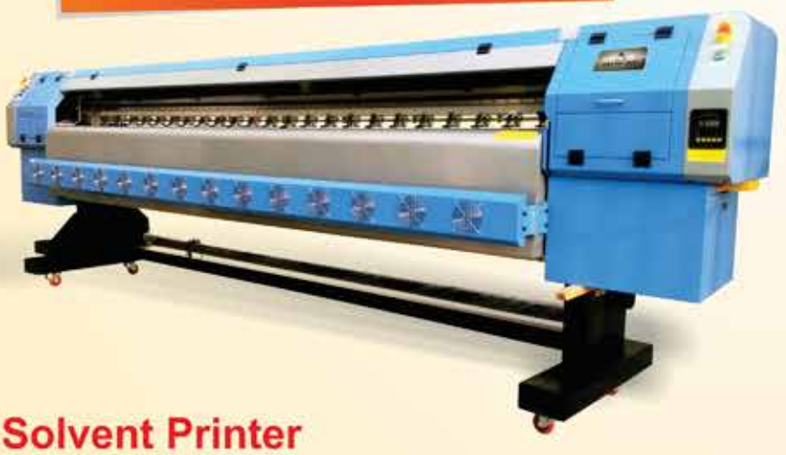
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# Chuna Mandi In Paharganj: Looming Large For Signage

THE REGIONAL HOTSPOT OF THE NORTH INDIAN SIGNAGE MARKET, WHERE NESTLED ALMOST EVERYONE OFFERING SOMETHING OR THE OTHER FOR SIGNAGE, SHOWING GREAT POTENTIAL DESPITE DEMONETISATION.

A few steps down the R K Ashram Marg Metro Station, there begins a wholesale market that offers nothing but signage – be it about components or finished products. It is actually the Chuna Mandi of Paharganj area in New Delhi, which is more of a distinguished hub, swelled with a host of printers, cutters, fabricators, media dealers and ink sellers of all quality and in any quantity. Each lane has something or the other for its customers stepping in with their specific needs regarding signage/ related components/raw materials.

There's no denial from the fact that deepening economic downturn, due to demonetisation, has equally affected the Indian signage market. However, talking at length about the potential that the market has for them, the players (traders/ manufacturers/suppliers) in Paharganj looked progressive in their respective verticals. To find out the reality at the ground zero, Sign & POP World, visited the market 4-5 times on intermittent basis in a two-week duration, strolled inside-out the market, tried meeting many but could manage to hang up with only a few as the trading activities were seemingly on full swing and we didn't want to cut short their business hours.

Of those, from whom we somehow stole some precious moments, were actually busy dealing with their clients and making them understand the changing traits of LEDs that have transformed the way illuminated/ glow signs are looked at. Besides, we also met those sitting with the base materials i.e. plastic, flex, acrylic and vinyl traders to know their version of the impact of demonetisation on their businesses and, of course, about the trends prevalent in the market. We are thankful for their contribution in adding to our knowledge about what they offer and how the market is responding to their offerings amidst the ongoing financial crunch. Here's what they shared...

## Satyam Techno

A name known for its imported as well as indigenous quality arrays of LED modules and 3D letters, Satyam Techno's **Abhijeet Bose** looks very enthusiastic about the world of signage based on LEDs. He sees a secure future with emerging markets potential in store for LED signage as India is yet to take on this segment seriously. Right from the flexible & rigid LED strips, video walls, LED moving signs, LED modules, LED display signs, edge-lite (e-lite) LED/poster frames and a complete range of advertisement products like scrolling displays, banner stands, canopies, tri-visions, etc., Satyam has everything of anything related to LED signs in its bouquet. "We are known for our quality products and cost-effectiveness, and we stand by it," said Bose while speaking to **Sign & POP World.**

Since the company is majorly a supplier of components to sign makers, it doesn't often assemble the LED signage. "But for some customers, looking for ready items, we do have the provision of offering solutions," said Bose while giving a hint for current market trends. "The market is gearing up for LED signage and we look forward to a rather brighter sign for our LED modules and LED-based signage. I agree that the market is not responsive as per our expectation due to demonetisation as retail business is badly hit because of its dependency on cash. Also, the old payment which is due has got stuck in the absence of ready cash. However, the demand from corporate is on and we are busy making the orders ready for our bulk purchasers," he explained.

Satyam Techno offers LED modules that are made with high-technology Taiwanese chips featuring anti-static design to produce high brightness, low-power consumption, extremely minimised heat radiation and wide beam angle. With two years warranty, these modules are compatible for a range of applications including channel letters, advertisement boards, decorations, lighting and the like. Over the years, the company's clientele has quite a few big names including BSNL, Mumbai Airport, DLF, Indian Railways, Vivo, Oppo, Samsung, Radisson, Apollo Hospitals (Kolkata), Maharaja Agrasen Hospital (New Delhi), etc. to reckon with. "Our LED modules owing to its unmatched quality and cost-effectiveness have been approved from these corporates to be used in their respective signage projects," asserted Bose.

"We do offer LED strips that are assured for quality," said Bose adding that these strips find its place in versatile applications, such as channel letters, signage or advertisement billboards, cove lighting, in-shop signs, edge-lit acrylic panel lighting, etc. Besides, the strips are also apt for architectural lighting for window, archway, canopy, corridor, directional luminary, display cabinet lighting, backlit of complex contours, slim boxes or edge lighting for signage. "Our SMD LED flexible and rigid strips are designed to be both waterproof and non-waterproof," informed Bose adding that the company keeps bringing in innovations every now & then. "Latest is LCD base scrolling digital display for airports, hospitals, malls etc. Also, we have recently introduced zig-zag strip for solid letters."

These apart, Satyam Techno's LED moving and multi-zone display systems offer to combine movement, light, graphics and messages to cater to the specific needs of service industry, information centres, government departments, hospitals, sports stadiums, railway stations, airports, shopping malls and retail outlets. "We do provide display boards in various languages to focus on region-specific target audience," added Bose indicating that the lenticular signage is added recently in the portfolio. E-Lite boards are embedded with Rigid LED strips that are widely accepted in the current market



**Abhijeet Bose, Satyam Techno**

for interior or indoor usage. The boards are offered in sizes upto 8x4 ft. "For the first time in the Indian Signage market, we are introducing nanotechnology-based premium brand power supply in three segments – rain-proof, waperproof and non-waterproof," he updated.

On the market side, Satyam Techno boasts of its increasing presence corresponding to its demand in Punjab, Madhya Pradesh, Tamil Nadu, Orissa, Bengal, Goa, Maharashtra and North East especially Assam. Besides, it also marks its presence in a couple of overseas markets - Nepal & Bhutan. And to serve these markets, the company has two factories located at Patparganj (for moving displays and others) and Paharganj (for E-Lite and letters). "We do offer video walls measuring up to 10x20ft, which is gaining remarkable attention," said Bose indicating that the company aims to bring the LED signage segment of India to a new high.

## City Advertising

Incepted in the year 2005, City Advertising has emerged as a prominent name in manufacturing, supplying and distributing high quality, cost-effective and customised solutions catering to all kinds of signage solutions. The company specialises in offering signage and advertising solution which includes manufacturing of product as well as printing services like glow sign/neon sign boards, solvent/digital printing, vinyl printing and ultra slim light boards. Of late, the company introduced a one-of-its kind range of Next Generation LED Signage (NGLS)Ultra Slim signage that includes slim sign, edge lit sign, acrylic slim sign, acrylic sandwich LED frame, LED slim sign, Aluminium frame slim sign, Aluminium clip slim sign, etc. – all at the most competitive prices.

"With thickness ranging from 15-50mm, our ultra slim products feature high purity optical acrylic sheet, high-tech laser-dotting tech, high luminosity LEDs with luminous uniformity up to over 90%and higher operating and conversion rate of light power," asserted **Nitin Srivastava**, the company's Managing Worker. He added that these energy-saving displays features even luminosity across the surface, durable, fashionable, facilitate easy installment, need no maintenance, and never get yellowed."We exploit the resources to the fullest, which also significantly reduces the manufacturing time. Besides, the finished range of products is stringently inspected by our quality controllers on various parameters."

The company's multifaceted infrastructure spread across 5000 sq. ft. and comprises a manufacturing facility with an installed capacity of 5000 units. The facility is well-equipped with advanced machines such as digital flex machine, neon sign plant, still & bronze letters plant and digital indoor printer. These machines are manned by experienced technicians, while the facility is managed by a team of diligent professionals. "Understanding the significance of time in our field, we are committed to deliver our consignment in time to our clients. This is why we maintain a lead time of two days in our delivery process," asserted Srivastava.



**Nitin Srivastava, City Advertising**

Divulging on the latest trait, he informed that City Advertising has the best range of acrylic 3D letters, acrylic 3D letters with LED light, acrylic 3D letters with back ACP and acrylic letters with module lights. "We offer a wide range of Acrylic 3D Letter with LED Light. It is designed and manufactured by our skilled professionals using best quality of Acrylic and latest technology. Owing to its three dimensional feature, the 3D letters are clearly visible. Custom Acrylic 3D Letters with back ACP help create an upscale impression and are a powerful way of expressing the company's brand image through sophisticated signage. These signs give business the exposure that is needed to succeed."

According to Srivastava, with a long industry standing, the company has developed the expertise in offering qualitative printing and designing solutions to its valuable customers as per their requirements. "Over the years, we received many accolades and the testimony of the fact is the list of clientele that consists of eminent names from both government and corporate world and includes Amrapali Group, Gardenia Group, AEZ, Pantaloons India Pvt. Ltd., Big Bazaar, Biba Apparels Pvt. Ltd., Bank of India, Bank of Maharashtra, Titan, Philips, Havells, Exide and Spice," he shared adding that the company also offers products such as Lit Signage, which are procured from reliable manufacturers/suppliers based in overseas markets, especially China.

## Arihant Uniglobe Pvt. Ltd.

Founded in 1994 in Surat, Gujarat, Arihant Uniglobe Pvt. Ltd. started off with Acrylic sheet, Flex banner, PVC foam sheets, ACP sheets and all types of industrial signage products. It was in 2010 that the company diversified to add LED products in its portfolio to offer LED module, LED power supply &RGB controller. During its development and expansion phase, the company got many recognitions and received numerous honours as it has been involved in various high-profile events throughout the country. The company expanded its presence across India by opening branches in Mumbai, Bangalore, New Delhi, Chennai, Pune, Surat, keeping Ahmedabad – the head office. As far as overseas market is concerned, the company does mark its presence in US through its branch in New Jersey.

"We are among the reputed organisations, highly engaged in offering an optimum quality range of LED display boards, which are widely acknowledged by our clients for their seamless finish and elegant look. These display boards are precisely designed using the qualitative grade basic material and modern techniques. Apart from this, each module that we use are good enough to illuminate one square feet. All these modules are specially developed, which are approved by quite a few corporate and MNCs for being used in their promotional projects. We do provide customized solutions as per the demands of our precious clients," said



**Umesh Mali, Admin-Delhi NCR**
**Arihant Uniglobe Pvt. Ltd.**

**Umesh Mali**, Arihant's Admin for Delhi NCR.

Arihant LED prides itself in its high-quality, affordable and energy-efficient products. "As we are based in the heart of the Silicon Valley, we find it imperative that we promote and provide eco-friendly and cost-efficient products to our clients. We have a wide range of clients, including private large corporations which have approved our LED products for use in their signage," asserted Arihant's CEO, **Lalit Kumar Jain** adding that some of the most famous sourcing partners for Arihant are Korean Technology Giant GOQ LED, Sunsign LED, Rishang LED, Uni LED, and UNION Elecom.



**Lalit Kumar Jain, CEO**
**Arihant Uniglobe Pvt. Ltd.**

The company is well-appreciated for its gamut of products, all branded, including Samsung LED Modules, High-Luminous LED Modules, Multi-Colour Digital Modules, High-quality IP68 Power Supply (SMPS), Open LED and Total Salutation of LED Signage. The current market of LED signage is quite competitive and challenging, and therefore, the company has segregated its products under premium, standard and economy range to compete with all the options available targeting different segments. "Our GOQ Samsung and Sunsign LED are of high-quality and come under premium range, while Rishang LED constitutes our standard range and Uni LED represents the economy range," explained Jain.

## Dinesh Plastic Works

Known for it being a one-stop signage solution-provider, Dinesh Plastic Works (DPW) is quite strategically located in Chuna Mandi – the north Indian signage solutions hub. Established in 90s, the company has come across a long way walking through the ups and downs to grab the position that it attains today. Over the years, Dinesh Plastic has become the synonym for signage solutions, the stretch of which is not limited to its domestic periphery but has got its name inscribed in the overseas markets too. The company has emerged as the internationally acclaimed manufacturer of the complete range of indoor and outdoor signage works. With in-house printing and router cutting facilities, DPW is also known for its impressive fabrication work and total display items.

Keeping in view all the above mentioned traits, this isn't look overstatement when DPW's Proprietor, **Dinesh Sharma** claims, "We are the one, leading by example."And why not! At time when many are dubious about fabric as a signage media and hence, are conscious to include the same in their repertoire, DPW has already started trading in it by convincing quite a few of its customers about fabric's natural attributes and its secure future. "We want to move in tandem with the international trends. This is what makes us introduce in India, without delay, what is trending in the global market. For instance, we already have started supplying fabric bound products like in-shop display systems especially for indoor use to out esteemed customers," asserted Sharma adding that with 10% in the pie, it will take a couple of more years for fabric to grab visible market share as the education and



**Dinesh Kumar, Proprietor**
**Dinesh Plastic Works**

promotion on this front is yet to take the needed momentum.

What made him to remain updated is his unending curiosity on what may come in the very next step in the world of signage. "We keep travelling across the overseas markets to remain up to date upon what has touched the turf now and what is there in the pipeline which is about to hit the market," stated Sharma sharing a recent incident wherein he was upset over missing the much hyped signage exhibition – SGI Dubai 2017 that too in the very beginning of the year. "I couldn't book the ticket in advance for SGI Dubai for some unavoidable circumstances at home. By the time the matter was resolved, it was too late to opt for. However, I tried booking grabbing a seat to Dubai in the last minute but couldn't get through as the visa was also due to be retrieved," he shared.

According to him, for DPW, display works (finished products) have been contributing a considerable portion of its revenue over the past few years. "We foresee a lot of growth and untapped potential in this segment for us," said Sharma adding that 80% of its total revenue comes from raw materials that it supplies. Further, negating any impact of demonetisation on the trade, he shared that only a meager goes in cash from DPW's counter as most are registered through bill of quantity and travel through book of accounts. "Since most of the clients are from corporate world and don't really like to trade in cash but through cheque, we didn't actually feel the pinch of the ongoing cash crunch in the country.

DPW boasts of its quality which earns it reputation not only in India but also across the national border. "There is increasing demand for our products from neighbouring countries like Sri Lanka and Nepal where we cater to the needs of a few prominent clients," informed Sharma while he was sharing the company's charm to its international clients. "We particularly captured our international clients offering the best of total display items. Our premier range of display products is our virtue that enables us to make our presence felt at the international level."

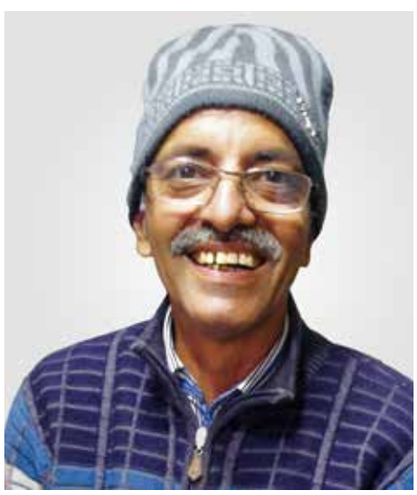
DPW's expanded product portfolio majorly comprises plastics, followed by fabric, flex, LED modules, inks and profiles. The company also offers fabrication on a large scale. "Till date, we are sourcing all these products/ materials from overseas markets like Korea, Germany, Taiwan, China, etc. with guaranteed quality statement which give us a level of satisfaction and facilitate us in maintaining huge base of our clientele in the signage industry," said Sharma while maintaining that he is unable to find a local manufacture of quality raw materials that go in signage.

## Satyam Plastics

One of the oldest bastions in this wholesale signage market is Satyam Plastics, the establishment of which is rooted to almost three decades. Initiated as a small-scale dealer of acrylic plastic sheets in the late 80s, the company has now become a storehouse for signage materials comprising flex, banner, solvent inks, self-adhesive vinyl, polycarbonate sheets, acrylic sheets, inkjet media, XAAR heads, etc. "Of these, the major contributor is flex that fetches around 70% of our total trade, which is then followed by vinyl, inks, acrylic sheets, etc," shared **Rajiv Kalra** adding that the revenue split between corporate & retail is 60:40 and that the company is rated among the best fabrication works providers in Paharganj, New Delhi.

Satyam Plastics always follow the market trends which keep sprouting in times through modern technologies, especially in the international market. Delving on the product portfolio, he said, "Unlike others, our product line is not confined to particular catalogue that is static. It keeps on changing with whatever new entering the global signage market. We recently updated our offerings by adding products such as sunboard, sunpack, eco-solvent media, speciality media, high-end vinyl, PE, etc. Besides these, other notable products being offered from Satyam's counter are GE excel polycarbonate sheet, aluminium composite panel, mesh banner, block out, floor & fleet graphics, over lamination film and the like."

Satyam Plastics keeps a close watch on the contemporary development in the international market by attending exhibitions



**Rajiv Kalra, Satyam Plastics**

organised across Asia, Europe and America so as to revise and renew the company's offerings following the global footprints. "When it comes to trends, for next few years, flex would remain one of the frontrunner despite all the environmental concerns. This is because of its availability and ease of use when compared with other media available for the purpose," said Kalra adding that with a shift from solvent or eco-solvent technology to UV, many quality-conscious customers pushed the demand up for high-quality flex, however the fact remains with what is said cheap media is ruling the roost. "We deal in high-end brands like 'Star' and 'Jindal', while for mid range, we have 'Pioneer' and to serve the average market needs, we have 'Megarich' brand in our flex segment."




Speaking on the rapidly increasing focus on to the eco-friendly media, he opined that fabric though is environment-friendly, but yet to take the lead in Indian signage industry due to the cost involved. "We could see the shift clearly. Recently, I had been in China to visit an exhibition. There, I didn't find more than five exhibitors representing flex. Although, the manufacturers of fabric printing machines are rapidly increasing their focus on the ever-growing Indian signage market, but the cost is becoming deterrent in the way," pointed out Kalra adding that till date, 80% of the Indian signage market is asking flex, while rest 20% keeps on changing from time to time. Also, fabric is not suitable for all signage applications. "Fabric, no doubt is being promoted extensively, but till date, I have not seen fabric being used in hoardings."

The company takes the credit of introducing new products like lightweight and recyclable PE and PP substrates called flexilite to let its Indian customers taste the latest. "We supply across the country, while the north Indian signage market is bringing the most for us," said Kalra sharing that the demonetisation had put the market and the industry to a standstill for a couple of weeks but the trade is getting back on track with cash started roving. "There is obviously a low side of it as most of the businesses in signage market are highly cash-based. Our business too suffered to an extent of 25% to 30%," he lamented.

## Sawhney Signage

With more than a decade in the market, Sawhney Signage is now a name to reckon with especially when it comes to signage and display solutions for both – indoor as well as outdoor applications. Catering to its nationwide clientele, the company tries providing innovative solutions in signboards & signage. "We do offer customised solutions to meet specific requirements of our respective clients. For this, we have an efficient team of personnel who are highly experienced and skilled in their respective domains. They advise the clients when it comes to choosing the right kind of promotional solution - be it signage or signboards, to get the maximum exposure so as to help their businesses grow," said Sunny Sawhney, the company's Proprietor.



**Sunny Sawhney, Sawhney Signage**



**Amit Jain, The Sign Store**

Established in the year 2003, Sawhney Signage started its printing business with the installation of only one machine at its facility. Diversion in the business activities came only when the company replaced 7ft machine with 10ft one to start offering signage stands and fabrication works. Gradually, the business expanded so is the infrastructure. Sawhney's facility now houses ColorJet, Mutoh, Valuejet and Roland printers to offer all kinds of signage printing solutions. "With a base in north India, we are not catering only to our domestic clients but also to a few overseas buyers who believe in the quality of our products," asserted Sunny while sharing some insights on the company's strong and expanded market presence. "This is also because of the creative instinct that keeps driving our design team to churn out ideas which keep our assignments fresh and challenging at every stage."

According to him, adaptive network-ready indoor digital displays and message centers have revolutionised the way companies communicate with their customers and employees. "In today's world, quick and effective communication is a must for which selection of the right display using right technology becomes mandatory. For instance, LED scrollers are advantageous for every business, irrespective of the domain, because of its degree of exposure to the public. These scrollers are not just useful in the daytime but also during night to attract consumers," elaborated Sunny adding that a lot of businesses benefit with LED scrollers especially restaurants, shopping centers, indoor market areas, car companies and other service-oriented companies.

Going forward, the company expanded its capabilities by adding UV flatbed printers in its facility. "This has enabled us to augment our bouquet of offerings simply by enhancing our competencies to cater to a rather large base of the customers. We can now provide customised direct printing on any of the flat surfaces including blockouts, leatherette, steel, sunmica, acrylic, glass, wood, tiles, MDF, ACP, sunboard, sunpack, and UV vinyl to meet the rapidly increasing requirements of our esteemed clients," said **Amit Jain** of The Sign Store, a sister concern of Sawhney Signage.

Speaking on various signage solutions that are trendy, Jain said that the company is offering a wide range of options in the form of adjustable backdrop, self glow advertisement boards, walk-signs, etc., which can be customised according to given specifications to cater to the divergent demands of the clients. "Furthermore, we use premium quality vinyl that illuminates in the dark enhancing the readability quotient of printed message on its surfaces. We also undertake designing, printing & vinyl pasting jobs on vehicles like delivery vans, luxury coaches, buses, cars, trucks and trailers. All our products are tested at various stages of production by our quality team. This is to ensure that these products can withstand any extreme climatic condition," shared Jain.

## Deepak Acrylic House

The name itself tells what this shop would have been dealing in. Started in the early 2000 as one of the specialised players in Chuna Mandi, Deepak Acrylic House has emerged as a popular stop for raw acrylic as it wholesales full range including acrylic mirror sheets, acrylic high gloss laminates, extruded acrylic sheet and coloured acrylic sheet and supplies these materials to its clients located primarily in the Delhi NCR, Uttar Pradesh, Rajasthan, Madhya Pradesh, Haryana and Punjab.

Set up in 2002, the company has now emerged as a pioneer in dealing with acrylic sheets in the north Indian signage market. Because of it being a flamboyant establishment, the company has been growing with the expansion of product line and extension of clients all over the northern region and then the rest of India. Mentioning what has been witnessed in the acrylic product range over the period of time, Deepak Kumar Yadav of Deepak Acrylic House said, "Acrylic product range has been improved a lot with the introduction of sunpack sheet, sunboard, vinyl and PVC sheets. I'd like to say these products bring a new revolution to the activity of printing on acrylic sheets."

There are variants of acrylic such as acrylic sheet, plastic sheet, fibre sheet, plastic acrylic sheet, transparent acrylic sheet, hip sheet, coloured acrylic sheet, imported acrylic sheet, acrylic sheet-supreme, frosted acrylic sheet, etc. For these many varieties, we have clients from different spheres of the industry. "Apart from supplying to signage makers within the vicinity of the national capital region, we do



have end-customers in our clientele. Besides, acrylic sheet vendors located in parts of the northern and central Indian states are also our customers. Even though my clients include those from far off places, the most regular ones are from the neighbouring states, viz. Haryana, Uttar Pradesh, Punjab and Rajasthan," informed Yadav.

As long as the core business of the company is concerned, it specifically revolves around the corporate with a considerable portion from retail. "Since, demonetisation was a country-wide programme, keeping away from its impact is inevitable. We did face the stagnancy initially for a couple of weeks but the business started getting back on the track, though slowly, from the third week onward. It will take some more time to do away the anomalies," he said lamenting that it has actually hit us and the business has gone down by almost 30%, which needs some time for revival.

## Rajeev Publicity Co.

Rajeev Publicity Company started its operations in the late 70s when no printing machine and routers were available and digital printing was seemingly a far-reaching dream. It was the time when most of the processes were possible only by hands. However, with the passage of time, technology kept evolving, passing through numerous phases of improvement, pushing printing industry to turn digital so as to match the pace of development taking place in all other spheres of life. Following the pulse of the gradual technological changes, the company diversified, first to vinyl cutting in 1985, and then to plotter in 1990. However, the year 1998 was considered to be the harbinger of the biggest transition at RPC when it diversified to get engaged in printing and fabrication of signage.

It shows that RPC's legacy dates back to more than three decades. "It's actually my father Mr. S P Sharma's baby, who along with my uncle Mr. B. K. Sharma, Proprietor, Bee Kay Signs build the foundation. Then after, there's no looking back as we continued enhancing capabilities regularly either by diversifying or shifting focus to the latest in the trait – all in order to meet the increasing and specific demands of the rapidly changing signage industry and our clients," asserted **Sharad Sharma** evincing some level of reluctance for the trendy UV technology & fabric by maintaining that the prospect is still not that great and need is to observe the maturity first. According to him, relying on solvent, eco-solvent and digital printing services, today the company is one of the prominent names in the region when it comes to manufacturing




and supplying glow signs, banner stands, electronic signboards, display systems, etc. on substrates like Flex/Vinyl/ACP. "The industry has tremendously developed after the introduction of digital printing, which has given a facelift to the Indian signage market," he said.

Apart from the above mentioned solutions, the company does offer personalised corporate branding for any chain/network of hotels or restaurants like Oyo Rooms. "We take these projects wherein we develop promotional tools as per the specifications provided by the client. What is important there is to maintain the symmetry especially in design and colour in the final output in the form of ACP signage, cash-back logo, and flex signage to maintain the identity of the brand across the region," explained Sharma adding that RPC has been offering this service since last eight years and that the company till date is associated with more than a few renowned brands including Wrangler and Britannia. "Initially, we started through an agency but later we developed direct connect with the brands and convinced them to become our customers. The market for these personalised branding is picking up."

Speaking on the change or rather the much-talked shift towards the eco-friendly media as well as printing technology for signage, he opined that the determination required is missing. "The need is there but we still lack local manufacturers when it comes to supplying eco-friendly media to be used in signage. Although, the government is pushing the concept hard but the high price due to non-availability and its dependency on import is coming in the way. If we want to switch over, we should fight price-barrier first to bring it down to a level that can become affordable to both – the solution providers and the clients," noted Sharma stating that there's no denial for a switchover. "We would like to break the technological standstill for sure, but for now, we would like to maintain our age-old dynamism in the industry."

When it comes to clientele, the company's list ranges from garment manufacturing companies to advertising agencies based in and out of Delhi. Monitoring to add new entries in the list, Sharma said, "For signage companies like us, the burgeoning retail sector is emerging as a very productive one to capture. Today, the market is expanding at a rapid pace in turn opening up opportunities especially for retailers. We are already there following our strategic plans so as to tap the opportunities lying out there. Thanks to the new era of digital printing technology because of which the quantum of printing jobs in the signage segment has increased manifold over the last decade."



**Sharad Sharma**
**Rajeev Publicity Company**

## Jyoti Enterprises

Jyoti Enterprises is ranked amongst the foremost firms, engaged in designing, developing, manufacturing and supplying a wide range of signage, flanges and canopies – all for promotional purposes as the outdoor advertising options. The exquisite range of products/solutions that the company offers include flex signboards, plastic blow-moulding boxes, ACP signboards, rolling banner stands (flex & digital printing), X-banner stands, translite signboards, sunboard flanges and display signage. Besides these, to its varied base of clientele, the company also offers complete printing solutions that include solvent flex printing (lit & non-lit), eco-solvent printing, digital inkjet printing, screen-printing, vinyl printing both - back- & front-lit, digital translite printing, reflective printing, bus shelters, hoardings, frosted film printing and one-way vision.

"We have a team with the ability to transform the imagination and ideas of our clients in to workable and tangible reality with its perception and perfection. Our expert designers suggest the right choice of signage, which complements both - the decor and the budget of our clients," said **Pravesh Sharma**, the Proprietor of Jyoti Enterprises. According to him, the signage and flanges from Jyoti Enterprises are exclusively designed and developed by experienced professionals utilising first grade raw materials to speak quality due to which these are highly applauded and demanded. "Advertising must reflect best qualities of every client's organisation, product as well as personality. It also must speak of each client's target audience directly and clearly, with imagination and style so as to attract and hold attention," asserted Sharma.

He is confident that these solutions from JE work well in the current advertising scenario where it's all about how clients find out what people are really thinking, by listening carefully till you hear them. "We always listen to our customers and to the needs of their customers. Our services are based on our expertise in the handling of services for digital printing and solvent printing so as to meet the complete advertising requirements of the customers. No wonder, our integrated advertising solutions are designed to inform, involve, motivate and sell. Further, our team of experienced industry professionals also helps in creating the belief of the product among the target audience," said Sharma.

Boasting of the company's infrastructure, Sharma assures full satisfaction as regards to the quality service and deal. "All the solutions that we offer are designed using latest solvent printer, digital printing, eco-solvent printing and key well-screen printing facilities so as to provide in them flawless finish standards. We do have printing service backup of equipment like high-resolution scanners, digital-editing equipment, Roland vinyl cutting machines, high speed Mutoh-87, etc, to stand by our claims," said Sharma adding that with all these, the company has helped numerous corporate entities to create, develop and nurture their respective brands irrespective of industries and segments.

Denying any impact of demonetisation on the trade, Shrama shared, "Since most of the businesses come from corporates, we hardly feel the ongoing cash crunch on our trade." On the market side, the company vaunts on its increasing presence corresponding to its demand from across the length and breadth of the nation. Being a glitzy establishment, keeping in view the products/supplies, Jyoti Enterprises has been growing with the expansion of its product line leading to the extension of the list of clientele covering across the length and breadth of the nation - right from Jammu to Chennai and Ahmedabad to Kolkata. "This could all be possible because the products that we offer are the best solutions when it comes to advertising and marketing of a brand and making of the company's corporate image," he asserted.



**Pravesh Sharma, Jyoti Enterprises**

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CJV300-130/160
Print 'n' Cut



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- High-quality print resolution of up to 1440 dpi
- Two model widths: 54 inch and 64 inch
- Choice of eco-solvent or dye-sublimation ink sets (eco-solvent: 9 colour options including white and orange; dye sublimation: vibrant 6 colour dye-sub options)
- Two-litre bulk ink system standard for most colours
- Nozzle Check Unit (NCU) and Nozzle Recovery System (NRS)
- Three-way intelligent heater

## IDS Revotech Konica 512i Head Solvent Printer



**High Speed, High Quality & Low Cost**

### Technical Specification

- Option with 4/8 Print Heads
- Option for 2 Rolls Printing at a time
- Eco-Solvent Quality with Konica Minolta Print Heads
- 36 Pinch Rollers for smooth movement of media on high speed
- 1300 sq. ft./hr.

## Docan
Digital printing system
(True Flatbed and Roll-to-Roll Printer)



### Technical Specification

- **Model:** Docan UV Flatbed Printer with Roll to Roll Option
- Auto height detection system
- **Printing technology:** piezoelectric inkjet (Drop on demand)
- **Print head:** Ricoh Gen-5 / Konica
- **Print Size:** 3.1 x 1.6 m
- **Print Width for Roll to Roll** - 2.5 m
- White ink circulation System
- Print on any Rigid Substrates as well as on flexible Material
- **Color Management:** CMYK LC LM, W (4 to 8 Color Option)
- **Media thickness:** 1 to 100mm

(Also available in different sizes)

IDS

## Infinity Digital Solutions Pvt. Ltd.

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

# Arrow/EFI Unveils EFI™ Jetrion® 4950LXe LED Inkjet Production and ERP Workflow Innovations



The improved EFI™ Jetrion® 4950LXe LED inkjet narrow web press with white ink has expanded capabilities and specialises in digital label production. Converters can now transfer their food packaging applications to a digital label production because of the printer's new low-migration ink for non-food-contact surface. The printing press also offers a higher, 720 x 1260-DPI resolution for better print quality and increased durability and gloss level control using EFI Armor UVF and UVR coatings.

According to Arrow Digital, the new Jetrion digital label press also offers extended versatility as it includes media compatibility profiles for a broader range of label stock, including Avery Dennison substrates used for durable labels and wine applications with very low running costs to compete with existing flexo/analog presses with long runs with minimal wastage and inventories.

Optional in-line finishing equipment is available from EFI/Arrow, the availability of which makes Jetrion a unique proposition. It is one of the only digital label press brands that enable users to take in blank substrate rolls on one end and receive complete, die-cut, slit and back-scored rolls at the other. These are geared towards real-world label and package converting environments. Each certified workflow combines EFI's Radius ERP software with integrated modules from EFI as well as third-party vendors such as Esko.

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




Arrow Digital recently installed the Efi-VUTEk® GS3250LXr Pro LED roll-to-roll UV Inkjet printer at Pixel 2 Prints in Bangalore. The company claims that this new printer meets specific requirements for the production of fleet, vehicle graphics, billboards, retail, high-resolution billboards, outdoor signage and much more, using the new Super range, super wide gamut inks. With true grayscale, high image quality, the Efi-VUTEk GS3250LXr prints at 1,600 sq ft (149 sqm) per hour in 600 dpi; and billboards at even higher speeds.

Speaking on the occasion, Pawan Sharma, C C Kuttapa and S. P. Sudarshan, Managing Partners at Pixel 2 Prints say, "We are very happy to install this roll-to-roll LED technology at our site in Bangalore. We have been printing with solvent inkjet for many years and have grown rapidly in the outdoor advertising segment. Our customers are asking for better quality products and various applications that are green certified. After doing a lot of research and discussing with various companies and studying different technologies, we visited the Arrow Digital's Demo and R&D center in Ahmedabad, where we had the opportunity to get a hands on experience with various technologies; after which we went to the US and had the opportunity to visit customers with using this printer and were convinced this is the way forward for our future."

According to Arrow Digital, the Efi-VUTEk® GS3250LXr Pro LED roll-to-roll printer produces high-margin, closely viewed graphics with six colors and true variable-drop grayscale print capability. Thee GS LXr Super-range LED UV Ink that exhibits solvent-like elongation characteristics and withstands heat installation without cracking. It offers an extended colour gamut and ensures maximum reliability and performance. Moreover, the Operational Cost is very low and it drastically reduces power consumption due to the LED Technology.

The GS3250LXr also has optional automated double-sided printing capability for banners and backlit applications. Brilliantly designed 'cool cure' LED Greenguard certified technology empowers the ability to produce profit opportunities by offering more premium margin jobs while reducing operating costs and environmental footprint. The GS is ideal for outdoor applications, vehicle wraps, and graphic applications on textured surfaces, wallpapers, bus shelters, heat sensitive materials, as well as for volume producers of short run fabric and textile soft sign applications.

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# Vardhman Boasts of State-of-Art Facility & Strict Quality Check



**Hemant Jain**

Established in the year 1993, Vardhman Ad Print, is engaged in rendering excellent printing solutions for commercial purposes catering to the needs of corporate houses, multinational companies and SMEs. Widely known for its cost-efficiency, timely execution, flexibility, and attractive designs, the company provides myriad 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.

Thanks to the able guidance of its founder, Mr. Hemant Jain whose rich experience in the domain led the company grab a very respectable position in the market. His transparent business policies, client-centric approaches and sound industry knowledge have enabled it to serve quite a few renowned brands like Airtel, Aircel, Vodafone, Samsung, Hyundai, Tata Motors, Mahindra, Intex, Exide, JK Cement, Dish TV, Luminous, Idea, GIO, Earth Mobile, Livepure, Docomo, Pepsi, etc. - 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.

Vardhman's infrastructure comprises state-of-the-art facility, spread across 20,000 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 to an extent that it can print 1 pc to 1 lakh pcs depending on client's specific requirement. 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. New Attraction is the Offset Machine to Print Foam Banners and Posters etc. and Eco-Solvent Printer for Vinyl Printing.

With the state-of-the-art modern facilities, the services that Vardhman offers are Direct Multicolour 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.

Vardhman Ad Prints offers its customers with qualitative printing solutions for commercial purposes. These services are widely required for schools, offices, corporate houses, SMEs and multinational companies. The company boasts of its in-house printing and designing departments that enable it to carry out business operations smoothly and accurately. All these 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.

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 under privileged people, Mr. Jain is actively connected with various social organizations in various capacities. For instance, besides being the Patron of All India Vaish Federation, he is also the Director of Public News, Trustee of Aggarwal Ekta Manch, and Maharaja Agarsen Sewa Trust, Gen. Secretary of Bharat Vikas Parishad Delhi-Uttar (Yuva Branch) etc.

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# 10 Ways To Advertise In Metro Stations

METROS HAVE BECOME AN INDISPENSABLE PART OF INDIA'S MASS RAPID TRANSIT SYSTEM AND ARE PROVIDING A PLETHORA OF OPTIONS FOR ADVERTISERS TO CREATE HIGH IMPACT CAMPAIGNS. WITH A RIDERSHIP OF APPROXIMATELY 27 LAKH DAILY COMMUTERS, METRO ADVERTISING CREATES ONE OF THE HIGHEST LEVELS OF BRAND RETENTION.

## Free standing digital screen displays




## Token advertising




## Ad panels




## Pillar wraps



## Staircase sidewall branding




## Product launches inside the station



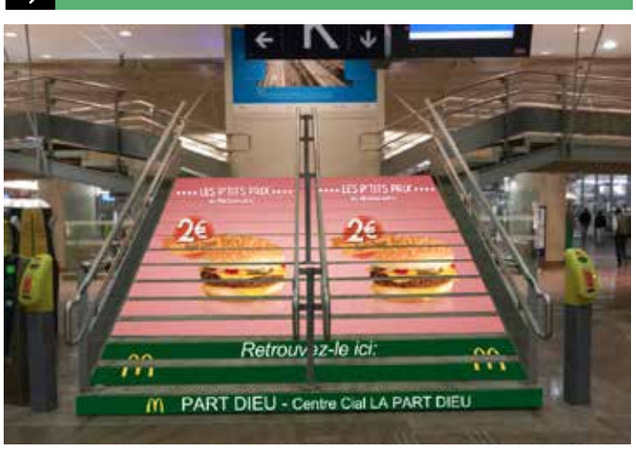
## Double-sided screens on pillars



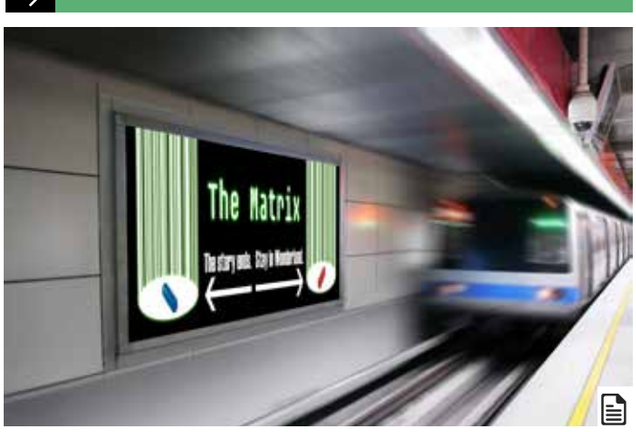
## Overhead escalator billboards




## Staircase decals




## Back-lit hoardings on tunnel walls





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Web : www.grandtambu.com ; www.pashupatiad.com

# Event Calendar



## FEBRUARY 2017
**D.PES**
**Date:** 12th -15th February, 2017
**Venue:** Poly World Trade Expo Center, Guangzhou, China
**Web:** www.chinaexhibition.com

## FEBRUARY 2017
**FESPA ASIA**
**Date:** 15th-17th February, 2017
**Venue:** Bangkok, Thailand
**Web:** www.fespa.com

## FEBRUARY 2017
**MEDIA EXPO MUMBAI**
**Date:** 23rd-25th February, 2017
**Venue:** Bombay Convention and Exhibition Centre, Goregaon (E), Mumbai
**Web:** www.mediaexpo.com

## FEBRUARY 2017
**INTERNATIONAL SIGNS & LED EXHIBITION**
**Date:** 15-18 February, 2017
**Venue:** China Import and Export Fair(Canton Fair Complex), Guangzhou, China
**Web:** isle.regforms.online/en

## MARCH 2017
**SIGN & DIGITAL UK**
**Date:** 28th-30th March, 2017
**Venue:** NEC, Birmingham
**Web:** www.signuk.com

## MARCH 2017
**DIGITAL SIGNAGE EXPO**
**Date:** 28th-31st March, 2017
**Venue:** Las Vegas Convention Center
**Web:** www.digitalsignageexpo.net

## MARCH 2017
**APPP EXPO**
**Date:** 8th-11th March, 2017
**Venue:** National Exhibition & Convention Center, Shanghai
**Web:** www.apppexpo.com

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

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

## 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

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## Signage to Endorse Heritage Sites at Ekamra

Bhubaneswar Development Authority
Akash Shova Building, Sachivalaya Marg
Bhubaneswar – 751001



A project aiming for installation of 521 heritage signages have been sectioned by the Heritage Cell of Bhubaneswar Development Authority (BDA) and are to gain momentum in their process of installation at the Ekamra Kshetra. These will be a replacement to the previously existing signages that are often found to be a mismatch to the unique architectural style and the essence of Kalingan architecture norms. The new signage will be of four types - directional signage, location signage, interpretation signage and location map. The interpretation signages will describe specific historical significances of the monuments along with pictorial representations. Along with the historical details about the monuments the signages will also have information on local folklore and traditions associated with the sites. The heritage cell of BDA has put in extra effort on deciding themes for each of the signage designs and made sure that they have taken inspiration from the original Kalingan style of temple architecture.

The Odisha Mining Corporation will be financing the project that is expected to require an investment of 2.75 crore. According to sources, the tendering process for heritage signage project has already been initiated and the entire project will be wrapped up within six months from the date of commencement of work.

## Mimaki Latex Wide Format Printers Name Monotech Systems as their Distributors in India

Mimaki

MONOTECH
SYSTEMS LIMITED



Monotech Systems brought spotlight upon itself when it announced that it has tied up with Japanese giant Mimaki for the exclusive distribution of Latex wide format printers in India. These new printers are more heat resistant and more energy efficient. The print qualities these printers deliver are un-matched in the market right now. They have created buzz all over the world because they are the first to feature white ink and breathtaking printing quality. Ideal for Indoor and Outdoor Signage and Display Graphics, Window decorations, Retail PoS and print on transparent PET, shatterproof window film and much more, Latex wide format printers have been widely accepted and have received great reviews.

Monotech Systems India also offers various products in Wide Format, UV and Textile Printing segments. The range includes eco-solvent printers, UV flatbed printers; sublimation printers, and digital direct to fabric textile printers. Monotech is representing Mimaki in Southern & Eastern part of India for the previously mentioned segments of Monotech as well.

T.P. Jain, Managing Director, Monotech Systems says, "Latex Printing Technology has gained widespread market acceptance as it offers a great value proposition and many unique applications. Mimaki Latex series offers significant advantages in terms of printing on diverse media, wider color gamut, white ink and many others. This will be a flagship product from Mimaki to be offered by us to the Indian market".

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## Indian Railways Gear up to Brand Trains, Station



The Indian railways have sized up a perfectly efficient plan to brand trains and stations. The initiative has been taken with an aspiration to increase revenues without having to affect passenger or freight fares. Proposal for the same has already reached the desk of higher authorities of the railway board office and is expected to receive a go ahead very soon. The new policy empowers companies to buy media rights for branding not just a few bogies but the entire train. The company buying the rights is then free to advertise both inside as well as outside all the bogies. The plan was a result of vigorous brainstorming by railway officials after a recent meeting with Prime Minister Narendra Modi who instructed the team to come up with innovative ideas of generating revenues with special emphasis on targeting potential of advertisements. The target is to tap approximately 2000 crore in revenue without having to affect fares. The decision was warmly welcomed by the railways as it was already facing financial crunch and it was not gaining much from the usual advertisements. This new concept is expected to catalyze the otherwise stagnant revenue generation of Indian railways. Also, the initiative is a reflection of Narendra Modi's dream of world-class stations with the best of amenities; all this, without levying additional charges on passenger fares. A senior rail official quoted, " The railways has shunned the earlier approach of selling advertisement rights on a piece-meal basis and is ready with plans to award media rights for the entire train (both inside and outside) and stations on a long-term basis to big corporate players."



# NEWSWIRE-NATIONAL

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## Apsom Infotex Acquires UV Printers to Market Dilli in India

Apsom Infotex, the largest distribution organisation for leading brands like Roland and Colorjet has acquired Delhi-based UV Printers, the sole distributors of Dilli from Korea – a technology leader in the UV printing segment.



M. S. Dadu, Founder, Apsom Infotex

UV Printers, founded by Kriti Vijay Sharma, is the leading supplier for UV printing solutions in various segments like Signage, Glass, Ceramic tiles, Furniture & Fixtures etc. and bring to the table, more than a decade of experience.

UV printing is a sunrise segment in the wide format printing industry on account of its ecological benefits and versatile printing ability across all signage formats with the added advantage of constant colour deliveries.

The entire range of UV printing solutions from Dilli UV, Korea will now be marketed by Apsom Infotex Ltd. under the able leadership of Kirti Vijay Sharma. Speaking on this change in ownership, Sharma said, "The large format printing business is moving into the consolidation phase, and it was the right time for UV Printers to associate with Apsom Infotex for enhanced reach and driving business synergies so that we can offer better value preposition to our customers."

Added M. S. Dadu, Founder, Apsom Infotex, "Acquisition of UV Printers – the industry leader in UV printing business – is the strategic decision for us. Today, success is all about offering more value to our customers at the same price, and this accession is nothing but a step forward in that direction wherein UV Printers would play a key role. This shall further add to our impetus in maintaining Apsom Infotex's leadership position in the country's burgeoning wide-format UV printing segment so that we continue to offer more and more value to our valuable customers."

## Liquor Vendor Signage Yet to be Removed by Police and Excise Department from Highways Even After SC Orders

Though the Supreme Court of India have ordered the signage, hoardings and advertisements installed at the entrances to the liquor stores located on all state and national highways to be removed by the police and Excise Department has not been executed upon yet.




Harman Singh Sidhu, President of the Chandigarh-based NGO ArriveSAFE who has fought for many years for removal of liquor vends from the national and state highways across Punjab and Haryana has alleged that nothing has been done to execute the order and blames that Excise Department officials are dragging their feet to implement the order and also that they have joined hands with the liquor shop owners and finding excuses not to remove the signage.

According to the order, signage and advertisements of the availability of liquor shall be prohibited and the existing ones removed forthwith both on national and state highways and also instruct Chief Secretaries and Directors of General of Police to chalk out the necessary plan along with required reinforcements to carry out the task. The state revenue and home departments have also been ordered to get involved in this to assess various consequences of removing these signage and find solutions for the same.

Responsibility shall be assigned inter alia to district collectors and superintendents of police and other competent authorities.

Sidhu also expressed his grievances on the way various states and Union Territories have acted upon SC's order to cease and desist from granting licenses for the sale of liquor along national and state highways. He believes nothing has been and no one is taking the order seriously.

# NEWSWIRE-NATIONAL

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## Indian Government Working on Road Signage to Reduce Accidents






In a recent press conference Nitin Gadkari, Minister for Road Transport & Highways and Shipping said that the Government is taking stringent steps towards curbing road accidents by working on various aspects like revolutionizing road engineering, installing better road signage, creating safer barriers and building cement concrete roads. He also added that his team is meticulously working on rectifying the identified accident black spots and a budget of 11 crore has been assigned for research. He appealed to people to keep a watchful eye on the roads and report any engineering defects to the Ministry without hesitation. Mr. Gadkari gave special importance to the role of signage in reducing accident rates and ensured the public that they will get to experience better signage in the future and all the defective ones would be rectified with immediate effect. He reached out to people and urged them to be good Samaritans by helping victims of road accidents, following traffic rules, driving and walking responsibly on roads with special message to the youth of the country to educate people about road safety. Union Minister for Civil Aviation Ashok Gajpathi Raju put across a very valid point that unless people themselves become aware and behave responsibly on roads, accidents cannot be avoided. Still, Government is working hard on the four Es of road safety; Engineering, Enforcement, Education and Emergency Care.

A walk was organized by Ministry of Road Transport and Highways in association with Delhi Police and Society for Indian Automobile Manufactures (SIAM) marking the beginning of Road Safety Week that would be observed from 9-15th January.



# NEWSWIRE-INTERNATIONAL

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## VersaUV LEF-200 Benchtop UV Flatbed Printer is Roland's Much Awaited New Lineup

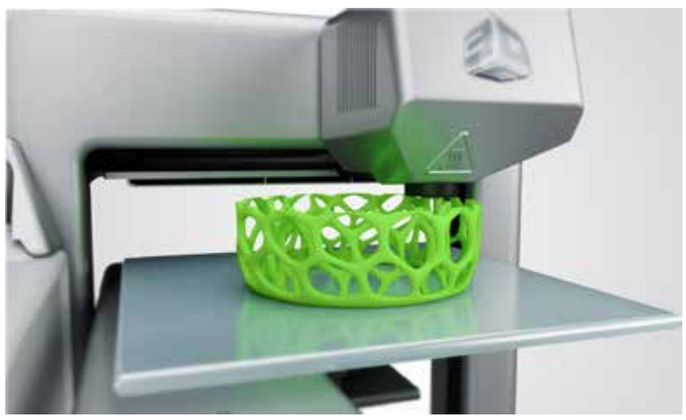


The new LEF-200 features a special on-board primer for priming a wide variety of substrates quickly and efficiently. 20 inches wide in dimension, the printers produce outstanding printing quality with special white and gloss ink effects. The optional primer offers a wide range of materials to be printed on including three-dimensional items up to 3.94 inches (100 mm) thick. The series is also incorporated with the Roland VersaWorks Dual RIP software that enables it to product special effect graphics as well.

Rich color and graphics, various options to customize and personalize; are some of the functions with become synonymous with the series. "This added functionality makes prepping an object for customization before printing a full-color graphics easier than ever," said Jay Roberts, Roland DGA's product manager, UV Printers. "The Primer option ramps up the efficiency, streamlining the process of printing graphics on materials like acrylic and plastic."

The printers use Roland's signature CMYK, Primer and Gloss ECO-UV inks that are specifically meant for high quality printing on spot gloss or matte finished surfaces. The new primer offers users the choice to create soft areas for CMYK and White adhesions for difficult substrates.

## 3D printing Market is Surging and is Expected to Hit 29$ Billion Mark in the Next 3 Years



According to market reports to the Worldwide Semiannual 3D Printing Spending Guide from International Data Corporation (IDC), purchases of 3D printers, materials, software, and related services have increased worldwide. In 2016, it amounted to a total of $13.2 billion approximately and by 2020 global spending on 3D printing will experience a five-year compound annual growth rate (CAGR) of 22.3 per cent with revenues reaching $28.9 billion. A quarter of the revenue is expected to be generated from the United States market, and Western Europe, Japan and rest of Asia Pacific region will contribute upside of 50 percent of the total revenue. The Middle East and Africa markets, including the Central and Eastern Europe Regions will exhibit the fastest growth.

Special segments in 3D printing like Dental printing, 3D printing for Medical Implants will rapidly grow and become one of the highest market shares. Automotive design, aerospace and defense part printing also has a lucrative potential. Purchasing of 3D printers and materials will generate nearly two thirds of total worldwide revenues. The Worldwide Semiannual 3D Printing Spending Guide is the Bible for 3D printing. It provides information on various 3D printing hardware, materials, software, and services.

## Azon from Croatia Enters Wide-Format Matrix Market



Azon, has geared up to promote its Azon Matrix printers in the UK market by showcasing to the entire market its ability to produce a wide range of prints. Not only does it boast of printing on materials like polycarbonate, wood, stone and glass, Azon also claims that it the machine is the only wide-format UV-curable inkjet flatbed printer in the market. It is available in sizes of 600mm x 1,200mm / 600mm x 1,800mm / 1,100mm x 2,500mm and can print up to 200 mm in height.

The company spokesman, filled with enthusiasm about establishing itself in a new market quoted, "Azon MATRIX represents an ideal solution for gaining profit from lower running costs."

In short, Azon MATRIX printer can efficiently handle heavy volume printing requirements of the industry and also be the perfect fit to generate a wide variety of business printing applications.

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APPRECIATION AWARD (NGO - SOCIAL)



GUJARATI SCREEN & STAGE AWARDS (SINCE 5 YEARS)



PROMISING ENTREPRENEUR OF THE YEAR



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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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# NEWSWIRE-INTERNATIONAL

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## France Opens Doors to World's First Roadway Signage through Solar Panels!

A small village in France which does not get much sunshine throughout the year has grabbed all the attention across the industry for introducing to the world its first solar roadway. This innovation has opened gates to a myriad of opportunities for the signage industry. The Normandy town of Tourouvre has turned the dream of using solar energy to power roadways into reality. Though installed only for a short stretch of 1 km, 2800 square meters of photovoltaic cells were used. In layman's language; power from these many photovoltaic cells are enough to power an entire village's street lights. Cost incurred for the project was close to 5 million Euros and is being used by approximately 2,000 motorists on a daily basis.

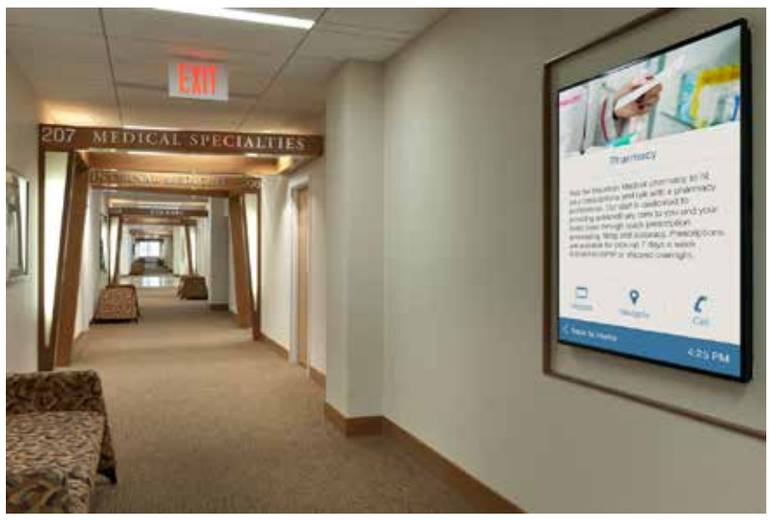


The solar panels are resin coated are very attractive and holds a huge potential for the signage industry in the future as it would curb the cost of paints entirely. This technology is capable of revolutionizing the entire signage industry as road signs can be made more flexible and most importantly can help cut down accidents by warning drivers of animals crossing the road.

France announced in January that it aims to install 1,000 kilometers of solar roads over the course of next five years. Following the example set by France, a Germany-based company named Solmove is gearing up to bring the solar powered roadways experience to Germany. Also, an Idaho-based US company has already gotten its solar roadways project sanctioned by the Government and has even received a funding of 2 million dollars to get started on the same.

## Hospitals Equip themselves with Wayfinding to Help Patients Find their Way

Keeping in mind the stressful few minutes patients or their family members have to undergo when they reach hospitals to treat their emergency medical conditions in finding their way to the right floor, department or room, Hospitals are now coming up with an efficient and easier solution to this problem. Wayfinding is the name of the famous digital signage software that is serving as the perfect solution. Not only can the signage be used to find way in hospitals but they are being used to even disburse important patient information in the waiting room areas.




Another way Wayfinding digital signage is being used is by turning it into a Kiosk where not only those attending to a patient, but a patient himself can use for checking in or navigation. This also cuts down the stress-levels big time.

These signage systems are GPS enabled and powered with sensor fusion technology and can be used in kiosk-style systems and on phones through apps as well. The tool is two-way that also gives hospital staff access to it so that they can access the analytics anytime.

Though many hospitals have already incorporated the technology, it is still undergoing research and is expected to come up with a lot of new and efficient features. Soon new textures, touch-screen and possibly even mid-air experiences will become synonym with the name. This is probably the technology which perfectly balances digital and traditional signage and ensures ultimate patient satisfaction.

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## OKI Introduces its Brand New Family Member- The E-64 Color Painter Premium for Large Format Printing

OKI Europe Ltd recently launched its new ColorPainter E-64s, another gem to its already renowned family of ColorPainter professional printers. Incorporated with the latest technologies this device has become talk of the signage market for its high-quality, ability to produce large-format prints and graphics for signage as well as interior decoration businesses.




The 64-inch wide-format color printer has been competitively priced and is equipped with the highly acclaimed ColorPainter technology M-64s and the H3-104s, providing premium performance. Its unique selling points are high levels of precision, extremely user-friendly interface and environmentally-friendly printing. Colors used are extra-durable for outdoor application needs and has the capacity to handle a wide range of media. Be it back or front-lit materials, technical textiles, wallpaper, canvas, hard PVC, banner, vinyl or any given surface, the printers never fail to produce impressive results thus expanding its range of possibilities for commercial use.

According to Frank Janschke, General Manager Marketing, OKI Europe Ltd., "The ColorPainter E-64s is a remarkable printer offering print businesses affordable entry to very profitable, high-precision, wide-format printing on a large spectrum of media which may have previously been unattainable"

## Canon Applauded for their Wide Format Printers in Industry Awards

Canon has proved to be one of the leaders in the market by bagging quite a few awards across the industry this year. The recently expanded series of imagePrograf wide-format printers won Canon first place in both wholesale and individual categories from Buyers Laboratory LLC (BLI). Cannon also won in both fine art/photography and large-format signage printer categories.
Canon in true the sense swept this year's Annual 'Pick' for ImagePrograf Pro Series and Line of the Year Awards in the Wide Format Printer Category.



Special features like an increased color gamut compared to previous models, improved scratch resistance, greater image clarity, and excellent shadow reproduction with increased black optical density of individual products were recognized and appreciated.

The first place for outstanding indoor poster and signage printer for the Pro-6000S and Pro-4000S was also grabbed by Cannon. These particular models can produce up to 60 and 44 inches wide prints and its unique technology of an eight-color system ensures a healthy balance between print speed and quality.

Cannon too was overwhelmed and motivated to do more upon their new products being recognized amongst other industry giants. "We are proud that BLI has recognized the imagePrograf line of large-format printers for its high-quality, ease of use and brilliant results," said Toyotsugu Kuwamura, vice president of the Business Imaging Solutions Group for Canon USA.

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## AEG and Toshiba Join Hands in Catering to Mercedes-Benz Arena's Growing Digital Signage Requirements



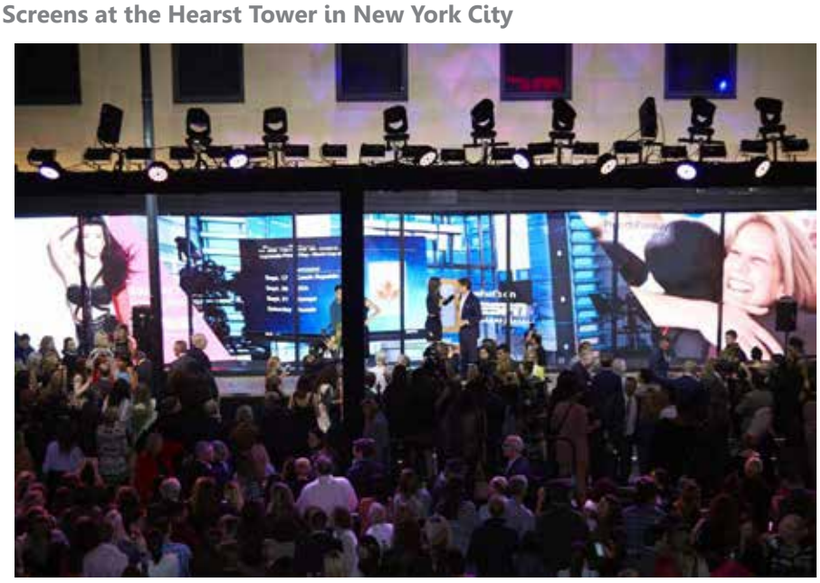

AEG and Toshiba are going hand-in-hand in deploying more digital signage across North America and Europe. It has especially taken up the task of upgrading and updating the digital signage requirements for the Mercedes-Benz Arena in Berlin, The famous O2 in London, L.A. LIVE in Los Angeles and the new Mercedes Platz are also the venues under focus.

Toshiba, currently acting as the official provider of digital signage and POS technology for the AEG entertainment facilities, is planning to renovate the LED screens at L.A. Live. It is expected to cost around $5 million.

Toshiba has shared its plan of rolling about 315 new screens and more than 100 POST systems at the Mercedes-Benz Arena. Not only that, the company also bring alive an interactive zone at the Mercedes-Benz Arena which will feature video walls, touch displays, game scores, video highlights and various other augmented reality activates to engage its visitors.

Jon Werbeck, vice president, AEG Global Partnerships quoted, "Toshiba is one of the best companies in the world and their innovations in technologies are unmatched in the industry. We are proud to be their partners and quite enthusiastic about extending our success in the European market."

## HearstLive Brings Alive a Wall of Street Level Screens at the Hearst Tower in New York City



The intersection of 57th street and 8th avenue was nothing short of a spectacle when the ground floor of Hearst's Tower showcased Hearst's approximately 360 brands and partners, including the five daily newspapers of Hearst Connecticut and 12 other dailies that circulate across the country. The huge digital screens grabbed eyeballs of more than a quarter-million people who pass by. According to CEO Steven Swarts, the huge digital signage campaign was executed in order to draw attention to the particular neighborhood keeping in mind to create an effective medium of bringing to people's notice about the numerous brands associated with Hearst including the Connecticut newspapers.

HearstLive, will be a very lively digital signage platform that will continuously display of slideshows, videos, animations. It will also facilitate live-streaming. The screens will also feature content from Hearst's 30 television stations; approximately 300 magazines including Cosmopolitan, Elle and Harper's Bazaar; and partners such as A+E Networks, Complex, ESPN and Vice.

A special show was organized to mark the installation of the screens and it displayed all the work of Hearst digital and video companies, including BuzzFeed and AwesomenessTV, and information and services sources including Fitch Group and Hearst Health.

A red carpet event was held at the launch of HearstLive and celebrities like Sandra Lee, Mandy Moore and Gayle King walked the "blue" carpet (matching with the color of Hearst). Everyone present at the event opined that the screens were a definite addition to the vibrancy of the "New York Experience".

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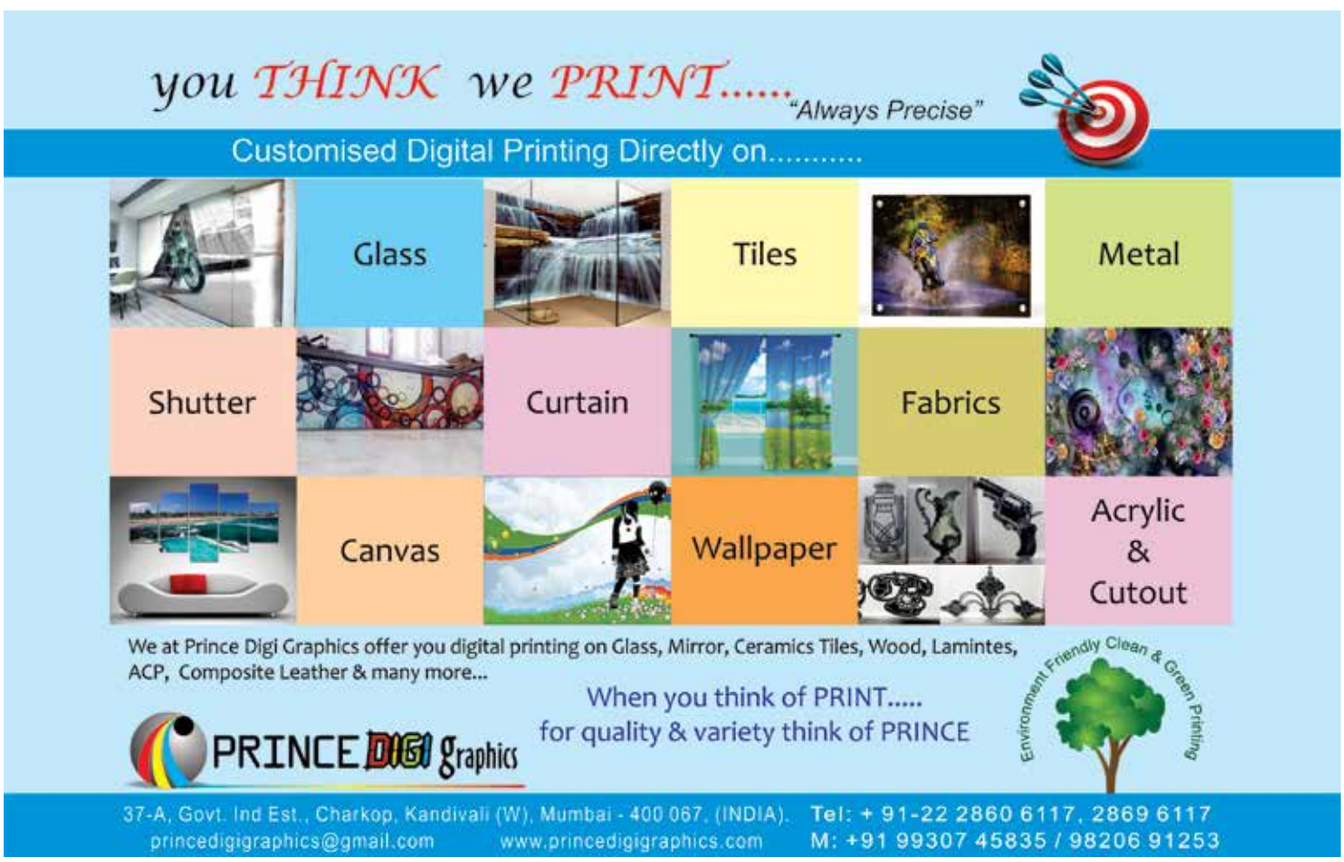
## Agfa's new wide-format Jeti Ceres RTR3200 LED high-speed roll-to-roll printer Sets Foot in Market



Agfa Graphics' new wide-format Jeti Ceres RTR3200 LED high-speed roll-to-roll printer makes its way into the market. It is majorly designed for mid to high-end applications and for printing service providers producing high outputs. The new roll-to-roll printer has a special UV LED curing feature that helps print excellent quality of images at amazingly rapid speeds. Users will experience a whole new level of dimension, durability and image vivacity- all thanks to the engines' optional white printing features that works in tandem with its high quality primer application. The 3.2 m roll-to-roll printer can print single-roll as well as dual-roll media at speeds of up to 186 m²/hr, all the while maintaining the high-quality. Adding to its list of advanced features is its study design that promises low-maintenance demand and long-term functionality. LED lights fitted in the printers guarantee reduced costs and eco-friendly sustainability.

"The Jeti Ceres RTR3200 LED could be considered nothing less than the renowned Jeti Titan series," said Reinhilde Alaert, Agfa Graphics Marketing Product Manager, Sign & Display High-End. She further added, "With this new engine we have focused on maximizing productivity without having to compromise on Agfa Graphics' industry-leading image quality and low-ink consumption feature. We have also worked on enhancing speed, precision and efficiency to produce intensive print firms."

The new Jeti Ceres can print on heat-sensitive media such as self-adhesive sheets and PVC without causing any damage by wrinkling them. Since the white-ink circulation of Jeti Ceres extends along the entire ink line, it opens gate to use white inks in different ways to make the images attractive. Speaking of Agfa's ink technology Alaert added, "Agfa Graphics' thin-ink technology results in wide-gamut, vibrant images – no matter the substrate. Our inks' high pigmentation, along with our deep understanding of the physics of ink-jetting, keeps ink consumption low, extremely precise and waste-free,"

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Email: tejindersingh@astrojetindia.com

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Mob: 9811022325

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Mob: 08588838357

**Monotech Systems Limited**
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New Delhi – 110 028, India
Tel: +91 11 4750 5613
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Website: www.monotech.in, www.
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**Satyakrity**
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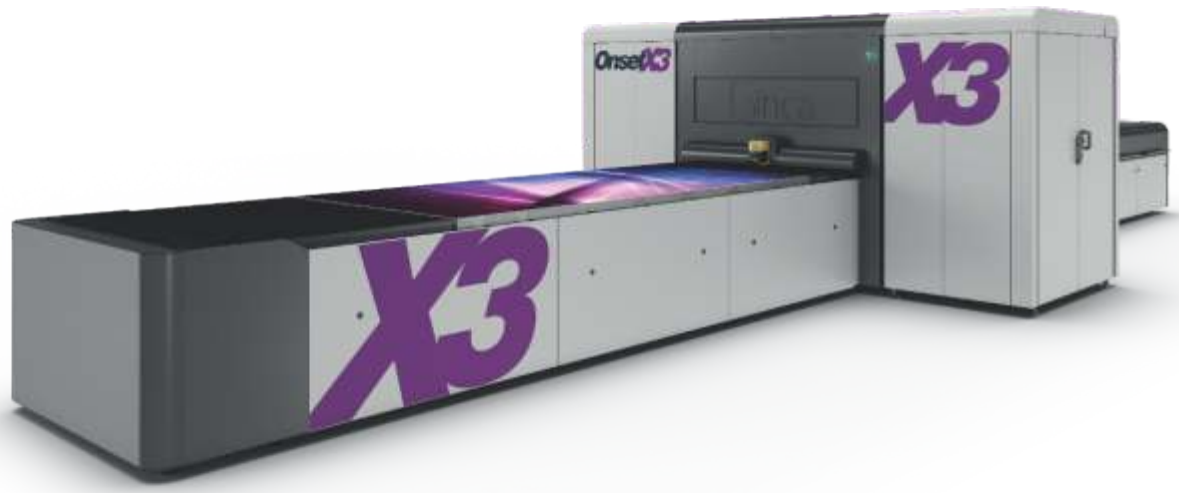
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