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The Complete Magazine on Signage & Point of Purchase

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There is no doubt that UV printing technologies have steered the digital printing industry to the next level. Driven by changes in printing methods, followed by the advancement in the digital printing technologies, a digital transformation can clearly be witnessed within the domestic printing industry. All these together have pushed the printing ink industry on a revolutionary track especially because of the invention of digital printing.

While exploring our way forward in the wide format printing ink industry, we came in contact with a few renowned print manufacturers like Fujifilm Sericol, A.T. Inks, InkTec, and Sam Ink to know how the industry is moving forward. Talking to these giants gave us the clue that the incessant innovation has given a makeover to the printing industry which had come under the scanner with the increasing popularity of online media over the past decade.

The issue also incorporates extensive interviews of a couple of industry leaders like Fujifilm & Esko, followed by an interaction with Apsom Technologies, which has recently added SkyJet SDL3300 - UV Back to Back printer to its portfolio with an aim to revolutionise the country's wide format printing arena. Besides, there is a dedicated space for the recently concluded Delhi edition of Media Expo 2018, which witnessed myriad of technology players with their innovative digital printing solutions.

The newly launched 3D wallpaper digital printer Dimense from Veika also found some space, which Apsom Infotex has just introduced in India with an aim to transform the way wallpapers are getting printed till date. Further, there's the latest update on 3D printing technology showing enhanced application of Massivit 1800 bringing life to the grand Spada Palace - the iconic landmark building of Italy.

Under the innovative ideas, National Geographic chooses billboards to promote its Mega Icons series inferring the success stories of India's inspiring personalities, starting with actor-filmmaker turned politician Kamal Haasan and the topmost cricketer Virat Kohli. Another instance is from McDonald's that has come up with an inventive OOH campaign using a billboard that has jumbled-up words which are unreadable describing the illustrated burger which simulates what it is like if you have dyslexia.

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

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

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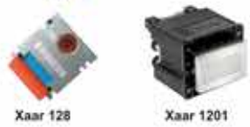
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McDonald's Sweden Simulates Dyslexia On Billboards to Raise Awareness



McDonald's is the world's largest restaurant chain by revenue, serving over 69 million customers daily in over 100 countries. The popular burger chain came up with an inventive out-of-home billboard to create attention about Dyslexia. It is one of the world's most common learning disabilities, affecting an estimated 20 percent of the population globally. However, people who haven't experienced it likely don't appreciate what a frustration it can be in daily life. The innovative billboard placed in Sweden has jumbled up words which are unreadable describing the illustrated burger which simulates what it is like if you have dyslexia.

JCDecaux and Zaha Hadid Design Transforms OOH into Public Art



Recently, JCDecaux completed a unique piece of out-of-home in London designed by Zaha Hadid Design. Hadid is an award-winning architect famed for designing modern-style buildings. Basically, the project was about "transforming the billboard into public art". The concept behind is to redefine 'the design language of billboards'. It has left behind the traditional shapes and frames that have steered the industry to date. Dubbed 'The Kensington', and located on the road from London to Heathrow, the structure takes the shape of a curved double-ribbon. The stainless steel ribbon of the OOH twists as it encircles the screen, defining a diverse silhouette when can be seen from various viewpoints.

Junkee Media Starts Campaign Displaying Real-Time Feeds of Trending Topics



Youth publisher Junkee Media is promoting its flagship title Junkee.com with a latest and unique national campaign displaying real-time feeds of trending topics from the news website. The newest campaign from the publisher and content agency uses out-of-home billboards across Australia to showcase quirky headlines of trending stories. The campaign highlights the flexibility of Ooh!'s network in delivering news and engaging onlookers. The headlines which are displayed on Ooh!Media's signs successfully grabbed people's attention. In conclusion, it is a demonstration of how the medium can be used to build a brand and generate awareness and engagement.

Colors Promotes its Epic Love Saga Daastan – E – Mohabbat



Colors launched the greatest love story there ever has been: Dastaan -E-Mohabbat | Salim Anarkali. Its larger than life promotions bring alive the Mughal empire with its distinctive culture and unrivalled grandeur. The channel has created and executed a 360-degree campaign that positions the show as the magnum opus of all love stories with an innovative and high buzz media outreach. The OOH campaign was spread across Mumbai, UP, Madhya Pradesh &Gujarat. The out-of-home advertising gimmick done in a famous Mall was extremely impactful and was done with a creative approach that broadcasts the magnanimous aspect of the show.

Sydney Airport Boasts Largest Building Wrap in Australia



Sydney Airport collaborated with digital out-of-home company Wideopen Platform and unveiled Australia's largest building wrap billboard. The building wrap spanning 1957 square meters covers the entire western face of the Airport's T1 International multi-story car park. As per the reports from Sydney Airport, the OOH installation is presently the largest in Australia. The motive behind the inventive and biggest building wrap is to offer an engaging platform for national and international brands to promote to bigger and diverse onlookers. The apt location of the installation renders it easy visibility for travelers going in and coming out of the airport premises. The building is visible from the southern approach to the T1 International terminal from the M5 and Marsh Street.

Billboard Promotes Series Mega Icons with Kamal Haasan Being Analyzed



National Geographic aired "Mega Icons" series that inferred the success stories of India's different inspiring personalities. The first two featured at the series were actor-filmmaker turned politician Kamal Haasan and topmost cricketer Virat Kohli. In order to promote the series, billboards were strategically placed in various locations all across the country. The series broadcasted the inspiring life stories and incidents occurring in the life of the eminent personalities while trying to conclude whether they were born great or made? The billboard featured a poll from the citizens answering the pertinent question. Basically, the show analyzes the lives of these icons - using science to decipher if such inspirational personalities are born or made great.

WIDE FORMAT INK INDUSTRY:
Showing Greater Responsibility



PRINTING INK MANUFACTURERS ARE THE BACKBONE OF GRAPHIC ARTS INDUSTRY, AND HENCE, CARRY FAR GREATER RESPONSIBILITY TOWARDS ENVIRONMENT THAN THAT OF PRINTER MANUFACTURERS.

The Wide Format Ink Industry

While planning to focus on the wide format signage/printed advertising industry, we, at Sign & POP World, explored quite a bit in order to know how Indian printing ink industry was trending in the recent past, and how it is doing now. It is a known fact that India is among one of the fastest growing printing ink markets globally, spurred by the rapid expansion of the domestic print markets.

In our way forward, we tried contacting quite a few renowned print manufacturers as well as suppliers to know how this printing ink is fairing in the printed advertising segment.

In our industry, names like Fujifilm Sericol, A.T. Inks, InkTec, Sam Ink, Trinity Inks, etc. have created their own space when it comes to feeding and meeting the market demand for varied inks requirements. Based on their standing and experience, each of them claims to be the game changer.

Their claim is sustainable as the innovations taking place in the industry has given a makeover to the printing industry which had come under the scanner with the increasing popularity of online media over the past decade. The later had put forth many challenges for the former. Nevertheless, with the invention of digital printing, much has changed in recent years for the country's graphic art industry which ultimately has got a new face with clearer, effective and durable printing options.

In the meantime, the textile market has attracted much of the attention wherein printing is rapidly gaining a strong foothold. Run for the comparatively Greener media has added bright colours with guaranteed longevity following the changing trends and tastes of the end-users. With increased preference for eco-friendly substrates, along with more efficient production equipment,



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Ganesh Krishnan
Executive Director-Sales & Marketing
Fujifilm Sericol India Pvt. Ltd.



"BEING A LOCAL PLAYER, WE ARE CAPABLE OF PROVIDING OUR CUSTOMERS WITH THE BENEFITS OF LOCAL QUALITY MANUFACTURERS AND THE SUPPORT THEY NEED FOR A SUCCESSFUL VENTURE."
Neerav Goswamy
Director, A.T. Inks.



Fujifilm Sericol India's Manufacturing Facility at Pune



Fujifilm Sericol India's Product Range

environment-friendly digital printing inks have taken centre stage these days.

There shouldn't be any doubt about the market for digitally printed signage, hoardings, billboards, etc. which is expected to get a boom during the upcoming elections - both Rajya Sabha and Lok Sabha, due in around six months from now. Adding fuel to the fire is the continuously increasing activities in the textile industry. Going forward, the revolution in the fashion industry coupled with the rapid adoption of digital printing technology, is only aiding to the growth prospects of the printing ink market.

Fujifilm Sericol India

There is one that claims to lead the screen ink industry for decades i.e. Fujifilm Sericol. Over the years, the company has also carved out a leadership position in the wide format inkjet market, with avant grade wide format inkjet printers and world renowned Uvijet and Color+ inks. Being one of the top ten printing ink suppliers globally, Fujifilm Sericol is widely recognised for its strong service ethics, innovation and product quality.

Fujifilm Sericol India, a 100% subsidiary of UK-based Fujifilm Sericol International Limited UK, has ISO 9001:2015 and ISO 14001:2015 certified advanced manufacturing facility at Pune in Maharashtra. It is equipped with a state-of-the-art colour management laboratory with spectrophotometer and formulation software along with a fully equipped technical training and demo center for screen printing and digital demo center for wide format digital printers.

"Fujifilm Sericol holds a very unique position in the printing ink industry in India. At our Pune plant, we manufacture inks for screen, UV flexo, UV sheet-fed offset and digital printing technologies. In other words, we are a multi-technology printing ink manufacturing company," asserts **Ganesh Krishnan**, Executive Director – Sales & Marketing, Fujifilm Sericol India Pvt. Ltd. "We, Fujifilm Sericol India, are proudly living up to the group's corporate business philosophy - *More than Ink... Solutions*.

Six sales and distribution offices spread across India along with the central warehouse at Sanaswadi, Pune, make the products easily available to customers. With the focus on Indian subcontinent, South-East Asia & East Asian markets, Fujifilm Sericol India has a dedicated R&D team to come up with tailor made, value added and environment friendly solutions for its customers.

Fujifilm Sericol takes pride for setting the 'standard for environmental control' in the industry and got bestowed with the prestigious Queen's Award for Environmental Achievement in the year 1993 which was the 4th of the five Queen's Award amassed along with the award for technology in the year 1990 and for innovation in the year 2004.

Speaking about the competition, Krishnan states, "Since we are present in many market segments and sub-segments, we have



"WE, AT SAM INK, HAVE BEEN INSTRUMENTAL IN SHAPING THE WIDE-FORMAT INKJET PRINTING INDUSTRY FROM THE VERY BEGINNING; ON THE WAY MAKING NEW FRIENDS AND GETTING NEW NETWORK."
Sam Leong, Founder Director
SAM★INK® Inkjet Systems Pvt. Ltd.



"INDIA IS A VERY BIG MARKET FOR OUR INKS IN TIME TO COME AND THERE WON'T BE ANY COMPROMISE WHILE FEEDING THE REQUIREMENTS HERE UNDER THE TYPICAL INDIAN CONDITIONS."
Danny Moon, Regional Sales Manager
InkTec Co., Ltd.



Sublimation Printing



UV LED Inks from A.T. Inks

different set of competitors in each of these. We face healthy competition from reputed ink brands in each of these segments. We always position ourselves as a solution provider, who adds immense value to our customers' business."

A.T. Inks

An ISO 9001 certified company, A.T. Inks with its vast and varied experience of over 50 years in various areas of colour technology runs its entire operations on SAP. According to the company, its highly qualified and experienced team has greatly been involved in multiple aspects of the colour business and eventuallyacquired in-depth knowledge and experience in both impact and non-impact printing on various substrates like paper, textile, flex, PVC, vinyl, backlit, front-lit, clear vinyl, reflective media, wet on wet printing on ceramic glaze tiles and so on. "This knowledge and experience is clearly reflected in the quality of our products that we offer," asserts **Neerav Goswamy**, Director, A.T. Inks.

Going forward, A.T. Inks has a lot of tie-ups with printhead manufacturers. "This shows that a pretty closed system is getting developed where the printhead manufacturers approve the ink-manufacturers, and give it to the OEMs. This is a much better environment as everybody's selling with protection for each other within the system thus bringing the best value to the end customers i.e. PSPs. Our inks are already approved by Zaar and Spectra for their OEMs. Meanwhile, we are also working with other printhead manufacturers such as KM, Ricoh, etc."

He stresses that the company looks forward to these kinds of strategic partnerships. "In this effort, our focus is always to ensure that we are capable of giving them (our customers) the benefits of local quality manufacturers and the support that they need for a successful venture. It is very clearly moving in that direction as with technology development, not only the drop sizes have squeezed but also the speed has increased with which the inks are to be tuned. This is the beginning of a mature market."

SAM★INK® Inkjet Systems Pvt. Ltd.

Established in 2001, Singapore-based SAM★INK® Inkjet Systems Pvt. Ltd. is one of the world's largest manufacturers of eco & mild solvent, latex, & sublimation inks. In the span of around two decades, the company has made a formidable network with presence in not less than 100 countries wherein it is represented by over 100 dealers, catering to more than 50,000 customers who according to the company are consuming 4,000 liters of inks every day.

"We, at Sam Ink, have been instrumental in shaping the wide-format inkjet printing industry from the very beginning. Our customers across the world tell us that they enjoy our 512i mild-solvent inks, DX5 eco-friendly eco-solvent inks, latex inks, and sublimation inks. They say that our DX5 eco-friendly inks are both environmentally and ecologically friendly with no odour. They

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Sam Ink Inkjet Systems Pvt. Ltd.'s Plant



Showcasing Range of Inks from Sam Inks

literally print in their bedrooms," asserts **Sam Leong**, Founder Director, Sam Ink.

Sam believes that love and kindness from its valuable customers have been the source for the brand recognition and that the ink trade has been mutually beneficial. "My friends tell me to position and price Sam Ink for the mass market. It is true that initially it was positioned for the pantone intensive and outdoor durability specifications, but the same inks are now available for every budget."

According to him, India is the future growth market for Sam Ink. "We are delighted for the kind of acceptance & support we are getting from our valuable customers in India, which encouraged us to setup a local Private Limited company here. I am blessed to see business partners becoming friends and this is so very rare and precious," appreciates Sam adding that it is also the genuine love that brings us new friends and new network. "30 years from now, I see a meaningful contribution of Sam Ink touching every lives and every society it lives in."

InkTec Co., Ltd.

Another name in the row is the Korean giant InkTec Co., Ltd. that was founded in 1992 with the company's motto, "Today's Technology is Never Good Enough for Us". Started with Ink for desktop printer, InkTec went on to expand its business area into the large format printer ink market through continuous research & development. Furthermore, InkTec has entered UV printer market by introducing its own state-of-the-art products as a strategic diversification.

"With these kinds of endless innovations, InkTec positioned itself as a true inventor in the field of inkjet-applications," says **Danny Moon**, Regional Sales Manager, InkTec Business Division / Inkjet Sales Team 2, InkTec Co., Ltd. The company has been selling inks to India for more than a decade and a half so far. "Initially, we sold refill kits and inks for desktop printers through partners who were interested and inclined towards InkTec products. In India, we are mainly selling OA inks for desktop printers as well as inks for dye sublimation technology," informs Moon.

InkTec is a manufacturer of Inks as well as UV printers. InkTec had launched UV printer named Jetrix more than a decade back in 2008. Jetrix has mainly been sold in European markets. More than 100 units are installed in UK. Recently, the company has extended its Jetrix product range from true flatbed printer to include UV RTR printer.

Trinity Inks

A well-known and well established brand of Kinjal Digital Imaging Solution Pvt. Ltd. was incorporated in the year 2003 at Ahmedabad in Gujarat. The company manufactures and markets its range of printing ink, solvent ink and print head cleaning solutions in the brand name of Trinity. The company that has recently launched odourless ink for solvent printers is known in the industry owing to its genuine quality, strict quality control, wide distribution network and budget-friendly price structure. With its wide network of sales & distribution offices across India and US, the company firmly believes that the expertise gained over the years keeps contributing in the design and development of inks.

The convergence of technologies and the evolution of new equipment is the most significant change affecting the industry today. Its state-of-the-art laboratory and highly skilled technical staff is continually improvising the advancement of ink technology and the colour palette critical to the user industry. Cost-effective print production continues to challenge printers as more customers demand quality at a competitive price. The company boasts of its fully-equipped R&D centre and believes that it will help Trinity to remain in the forefront of this industry.

The Strengths

All the brands whom we came in contact with are the major players when it comes to inks manufacturing and catering to the needs of their respective customers based in varied markets across the geographies. These manufacturers are not resting with what they have at present but keep on adding further strength so as to prepare themselves for a greater challenge that may come in the wake of growth potentials that a country like, India possesses.

While explaining the strength, Krishnan syas, "At our Pune facility, we are well invested in plant, equipment & machineries for manufacture, quality assurance and R&D of screen, digital, UV flexo and UV sheet-fed offset printing inks. We have sufficient capacity to manufacture all these inks, to cater to the domestic and overseas markets.Our R&D Centre is certified by the Department of Scientific & Industrial Research (DSIR), Government of India. Our manufacturing plants are ISO 9001:2015, ISO 14001: 2015 & BS OHSAS 18001: 2007 certified."

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Range of Sublimation Inks from Inktec Corporation



Manufactacturing Plants, Inktec Corporation

He further informs that in the Digital Plant, the company manufactures solvent/eco-solvent inks for all the widely used printhead platforms. "We have six-month to two-year outdoor durable inks series for KM, Spectra, Ricoh, Xaar, Seiko and Epson printheads. In the Analogue Plants, we manufacture UV, Solvent & Water-based Screen inks, UV Flexo inks and UV Sheet-fed Offset inks for a wide gamut of applications in graphics, industrial, packaging and textiles segments."

According to Krishnan, Fujifilm Sericol has been one of the pioneers in the global ink industry for more than six decades. "We always endeavour to develop best-in-class products that are difficult to emulate by our competitors and that add great value to our customers. Our customers vouch for consistency in quality and performance of our inks over the past many years of usage. We do not just sell cans or bottles of inks, but offer solutions to problems of our customers and contribute to their success and prosperity."

On the other hand, A.T. Inks boasts of its five decades of experience. "With ISO 9001 certified facility in Gujarat's Por, our real strength is the robust R&D setup and continued focus on innovations to meet out the requirements of new technology in terms of machines, heads, substrates, etc. This keeps us up to date to cater to the contemporary as well as future needs of the industry. As of now, we are in to UV and dye sublimation inks, but soon we are coming up with reactive inks. With all this, we are making sure to provide full gamut of products to the rapidly expanding clientele of our esteemed customers," says Goswamy.

As technological advances gaining acceptance, colour management across the industry becomes a critical requirement to which Goswamy asserts that our inks have been developed to offer the most eye-catching and appealing colours. "The colour gamut of our inks is at par with or exceeds that of the industry leaders. Difficult colours like gold or silver are also easily achieved using our products. Extreme conditions, weather and dust, can impact the ink on an outdoor application. Our inks come with strong fastness properties with the medium it is applied on. We offer inks with light fastness of 1 year, under standard conditions. We also offer specially formulated inks for specific weather fastness requirements."

"For testing purposes, we have several of our own large format and industrial printers to check the final output of the products. Each batch of Ink undergoes detailed and a thorough testing such as nozzle blockage, nozzle loss, decap time and continuous printing to ensure that the product being shipped in the market is tested at length. Further, to ensure no clogging or blocking of print heads, we use the best raw material and manufacture our ink under very strict parameters. The pigment particle size that we use is specially milled to the submicron level, to ensure the smooth passage of particles through the printheads. This is controlled for batch-to-batch consistency," explained Goswamy.

According to him, A.T. inks are manufactured using a strong stability resin with very high purity solvent and digital process controls to ensure consistent batch to batch physical stability. "Shelf life of most of our products is 12 months, which has been achieved through innovative production techniques that allow pigments to stay in suspension for longer periods. Our inks are suitable for Xaar, Spectra, Konica Minolta and Seiko printheads 35pl and higher with good scratch and smudge resistance which is up to 18 month to UV rays outdoors."

For Sam Ink, strength lies in the love and appreciation that it has been receiving from its valued customers. Sam points out that whatever position Sam Ink has achieved today is all because of its customers who for the last two decades have consistently been maintaining their faith in the brand. "I have a lot of respect for my friends and appreciate friendly competitors. We are actually the best of friends because we draw on each other's strengths to find partnerships to address challenges together. It's funny, but we share birthday greetings and exchange warm wishes with each other because we have a vested interest to advance a healthy market place.

This overseas ink technology giant, Sam Ink that caters to wide-format sign, display, advertising, apparel, and printing industries; started on a kitchen table in a small apartment. Today, it is a well-known brand across the printing fraternity, and is vertically integrated from research & development to manufacturing. Being one of the world's leading eco-solvent, mild-solvent, latex, & dye-sublimation ink manufacturers, it possesses deep knowledge of nanotechnology to which the company presumes that it will remain relevant for the next five decades.

The range of eco-solvent inks from Sam Ink can be used by any eco-solvent printer sporting Epson DX4/DX5/DX6/DX7 printheads irrespective of it being manufactured by Roland, Mimaki, Mutoh or any other brand. Owing to its effectiveness, purity, enhanced shelf life and compositional accuracy, Sam Ink is extensively demanded in the market for the processing which the company makes use of latest tools and advanced technology.

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Types of Ink used in Wide Format Printing

When it comes to printing, there are various types of ink that are being used nowadays. Each of these inks has their own characteristics offering certain benefits in some areas but at the same time lacking in some other areas. In wide format printing, following are five of the most common types of inks that are used to create desired design.

Aqueous Inks

These are water-based inks that have two varieties called Dye and UV. The dye inks are mixed with water when applied and then the water evaporates leaving the ink on the substrates. It delivers bright colours. However, these types of inks fade out rather quickly under the ultraviolet rays of the Sun, which makes them appropriate for indoors mainly and are used for short-term promotions. UV inks are similar to chalk dust that is suspended in the water. When the water evaporates, it leaves the chalk like little dots on the substrates which form the image. Being resistant to UV rays, it lasts longer when compared with dye inks.

Dye Sublimation Inks

One can choose between the aqueous type which is used for desktop and wide format printing and the solvent type which is used from Spectra, XAAR and Konica wide format printing devices. It is not quite inkjet printing, but it is a type often confused with.

Solvent Inks

These are generally pigment inks which contain dyes. These inks do not use water, but volatile organic compounds which is why these inks are relatively inexpensive and quite flexible on certain types of surfaces. Solvent inks are waterproof, UV-resistant and offer brilliant colours. The main benefit is the durability of the ink itself which holds up quite well in all types of conditions. Nevertheless, the drawback is the toxic chemicals used in their creation. For consumers, it matters little, but when it comes to production, extra care is taken.

Eco-Solvent Inks

Eco solvent is the green alternative to those traditional solvent based inks. One major benefit is that it is not required to have a huge ventilation system to recycle the air in and out of the department to diffuse the fumes. Using eco solvent inks can have valuable impacts not only on the environment but also upon human health. Not only do these inks print incredibly well onto recycled paper, but there is a greater ease of removal of these inks from wastepaper during de-inking in the recycling process of paper.

UV Cured Inks

These are the inks which are cured by being exposed to strong UV-light. These inks dry quickly making it quite appealing to printers. It can be used on a number of different surfaces. For now being expensive, this ink makes a costlier proposition for PSPs. However, with enhanced production as a result of growing demand, it is expected that these inks would soon become affordable.

Latex Inks

These inks are used on many different surfaces including vinyl. The type of inks acts much like solvent inks but without the dangerous toxic chemicals. However, when it comes to production of these types of inks, certain chemicals are used which are not totally environmentally friendly. For many of the wide format printing fraternities, these types of inks are still new, but offer a lot of promise.

Disperse Inks

These inks are the most commonly known type of digital textile inks, and this is what is used in the dye-sublimation ink process. Dispersed inks infuse into and actually dye the fabric, becoming part of the textile itself. Disperse inks are broken down into low-energy, medium-energy and high-energy dispersion. The commonly used dye sublimation inks are actually low-energy dye dispersion, which are typically used for transfer printing from paper to fabric. The sublimation process requires the use of a calendar to deliver heat and pressure.

Reactive Inks

These inks contain dyes that create chemical bonds with cellulose when applied to pretreated fabric and then fixated. Reactive dye inks are used for decorating cotton and cellulose fabrics such as viscose, rayon, linen plus silk and wool. Reactive dye printing produces intense colour combined with outstanding production reliability and excellent application, and has fastness for fashion, home textiles and signage industry. It does have compliance to textile standards.

Acid Inks

These inks require pretreated fabric for fixation and are printed directly to the textile then steamed to set the ink. The dyes that make up acid ink create ionic or electrostatic bonds with textiles such as silk, wool, and nylon. Fabric with reactive and acid ink must be washed after the transfer to remove any residue. Like reactive, acid-based inks also have to be set into the fabrics with a post-processing heating procedure to permanently set the dyes.

Pigment Inks

These inks are finely ground powders suspended in liquid carriers with binders. Where sublimation creates permanency when the dye is encapsulated into a polymer, pigments are bonded to natural fabrics using binders and a heat calender process. Digitally printed natural fabrics are in high demand, so this is an area we expect to see significant growth in in coming years.

"Our 512i-1 series digital inks are designed to facilitate excellent print cost performance across a range of high-resolution print head technology in the wide and superwide format mild-solvent market sector. This promotes excellent cost performance on Konica Minolta 512i, 1024i, Seiko SPT 255, 510, 1020, Spectra Polaris, & Spectra Skywalker print heads," asserts Sam.

Meanwhile, no different is the claim from the Korean giant, InkTec Co., Ltd., which is present in India through its partners for not less than 15 years and yet there's no plan for setting up a local manufacturing unit. Moon feels that India is a very big market for its inks in time to come and there won't be any compromise while feeding the requirements here under the typical Indian conditions. The company has a very strong R&D back there in its home country where it keeps experimenting and bringing in latest solutions to meet the specific needs of various printing technologies.

According to the company, based on the know-how in the fine chemistry of nano-particle level and technology for inkjet applications, InkTec finished the development of silver conductive inks, TEC (Transparent Electronic Conductive) more than a decade ago in 2005 with unlimited potentials for applying it to all industries such as touch screen panel, display, EMI shielding, printed memory, lighting and so on. The company promises to keep providing not only printer consumables but also parts materials and total solutions as a world-class leading company in inkjet applications & printed electronics.

Eco-Friendly Ink Soon Becoming the Trend

Now the focus is shifting towards eco-friendly products where UV-printing and water-based inks are attracting lot of attention while the industry is also vying for replacing the non-eco substrates to an eco-friendly ones. It is also forced by the legislations from few of the state governments, following which quite a few states banned flex to be used as the media for printed advertising. Many industry stakeholders feel that the misuse and wastage of flex must not be accepted. The solution is to get the flex recollected and then recycled. This would be a responsible way of addressing the environmental issues by understanding the requirements of the market.

"I see a big transformation as UV and water-based both are coming in a big way. The movement has just started. In 2003-04, when we started with solvent inks, I can say that what UV is today was what solvent then. And then we experienced an absolute explosive road from 2004 till 2015. Last two years, however, are a bit depressed or a no growth market, almost stagnant. UV and water-based are taking this industry to the next level. And in any business, there is always a flat curve, when there is an absolute transition," says Goswamy.

Goswamy suggests that for now UV is not appropriate for all the applications. "For

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Product Range from Fujifilm Sericol

other applications, UV inks are too costly. So, for glass printing, there comes the need for pre-coat for perfect printing. Ceramic is also bringing in new opportunity and is pushing more for personalisation wherein UV ink is rapidly making a way in. Nevertheless, fabric is also getting printed with solvent inks i.e. it is not primarily an opening or rather dependent on UV inks. The fabric is here to stay and with time, the price would come down for sure."

Moon also agrees to the recent transformation when he says, "It is certain that eco-friendly inks are a global mega-trend. This is an important part not only in developed markets but also in developing countries like India." According to him, textile products based on dye sublimation technology contact the human skin directly. "InkTec are supplying inks which are harmless to human body. We, at InkTec, have obtained ECO Passport certification for dye sublimation inks, one of main selling items, from OEKO-TEX, a world-famous certification company."

Moon feels that the Indian government's restrictions over solvent inks would change the picture of the country's printing ink industry. "As the government has started restricting the use of solvent inks, the trend is changing over to UV technology. India is one of the biggest markets in the world, and I believe that UV business will boost up enormously." He is of the opinion that the market sharing of UV printers is continuously on the up. "Based on our experience in UV technology, we started to supply UV ink as an alternative of UV printer. InkTec UV inks are most compatible with Ricoh Gen5 and Konica Minolta 1024i head."

InkTec offers UvioNova AUKA, a UV LED curable ink designed to be compatible with UV LED roll-to-roll printers using Ricoh Gen5 and Konica printheads. Suitable for a wide range of flexible and roll-to-roll applications with superior quailty and vivid colours, this ink has many benefits for both outdoor and indoor applications due to its excellent durability and high colour concentration. With no harmful chemical (NVC free and zero VOC's), it is compatible to PVC, Self-adhesive Vinyl, PET, Flex, Poster Paper, and Fabric.

Further, InkTec has been providing high quality of water-based inks on the basis of InkTec's own dispersed technology. InkTec's water based inks provide high intensity colors because the particles are spread evenly. To make clear on InkTec water based inks, we try to evaluate the key factors of ink - durability, colour and light fastness - by using objective technical methods.

Factors Contributing to the Growth

There are always a few key factors, which contribute to the growth irrespective of the industry type or class, which the manufacturers or suppliers make good use of while securing their future for longevity and sustainability.

"At Fujifilm Sericol, it is our professional and ethical management which being intensely customer-centric is the lead contributor while there are other factors too. Our dynamic R&D enables us to bring innovation and lead the technological developments. This also helps us in keeping consistent product quality & performance. The most important factor is that we believe thatour customers are our brand ambassadors," avers Krishnan.

Moon explains it otherwise. "First of all, InkTec has been present in the Indian market through partners, whose efforts have made it a top tier brand in the inkjet market. Second, InkTec operates own quality management system and maintains excellent ink quality. We are confident that ink quality, such as printability and colour is comparable to other competitors. Together these factors are pushing us up on the curve," he elaborates.

Shape of Indian Ink Industry

According to Goswamy, 15 years back when A.T. Inks started manufacturing inks, people did not believe. "However, they are now getting it right that Made in India is a good move and is also logical. With the number of manufacturers increasing, we observe that the stakeholders have started showing their faith in us. This change has certainly given a setback to sub standard stuff baring few importers who are still in practice."

He is confident that importers will not stay for long. "Having so developed, India is not an organised market yet, but better organised than what it was 15 years back. Eventually, the situation would be such that manufacturers would be getting stronger; while importers will not be able to face the heat owing to their limitations which they always have.

Krishnan, playing safe, chooses to go with reference. "Recent economy surveys of India by domestic and international organisations have forecast that our country's GDP is expected to grow in the range of 8% to 10% over the next three years. I personally believe this prediction will come true. Hence, I am very positive on the growth of the printing ink industry at a minimum CAGR of 10% over the next three years."

Moon, however, feels that since market prices have been falling quickly due to the impact of low-priced substance such as Chinese and local brands, it doesn't seem going very smooth for InkTec. "It has already started adversely affecting our profit structure. Still, we believe in ourselves and are continuously striving tosecure the cost competitiveness," he clarifies.

Conclusion

With so many players of repute in the printing ink industry, it is going to be very interesting. As of now, industry experts believe that India is a price sensitive market which is not letting the quality prevail whereas for a market to move towards maturity, the actual motto should be the results and the quality of the products. To meet this objective, greater correction is needed which, of course, is not an individual's game. The industry as whole should come forward to ensure best practices so that the right product is made available to the market.

Further, a move towards eco-friendliness is not only the need of the hour but has become a must to ensure a secure environment. In the meantime, experts are also of the opinion that a lot of people in the industry are using unscrupulous methods. For instance, the standard measure of the bottle is 930 ml, while many suppliers are selling it as 1 liter. These are dirty competitions that the leaders would never opt to be a part thereof. We hope to have a more colourful yet transparent trade practices in time to come so as to let the quality prevail.

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Wide-Format Printers Come Alive Again With More Versatility & Speed

CONTINUOUSLY DEPRECIATING RUPEE HAS CREATED CONCERNS FOR IMPORTERS, BUT AIDING INDIGENOUS MANUFACTURERS

The Media Expo 2018 concluded with an epiphany and witnessed myriad of technology players with their innovative digital printing solutions.

The incredible mix of wide-format printers of which many were new launches was successful in drawing a large crowd to the venue. The range of products displayed under a single roof featured traits which are going to bring in a revolution in the country's signage industry. We, at Sign & POP World met some of the best showcasing their finest products to enhance marketing and advertising campaigns. Her a few new launches to follow:



Fujifilm Enthralls with LED UV Technology

The Acuity LED 3200R roll printer builds on the success of the versatile Acuity LED 1600 II UV inkjet printer, launched in 2015 and the original Acuity LED 1600. The Acuity LED 3200R is set to build on the success of this range by extending the print width up to 3.2m, and further increasing print speeds. With a top speed of 110m2 per hour* (1,184 ft2/hr), the Acuity LED 3200R satisfies customer demands for faster job turnarounds and lower output costs, whilst retaining the outstanding print quality that has come to be expected of the Acuity LED 1600 series. The printer features eight ink channels as standard (cyan, magenta, yellow, black, light cyan, light magenta, white and clear) and utilises Fujifilm's renowned Uvijet ink range to reproduce an incredibly wide range of colors with smooth gradations, while ensuring superb ink adhesion to a wide range of substrates. The Acuity LED 3200R produces consistent vibrant colors with a high degree of opacity for optimal results in day/night applications. Instant-curing UV inks enable multi-layer printing that reproduces high-quality designs with two-layer or three-layer printing. The addition of a clear ink means high gloss spot varnish effects can also be created, enabling sign and display printers to produce real added value print.



Apsom Technologies Spell Bounds with Two New Launches

Apsom Technologies is bringing a revolution with UV Back to Back SkyJet SDL3300 printer. The printer is one of the series of single and double side printing machines of Skyjet, which combine the single and double side printing as well as have high investment cost performance. The two single printing machine; includes 2 medium drive devices, 2 cartridges, 2 control systems, 2 constant tension retractable devices and 2 ink route with the capacity which can be upgraded to 100%. Also, the double side machine consists of a patent technology which can print different image on the two sides. The position is precise while solving the problem of color inconsistency in the day and night. Moreover, it provides high value application solutions which give a customer a reason to give a high price.

Hi Tex FH industrial Textile printer: FH 3208 was launched by Apsom Technologies for soft signage, home furnishing and sportswear. The printer uses KM1024i high speed industrial print head, favorable to meet industrial batch production. The luxurious fashion design can be catered to professional high class customer, available in direct print on polyester textile materials and heat transfer paper printing. The adopt roller and pendulum tension adjustable system, which could meet various polyester materials requirements. The machine structure of steel plate + CNC digital processing technology guarantees the stability and parallelism of the transmission system in order to ensure the media feeding without wrinkle. The printer is versatile with diverse applications such as flag, curtain, seat cushion, elastic fabric, textile wall covering, fabric banner, heat transfer paper & T-shirt etc.



NEGI Showcases Smart Printing Equals Value with a New Printer

The ValueJet 1638UR roll to roll printer provides real production based UV-LED performance at an affordable price. It's, staggered dual print head design provides fast print speeds and the dual UV lamps, on both sides of the print heads, also provide exceptional cure times which allow for higher production speeds. The CMYK plus white and varnish ink options are ideal for printing backlit, custom wall covering, POP displays and beautiful signage. Flexible UV-LED instant dry inks, no VOC's and fast print speeds make the ValueJet 1638UR by Mutoh the smart choice for any print shop. The printer is capable of layered printing capability to create stunning light box displays it is perfect for backlit, wall covering and signage applications. Additionally, Mutoh's patented intelligent interweave i2 print technology virtually eliminates banding.



Mehta Cad Cam Introduces UV Flatbed Printer

The UV flatbed printer RJ 7500 by Mehta Cad Cam boasts the newest Rich technology, Ricoh GH2220 print head. The printer has many interesting features such as technology and all electronics are from Switzerland. It has high speed compared with other regular UV printers due to the electronics & Yaskawa AC Servo Moto. Printer is provided with PC hardware with LINUX based OS "Ubuntu" which makes it virus free even large file can be processed at high speed. The back to back printing (3 layers) in single command is possible. High precision printing is feasible due to metallic linear encoder. It is also equipped with latest silent LM guide. All AC Servo motors and drives are from Yaskawa (Japan) which renders long life, trouble and maintenance free operation.



EFI Displays New Printer to Expand Offering

The launch of EFI H1625 LED promises to expand your offering, customer base as well as bottom line with fast-turn, high margin wide-format printing. It is can deliver standard four colors (CMYK) plus two white channels. It can offer up to eight levels of variable drop grayscale. It comes with standard white ink and single-pass, multi-layer print capability for even more profit opportunity. The printer can attain a maximum speed of 455ft2/hr. The broad application includes multiple graphical applications, road sign application as well as thermoforming application.



AapleJet Impresses with its Latest Hybrid Printer

Hybrid Roll to Roll + flatbed printer, HY-RG1604 was launched by AapleJet which consists of Ricoh Gen5 industrial printhead. The key features of the printer are Japanese Servo moto linear guides, Negative pressure ink supply control, Adgance feeding & take-up system, high-performance UV lamps, and carriage auto height detection along with robust design with stable frame structure. The printer caters to a wide range of print media such as glossy banner, UV light sheet, soft membrane smallpox, wallpaper, leather, plastic flooring, PVC board, insulating board, metal, glass, ceramic tiles, acrylic, KT board, ACP panel as well as all kinds of Roll to Roll material and flat material.



Unique Sign Displays its Newest Roll to Roll UV Printer

The pioneer series of Yaselan Roll to Roll UV 180 R/ 3200 R was launched by Unique Sign Innovations. The newest Yaselan printer boasts features such as SAi Print support RIP software, RICOH GEN 5 printhead technology, UV LED lamp fitted with water-cooled 16 Watt/cm2 lamps, individual negative pressure ink supply system for stable printing, UMC technology board version, Servo motor & driver from Fuji, Japan as well as Japanese THK mute double guide rail that is silent and smooth. The features render is high speed and best output quality in UV Roll to Roll Printer.

Amazon's Innovative Campaign Makes India Sing



Amazon is an American e-commerce and cloud computing company based in Seattle, Washington. It is the biggest e-commerce website with a large number of customers. Recently, they came up with a quirky and engaging campaign which was carried by Times OOH and Wizcraft International Entertainment.

The campaign included a festive band which entertained people at various places such as airports and metro stations with lyrics highlighting promising deals for the festive sale. The marketing gimmick saw people participating enthusiastically.

The festival band was also seen on the streets of India which has been spotted at unique places playing tunes of famous songs with a festive flavor in lyrics.

The event was managed by Times OOH and Wizcraft International Entertainment. The band played songs spontaneously and helped people get entertained with lyrics with an agenda of selling exciting deals which are set to popular '90s music for the festive sale in the month of October.

The band surprised onlookers at busy locations such as airports and metro stations where the band played songs spontaneously and encouraged travelers to join in the song and dance with the Amazon Festival Band.

Moreover, a band like that mostly reflects celebrations across India, which is why they were spread across different consumer touch-points on TV, digital, radio to spread awareness about the Amazon Great Indian Festival.

The quirky and cheeky initiative left the correct impact. Right from identifying locations and getting permissions, to booking the bands, making the costumes and learning the lyrics were challenges that the team faced but the success of activations across the cities was witnessed with the participation of the people wholeheartedly.

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Technical Specification

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

IDS Revotech Konica 512i /1024i Head Digital Solvent Printer

Technical Specification

- Option with 4/8Print Heads
- Option for 2 Rolls Printing at a time
- Eco-Solvent Quality with konica Minolta Print Heads
- 36 Pinch Rollers for smooth movement of media on high speed
- 512i/1024i Print Head Printer
- 1500 - 2500 sq. ft/hr.



IDS Multi-function Channel Letter Bending Machine

Technical Specification

- Stable cutting and bending with five-axis mechanical structure.
- Material Feeding, Lifting, cutting, one-step formation to ensure accuracy and stability.
- With brushless Adjustable-Speed DC-motor applied in various materials.
- With Closed-loop detection System to assure material measurement precision tolerance within 0.1mm, it can match the acrylic panel perfectly. It can make endless words.
- Imported Side rail positioning cutting system to ensure cutting precision and stability
- Intelligent compensation to curved Arc rebound Coefficient to ensure the accuracy of various materials forming



A Stable T-shirt Printer 3PL Industrial Print Head



50 T- Shirts per hour

*With Lowest Ink Cost

Technical Specification

Competencies of the printer include:

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

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National

Foodpanda Joins Hands with Laqshya Media and Gets Inventive with OOH



Foodpanda is a German mobile food delivery marketplace located in Berlin, Germany with operations in around 10 countries and territories. The service allows users to select from local restaurants and place orders via its mobile applications as well as its websites.

In order to promote their services, Foodpanda and OMI, the OOH arm of Laqshya Media Group, collaborated to produce some out-of-the-box OOH creative and installed them all across Mumbai and Pune. The campaign titled 'crave party' was carried for 3 weeks with intent to promote Foodpanda's offers on desserts and snacks. The captivating creative was not only colorful, however, also encouraged consumers to order and quench food cravings with delightful offers.

The idea behind this campaign was to deliver superior food experience and establish connect with the customers on the basis of the love for food. The media assets chosen by the team stood out and generated great visibility on OOH.

Online food delivery in India is one of the fastest growing sectors witnessing consistent growth by 15% per quarter. Given the busy lifestyle, the food delivery model has in the last few years gained increased popularity, especially among the typical urban consumer who finds comfort in ordering food online to save time and effort.

Through their innovative approach, Foodpanda has been successful in attracting many first-time customers to ordering food online and through expertise in understanding the psychology of the urban consumer; the food delivery brand has used a media plan that reaches them straight. The campaign devised for them is high on visibility and stands out breaking away from the clutter among the competing brands on OOH. Their advertising strategy has been creative and the results are truly apparent specially cluster marketing working positively for the brand.

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International

Silentnight Initiates a War on Plastic in an OOH Campaign



In order to make the world better for the future generation, we need to recycle and reuse. Keeping that in mind, Silentnight which is the largest UK manufacturer of beds & mattresses and located in Barnoldswick, Lancashire, England unveiled a new advertising campaign to create awareness about its dedication for sustainability and stopping plastic from entering the oceans.

The campaign highlights Silentnight's green credentials by displaying how its inventive Eco Comfort fibres, which are made from recycled plastic bottles, has averted 105 million of them from getting into the oceans each year.

The eco-friendly campaign titled "A great night's sleep shouldn't cost the earth" features a couple asleep in a bed on a beach. The strong motive behind the creative is to highlight the comfortable night's sleep bestowed by Silentnight's Eco Comfort mattresses without adversely affecting the nature. The national campaign was rolled out across different media such as digital, press and out-of-home.

Sue Benson, MD of The Market Creative, who was behind the campaign, says: "We are giving consumers a compelling reason to choose Silentnight by letting them know the extent of the environmental benefits that the Eco Comfort mattress can make. Tackling such a serious issue, it was important to have the endorsement of the Marine Conservation Society so people know they can trust the environmental claims."

Nick Booth, marketing director at Silentnight, adds: "We're committed to making a difference when it comes to sustainability, so we have made our eco range the focus of our new campaign. With plastic pollution becoming an increasing problem, public concern for the environment is growing. We wanted people to know that we care and are actively making a difference. Consumers can be confident that our Eco Comfort range not only offers a great night's sleep but is kind to the environment too."

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Size: Available upto 3.2 mtr & 50 mtr length

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Fujifilm: With 100 UV Installations, Leads Indian Wide Format Market



SM Ramprasad
Executive Vice President, Fujifilm India

Fujifilm India Pvt. Ltd. was established as a wholly owned subsidiary of Fujifilm Holdings Corporation, Tokyo in India more than a decade back. A leader in a broad spectrum of imaging industries, operated in India through its branch office and local dealers. World over, Fujifilm is said to be the pioneer in imaging technology with 80 years of experience. With all advanced technologies, the company provides solutions in digital camera, photo imaging, medical products, graphic arts, life science systems, motion picture films, recording media and industrial products.

Of all these, we are concerned with the company's graphic art segment wherein the technology giant offers computerised printing plates, image scanners and other digital printing and publishing equipment and materials. It provides advanced solutions for multiple stages of the printing process — from scanning and prepress to plate-making and proofing.

Recently, the company celebrated its 100th UV installation in India. We, at **Sign & POP World**, met **S. M. Ramprasad**, Executive Vice President, Graphic Arts Division, Fujifilm India Pvt. Ltd., to know what makes Fujifilm successfully creating its way to lead the burgeoning Indian wide format market. Here are the edited excerpts:

How has Fujifilm been making its way to the UV printing technology?

At Fujifilm, we started focusing on the graphics market with our digital products around three years back. Fujifilm in the graphics is one company which has a commendable stake in the global UV printing scenario. In fact, it is the largest patent holding in the technology so far, which makes it a kind of stakeholders in the UV market.

In India, when we started our journey with UV there were hardly one or two players. Today, we are glad to see that most of the printer manufacturers have UV printers in their respective offerings. That has been the transformation in the world of printing technology which was brought out by Fujifilm. The testimony of the fact is that in a short span of just three years, we have been celebrating our 100th UV installation in India.

Where does Fujifilm stand in the Indian UV market?

With 100 UV installations in our name, we have become the no. 1 player in terms of market share in the country's UV market.

Our customers have been very much successful when in terms of expanding their businesses, trying out an all new eco-friendly way of printing, and breaking away from the conventional hazardous process. In this way, we also help them abide by the recent legislations, which have been developed for bringing in the environmental-friendly printing atmosphere. This revolution not only led them remain ahead in the market, but also allows them to think beyond flex or any other PVC-based media. We can see that people are now going further to printing on glass, wood, or paper-based substrates like corrugated sheet or for that matter any bio-degradable substrate. And this is the key focus of Fujifilm as a company.

What is the recent addition in Fujifilm's UV portfolio?

We have recently launched our Acuity LED 3200R which has become an instant hit in the world of wide format printing. This printer is predominantly going to replace the printers that are meant for PVC-based media to get in to the printers made for fabric-based media. With the evolution of UV technology, there are very few media which are restricted for direct printing. UV technology has this distinct advantage because it has much better media compatibility and can cater to a vast group of media.

What keeps Fujifilm ahead in terms of technology?

Fujifilm is a company which is far ahead in terms of technology. Our UV inks are not only of the best quality but also come with environmental-friendly features certified by GreenGuard. We do have uniqueness of application-based inks. Like for some of the electronic panel boards, we have different kind of inks while for thermoforming applications where one can mould the already printed materials in to any form or shape whether for making signage or corporate logos. No other company is offering the versatility of such application-based inks as of now.

Going further, when it comes to quality, Fujifilm uses white as an option in all its printers by default, which enhances the creativity of anybody who wants to use the printed medium. Also white ink that we offer comes with the best opacities, which brings colour vibrancy in any printed stuff. Today, only select players can come closer



to Fujifilm in terms of technology and advancements.

Is price-sensitivity of Indian consumers a deterrent in growth?

People more often miss understand the psyche of Indian customers. They are actually value conscious and not price-conscious. As far as we are able to add new value to the bundle, they don't mind stretching their purse. What they want for instance is that if they are spending Re 100 then its value should be justified to them. They are not asking to make available the same at Rs. 25 or Rs.50 paisa. This we have truly understood else the success could not have come to us. We are selling our equipment as well as inks at a Value for Money Proposition which is far ahead of the cheaper alternatives the market is currently flooded with.

What makes the brand Fujifilm so endearing to its customers?

All thanks to our customers who have kept their faith maintained and further building. This is also because our products come true to their expectations especially when it is about the kind of ruggedness with which the machine performs the productivity that it brings to the table, the quality that it churns out. Ultimately, the print is nothing but what you see as the end product. If it is not good, even the best of your bargains go for waste. Adding to it is the brand name itself which has been instilling the level of faith in the minds of our customers in India for more than a decade. This clearly depicts that value always wins over price quotient.

How is the surge in the value of dollar impacting the trade at Fujifilm?

This is a serious concern for us, as for now we are holding our prices. However, it will not continue for long as there is huge pressure on us which we may force us to increase the price to match the rate of rupee against dollar, if the situation remains the same for longer period.

Don't you think the time is right to setup the facility in India?

As you know, we already have a Ink manufacturing unit ,Fujifilm Sericol Plant, near Pune that is engaged in producing inks Currently for screen Printers/ WF Eco Solvent Printers/Digital UV Offset Printers/ Flexo Printers etc. For the UV inks, we are still waiting for volumes to come. As we reach the expected level, there is possibility of exploring the local manufacturing for the same as well.

Which other areas the technology major is exploring for further growth?

Till date, a lot of innovations that Fujifilm has been able to bring in and subsequently transforming the traditional method of promoting over flex banner to a kind of environment where branding doesn't become the eyesore, but match the ambiance of the environment. Going further, beyond the conventional graphics, there is lot of scope for printing in the industrial, interior and homes. These are few areas where Fujifilm is very much interested to explore and bring solutions. The new solution would allow the users to change even the interiors of the homes within minutes rather than waiting for days to do the same.

How has been the preparation so far?

As I said, we are in process of coming up with such solutions in printing to be able to tap a market which is yet to evolve. When we talk about the expansion of market, those markets require certain unique attributes and the capability of printers as well as that of inks to print on the actual substrates. Suppose someone wants to personalise the home by printing the memories of good time on the walls of living room or on the cupboards. The memories may be of birthday, marriage, award ceremony, etc. - all these are needed to be printed on the actual surface. The new technology would allow homeowners to keep changing this with their changing preferences over time.

Overall, where does Fujifilm India stand in the market?

Fujifilm India in the Digital Graphics market is still at a nascent stage and is in expansion mode with lot of hope to cover greater part in coming days. However, within this short span itself there are some areas where we are doing extremely well like the UV flatbed, wherein we are much faster in India compared with the worldwide scenario. India is a fastest growing market for UV Flat Bed for Fujifilm, but overall a lot is left for us to catch up with.

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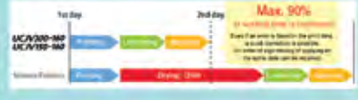


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International

Deloitte Digital Attracts Travelers with Eye-Tracking DOOH at London Airport



Deloitte Digital has collaborated with Market Gravity and installed a digital out-of-home campaign at London City Airport. The advertising DOOH consisted of gaze-tracking technology in order to measure engagement with the information which was put on display.

The company has started marketing services to compete with rivals including Accenture along with conventional advertising groups such as WPP.

Deloitte Digital took over London-based design firm Market Gravity along with ad agencies Acne and Heat in the last year as per reports.

Nick Sherrard, managing director at Market Gravity, said: "If you're a regular flyer through London City, you wouldn't actually notice any difference; the screen has stayed exactly the same, but what we've added is gaze-tracking, so we can see what people interact with and what they pay attention to."

This makes it feasible for the London City airport, Deloitte Digital and Market Gravity to test in real time and avail information as the process continues.

According to Sherrard this innovative campaign is very interesting considering London City Airport mainly due to the fact that it has people passing through every day who cannot be found in any other setting.

Glen Wilson, managing director at Posterscope, said: "Image recognition in all its forms – eye-tracking, gender, mood, number plate etc. – has been widely applied to DOOH for some time. It will continue to be an increasingly important technology in deriving human insights which, in turn, allow DOOH to work harder for advertisers, leveraging its inherent flexibility and agility to deliver more efficient and effective solutions.

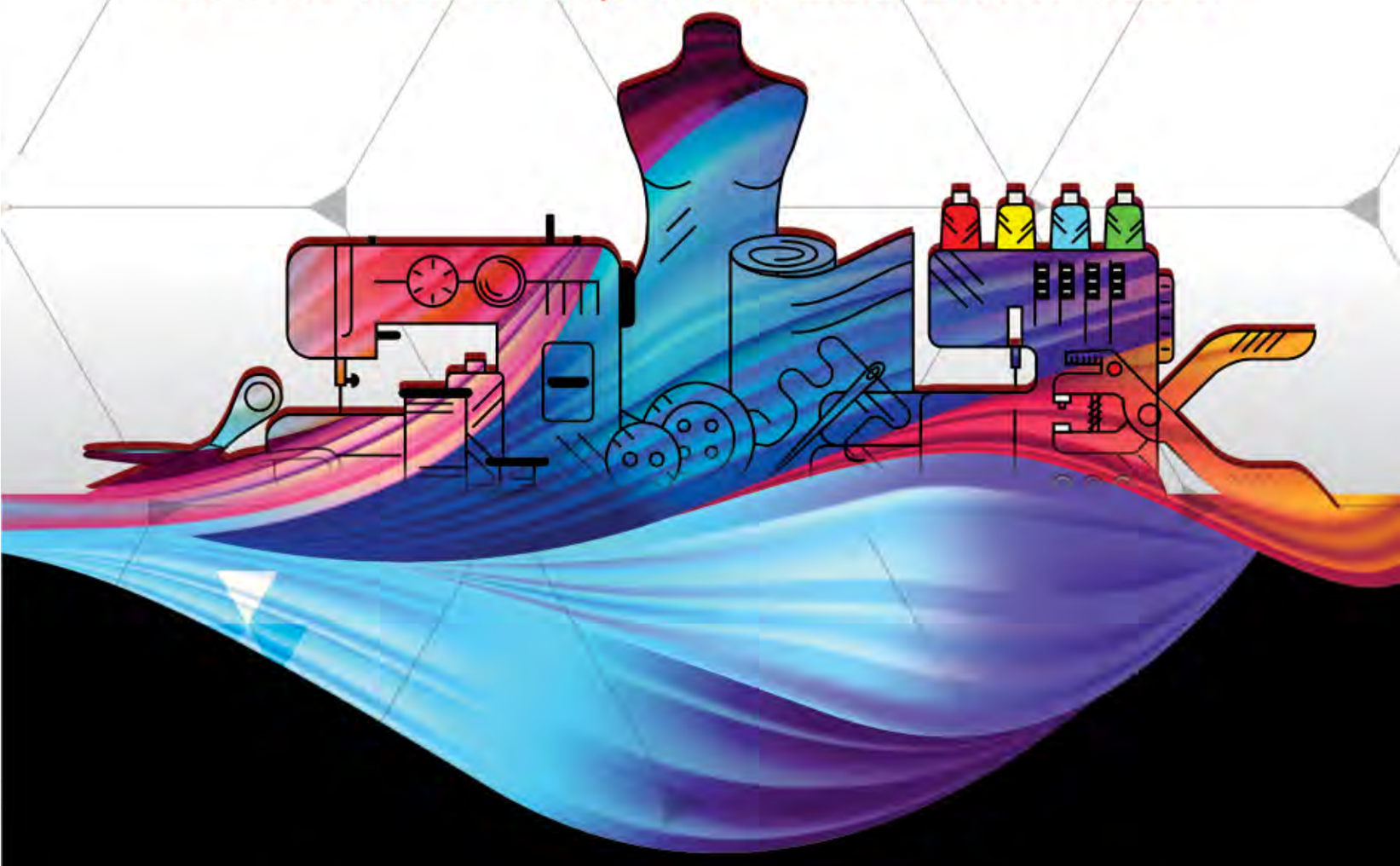
These technologies lend themselves to any pedestrian environments, whether they are high streets, shopping malls or railway stations. In addition, number-plate recognition is also used to serve advertising to drivers of competitive brands, plus many other applications."

Sally Emms, head of media sales at London City Airport, said: "We are embarking on a huge development programme at the airport and our media assets as a result of that will completely transform. What we're hoping to do is use technology to put media assets into the terminal that will provide advertisers with an experience. By using data like this, they can understand exactly who is passing through the terminal at whatever point in time and what they're most responsive to, making their media buying and creative use on those screens more beneficial for their brand messaging."

The analysis finally revealed that people were engaged more when the surrounding was quieter while the engagement reduced when it was busy. The quiz style content performed best with engagement increasing by about 10%. This is the first time that a DOOH such as this has been implemented in an airport context.

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Esko: Enhances PSPs Efficiency through Software & Automation



Arnab Maiti, Director SA, Esko

The Belgian software giant, Esko's product portfolio supports and manages the packaging and print processes for brand owners, retailers, designers, pre-media and trade shops, packaging manufacturers, and converters. The Esko solutions consist of an extensive suite of software and two hardware product lines: CDI flexo computer-to-plate imagers and Kongsberg digital cutting systems, complemented with professional services, training and consultancy.

Esko, a Danaher company, has an extended family with a few renowned members with their respective expertise. Enfocus, with its PDF quality control tools and automation solutions, Media Beacon, with its digital asset management (DAM) solutions and BLUE Software, with its SaaS label and artwork management applications are all part of the Esko family. Headquartered in Gent (Belgium), its sales & service organisation keeps constant touch with customers globally.

Esko solutions are used in packaging management, asset management, artwork creation, structural design, prepress, 3D visualization, flexo plate making, workflow automation, quality assurance, sample-making, palletization, supply chain collaboration and/or the production of signage and displays. We, at **Sign & POP World**, met **Arnab Maiti**, the company's Sales Director for South Asia, to know how the company's solution helps the signage industry and the PSPs. Edited excerpts are here to follow:

How would Esko's packaging solution help signage industry stakeholders?

Esko helps signage specialists reduce waste and improve efficiency with solutions focused on streamlining their end-to-end sign production workflow. Our software solutions help our customers in many ways by making the whole process smoother than anticipated. In short, production is enhanced, and operational efficiency is increased with software that delivers faster approval cycles, eliminates file errors, reduces idle time, improves workflow control and simplifies complex manual steps of digital finishing equipment.

What specific solution do you have for Signage industry?

Esko's versatile range of digital finishing solutions help sign-makers to work on an extensive range of substrates and applications to cater to the needs of the industry. Also, sign-makers these days are looking for ways to optimize their businesses for which they need to keep up with the demands of their customers for shorter runs, faster turnaround and more options to choose from. Our Automation Engine is capable to address all of these.

How does a mere software can transform the business?

We, at Esko, believe that software and automation are rapidly changing the way businesses are done around the world. It's up to us as how we want use that to make things better for our customers and help them realize the potential of their businesses. With this objective in our mind, we introduced the concept of 'design to finish', wherein we play a very important role of connecting the dots.

From where does your strength come in?

A very strong history of innovation in engineering of digital cutting table called Kongsberg, tightly integrated software solutions that increase the efficiency of the cutting table and our overall understanding of the requirements of the signage industry.

Is it feasible for a startup entity?

Our solutions are modular and can be fit into requirements of various complexity and magnitude. What is important for us is to





understand the customers' requirement and suggest the right return on investment.

Why do you think people would invest in this automation system?

Automation adds to the bottom-line of businesses by increasing efficiency of systems and processes, reducing wastes and optimising utilization of manpower.

What's the latest addition in Esko's portfolio of solution?

We have introduced Automation Engine QuickStart for signage industry. It was launched in FESPA this year, received a very impressive feedback, and has been gaining traction from the world over. As the name suggests, it is implemented in just five days, the turnkey solution that grows with the business, immediately boosts a company's production capacity by automating the complete process from order to design to finish. Pre-configured, proven workflows for sign and large format production make it very easy for repetitive tasks to be quickly executed.

We offer highly versatile Kongsberg X series cutting tables, which are the industry benchmark of performance and quality. These stand for value, durability, reliability, precision and ease of use at an attractive investment level. Structural and graphic design with hyper-realistic 3D mockups is delivered by Artios CAD Enterprise, an online central database that allows users to save and retrieve all assets, and Studio & Store Visualizer that show how packaging will look on store shelves through 3D simulation; while our i-Cut Suite is capable of tackling all the bottlenecks in sign & display workflow.

What made the company to up with this solution?

This has been designed after getting lot of feedback from the users across the world to cap the time & efforts that our Automation Engine takes in the process. Also, it requires a very deep understanding of the customers' workflow, based on which the designing is done. At the same time, we also realized that not many companies have the internal expertise as well as time and resource available to get in to that consultative mode of setting. So, together all this made us to develop the solution Automation Engine QuickStart, which can be easily deployed. As I said, it comes with a 5-day training & implementation package for basic understanding after which anyone can start. It doesn't need very big setup and even small business owners can go for it.

With such invaluable solution, how does Esko present in the market?

Predominantly, we have direct sales force which is very experienced, and we have good partnerships in the market mostly with printer manufacturers and that helps as both go side by side.

Where does Esko plan to see itself in near future?

We want to see Esko as a company which helps its clients to make the best packaging for billions of its consumers. At the same time, we would focus on simplifying packaging and lead our industry with the most comprehensive, innovative and user-friendly offering to become a partner that customers love to work with.


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Apsom Technologies: Driving the Change to Go Green



Vir Vikram Bhatia, Managing Director Apsom Technologies

FOLLOWING ITS PHILOSOPHY, THE COMPANY IS CONSTANTLY BRINGING IN TECHNOLOGIES THAT ARE AFFORDABLE AND STABLE.

Apsom Technologies India Pvt. Ltd. has created an indisputable niche in India's digital printing industry and has incessantly been playing an important role in the growth of country's visual communication industry for more than two decades. Having established a strong presence across the country, the company is known for its technology solutions that it offers to meet and exceed customer expectations, right from simple scanning to tricky colour matching, from substrate selection to picking the right film for lamination. In an exclusive chat with Sign & POP World, Vir Vikram Bhatia, Managing Director, Apsom Technologies, assures that the company has all the answers for graphic as well as digital textile market.

The company that takes credit for introducing brands like DGI and KM in India has lately taken the responsibility of marketing Mimaki's machines to its customers in the Eastern, Western and Northern regions of the country. "In 2018, we have come up with a variety of UV machines at a very affordable cost but with stable technology, which as of now is available only with HP and EFI but at a price not affordable to many PSPs," said Bhatia.

Sharing his thoughts on current trends, Bhatia opined that the industry is going in two directions - one is UV, while the other is sublimation. He said, "We Indians closely follow the trend from the West, mainly US and European countries, wherein a lot of printing on fabric through sublimation is going on. Moving in tandem, we have just launched our back-to-back UV RTR machine in 3.2 meters in four colour options, primarily targeting the signage industry for backlit, banner, outdoor-indoor etc., besides the home furnishing industry for printing on textile to include bed-sheets, curtains, sofa covers etc."

Speaking on the need for so many UV machines at one time, Bhatia explained, "While the industry has been brimming with the solvent and eco-solvent technology, the government has become slightly vigilant about the environment. In the last couple of years, quite a few legislations have been passed wherein the plan is seemingly to ban all the products and machinery which are not eco-friendly. The move is not restricted to India but across the world. The drive for green technology is on the surge, which has given a strong push to the manufacturers of such technologies."

He added, "Going in line, we have come up with five UV machines this year. One of these is back-to-back printing machine - Skyjet's SDL 3300 - that has the advantage of bringing the same effect at day and night. Earlier, there was a three-layer printing technology i.e. image-white-image for the needed day & night effect. But with this machine, white layer is not needed as it can print the images on both sides, properly aligned to each other at the same time. Besides, one can also do a lot of other creativity with this printer."

According to Bhatia, SDL 3300 - one of the series of single & double sided printing machines from Skyjet – promises high investment cost performance for which the manufacturer has obtained patent approval for China Japan, USA and other countries. Featuring heavy roller structure, commendable rigidity, no distortion, 8-years life time, special RIP operation mode saving 1/3rd of waiting time; the machine is capable of printing different patterns on two different media at the same time.

Double side printing provides high value application solutions, avoids homogenous low competition, and gives customers a reason to invest a little higher than usual. It replaces low-efficiency and low alignment accuracy with twice printing technology, and meets the requirements of specific tool such as flags that are generally used at airports, malls and stadia. Its simultaneous two-side printing, wherein the equipment works independently for both front and back leads to capacity increase by 100%.

With 50% ease in operation, the machine curbs the escalating labour cost without any juncture picture. Further, it brings more eye-catching effect in the light box and does value addition in the advertisement for chain businesses like banks, super markets, etc., without adding to the cost. SDL 3300 perfectly substitutes the double ink volume method and solves the colour effects when the lights are turned off. It replaces the costly colour-white-colour printing technology for the same effect as suggested.

"With this machine, we can now compete with HP and EFi, which are highly-priced. We are, therefore, targeting medium level of customers across India who don't need to invest big but can still own the technology. The machine is highly affordable at 30-40% less price that what is currently available in the market. Being roll to roll, this machine can be compatible with any flexible media."

According to Bhatia, this technology has been patented by the manufacturer in the beginning of the decade. At that time, it was making solvent back to back, of which, it sold more than 250 machines to its customers across the world including India & Bangladesh. He said, "The company has developed the machine with UV technology only a couple of years back. This is the first machine in India, while we have already sold the same to our customers in Korea, China, Japan, and to a few European countries."

Nonetheless, he strongly feels that only bringing UV machine will not solve the



problem unless the media or substrate gets a facelift. "For this, we suggest our trade partners and industry friends to opt for environmentally-friendly media. We also insist that if that kind of media is not available here, then we should bring it from China or Europe, as it is the future, and a company will not be able to survive without moving to such media. Thus, we want to convey a clear message that unless both media and printer manufacturers move hand in hand, we will not be able to change the fate of the industry."

Established as a service provider for the IT industry, the company strived to evolve its business with changing times, from being a hardware vendor to a solution provider for the signage and textile industry. Today, it deals with various multinational organisations throughout USA, Japan, Korea,



Taiwan, China, Canada, and others. With offices in major cities and with a strong dealer & reseller network, the company has been working towards bringing latest printing solutions to its customers at an affordable rate.

Speaking on the provisions that Apsom Technologies offers to its customers in India, Bhatia said, "Owing to our two-decade stand in the industry, we have developed a very deep understanding of signage & textile market in India. We believe that a critical component to the success of any given brand or product is the availability of trained manpower being able to provide satisfactory service & maintenance. In our case, we have a dedicated service division with a pool of trained manpower. Each of our engineers has been given special training on the products by our associates. This gives a much needed edge to our sales efforts."

When it comes to technology partners, Apsom Technologies sources its quality products from globally renowned manufacturers. For instance, DGI is a true technology integrated digital printing solution provider and has developed its own inkjet printers & cutting plotters based on perpetual R&D efforts stemming from precision machine manufacturing technologies & digital printing algorithms.

Mimaki Engineering Co. Ltd., the Japanese printing technology major, manufactures high-tech sign making equipment, digital printing machine, computer-aided input & output devices used in architecture, engineering, graphic arts, engraving & 3D modelling. Another name in the league is Japan-based Konica Minolta InkJet Technologies Inc, which offers an industry specific varied inkjet textile printing system comprising mainly of Nassenger V & VII series, in sync with the industry's growing demands.

Shenzhen Runtianzhi Image Technology Co. Ltd. (FLORA), Shenzhen, is known for its extensive research on wide format digital printing machines and inks. The company is a leader of the printing industry in China and has a very good capability to produce reliable and better machines. ColorGATE has been a leading developer of extremely reliable, user-oriented software for the graphics industry, supplementary goods and services, such as training and technical consulting, round out the range of products.

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

SAi & Avery Dennison Come Together To Design Sign Files

THE TECHNOLOGY GIANTS WOULD DEVELOP SPECIALISED RIP SOFTWARE FOR NEW TRAFFICJET PRINTING SYSTEM BUNDLED PACKAGE PROVIDES THE POWER TO DESIGN SIGN FILES WITH PRINT & CUT CAPABILITIES

SA International (SAi), the leading provider of software solutions for the signmaking, digital printing and CNC machining industries, has partnered with Avery Dennison to develop specialized software for the company's TrafficJet Print System.

The FlexiSIGN & PRINT Avery Dennison TrafficJet™ and FlexiPRINT Avery Dennison TrafficJet™ software will feature on the new system, which is designed to allow the production of certified output for the highly-regulated global traffic signage market.

As well as incorporating the TrafficJet large format digital printer, the bundle includes the specially-designed versions of SAi's software, which is optimized for traffic sign production.

Extended colour gamut for custom blends

The Avery Dennison TrafficJet Print System's CMSpot6™ ink setup uses six dedicated spot colours that match the regulated traffic signage. Utilizing FlexiSIGN & PRINT Avery Dennison TrafficJet™ edition, users can extend this colour gamut to create custom blends from those spot colours, enabling the production of additional regulated colours, such as purple, orange, and gray, or produce process colours on reflective or commercial graphics. This offers the opportunity to efficiently produce a wider range of traffic signage that adheres to required specifications.



The TrafficJet Print System enables the production of certified output for the highly-regulated global traffic signage market



RGB/CMYK/Lab to Spot Color Mapping creates an easier mapping experience between current or national sign databases by automatically mapping to the CMSpot6 Ink Setup

Additionally, unique to this system, is an ink estimation tool which allows users to set ink limits independently and provides accurate estimation of ink usage for each print job - thereby delivering greater control and further flexibility.

Enhanced production throughput with Spot Colour Mapping

The TrafficJet Print System also incorporates a time-saving Spot Color Mapping tool which offers easier mapping between current or international sign databases by automatically mapping to the CMSpot6™ Ink Setup. This improves production workflow efficiencies by eliminating the time needed to reassign spot colors or use expensive third-party color mapping software. This feature also maps a user's existing art library to Traffic Spot Colors, or if colors are moved from one spot location to another.

Optimizing media usage and minimizing waste

In addition to full print and cut capabilities, the user-friendly FlexiSIGN & PRINT and FlexiPRINT Avery Dennison TrafficJet software features SAi's contour cut True Shape Nesting feature, which enables up to 30% savings on print and cut jobs by optimizing media usage.

Commenting on SAi's involvement in the new TrafficJet Print System, Aaron Means, Global Product Manager, Digital Printing Solutions, Avery Dennison, says, "SAi's ability to provide a full design suite as well as RIP capabilities was something that set them apart from other providers, as no other provider can offer this. This together with the fact that Flexi is the most popular wide-format printer RIP and signmaking software worldwide, made for a great fit for the TrafficJet Print System."

As well as an error-proof interface to help ensure the production of compliant signs, the software helps speed up media selection thanks to a dedicated cloud page that takes users directly to the Avery Dennison Reflective Solutions website.

About SA International (SAi)

Headquartered in Salt Lake City, Utah, USA, SA International (SAi) is recognized as a global leader in providing software solutions from design to production for the signmaking, digital printing and CNC machining industries. SAi Flexi ranks as the world's number one software for signmaking and is found on more wide-format printers than any other RIP. In addition, the company is one of the leaders in the CNC machining market with its EnRoute CAD/CAM software.

SAi has a loyal and well-distributed network of resellers around the world with over 2,00,000 customers in more than 150 countries and enjoys strong OEM relationships with industry leaders. As well the USA, SAi has offices in Brussels, Belgium; São Paulo, Brazil; Pune, India; Shanghai and Hong Kong, China and Tokyo, Japan.

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BOOK YOUR BOOTH NOW

Aaplejet: UV Technology is the Future



Vijay Chavan, Managing Director Aaplejet

Established in 2015, Aaplejet is part of a bigger conglomerate GeeVee Infotech which has been engaged in providing total imaging & printing solutions for corporates, small & medium enterprises, private & public sector companies, architect & interior design firms, mapping organisations, ad agencies, photographers, fine art professionals, retail display and indoor hoarding providers, print shop sign makers, print service providers, banner & poster providers, etc.

The company claims to have introduced Allwyn in India years back and is also going to be a OEM for the print head technology giant Xaar for their new print head 1201. "We are based in Mumbai. Our team has expertise and specialisation in offering large format printing solutions for UV, Eco & Solvent," says **Vijay Chavan**, Managing Director, Aaplejet. We, at **Sign & POP World**, met him to know about the company's products, solutions and its market positioning. Here is what he shared with us:



How is the company placed in the country's signage market?

We are 18 years old company. Aaplejet is a new entity that has been formed three years back to cater to UV products. We have another firm in the name of GeeVee Infotech which is engaged in manufacturing and supplying solvent & eco-solvent printers. We manufacturer smaller printers, Customized printers for various print application's and more than that we are the technology player.

We have already made A3 UV printer as well as 5 feet RTR wide format UV printer. We have a couple of production units and a demo and R&D centre in Mumbai with a formidable presence in the country's major cities either through our dealers or own offices. Our team consists of 50 people.

What made you to diversify in to UV technology?

Earlier, we were more in to Eco Solvent and solvent. As we can see solvent has gradually been taking a back seat following the government increased thrust on eco-friendly solution, we started focusing on UV since last three years. Expanding our UV offerings, we have just added 8x4 feet flatbed UV printer And 10 feet RTR UV printer in our portfolio. Recently, we have come up with a hybrid compact flatbed 5x12 feet escorting Ricoh Gen5 printhead, which is aimed at crowded cities like Mumbai and Delhi where space is an important factor.

How are you selling your printers? How many printers have you sold till date?

We have appointed dealers in Assam, MP, Gujarat, Maharashtra, Goa, etc. So far, we have installed Six 8x4 True Flatbed Printers with Ricoh Gen5, seven hybrid machines in Gujarat, Goa and Maharashtra in the last six months. This is apart from 37 Eco and UV RTR printers with Xaar 1201, and 12 eco-solvent printers that we have sold to our customers in India.

How is Aaplejet placed in the Indian signage market?

As of now, we are focusing on feeding the market at reasonable price but with better technology. We are not competing with top brass like Colorjet, Fujifilm, Mimaki, etc., but we are a technology player backed with a very strong R&D setup. Our technical partner has two decades of experience working with quality players. We know what goes in a printer and how to make quality printers unlike the box movers present in the market who source from cheap manufacturers from neighbouring countries and sell in India.

How long have you been in to solvent printers?

We have been distributing Solvent printers since last 16 years. We are making solvent printers from last seven years in our facility in Mumbai. We have two factories - one each in Bhiwandi and Airoli measuring 12,000 Sf. Ft. and 7,000 Sq. Ft. respectively. We are currently manufacturing 20 units of solvent printers and 5 eco-solvent RTR printers every month. We are also making A3 UV printers i.e. smaller ones. For hybrid and UV



flatbed printers, we are sourcing from quality vendors in China.

What is the USP at Aaplejet?

Industrial printheads, stable electronic boards, best mechanical synchronization and tough electronic integration is our USP. Also, we are working only with industrial printheads like Ricoh & Xaar ensuring the best printing performance.

Most of the printers come with BYHX board while ours has UMC or DPCS board, which allows ease of use, Reliability and best user interface. It allows changes in between the printing process like that of colours or speed. Unlike BYHX board wherein printing starts once the image is ready and fed to the machine, in UMC/DPCS the machine keeps on taking input as we start feeding. This makes UMC/DPCS a little complicated technically, and needs more focused approach while processing.

Suppose, in a printer with BHYX board, a printing job of 4x8 feet is in process and suddenly after 3/4th job is done there occurs some technical fault, which ultimately leads to damaging entire glass or acrylic sheet or whatever media has been used. This is not the case with ours.

Also, we have chosen the best German print software, ColorGate RIP software for which we are also the OEM. My entire team is trained with this software and truly understands the technicalities. ColorGate has lot of advantages compare to other Chinese & European Print Software Providers. Even ink saving up to 18% is achievable without compromising on print quality.

How important is the service at Aaplejet?

have a vision about our company that users should look at Aaplejet for the ultimate and the best UV printing solution for variety of complicated applications. Meantime, the Aaplejet team is busy exploring different print applications to take this technology beyond limitations in order to offer low cost UV print solutions to market.

It's easy to sell the printers but to manage and maintain the same needs more knowledge & Passion. We are more focused on applications. These are highly precise machines and one should be fully trained to handle the technical glitches that these printers may come across. Suppose, you are printing on glass and not applying a pre-coat or post coat, the life of such output is a week or a month. This is why we are offering two years durability on prints if operated with flat media with coat, while 5 years if operated with pre- and post-coated one. Service is an integral part of the system. We give three to five days training to PSPs at the time of installation. This is part of our training module & we have dedicated R & D center in Mumbai wherein users can come and explore different UV applications to maximize their profits.

We are also working on systems like service apps and system integrations wherein user connectivity and service solution will be made hassle-free to minimise printers' down time.

Do you also offer inks? Where are you sourcing it from?

We are supplying inks from last 14 years, so we are India's one of the only few ink solution providers who know everything about inks. We are sourcing inks from quality players from across the world. For instance, we are buying European and Korean inks. It's a fact that application as well as selection of inks makes a visible difference to the final output.

As I said, we believe that pre-coat is a must for longer life of the prints, the absence of which can dent the performance of the final product as prints may start deteriorating after small time. For this reason, we are coming up with the idea to supply pre-coated media or materials with five years warranty along with the printers.

How do you see the future of UV technology?

UV has a bright future. For instance, seven years back when we started our journey with Media Expo, there used to be around 80% solvent printers, which have now been replaced by UV. Also, we have closed the deal for seven printers all hybrid UV with Ricoh Gen Industrial head. UV has certain unprecedented advantages like printing on any substrate or media type, coated or uncoated, which is not possible with solvent or eco-solvent technology.

Further, the final product has minimum two years of outdoor life as against six months of solvent or eco-solvent. With UV, 3-4 layer-printing is possible which add more depths to the printed substance. In fact, we are in process of integrating and converting all our solvent machines and soon all our printers will be UV.



Apsom Technologies Organises Gala Event for its Customers in New Delhi

Apsom Technologies India Pvt. Ltd. recently organised a meet in New Delhi, where more than 100 trade associates came together to grace the occasion. Expressing his gratitude, the company's Managing Director, **Vir Vikram Bhatia** said, "We thank you for your belief in Apsom Technologies and the trust that you people have been showing in the brands for so many years. Our basic idea is to provide good, stable and affordable solutions to the industry for which we are continuously striving forward."

Further, **Sunil Purohit**, the company's Senior Manager - Business Development, explained











the journey of around two decades as how the company moves kept its momentum and played its role in the development of the country's signage and digital printing industry. "We have always made our efforts to present the latest and technologically advanced products to our partners here in India, sourcing the same from across the world. Now that Green is call across the world, we have our motto as Be The Change – Go Green, which we would strictly follow to remain contributing to the environmental cause."

It was a get together where the company invited its technology partners, trade associates, dealers and distributors. It was aimed at providing an opportunity to interact with each-other and renew contacts, besides, having quality time with its valued customers on one-to-one basis. The visitors were pleased to be a part of such event where the trade channel partners could directly meet the technology providers to discuss related issues and clear their doubts. The get together was followed by Cocktails & Dinner.

The company keeps organising such events to make the associates feel about how much the company cares about them. This also brings a level of belongingness and support to its partners. While the technology providers see the strength and dedication of Apsom Technologies that it puts on marketing & selling their products, the channel partners get the assurance that the company is here to support their businesses.

Almost similar kind of event was organised by the company in association with Mimaki India a few months back when it was appointed as an authorised dealer for Mimaki India, a wholly-owned subsidiary of Mimaki Engineering (Japan). Under this, Apsom Technologies has been given the responsibility to distribute all products from the Mimaki stable across East, West and North Indian regions.





Unique Sign: UV is Getting Greater Attention Now



Mohammed Ali, MD, Unique Sign Innovations

DESPITE CORRECTIONS TOWARDS SOLVENT AND FLEX, UNIQUE SIGN IS MORE COMFORTABLE TRADING IN UV TECHNOLOGY MAINLY BECAUSE IT HAS NO RESTRICTIONS ON SUBSTRATES TO BE USED.

Unique Sign Innovations is one of the leading distributors for inkjet digital printing machines, UV printers, solvent & eco solvent, sublimation printers, hot & cold laminator, laser & CNC router, solvent & eco solvent inks, UV inks and high quality spares. "We are currently sourcing these quality products exclusively from internationally renowned brands like Yaselan, Xuli, Unilami and Unique Inks," said Mohammed Ali, Managing Director, Unique Sign Innovations, while he was speaking to Sign & POP World.

According to him, the company started its journey around a decade back under the title Razi Digital Colors, supplying digital printing inks to a handful but loyal customers across the country. "After serving them for nearly half a decade, from 2012 onward, we started expanding our wings to include solvent and eco-solvent printers in our product portfolio. Since then we are catering to the needs of the Indian signage market under the title Unique Sign Innovations," elaborated Ali.

Delving on to the setup, Ali stated that Unique Sign Innovations was founded by two young enthusiastic entrepreneurs armed with loads of experience in the field of printing, backed by ample support from their esteemed stakeholders. Driven by its values, the company has achieved various milestones within a short span of time. "Our offerings include advanced and standard digital printing machines, high quality spares and best formulated Solvent & Eco-solvent inks and services."

The company does boast on its dedicated service department for digital printing machines. "Equipped with professional service engineers, we offer best routine maintenance servicing, spares replacement and general services to our customers. Our round the clock AMC is just a call away. Our service people reach customers spread across the states of Tamil Nadu, Delhi, Andhra Pradesh, Odisha, Telangana, Karnataka, Gujarat, Rajasthan, Maharashtra and Kerala," informed Ali.

The company that got associated with Xuli only last year has sold more than 20 printers with Xaar 1201. "We introduced Xuli machine with Xaar 1201 print head in India, and are getting commendable response. Till date, we have installed more than 20 machines, while quite a few orders have been registered which we hope to materialise in time to come."

Speaking about the Xaar technology, he said, "Owing to the cost-efficient industrial Xaar print head, the machine needs less maintenance as compared to others. Also, the applications can be further expanded with Xaar technology because of its compatibility with UV to cater to the fabric & textile printing which is catching up fast across the country." According to him, Xaar itself is very aggressive to promote its technology to unrepresented geographies, which is helping in extending the reach.

"At Unique Sign, we have embarked upon a marvelous journey which is providing some exciting opportunities," said Ali adding that his trading association started with Yaselan way back in 2012. "We first introduced solvent printers with KM512 print head of which we have sold more than 100 printers. It was followed by KM 512i, which made a mark with resounding success among our esteemed clients. Now the company has come up with a range of UV printers, which are also well received in the Indian signage industry."

The KM512 series consists of type L, M and S, corresponding to unit drop volume capabilities of 42pl, 14pl and 4pl respectively. The type M and S can be driven in 4 level grey-scale mode for reproducing high quality images with smoother tones. Compatible with solvent inks, this print head comes with 512 nozzles and a native resolution of 360 dpi and I suitable for banner printing.

Elaborating on the newly launched printers, Ali shared that in the Pioneer Series of Yaselan, the company has added True UV Flat Bed G2513 printer and RTR 180R/3200R printer, both escorted with RicohGen5 print head to offer high speed and best quality output. The machines sport individual negative pressure ink supply system for stable printing, UMC Technology-based board, servo motor and driver from Fuji, THK mute double guided rail for silent and smooth operation from Japan, Photo Print



RIP Software from Sai, and UV LED lamp fitted with water-cooled 16W/cm².

Features include imported high resolution metal raster to reduce mechanical error to get the moving resolution of the carriage to 0.01mm so as to meet high print quality demand of the customers. Its double screw rods along with double servo motors keep high accuracy of stepping, while pulse driven Ricoh Gen5 industrial print heads equipped with the gray scale printing technology can control the ink dot at 7-35pl. The RTR 180R doesn't sport pinch roller that makes it suitable for soft kind of materials ensuring flawless printing without banding.

Sharing his thought on the ban on flex, Ali said that it won't harm the solvent printers' market to an extent it was anticipated as the PSPs are now using the same printers proficiently for printing over soft media, especially fabric. "Initially, there was compatibility issue because of which very few PSPs experimented other substrate than flex on these printers. However, for those who tried, are successfully executing the operations and delivering the orders. It's costly though but with increased quantity following the surge in demand for fabric, would eventually bring down the price."



In the meantime, he informed that the recycling of flex has been started. "Soon the manufacturers and suppliers of flex would put their demand to the concerned government agency for lifting the ban. We have our traders association back in Chennai, which is very pro active on this front. It is the association's incessant effort that forced the government to lift the ban on flex in Tamil Nadu. It took some time as the legal process in most of the instances is time-taking. We want other associated stakeholders to take the cause forward and make aware the respective state governments on the same."

Nonetheless, despite all these corrections towards solvent and flex, Ali seemed more inclined towards UV technology which is far more eco-friendly and has no restrictions of substrates to be used. "Over the last couple of years with continuous promotion and better proliferation, UV technology has been able to draw considerable attention of the stakeholders from the country's digital printing industry. The price has come down to almost half than what it was being sold at till last couple of years. Even for us, it is the first experience with UV and is quite successful. We look forward to clinch more business opportunities in UV technology," he signed off.

History Brought to Life with Massivit 3D Printing

USING 3D PRINTING, SISMAITALIA - THE INTERIOR DESIGN & DIGITAL PRINTING COMPANY - RECENTLY CONSTRUCTED FIVE LIFE-SIZE CAPITALS FOR THE GRAND SPADA PALACE - THE ICONIC LANDMARK BUILDING OF ITALY.



Utilising 3D printing, Sismaitalia could overcome the costly time constraints and lengthy turnaround associated with traditional restoration methods.

All over the world, there are a wealth of iconic landmarks and listed buildings steeped in history. These structures often serve as monuments that recognise a region's history. However, as the decades pass, many of these stunning buildings deteriorate, some naturally, others due to neglect, or simply a lack of investment.

Italy is a prime example of this - the country is synonymous with historical buildings that dot the landscape. Construction companies are frequently approached to restore these magnificent remnants of history, something which is often far from straightforward due to cost restraints and the lengthy construction time it can take to complete such projects. Savvy palace-owners are overcoming these bottlenecks by enlisting the help of innovative companies like Sismaitalia.

Sismaitalia, a pioneer in visual communication, interior design and digital printing, was the first Italian business to adopt a Massivit 1800 3D printer. After initially acquiring the solution to provide customers with unique, interior design applications, the company subsequently recognized a gap in the restoration market that could be solved using rapid, large format 3D printing.

"With the capability to 3D print super-large objects, we can provide our customers with exact replicas within a fraction of the time and cost compared to traditional methods. This capability has seen us expand our service offering to existing customers as well as target new markets," says Federica Tisato, Marketing & Communication Manager of Sismaitalia.

19th Century Palace Restored

This is exemplified in a recent project, which saw Sismaitalia construct five life-size capitals for the grand Spada Palace in Ferrara.

Built in the 1800s, the palace was originally owned by the renowned Spada family and was subsequently inhabited by several other families before its current use as a hotel.

According to Tisato, the company was approached by the owners following a recommendation from a specialist restoration engineer. "The owners noticed that the crumbling façade of the capitals had become weathered over the years. As they are an essential element to the French balcony, the owners required them to be restored urgently," she explains.

Traditional restoration methods involve prolonged turnaround times, mostly due to the manual labor required. Additionally, depending on



Utilising the Massivit 1800 3D printer, Sismaitalia was able to construct five life-size capitals for the grand Spada Palace



the intricacy, costs can often soar. Seeking a more cost-effective solution, the owners considered a temporary polystyrene replacement until they discovered the multitude of benefits achievable with 3D printing.

With 3D printing, objects can be precisely replicated due to the technology's digital nature. The five capitals were produced in two sizes, with one set measuring 480mm high x 430mm long x 215mm thick (19 x 17 x 8"), and a larger set of three comprising pieces that measured 790mm high x 790mm long x 215m thick m (31 x 31 x 8"). Using the Massivit 1800's dual printhead, Sismaitalia could simultaneously produce a pair of capitals in just 20 hours.

Federica Tisato explains, "With the capability to produce each full-sized capital in one print, we could eliminate the lengthy turnaround times associated with traditional restoration methods. Beyond this, as the owners only required the 3D printed capitals for aesthetics, we could quickly produce the hollow structure and strengthen these with polyurethane foam to withstand the weight of the balcony. This ensured that manufacturing costs were kept to a minimum."

Once filled, each capital was finished with plaster and painted the same colour as the original counterparts to ensure an authentic look. "As an architect, 3D printing opens the door to greater design options. It enables me to realize large projects in short timeframes without compromising on the aesthetics," says Alberto Apostoli, Architect at Studio Alberto Apostoli.

Tisato concludes, "From a business perspective, projects like these demonstrate the growing adoption of 3D printing in a vast gamut of markets. We anticipate that this capability will continue to open the door to new markets. In fact, to date, our Massivit 1800 has played an integral role in securing projects within the interior design and architectural sectors and we have a handful of additional restoration projects in the pipeline!"

Center for Sight promoting Eyecare on JCDecaux Street Furniture







JCDecaux

With unbending lifestyle changes and increase in pollution levels, eye care has become all the more necessary. Center for Sight, a prestigious eye care center has chosen JCDecaux Street Furniture to make people aware of remedying ocular discomfort with their exceptional eye treatment facilities equipped with the latest technology for surgical treatments and consultation.

Center for Sight strategically chose JCDecaux's Residential network that communicates with all age groups effectively through media formats such as bus queue shelters and free-standing panels. Layering the market areas, arterial roads leading to residential places in Delhi including all the key spots with high footfall in the vicinity, Center for Sight is leveraged with elevated visibility as well as better reach and frequency.

Grabbing people's attention, the campaign is also a reminder for people to ponder on their eye care routine. Furthermore, the Center for Sight campaign is powered by market domination for a desired period. The uncluttered and organised delivery of the campaign was the added perks of booking a network.

Olivier Heroguelle, MD, JCDecaux India, feels delighted to be associated with Center for Sight with JCDecaux's Residential Network. "JCDecaux Street Furniture networks offer widespread coverage that takes the success of the campaign a notch ahead. We have always recommended the advertisers to choose a network as it assures true domination and effective communication, which has indeed been the case for Center for Sight," he says.

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Apsom Infotex Introduces 3D Wallpaper Digital Printer "Dimense" in India



THE 3D WALLPAPER DIGITAL PRINTER FROM LITHUANIA WOULD ADD VARIETY NOT ONLY TO THE PORTFOLIO OF APSOM INFOTEX, BUT ALSO CATAPULT THE WAY WALLPAPER INDUSTRY HAS BEEN PERCEIVED IN INDIA

Large format inkjet digital print solution provider, Apsom Infotex Ltd. has recently inked sole and exclusive distribution agreement with Veika for its newly developed Dimense – 3D Wallpaper Digital Printer from Lithuania for the Indian market. Under the partnership, the Apsom Infotex will market & distribute Veika's Dimense in the Indian market.

Veika, the Lithuanian manufacturer of materials for wallpaper production has developed a completely new printing technique called Dimense. Dimense does exactly what the name suggests - the process gives digital printing a dimension. The technique makes it possible to effect the embossing simultaneously with the digital printing. As a result, the structure and motif can be perfectly adapted to each other - in any required size. This is how, entirely new possibilities for the wallpaper industry arise: for example, a tree-bark wallpaper that not only looks real, but also feels like a real tree when touched.

Until now, the embossing had limited the production of wallpaper. To achieve the 3D effect, a printing cylinder had to be produced for exacting the embossing pattern. The size or format of the embossing were limited and were not allowed to exceed the circumference of the cylinder. Therefore, conventionally made wallpapers are very limited in structure. While any conceivable colour or many printing methods are possible, embossing always came in simple patterns, which repeat themselves on the entire wallpaper.

This limitation inspired the engineers at Veika to create a revolutionary way by enabling wallpaper producers to simply print embossing. "We were just dissatisfied with the fact that only identical imprints were possible, and we wanted to produce wallpapers where the imprint fits the motifs," says Veika's Dr. Aleksey Etin. "The solution we found is Dimense, because it just prints the imprint," he added. Veika unveiled this technology for the first time in Fespa last year and announced that the same will be available from 2018.

An R&D department of 25 people spent several years developing the technology, with the result being Dimensor, a printer that works with the environmentally-friendly base material by the name of Ecodeco that Veika also introduced. Since no rotation cylinder needs to be produced for each and every design, with Dimensor, small batches become possible, new designs can be produced and tested easily & quickly and even individual wallpapers for individual clients are possible.

To do this, the company had to develop a completely new process. The research and development department with its 25 employees took several years to create a new kind of printer. The result is one in which the environmentally friendly inks and raw material are used, also invented by Veika and sold under the brand name Ecodeco. The base material for sustainable wallpapers as an alternative to PVC is made of an environmentally friendly polymer composite, which should be completely harmless. The contained components would also be used eg for food packaging.

The Dimensor printer allows continuous printing and embossing simultaneously. It consists of two main components - inkjet printer and calender. Printing digitally imaged images requires special preparation of the files as well as Dimense media and inks. Some technical features (the Dimensor Model S): piezoelectric inkjet, two offset printheads; 1440 nozzles (eight rows by 180 nozzles) per printhead; printing speed max. 20 sqm/hour; medium width up to 600 mm, roll length 50 m, total weight per unit area from 250 to 300 gsm; foam thickness between 0.5 and 1 mm; the surface may be shiny, dull or pearly; resolution from 0.2 to 0.5 mm; the inks are water based, CMYK plus effect.

The newly introduced printing process from Veika can change the entire wallpaper industry not only in India but across the globe. Since not every single design needs to produce a rotary cylinder, small series are now possible, new designs can be quickly and easily produced and tested, and even custom wallpapers are possible.

Interestingly, this innovative wallpaper printing technology has come from the one that is well known for its proficiency in developing, manufacturing and selling high-quality inks for wallpaper manufacturers & technical textiles and eco-solvent inks used in digital printing all around the world. Veika UAB is a producer of water and solvent-based printing inks and coatings for screen, gravure and flexo as well as for inkjet printing.

Established in 1991, Veika is headquartered in Vilnius, Lithuania, wherein its production plant is also located, while its only subsidiary is located in Gomel, Belarus. Focussed on innovation, the company has setup a wide range of research and development facilities, including laboratories dedicated to product applications, analytics, pilot printing and design. The experience, knowledge and new ideas from the qualified scientists and engineers, along with modern equipment, enable it to develop & manufacture high-quality products within a short time frame. Every year we introduce between 10 and 20 new products to the market.

While Veika is the technology giant, Apsom Infotex is the master distributor to leading global brands, for technology products in the large format digital inkjet print market. With national distribution infrastructure and offices across major cities in India, Sri Lanka, Bangladesh and Nepal, the company has over the years been identified as the premier supplier of inkjet printers for Solvent, Eco-Solvent, Fabric and UV printers. Addressing segments of signage, textile and 3D printing, Apsom has been mandated by some of the largest and most successful companies in the world to promote, distribute and support their products and services. These include Roland DG, Procam, Rowmark, Colorjet, and many others.

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Govardhan Milk Nourishes its Way on Delhi Streets





JCDecaux

An everyday consumption, an ingredient in myriad recipes, a source of nourishment, milk has its place in every kitchen. Premium brand in the dairy products category, Govardhan produces pasteurized milk which is enriched generously with nutrients like protein and calcium. Govardhan has chosen JCDecaux, the leading OOH company as a medium to promote Govardhan Milk with the tagline, *"100% Gai Ka Doodh Nahi, 100% Sehat Nahi* (Health comes with 100% cow milk)".

Govardhan has leveraged the benefits of JCDecaux's Residential network which covers major housing spots in Delhi. The exceptional reach and frequency of residential network enhance the campaign visibility resulting in successful brand recall amongst all age groups. The strategically located citylights of JCDecaux in this network cover market areas around residences with high footfall in an impeccable manner.

Coupled with the residential network, the campaign is throttling with the bonus of organized and uncluttered delivery which further boosts the impact on the target audience. Govardhan, famous for its top-quality ghee has a range of other value-added products like paneer, butter, cheese and more.

"Considering every household consumes milk on a daily basis, Govardhan has smartly chosen the residential network to promote their pasteurized cow milk. JCDecaux Street Furniture network provide effective communication along with good traction on brand's noticeability. The widespread reach of the city lights ensures a successful brand recall amongst the target audience," says Olivier Heroguelle, MD, India

About JCDecaux India

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

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iWalk SIGNS
A NEW APPROACH TO OUTDOOR ADVERTISING

Colors Digital India Diversifies into Manufacturing



Tejinder Singh, Director, Colors Digital India

Colors Digital India, which has recently diversified in to manufacturing segment, promises to meet all the needs of its valuable customers who were heavily relying on imports. The company has setup its facility in Kasna Industrial Area, Greater Noida in the state of Uttar Pradesh. The manufacturing site is right in the national capital region and is capable of meeting all the demands for solvent printers not only in the vicinity but also across the north-western region of the country. With a capacity to produce more than 30 printers a month, the company would offer three models of solvent printer SuperJet, MegaJet, FutureJet and PowerJet, sporting 512/512i/1024i and Panasonic/Leadshine 400W.

Spread across 1000 sqm., the facility is well-equipped with all the latest machineries to develop most advanced eco-solvent printers. "We are equally competent with the quality of imported stuff especially that of the Chinese printers. When it comes to pricing, we are competitively priced. The strong point for print service providers (PSPs) would be our local manufacturing base, which make us available to them for any of their problems – be it technical or otherwise," asserts Tejinder Singh, Director, Colors Digital India.

Singh is of the opinion that digital printers have been rapidly penetrating and meeting the requirements of varied industries. "Today, wide printing platform have got a gamut of usages encompassing corporate gifting, advertising, toy industry, clothing, home furnishing, trend & fashion, leather goods, ceramic tiles, customised gifting, photography, and the like. Together all these are opening new business avenues that are vital for the growth of manufacturers like us to grab the opportunities," he says while explaining that why he opted to diversify in manufacturing besides its trading practices.

Singh highlights that responding to an individual is significant when it comes to building and maintaining relationship and showing concerns to valued customers. "But not anyone can just do it. For this, the ability to understand the issues and corresponding corrective measures without any delay is the most important. To complete specific demands of our customers, we have a dedicated helpline. Our specialists take calls and quickly answer customer's enquiries over phone. Having an elongated standing in the industry, we have developed a very good relationship with our clients and try to provide fast and accurate service," he asserts.

Singh has been associated with the industry from over a decade. "The experience that I have earned through these many years has enabled me to understand even the finest point of customers' concern that has led us to secure an extended list of satisfied clients. With the support from the industry, we expect to emerge as of among the leading solution providers of large format printers in India," says Singh adding that key strengths at Colors Digital India comprises latest technology, strong infrastructure and customer-focused approach. "With a motto to give best services to our clients, our technical team is available 24X7 to support our network of dealers across the length & breadth of the country."



Going forward, with variety of applications of digital printing technique – such as window or wallpaper graphics, furniture, floors, as well as a host of other applications – PSPs are in the enviable position of having multiple sources of potential revenue generators to choose from. "These are nothing but testimonies showing what digital printing market has stored in its future, where the growth is expected to remain steady. Thanks to the consistent developments in technology that keeps bringing forth a number of opportunities for the PSPs."

Sharing his rich industry experience of over a decade, Singh suggests that in wide format print technology, signage & home décor are rapidly emerging segments. Owing to printers increasing personalisation abilities, PSPs are now able to offer tailored designs for creating unique interiors. As these requirements continue to evolve, the print industry will accordingly adapt to the changing demands of the marketplace.

He adds that keeping in view the evolving trend; the company is dedicated to offer best technology at an affordable price meeting all the needs of its customers. "Our sales department plays very important role in communicating with customers for needs. Our technical department looks after the responsibilities like installations, setups, user education, maintenance and repair. They are the specialists and their main task is to service & support our customers on-site."

Besides, CDI promises its clients to offer solution for all printing needs to avail most of the opportunities present in the market. The company, with its entire range of cost-effective, affordable and long lasting printing machines, also offers spare parts like print heads (Epson, KM, Spectra, etc.) and accessories like Eco-Solvent, Sublimation & UV inks. "We wholesale all types of spare parts," says Singh.

For printing solution, Colors Digital offers UV Hybrid Machines, UV LED Flat Bed & Roll-to-Roll Machines, Eco-Solvent Roll-to-Roll Machines, Sublimation Machines, Textile Printing Machines, Laser Machines, T-Shirt Printing Machines, and Grand Jet along with others. The company is looking for dealers to expand its distribution network.

In printheads, Colors Digital offers KM512i/KM1024/1024i Series, KM512/42/35/14 PL Series, Epson 5113/3200/, DX5/DX7, Tx800/XP600, Xaar 1201 and Polaris PQ-512/15 AAA printheads. In the textile category, the company is offering cost-effective digital textile printers that can meet the industry's growing demand for short-run production requirements.

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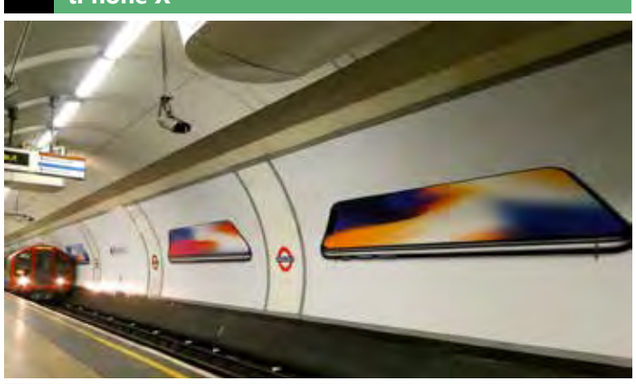
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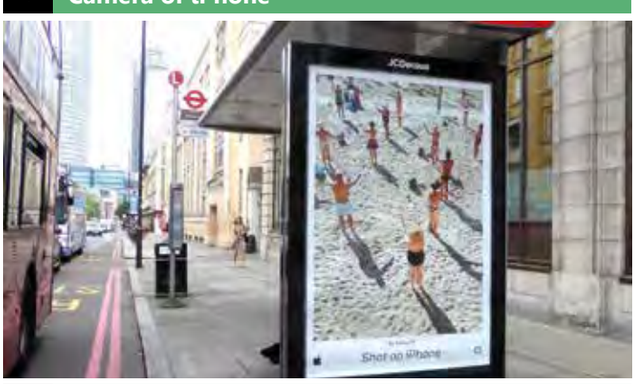
10 Creative Ways Used by Apple, An American MNC to Market Itself!

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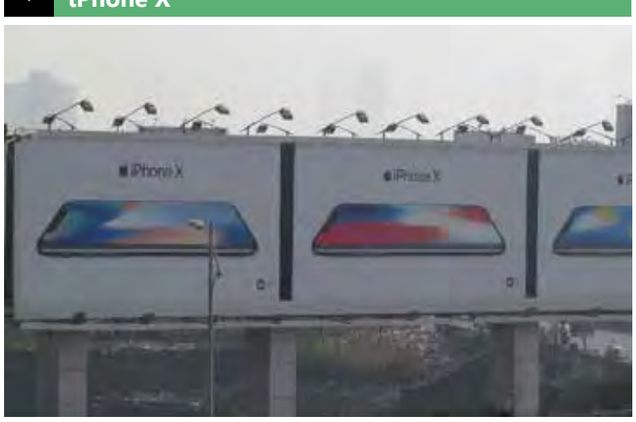
Underground Metro Station Used to Promote iPhone X



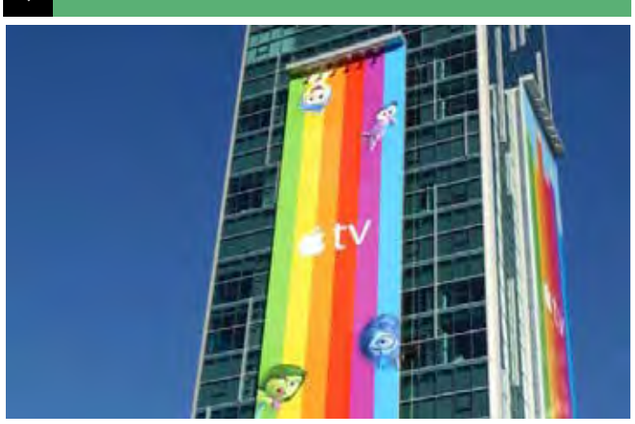
Side Panels of Bus Shelter to Promote the Camera of iPhone



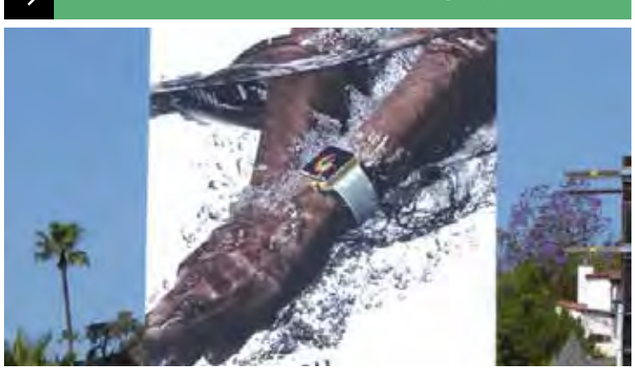
Cluster Billboard Advertising Used to Market iPhone X



Billboard on Building Façade Promoting Apple TV



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Billboard Placed at a Footbridge Used Effectively to Advertise iPhone



Real Pictures by iPhone Users on Side Walls to Mark Children's Day



Airport Advertising Featuring Real Photo to Mark the Launch of iPhone



Billboard with Selfie of Music Composer to Promote Camera Feature



Digital Billboard Advertising Apple Pay





Event Calendar

DECEMBER 2018
SIGN INDIA HYDERABAD 2018
Date: 14-16 December, 2018
Venue: HITEX Exhibition Centre, Hyderabad, India
Website: ebuild.in/sign-india-2018-hyderabad-hitex-exhibition-center

JANUARY 2019
IRAN ADVERTISING & MARKETING EXHIBITION 2019
Date: 2-5 January 2019
Venue: Tehran International Permanent Fairground, Tehran, Iran
Website: www.avin-co.ir

FEBRUARY 2019
SIGN AND GRAPHIC IMAGING DUBAI 2019
Date: 13-15 January 2019
Venue: Hall 4,5,6,7 & 8, Dubai World Trade Centre, Dubai, UAE
Website: www.signmiddleeast.com

FEBRUARY 2019
PRINT PACK INDIA 2019
Date: 1-6 February 2019
Venue: India Expo Centre, Greater Noida, NCR Delhi
Website: www.printpackipama.com

FEBRUARY 2019
ASIA PRINT EXPO
Date: 21-23 February 2019
Venue: BITEC, Bangkok
Website: www.asiaprintexpo.com

FEBRUARY 2019
MEDIA EXPO 2019
Date: 21-23 February 2019
Venue: Bombay Exhibition Center, Mumbai
Website: media-expo-mumbai.in.messefrankfurt.com/mumbai/en.html

MARCH 2019
INTERNATIONAL SIGNS & LED EXHIBITION, GUANGZHOU (ISLE)
Date: 3-6 March, 2019
Venue: Area B of Canton Fair Complex, Guangzhou, China
Website: www.isle.org.cn

MARCH 2019
DIGITAL SIGNAGE EXPO 2019
Date: 26-27 March 2019
Venue: Las Vegas Convention Center, USA
Website: www.digitalsignageexpo.net

APRIL 2019
PRINT FAIR 2019
Date: 10-13 April 2019
Venue: Bangalore International Exhibition Centre, Bengaluru
Website: www.printfair.in

APRIL 2019
ISA - INTERNATIONAL SIGN EXPO 2019
Date: 23-26 April, 2019
Venue: Mandalay Bay Convention Centre, Las Vegas, Neveda, USA
Website: www.signexpo.org

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MTV's Unique Twist to OOH

Taking creativity to an all-new level, MTV has launched an OOH campaign with live billboards to promote its two upcoming reality shows - Ace of Space and Elovator Pitch. The billboards went live in the month of October at a strategic location in Mumbai. The campaign aims to offer a glimpse into the themes of these shows so as to familiarise the audience with the content.



The theme of 'Ace of Space' has been presented by showing real people enacting the scenes straight out of the TV show. Some people displayed the fear and mayhem of being trapped in a small room as anchor Vikas Gupta shrank the room by pressing a button.

The billboard also presented the theme of its other show called 'Elovator Pitch' by featuring Cyrus Sahukar in 10 avatars as he crosses different floors on an elevator. The avatars represent 10 boys who are trying to woo one girl while riding a lift between two floors.

This concept-based advertising campaign has given a unique twist to the medium of billboards to show the reality of show's content.

Times OOH Bags Two Airport Contracts

A leader in outdoor advertising, Times OOH has added more feathers in its cap. It has bagged two new contracts, one each in domestic and overseas. The first contract is for exclusive advertising rights at the Indore Airport, while the other is for Sir Seewoosagur Ramgoolam International Airport in Mauritius.



The latter is a great moment of joy for the company as it is the first time any Indian outdoor advertising company has set its foot abroad. Out of about 3.8 million passengers at Mauritius airport annually, 95% are international passengers. This fact makes this contract of even greater strategic importance. The company will set up 42 digital screens, glass wraps, wall wraps and promotional zones.

The 10-year contract for Indore Airport has come less than 12 months after the company secured exclusive media contracts at two other airports in India - Coimbatore and Tiruchirappalli. These three airports are located in cities selected for the Smart Cities Mission of the Government of India. It also owns advertising rights to the biggest airports in India: Delhi and Mumbai.

It is estimated that the annual passenger growth rate is at +27%, which provides a great opportunity for the OOH industry to advertise at airports. The company said that it plans to set up 34 digital screens and a video wall.

Honda's New OOH Targets Youth

Honda City has been one of the most celebrated names in the sedan segment for over 20 years. Now, it has launched a campaign to attract young sedan buyers. The campaign - 'Forget the Toys' – aims to make youth understand that they should not be swayed away by superficiality and take decisions that reflect their ambitions and dreams. The campaign involved OOH advertising across the country, along with various TVCs. The Honda City campaign has been rolled out during the peak festive season to capitalize on buyer's rush.



NEWSWIRE-NATIONAL

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

Canon Brings PIXMA Zone to India



In order to familiarise the consumers with various categories of inkjet printers, cartridges and photo media, Canon India has launched a PIXMA Zone for the first time in India. The zone will showcase the entire range of Canon Inkjet technology and its features, and at the same time offer personalized demo experience. The store will serve as a one-stop shop solution for all printing requirements.

The zone is located at Janakpuri District Center and was inaugurated by Mr. Kazutada Kobayashi, President and CEO, Canon India, Mr. Eddie Udagawa, Vice President, Consumer Imaging & Information Centre and Mr. C Sukumaran, Director, Consumer System Products, Canon India.

Canon's inkjet printer range caters to a wide customer portfolio, even expanding to the SME sector. It aims to open PIXMA zones in other metros like Mumbai, Bangalore and Chennai this year. It also plans to expand the stores to the tier II and III towns in the coming years. PIXMA Concept stores will also help the retailers to understand consumer behavior and provide them exclusive products, schemes and offers, keeping pace with the latest technology.

ColorJet's UV Printers Mark Record Sales at Media Expo



ColorJet India Ltd has recorded the highest sales of its UV digital printers at Media Expo 2018 among the several exhibitions the company has attended till date. The sales at Media Expo were led by its Verve Hybrid UV Flatbed/Roll-To-Roll Printer, which was launched at Media Expo for the first time.

After a successful launch in Australia, India's largest manufacturer of wide-format inkjet printers launched its UV printer, the Verve Hybrid at Media Expo. Other Colorjet digital printers showcased at the show include other bestsellers like the Vulcan, Polo HQ, Verve Mini, Softjet Grand and Irisjet Pro. The Verve Hybrid is capable of being a flatbed printer as well as a roll-to-roll printer. It is capable of printing 3200x2000mm in flatbed size and 3200mm in roll form. This machine is equipped with V8 processor which delivers unmatched printing quality at lightning fast speed.

"It is the perfect printing solution for complex and technical or industrial printing applications, where accurate and repeatable print geometry is critical," Smarth Bansal, DGM (Product Management) at ColorJet India said. The Verve Hybrid is equipped with unique UV LED Lamps, has a precisely calibrated wavelength, delivers emboss effect and long lasting quality. In case of breakdown, the carriage in the Verve Hybrid starts from the same place, as against the carriage moving back to its original position in case of conventional printers. This results in savings in inks, production time and wastage of media.

Havells' Wires On The Billboard



Havells India is best known for its 'wires that don't catch fire' campaign. It started out with a complete 360 degree advertising strategy leveraging all forms of media. The company tried to touch the emotional chord through its TVCs that depicted human relationships, and made use of such bonds to showcase its flame-retardant wires. It also took to outdoor advertising to make its USP well known to its customers. One of its most recent billboard was spotted at some strategic locations in New Delhi. It shows the end of a wire in a wire-roll going into a flame but not catching fire. The flame was backlit, which made for a delightful sight.

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Driving Santro to The Villages Through Billboards

Hyundai has decided to change its advertising strategy this time as it no longer wants to rope in brand ambassadors to power its advertising campaigns for Santro. It has now shifted its focus on massive outdoor advertising, mainly hoardings, as it wants to target buyers in small towns and rural areas.



According to Hyundai, outdoor advertising works best in such areas, and these are the areas that continue to drive auto sales in the country. The company has planned to put up 267 hoardings in rural areas in various local languages so as to reach out to each and every prospective customer.

The company wants to target the rural market due to the immense opportunities it offers. As of now, the small car segment in rural areas is dominated by Maruti Suzuki.

Rajdeep Publicity Gets Ad Rights of NDMC Digital Screens

Rajdeep Publicity is the out-of-home advertising firm which has acquired media rights for 4 digital screens spread across New Delhi from the New Delhi Municipal Corporation (NDMC). With the digital advertising taking the world by storm, this acquisition is certainly going to prove beneficial for the firm as more and more brands are choosing the digital medium.



The contract has been given for 4 screens, two at Connaught Place and one each at Khan Market and Palika Kendra for a time period of three years. Also, according to the reports the firm will sell advertising spots of 10 seconds on each of the screens. The ads will be played out in a 2-minute loop. Moreover, the company has received a fairly positive response from advertisers so far.

Vijay Rathod, Vice President (Marketing), Rajdeep Publicity Pvt. Ltd, said, "We have bagged the tender for NDMC's digital screens. We will now venture into digital media and offer the screens to clients. As we have a local presence, it will be easy for us to manage the screens and display the advertisements swiftly."

"There have been positive responses from all top agencies. Almost all elite brands and other local clients have shown interest in displaying their ads on the screens. We are hopeful that they will appreciate and prefer the digital screens. Through the screens, the advertisements and messages of brands can reach the target audience in a crisp and colourful manner. Also, we should not forget the solo visibility that this medium offers."

When asked how the company will utilize the space, Rathod said, "The LED screens are located right in the heart of New Delhi, which is the largest business centre of the city. Digital media offers brands and organizations an affordable way to target and reach out to the audiences. It is especially effective as part of an integrated marketing strategy."

"Digital advertising is a great way to make sure that your ad is not only seen, but it also retains the attention of your audience. With digital advertising, the number of people seeing your ad is much larger than the number in the case of traditional billboards. There are many benefits of going digital. Bright, vivid and attention-grabbing displays cost less than a static billboard. Also, you will have complete control on your message," he said.

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Media Expo Receives Massive Footfall



Media Expo, one of the most trusted international trade exhibitions for advertising and signage industry, has concluded its 2018 edition in September. This year, it has witnessed a 21 percent surge in visitor attendance driven by a product display of 194 exhibitors. The organisers have announced that Media Expo New Delhi 2018 broke all previous attendance records.

The exhibition attracted marketers, print buyers, graphic specialists, distributors and retailers from 7 countries. From India, It tracked notable increase from Ahmedabad, Bangalore, Bhopal, Lucknow, Hyderabad, Indore, Jaipur, Kanpur, Patna, Raipur, Varanasi among others. The increase in attendance was further fuelled by exhibitor reports of business closures and leads for orders.

While the international exhibitor numbers went up by 10 percent, many new entrants were also seen this year. First time participant from France, Caroline Bonnafoux, Marketing Manager, Encres Dubit shared, "We are exhibiting for the very first time and it has been very exciting meeting printers, distributors from across India. We are already known for screen printing and the objective was to be more visible in digital printing sectors. We hope we will close deals soon."

Representing Asia's biggest association for the paper industry, Anil Gupta, Vice President, Federation of Paper Traders Association & Paper Merchant's Association (Delhi) shared, "The paper industry has a major involvement with print media and our strong community of members fulfill this requirement for the industry. So it was worthwhile to see new innovations at Media Expo that recharge us for the next phase of growth."

With a series of new launches, product displays and some exciting new highlights to be announced soon, Media Expo will be back for its next edition slated in Mumbai in March 2019 at the Bombay Exhibition Centre.

HP Uses Media Expo to Showcase Its Large Format Strength



HP Inc. demonstrated the indoor and outdoor signage printing capabilities of its Latex printer portfolio at the Media Expo 2018. Visitors at HP's booth could witness live demos of various Latex applications printed on the devices on display in the five experience zones.

These printers displayed at the expo are equipped to provide traditional signage jobs and explore new revenue streams with an extensive range of application offerings. To fit the needs of businesses and brands alike, HP's portfolio of Latex printers has a range of applications that are used for outdoor & event banners, point of purchase posters, vehicle graphics, backlit, textiles (Latex 315 and 570) along with labels and stickers, floor graphics, wall decals, window graphics (Latex 335).

"HP Latex printers provide improved workflows that can enable our customers to differentiate themselves in terms of print quality and serve their clients in a more cost-effective manner," said Vitesh Sharma, Head of Sign and Graphics, HP Inc.

The HP Latex printers are designed to help sign shops, quick printers, small and medium printing companies and large print service providers easily expand large-format printing capabilities and break into new application areas. The printers also contribute towards building a healthier work environment and sustainable ecosystem with water-based inks which is well suited for sign and display applications like wall coverings, outdoor displays and banners, vehicle wraps, point of purchase posters, backlit and textiles etc.

Customised especially for sign shops, quick printers and PSPs, the 54" HP Latex 315 Print & Cut and 64" HP Latex 335 Print & Cut solutions, offer more efficient production for a broad range of applications.

HP Latex 570 Printer on the other hand has been especially designed to help customers accomplish top quality and high-volume print jobs in a cost-effective manner, while experiencing quick and easy loading in one minute with the spindle less pivot table.

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Netflix Acquires Billboards Along the Sunset Strip

Netflix one of the biggest online entertainment channel has gone old school by acquiring billboards along the Sunset Strip. The digital streaming channel has taken up space at the mile-and-a-half-long section of Sunset Boulevard in West Hollywood that is among the most desired advertising properties in the country.



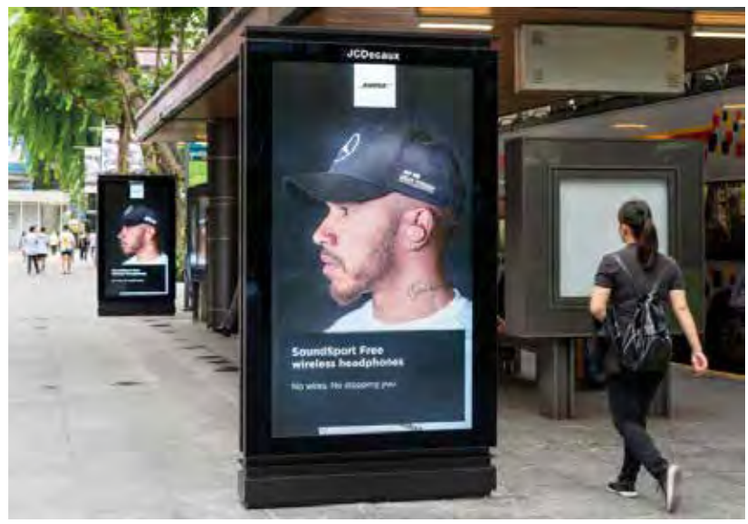
The rise in the out-of-home advertising by billboards is definitely due to the basic reason that people are spending more and more time outside their homes. One of the most coveted locations taken over by the digital platform, Netflix is filled with tourists, the major studios and networks have historically promoted their latest titles with massive outdoor ads that tower over the street's high-end shops and restaurants.

Lately, Netflix has purchased at least 18 billboard faces from Regency Outdoor Advertising, in a deal estimated to be worth tens of millions of dollars, according to ad industry insiders. The billboards, which are concentrated around Sunset Plaza and the Chateau Marmont, are already Netflix-branded; however, some still carry ads for other studios and advertisers because of prior deals with Regency.

The famous digital channel is expected to eventually use the billboards to promote its current TV series and movies. The newly acquired billboards are already carrying on the promotion of the final season "House of Cards" as well as the series "Daredevil," "The Chilling Adventures of Sabrina" and the animated "Big Mouth."

JCDecaux Singapore Starts Digital Bus Shelter Advertising

JCDecaux Singapore launched its first digital screens in bus shelters. The digital screens advertised audio equipment firm Bose. According to reports, the digital screens at Orchard Road as well as Singapore's Central Business District are the largest free standing advertising screens.



The advert was released after JCDecaux Singapore won a seven-year contract with the Land Transport Authority to take over the advertising rights to 1,459 bus shelters across the country. Apparently, these locations had previously been handled by Mediacorp. Between the years 1999 and 2011 JCDecaux held the contract, before losing out to the Singaporean broadcasting company.

The screens are powered by JCDecaux's SmartContent platform. They deliver contextual brand campaigns with live feeds for customised content. Moreover, new features for advertisers to live stream and create interactions based on gender, age, colour of clothing and movement will be introduced in the coming months.

According to officials from JCDecaux Singapore Managing Director this new development was a requisite in the company's existing marketing strategy.

The digital panels will bring greater engagement to the current scenario for brands to communicate with audiences in a productive manner, alongside new possibilities from the launch of premium and innovative digital solutions. Furthermore, this will make it feasible for advertisers to communicate with the correct audience in the right place and the appropriate time. The Bose campaign is promoting awareness of its partnership with Mercedes-AMG Petronas Motorsport in order to showcase its latest product range.

It is touted to be an excellent opportunity during the competing season to establish a strong brand presence among millennial shoppers near its retail outlets and experiential retail activation booth.

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Organiser

BUSINESSLIVE TRADE FAIRS

9940075606 / 9003195607

info@signindiaexpo.com

www.bltf.in

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Martell Brightens the Town with 'Icons Grow Bold' OOH Campaign



Martell is a Cognac house founded in 1715 by Jean Martell. The popular liquor brand Martell created a new sequential LED-lit billboard for its "Icons Grow Bold" campaign. The unique OOH advert is intended to promote the launch of the latest Martell VSOP Aged in Red Barrels.

The OOH billboards consisted of retrofits with sequential LED modules and a 3D model of its new product. The billboard was installed at Scotts Square on the Orchard's shopping belt. The strategic location renders long-distance visibility to passersby and the traffic. The campaign will run every night till November as per the reports.

Moreover, the latest campaign 'includes print, online, digital media buys, social media content and direct consumer engagement in drinking establishments. Mindshare and Ogilvy are media and creative agency behind it.

The target audience falls between ages 25 and 40 years old, with the aim of the campaign to resurrect affinity for Martell. Also, it was done by positioning the brand as a "contemporary innovator" and inspired consumers to choose the Martell VSOP Aged in Red Barrels for their nights out. The cutting-edge execution managed to capture the spirit of freshness that Martell VSOP Aged in Red Barrels was meant to convey.

SAi Promotes Michelle Johnson to Director of Worldwide Marketing



SA International (SAi), the leading provider of software solutions for the signmaking, digital printing and CNC machining industries, has announced the promotion of Michelle Johnson to Director of Worldwide Marketing.

Johnson, who previously held the role of Marketing Manager at the company, will lead the development and continued expansion of the SAi brand and proposition. This will see her head up the implementation of global communication campaigns as well as strengthen SAi's relationship with its partners and the media via digital marketing. In parallel to Johnson's appointment, Kathy Nguyen is named Marketing Manager, while Annette Plummer moves to a newly-created role driving value-added opportunities for the company's market-acclaimed Flexi solution. In addition, Marina Musatova joins SAi's European office as International Marketing Coordinator.

Commenting, Mark Blundell, CEO at SAi, says, "These appointments underscore the importance that we place on building a team with the right blend of expertise and abilities to ensure our marketing efforts continue to go from strength to strength. "We congratulate Michelle on a well-earned promotion while welcoming both Kathy and Marina to SAi," he concludes.

Headquartered in Salt Lake City, Utah, USA, SA International (SAi) is recognized as a global leader in providing software solutions from design to production for the signmaking, digital printing and CNC machining industries. SAi Flexi ranks as the world's number one software for signmaking and is found on more wide-format printers than any other RIP. In addition, the company is one of the leaders in the CNC machining market with its EnRoute CAD/CAM software. SAi has a loyal and well-distributed network of resellers around the world with over 200,000 customers in more than 150 countries and enjoys strong OEM relationships with industry leaders. As well the USA, SAi has offices in Brussels, Belgium; São Paulo, Brazil; Pune, India; Shanghai and Hong Kong, China and Tokyo, Japan.

Global Will Acquire Exterion Media Soon to Add to Its OOH List

Radio group Global is the home of some of the UK's best-loved radio stations which is going to take over Exterion Media soon. Also, recently, they have acquired fellow OOH (out-of-home) companies Primesight and Outdoor Plus in a double deal. This most recent deal will help the media firm to enhance its newly-formed OOH division, Global outdoor.

Exterion Media operates in the United Kingdom, Ireland, France, the Netherlands and Spain. In the UK, it boasts an estimated 20% share in the sector, and holds the lucrative £1.1bn Transport for London (TfL) advertising contract for the London Underground and rail networks. Also, the present chief executive Leon Taviansky will move with the business to Global Outdoor, which it has been announced will be overseen by Stephen Miron, Global's group chief executive.

The news of their entrance into the OOH sector received a lot of positive feedback which reaffirmed the belief of the company about the opportunities within the outdoor market. Exterion has an excellent track record in the UK and across Europe as a result the company is looking forward to working with the team to develop the business further.

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Cadbury's Dynamic Campaign Enthralls Everyone



Cadbury is sponsoring the Premier League in Ireland. In order to commemorate the same, the brand launched its first ever Dynamic OOH campaign. The campaign consisted of old and the new format of OOH with intent to create excitement and engagement for fans around the Premier League season.

It prompted onlookers and shoppers to enter Cadbury's Match and Win competition. With multiple data and exciting scheduling, it created an appropriate creative to attract and engage the target audience. The PML Group's Dynamic CMS platform was combined with different media owners' digital screens to optimise the content which was served in busy retail environments.

The creative encouraged shoppers to enter the competition, a live countdown was started that ticks down to the Match and Win entry deadline, while match fixtures and live score updates appear on DOOH screens on match days. These live scores were provided by Opta and fed into the Dynamic platform.

By highlighting real-time scores & contextual information the famous brand made sure that the football fans did not miss any important Premier league moments when they were out of their homes.
By implementing the right OOH mix, the campaign offers both impact and engagement while further highlighting the support of Cadbury for the major sporting event.

Also, the 'Match & Win' on-pack promotion and in-store competitions throughout the season rendered the opportunity for customers to win money-can't-buy Premier League prizes and experiences.



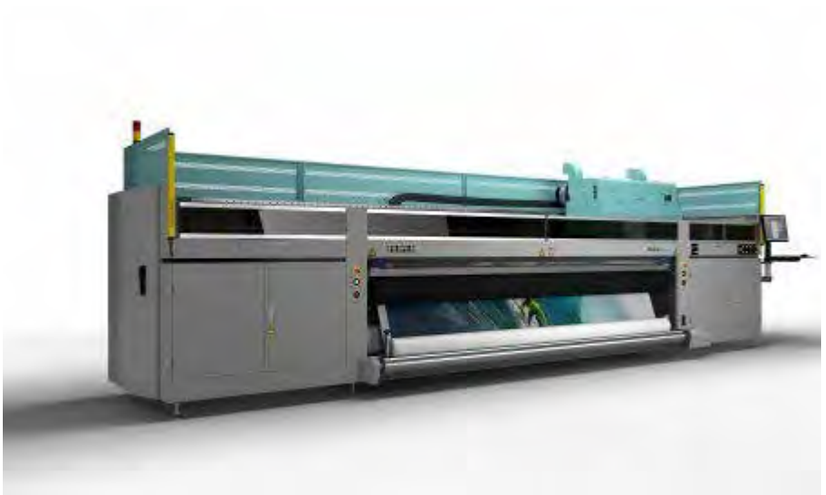
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Fujifilm Introduces Acuity Ultra Superwide UV Roll-to-Roll Printer

FUJIFILM
Value from Innovation

Fujifilm introduced an all-new high-quality Acuity Ultra, a superwide UV roll-to-roll printer in North America. It offers increased size and quality to make the production of high-end interior graphics much more profitable. The newest superwide UV printers from Fujifilm, the Acuity Ultra Series are available in a 126˝ (3.2 m) and 197˝ (5 m) version. The printer is cost-effective as well as offers print service providers the power to profit from interior and exterior applications.



It utilizes Fujifilm's new Uvijet GS inks, and with a 3.5 pl drop size ensuring the highest possible quality, the grand format Acuity Ultra is perfect for the high-end indoor display market, especially for luxury brands, with quality comparable to litho. Acuity Ultra's massive format size, multi-roll potential and impressive speed gives PSPs the ability to produce exhibition graphics, point-of-purchase displays, high-value graphic art, and indoor backlit displays in a profitable manner.

Fujifilm Uvijet inks have made a mark in the industry and utilized within Fujifilm's high-productivity wide format printers. The Uvijet GS ink series, developed specifically for use with the Acuity Ultra Series of printers, produces a low-build ink film with excellent coverage and adhesion, high density vibrant backlit and a durable finish.

OEM Visit Builds the Commitment To Xaar 1201 Printhead In China Stronger

XAAR

Recently, Xaar warmly welcomed a delegation of its Chinese OEM customers and Master Distributor for the Xaar 1201 to its headquarters and manufacturing facility in Cambridgeshire. The agenda of the visit was the group's commitment to the Xaar 1201 printhead, which prints high-quality images onto many media types, making it a very versatile printhead and a perfect choice for the current graphics market.



The visiting partners included OEMs XuCheng, Botianyin, ChunYuQiuFeng Digital Color Printer, Nuocai, Refretonic and X-Roland, and HaoCheng, Xaar's Master Distributor in Greater China.

A tour of Xaar's state-of-the-art Huntingdon manufacturing facility was given which provided an overview of the company's expertise and excellence in printhead design, development and quality control.

This included demonstrations of the materials compatibility process, life-test process, waveform development, temperature compensation testing and print reliability testing.

The group from China was also able to learn about new Xaar technology for the graphics market, before a trip to Kings College, Cambridge to visit the memorial to the Chinese poet Xu Zhimo, and a drinks reception and dinner.

"It was fascinating to tour Xaar's main facility and learn more about the Xaar 1201 printhead," comments James Zhao, Chairman at HaoCheng. "Together with the integration solutions provided by HaoCheng, Xaar's 1201 printhead definitely plays a strong role in enabling high-performance graphics printers to be produced by Chinese OEMs."

"Asia is an important region for Xaar so we were particularly honoured to host our Chinese partners and help them learn more about the technology and expertise that underpins all our products," says Doug Edwards, Xaar's CEO. "In particular their visit highlights the confidence our Chinese OEMs have in the Xaar 1201."

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Ricoh Launches New Latex Wide-Format High-Speed Printers

Ricoh USA, Inc. unveiled two new wide-format latex printers that provide the reliability and segment-leading print speeds needed to meet modern demands for fast turns. The roll-to-roll latex printers, RICOH Pro L5130/L5160 were also showcased at SGIA EXPO held in October.



The RICOH Pro L5130/L5160 can print up to 473.6sqft/hr with curing technology. It is output ready for finishing as soon as it comes off the printer. The feature such as automated maintenance and durable design facilitates increased productivity and to produce a broad range of output.

The L5130/L5160 series' speed, reliability and media versatility make it an excellent choice for today's print providers. In addition to speeds of up to 473.6sqft/hr in outdoor standard mode and 270sqft/hr in indoor standard mode, the series produces applications up to 1,200 x 1,200 dpi with high reliability due to the devices' industrial-grade Ricoh printheads. With CMYK and CMYK plus white options available, high ink opacity and adhesion enable the production of crisp, clear prints for a variety of applications on substrates that range from wall coverings to window graphics to backlit day/night signage.

Substrate flexibility is built into the L5130/L5160 series, with support for 2- and 3-inch roll cores up to 122 pounds and media up to 64 inches wide. Also ensures prints are ready for immediate finishing, a three-way intelligent heater helps prevent melting or warping of thinner substrates.

Furthermore increasing reliability, the L5130/5160 series makes maintenance easy. One-touch automated daily maintenance cleans and purges printheads to help keep the device in top working order. Automated nozzle drop detection helps ensure consistent image quality, reliability and continuous production. Users can monitor the device and job status by remotely logging into the Web Image Monitor or checking the attention light on the device, further aiding uptime and responsiveness. A 90-degree-tiltable, 4.3-inch touch screen also offers an easy user interface for monitoring and management.

ERRATA

This is with reference to the image featured on page number 72 of the July-August 2018 issue of Sign & POP World magazine has been misrepresented as Macromedia's Chennai Installtion of EfiVUTEk GS3250LXR LED UV RTR Printer. The ERROR is regretted.



Resource Guide

ACRYLIC LED SIGNAGES

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

BALLOONS

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

BANNER STANDS/ROLL UPS

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

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

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

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

CNC ROUTERS

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

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

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

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

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

DIGITAL PRINTING

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

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

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

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

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

ECO SOLVENT MEDIA

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

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

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

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

EXHIBITION DISPLAYS

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

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

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

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

FLEX

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

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

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

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

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

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

INKS

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

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

Jaysynth Dyestuff (India) Ltd.
301, Sumer Kendra, Pandurag
Bhudhakar Marg, Worli, Mumbai-400018
Mob: 09990848585

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

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

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

LAMINATION MACHINES

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

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Keith Electronics Pvt. Ltd.
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Tel: 011-26170179/81

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

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

Unique Laser Engravers
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Jogeshwari (W), Mumbai- 400102
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Mob: 91-9892222900
Email: sales@uniquelaser.net
info@uniquelaser.net
Website: www.uniquelaser.net

LED MODULES

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Email id: ledsignagepoint@gmail.com

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

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

Polyplast Corporation
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Amritsar, Punjab- 143001
Mob: 09814121348, 9356172100
Email: polyplast114@hotmail.com

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Mob-9313066062
Email-satyamtechno@hotmail.com

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

Southern Agencies
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Email: info@southernagencies.com

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Email id: ledsignagepoint@gmail.com

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Website: www.vardhman93.com

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info@pashupatiad.com
Web: www.grandtambu.com
www.pashupatiad.com

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Email: admin@vishalindia.com

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

Vijas Graphics Pvt. Ltd.
Vijas House, C-1, Cama Estate
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Email: info@vijasgroup.com
Website: www.vijasgroup.com

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Mobile: +91 98110-87254
E mail: info@pashupatiad.com
Web: www.pashupatiad.com

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

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

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

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

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Opp- Aditya Academy School
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Tel: 033-25298578, 25798736
Website: www.prestowonders.com

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

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Kolkata - 400 054
Tel.: 9883543995 / 9331269836

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Email-support@arrow-digital.com

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Mob: 8802105000
Email: tejindersingh@astrojetindia.com



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Email: caldrongraphics@rediffmail.com

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Uttar Pradesh, India
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Email: www.colorjetgroup.com

Colors Digital India
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Mob: +91 8802105000/ 9310309009
Email: colorsdigitalindia@gmail.com

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

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

Fujifim India
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Highway, Andheri (East), Mumbai-400069,
Tel: 022-42364074

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Hewlett Packard's India Sales Pvt. Ltd.
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DLF Cyber City, Phase II,
Gurgaon.-122002, Haryana, India

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Tel: 011-25107345-46, Mob: 9811022325

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6 Bikaji Cama Place, New Delhi-110066
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5, Krishna Kunj Building, 64/31
Erandwane Karve Rd., Pune-411004
Tel: 020-25440973
Mob: 8975758457
Website: www.macartworld.com

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New Delhi – 110 028, India
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Mob: +91 971 162 5962
Email: marcom@monotech.in
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301 Shivam Chambers, Next to Sahara, S.V.Road,
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022 – 61566000
Website: www.negisign.com
Mail id: media@negisign.com

Paras International
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Ahmedabad, Gujrat-380022
Tel: 079-25466294
Mob: 09825073543
Email: parasinternational47@rediffmail.com

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3, Maruthi Street, Ayappa Temple Cross,
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Southern Agencies
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Ph.: 044-2859 1890, 044 2841 5592
Email: info@southernagencies.com

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

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Tejinder Singh
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Greater Noida, UP-201310
Mob: +91 8802105000/ 9310309009
Email: colorsdigitalindia@gmail.com

Goldtech Graphics Pvt. Ltd,
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Email: goldtechgraphics@gmail.com
Website: www.goldtechgraphics.com

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Ph.: +91-11-45871014, +91-11-27020349
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Email: dakshenterprises@hotmail.com
Web: www.dakshenterprises.com

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vardhman.ad@gmail.com
Website: www.vardhman93.com

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

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

Apsom Technologies (India) Pvt. Ltd.
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Phool Bagan, Kankur Gachi,
Kolkata - 400 054
Tel.: 9883543995 / 9331269836

Fujifim India
Unit No. 505 & 504, 349 Business Point,
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Maharashtra, India.
Tel: 022-42364074

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

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

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

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

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

VINYL CUTTING PLOTTERS

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

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

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

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

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

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Website: mediavisionindia.com

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Tel: 022-66347111, 23112800
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