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SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

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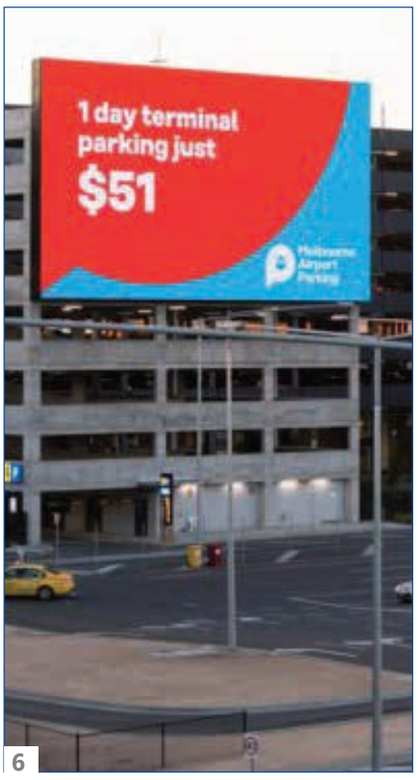
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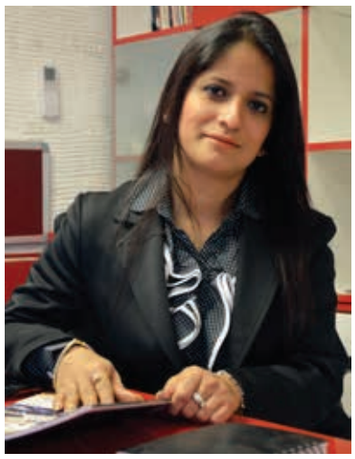
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Printing industry in India has seen unprecedented changes over the last decade where the advent of UV printing tops the list. UV technology has steered the printing industry to the next level by adding numerous printing possibilities, one of which is printing directly on to the rigid substrates. It has been continuously inducing PSPs for exploring and experimenting with different media, designs, textures and colours. As a result, a lot has changed in the way printing was done. From solvent and sublimation printing on flex and fabric, the technology has taken a giant leap by incorporating multi-media printing in a single machine.

This issue has another big story on LED signage with special reference to channel letters. As we all know, illuminated or non-illuminated, these letters help brands to communicate with their clients through custom-made fonts or script stating the company's objective. Owing to their being cost-effective attention grabbers with limitless design potentials, these letters have emerged as the first choice of every brand. In order to explore the trends and potential, we decided to bring forth the latest in the league.

Inside are the two extensive interviews – Mimaki India and LiftUp Marketing. The Japanese wide-format printer manufacturer has big plans to capture the opportunities here in India, whereas LiftUp Marketing is high on strategising to make the most out of this captive advertisement concept by assuring brands to take to a larger base of target audience. Besides, there is a dedicated space for 3D printing technology showing enhanced application of Massivit 1800 with an aim to overcome size, speed, and complex geometry limitations associated with traditional fabrication technology.

Under the innovative ideas, the famous energy drink, Red Bull executed dynamic OOH to advertise its Racing Showrun Event which showcased performances from Irish motoring royalty and 13-time Grand Prix Winner David Coulthard at Belfast City Hall. Another instance is the installation of four large billboards featuring air purifying technology, with which London's Marylebone Station is turned into a clean air zone. Designed by Airlabs, the billboards are meant to create a cleaner environment for Londoners.

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 like us to cover in our future issues.

The editor-in-chief can be reached at himani@mexexhibits.com.



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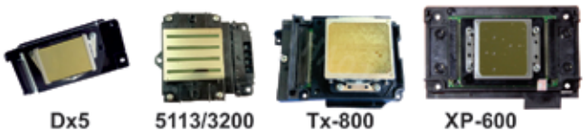


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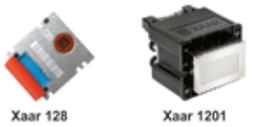
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Melbourne Airport Boasts of Australia's Largest Outdoor Advertising Screens



Airports receive a lot of traffic as the number of travelers is increasing every day. Keeping that in mind Melbourne Airport Terminal 4 Car Park has installed two large digital screens. The dual 320 square metre screens, touted as the largest in Australia, will allow advertisers to generate creative campaigns. The strategic location of the screens will draw the attention of the drivers effectively. The advertising campaigns displayed on the dual screens will interact with each other, making it unique for an airport in Australia and will also generate awareness for brands which will help them reach new heights.

Red Bull Executes Dynamic OOH for Belfast Racing Showrun



The famous energy drink, Red Bull executed dynamic Out-of-Home (OOH) to advertise its Racing Showrun Event which showcased performances from Irish motoring royalty and 13-time Grand Prix Winner David Coulthard at Belfast City Hall. The live digital countdown timer ran on Clear Channel's Adshel Live that successfully amplified enthusiasm leading up to the event. The live countdown created the right kind of buzz which eventually led to over 30,000 people attending the event. The numbers in attendance strongly suggest at the OOH advertising format being a perfect choice, which enabled to create a real positive atmosphere.

McDonald's Broadcasts Collaboration with GrabFood Using OOH Campaign



McDonald's flaunted their partnership with GrabFood as a complementary extension to their 24-hour McDelivery platform for better accessibility and customer experience. The popular fast food chain came up with an inventive outdoor campaign that consisted of 3D 'neon'-lit installation at bus shelters in order to raise awareness for this collaboration. The exceptionally brilliant creative display, outlined the complete route that ended up forming the shape McDonald's French fries against a backdrop of a GPS map. The graphic was lit up using LED tubes that simulated neon lighting, turning the outdoor advertising into a visual treat while enhancing awareness successfully.

Lidl Outsmarts Retail Rivals on Christmas with Billboards



Lidl, the Germany based supermarket chain came up with a guerrilla marketing campaign and took a jibe at their rival retailers such as Waitrose and Marks & Spencer. The innovative out-of-home poster displayed the familiar creative from the likes of M&S and Waitrose overlaid with an 'ad' from Lidl highlighting its cheaper prices eventually promoting itself. A series of OOH billboards have been strategically placed close to rival stores, displaying price difference between trending Christmas products such as Christmas puddings, baklava mince pies, to free-range turkey and gingerbread gin liqueur.

Hi-Tech Digital Bus Shelter Pops Up in Belagavi, Karnataka



With the advent of technology, it comes as no surprise that it is penetrating every sphere of our lives. Recently, Belagavi in Karnataka witnessed a hi-tech bus shelter where one can stay connected to the world while waiting for a bus. Through the initiative of Belagavi South MLA Abhay Patil, this project was completed, where about 40 people can browse the internet using the WIFI. Also, people can utilise their time by watching TV and sipping coffee simultaneously at this bus shelter. The unique bus shelter is said to be the first-of-its-kind in India. The inventive project not only created employment for two people but will also enable bus travelers to turn their time productive while waiting for a bus.

Mobile-Activated Billboards to Launch Ariana Grande Series



Google collaborated with location-based experiences platform Landmrk to come up with an interactive billboard campaign as they launched an original four-part document series about popular pop singer Ariana Grande. The innovative campaign combined OOH advertising with a smartphone activation that provided free content to the pop singer's followers as it urged them to visit specially selected billboards throughout the U.S. and Canada. Mobile users who could scan the "Ariana Grande: Dangerous Woman Diaries" billboards with a smartphone got access to digital content such as wallpapers for their phone. Moreover, this particular Google campaign highlighted how strategy can support digital content.



UV Technology: Rigid Substrate No Bar

THE PRINTING INDUSTRY IN INDIA CONTINUES TO FLOURISH WITH NUMEROUS ADVANCED TECHNOLOGIES COMING IN, ONE OF WHICH IS THE INNOVATIVE TREND OF PRINTING DIRECTLY ON RIGID MEDIA. IT HAS HELPED CLIENTS IN EXPLORING AND EXPERIMENTING WITH DIFFERENT DESIGNS, TEXTURES AND COLOURS.

Printing industry in India has seen unprecedented changes over the last decade. A lot has changed in the way printing was done in India. From solvent and sublimation printing on flex and fabric, the technology has taken a giant leap by incorporating multi-media printing in a single machine. Thanks to the UV LED printers that can either be roll-to-roll, flatbed, or the latest innovation in the form of hybrid, direct printing is now possible over both flexible and rigid media.

Today with this possibility of direct printing not only on flexible media but also rigid media, the scope of UV printers has increased manifold, opening up the doors of opportunities for printing industry stakeholders. It wouldn't be wrong to mention that there is no limit to the options offered by UV printers; the limit is only in imagination.

According to **Research Nester** - a market research company, global UV LED printer market reached $278.3 million in terms of size in 2016 and is expected to reach $555.5 million by the end of 2024, expanding at a CAGR of 9.2%. Throwing light on the scope and size of printing industry in India, **Sameer Patel**, Managing Director & CEO, Arrow Digital Pvt. Ltd., says, "The Indian printing industry stands at $11 billion, and is growing at 12% annually. However, giving a rather optimistic outlook, UV printing is riding higher at 30%. As per the IDC report, UV printer market grew 11.7% quarter on quarter & 38.5% year on year in Q1 2018 in India."

The growth of UV LED printer market can be attributed to the wide scale applications of UV LED printers such as printing, packaging and labelling of products, as well as printing on wood and other substrates. UV flatbed



"More and more corporates are revamping traditional printing advertising practices to environment-friendly products and technologies, and this has paved a path for UV technology in india."

Samir Patel, Managing Director & CEO, Arrow Digital Pvt. Ltd.



"UV printing is a green process of printing as it doesn't release any VOCs because all inks used are solvent-free. Fujifilm has obtained certain important international accreditations for its inks."

Pradipta Chowdhary, Senior Product Manager, Fujifilm India Pvt. Ltd.



"The fact that UV printers can print on a wide variety of substrates using special inks, helps print service providers and others to expand into additional markets and attract new customers."

Smarth Bansal, DGM Product Brand Management, ColorJet India Ltd





UV Flatbed Printers by Arrow Digital

printers can be used in both commercial and industrial applications as there is no restriction to the kind of medium that can be used in these printers. They can print upon substances like metal, wood, glass, rubber, carpet, doormats, ceramic tiles, switch panels, mobile phone covers, signage, wood composite panels (WPC), foamboard, sports equipment, etc. There is a lot of use of these printers in industrial applications as well, for example, printing on equipment and parts, microchips etc. Thus, it has given a new meaning to printing, and has made it much easier, cheaper and quicker.

Imprinting Their Way into the Printing Industry

India has seen a tremendous growth in UV printing industry, and some biggies in this field are taking it to the next level. One of the pioneers in the industry, Fujifilm has created a name for itself in wide format printing. The company's graphic art segment 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.

Pradipta Chowdhary, Senior Product Manager, Fujifilm India Pvt. Ltd., explains, "In India, buyers and vendors in the printing industry are accepting the change in technology. Now they are relying more on UV printers because of the various advantages they offer such as better colour quality, ease of print, as well as, the possibility of direct printing on a variety of substrates including rigid ones. Thus, it has opened a door of new opportunities. Apart from the high quality printing, UV printers also make the process convenient as it has reduced the number of steps required. Earlier, one had to take out the print on vinyl and then paste it on sunboard or any other substrate for that matter, and laminate it. Now, no such steps are required."

On company's standing in the printing market, Chowdhary says, "Fujifilm is number one as a brand at this point in time and we have sold 102 printers in the last one year. We get a lot of enquiries and we are a preferred brand, customers have seen the fantastic journey of Fujifilm because of its quality."

When it comes to UV digital printing, ColorJet India Ltd. is a name to reckon with. Having installed over 3,750 machines across 315 cities around the world, the company



"UV ink is print head-friendly and needs fewer print head replacements, thus making it the best choice of print service providers across the printing industry."
Atul Gandhi, Managing Director
Macart Equipment Pvt. Ltd.



"The scope for UV technology knows no limit as it allows companies to explore not only flexible but a lot of other types of substrates for their signage and other applications."
Mohammed Ali, Managing Director
Unique Sign Innovations





Flatbed Printers for Rigid Substrates by Fujifilm

boasts of being India's largest manufacturer of digital inkjet printers with a presence in 14 countries. Founded in 2004, the company maintains its operations via two manufacturing facilities and sales offices spread across seven countries, which include India, China, Bangladesh, UAE and Sri Lanka. The Technological Innovation Strength of ColorJet's R&D department has been recognised by the Department of Science & Technology, Government of India.

Commenting on the bright prospects of UV technology, **Smarth Bansal**, DGM Product/ Brand Management, ColorJet India Ltd., says, "Industries evolve as the years go by, and the printing industry is no exception. With regard to UV print technology, the fact that it can print on a wide variety of substrates using special inks, helps print service providers and others to expand into additional markets and attract new customers. We have recently come across 400 factories manufacturing well-designed fancy iron almirahs in Haryana, and they are delivering almost 20 almirahs per day. Eventually, it has increased the demand of our UV products, especially Verve LED Flatbed printing machine, which enables high quality direct printing on almost any kind of rigid material, including iron, wood, glass, leather, ceramic tiles, etc."

ColorJet has sold more than 50 flatbed UV printers in the past one year, and boasts of a market size of about more than 200 industrial printers. Bansal says that out of company's total sales, approximately 10% & 22% volume- and value-wise sales respectively can be attributed to UV printers. He hints that inline coating would be the next big thing in UV printing as it increases the speed of printing process, and hence, it is more suitable for industrial applications.

Arrow Digital Pvt. Ltd. is one of the leading names when it comes to supplying high-quality wide format printing equipment in the country's UV printer industry. The company that distributes a range of materials and equipment for digital printing and cutting markets has pioneered many ground breaking technologies serving the industry since decades. It is making dedicated efforts to take digital printing to great heights in various applications and industries. Arrow Digital is exclusive distributor for EFI VUTEk printers along with other digital printers in India and caters to the country's printing industry with a wide array of application areas.

EFI VUTEk UV Digital platform enables users to print on any rigid substrate such as ACP, foamboard, kapa, PVC, acrylic, cardboard, glass, wood, etc. According to the company, it can print on a substrate with a width of up to 2inches (5.08cm). Patel says, "Printing on a rigid substrate on our platform reduces costs of labour, material and production, as it eliminates the need for printing on vinyl, and then pasting it on a rigid substrate. With a rich collection of value-added options, EFI VUTEk Roll-To-Roll printer can also be converted to all-in-one multi-purpose printer. There is a demand of sustainable



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Printing on Rigid Substrates Made Easy by Colorjet



UV Flatbed Printer from the House of Macart

products in the market, and with superfast speed, white and jet black colours, resolution of up to 1200 dpi, EFI VUTEk has been able to meet the expectations of consumers. It is evident in the fact that we have achieved good amount of sales in the past one year."

"Our printers have the highest speed of up to 5,000 sqft/hr, with dense white and jet black colours, uncompromised quality with best colour gamut in the industry, auto back-to-back printing, powerful LED technology for curing, nine-layer printing in single pass for day-night balance, visual and tactile effects. Apart from state-of-the-art technology, we stand out with our after-sales service assistance, which is unmatched by any other in the industry. We have highly skilled team of engineers to provide assistance from installation to profiling. We provide 24/7 technical support," he adds.

Another important name in the league is Pune-based wide-format print equipment manufacturer, Macart Equipment Pvt. Ltd. The company's has indigenously developed its UVision flatbed UV inkjet printer. **Atul Gandhi**, Managing Director of the firm, says, "We noted a huge potential in the UV printing applications in India, but the machinery had to be imported and it proved to be expensive. Thus, we decided to manufacture these printers in India, and currently, we make everything locally including the electronics, software, UV LED and all the mechanical assembly. This makes it more reliable, easy to maintain and cost effective."

"Our UVision printers can print on almost all rigid substrates like wood, glass, acrylic, PVC, ACP, sheet metals, plastic, stones etc. We started the production of this printer in early 2018, and till now, have sold 11 nos., out of which one is of 10 X 6.5 ft and others are 8 X 4 ft. We are offering our printers with a more robust industrial print head from Konica Minolta with 6pl drop size, giving good speed and quality. The machine can be customised for various applications like the interior, ceramics, textile, boards, etc., and is capable of printing on substrates with thickness of up to 50mm at a maximum speed of 400sqmt/hr," Gandhi informs.

Chennai-based Unique Sign Innovations is a leading distributor 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. It deals with renowned brands like Yaselan, Xuli, Unilami and Unique Inks. **Mohammed Ali**, Managing Director of the company, states that they started working on UV printers after the Media Expo in September 2018, and in such a short period, they have been able to do business worth Rs 1 crore.

Ali says, "We have finalised a deal for four UV machines, of which one each is from Xuli and Xenon, and two are from Yaselan. There is a great demand for these printers in the signage industry, and they want a machine that can be used for all kinds of applications. That is one reason why we brought hybrid. For this, we recently started working with Xenon and we have tied up with them for supplying hybrid UV printers in South India. Yesalan is focused on flatbed printers and it is selling mainly to furniture companies for architectural and interior designing purposes."

Cleaner, Brighter, Quicker & Sustainable!

Prior to the advent of UV printers, the solvent-based inks used in the printing process had to be dried by evaporation but special UV inks get dried within the printing process when they are exposed to ultraviolet light. It gives a much better and cleaner finish to the print, and saves a lot of time as the process of drying is quicker and less cumbersome. There is also no risk of air pollution affecting the print quality when it is out for drying. Apart from this benefit, UV printing is extremely cost-effective as first of all it saves time, hence more output can be produced in less time. Secondly, it does not require pre- and post-coat on the printing medium as UV drying ensures there is no smearing of ink even without these coats. Thus, the process makes sure that the print provider does not need to purchase additional raw materials for printing.

The final product comes out with vibrant colours and better shine as compared to the ones with solvent-based inks. There is no risk of chipping or fading, and the result is exceptionally good quality print. The curing process of inks through UV makes sure that the liquid ink drops are dried before they are able to penetrate the substrate, thus, giving the print a finer look. It eliminates the process of pasting the printed material onto the medium as the printing is done directly on the substrate. This removes the risk of getting creases, bubbles or improper pasting that often accompanied the process.

UV printing has yet another great advantage over solvent and eco-solvent-based technologies which is environment-friendliness, because it releases zero volatile organic compounds (VOCs) and negligible smell that comes with it. According to Patel, "UV digital printing market grows and evolves at the speed of light. This is due to advancement in software, hardware, technology, inks, as well as its ability to print on a wide variety of substrates. Unlike other printing practices, this system does

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not produce VOCs, requires no ventilation and needs less energy. UV technology offers sharper images, greater details, wider colour gamut, and faster & safer printing."

Chowdhary goes on adding further, "UV printing is a green process of printing as it doesn't release any VOCs because all inks used are solvent-free." He informs that Fujifilm has obtained certain important international accreditations for its inks. "Fujifilm inks have been certified by US-based certification agency called GreenGuard. All our inks are tested rigorously to obtain this top level certification. Meanwhile, AgBB – the German organisation has also certified that our inks release minimal amount of VOCs as they contain no solvent. Apart from these two, we also have the certificate that allows us to sell our printers in Scandinavian countries as they are very strict about their environmental regulations. Thus, we are one of the few printer and ink manufacturers who can claim to be so environmentally-conscious."

Adding further to the list of benefits that are attached to UV printers, Gandhi says, "As the labour is getting more expensive, many print suppliers now prefer printing directly on the substrate. Furthermore, the UV ink is print head-friendly and needs fewer print head replacements, thus making it the best choice of print service providers across the printing industry."

More Options for Signage Industry

Apart from the efficiency, inks cured by UV are less prone to changes brought about by weather. This makes it more important for the signage industry as the hoardings and billboards are installed in the open for days at length. Sometimes liquid laminates are used to elongate the life of the product. UV printing has evolved over the years, and today, it has become a necessary part of the signage industry as it offers various prospects in designing of advertisements. Several new companies have entered into this industry as there are opportunities galore, and a lot of innovations can be done in applications. Companies have been employing these machines to print on billboards, point of purchase (P.O.P), indoor & outdoor signs, wraps, bubble wrappings, etc. Most flatbed UV printers can print on up to 2-inch thick materials and this gives companies the flexibility to print on a wide variety of surfaces and experiment with various visual effects.

Speaking on the plus points of using UV printers in the signage industry, Chowdhary says, "In India, due to the retail boom, companies and their brand managers look for new ideas in decorating and designing their showrooms as they want to garner maximum attention of their customers. They want quality and creativity in their signage in line with their company's advertisement policy. Therefore, UV printers have given them the scope to explore various avenues in signage. They can try various permutations and combinations with all kinds of materials."

"UV printers enhance the quality of signage and meets expectations of the advertisers. Today, the windows of retail stores in malls are very different from what they were five years back. Rigid printers allow the companies to go beyond regular signage. For example, nowadays, acrylic is being used on sliding doors in shops as there is an option of printing directly on that material. Earlier, there were a lot of steps in the process of rigid substrate printing. It depended on the quality of vinyl, and if it is not good, proper pasting was difficult. Moreover, lamination had to be done to make sure that colours on vinyl did not fade easily. With UV printing directly on rigid substrate, printers have been able to save time, money and labour cost," he adds.

According to Patel, "Solvent, Eco-solvent and other printing methods have a deeper root in India and our biggest challenge here is to educate the end-users, such as corporate brands. We have to make them aware of the advancement in technology and show them the differentiation. We have used both 'Push' and 'Pull' methodology of marketing to create awareness of our products, in turn creating more demand. More and more corporates are revamping traditional printing advertising practices to environment-friendly products and technologies, and this has paved a path for UV technology in India."

Chowdhary says that nowadays, companies prefer finished signage products to semi-finished ones so that they can install directly at their stores. Thus, there is a huge scope for UV flatbed printers that can print on any type of rigid media. "We have two demo-cum-experience centres at Mumbai and Gurugram, facilitating a unique interaction with each of our customers who then share their feedback about what actually they want. In fact, customers have their own set of applications getting scrambled in their mind, and want to check if a printer can deliver those specific usages and help them grow their business prospects. Thus, every customer is a success story in the making. They come with ideas and materials, and test if our machine is suitable for them or not. Most of these customers are not new to digital printing; they have a lot of experiences including solvent and eco-solvent, and now wish to upgrade their printing capabilities. We take feedback from

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Xenon Flatbed Printer by Unique Sign Innovations

all of them, and therefore, our understanding about their needs has improved."

What Future Holds?

UV flatbed printing has seen some major improvements in technology with intensive R&D undertaken by leading manufacturers. Today, there are opportunities galore in this industry, and PSPs are taking full advantage of this technology to increase their respective market shares. There are some reasons why this technology is getting an edge over others in the printing industry. They have given myriad of options for furniture companies, consumer brands, industrial equipment manufacturers, signage companies, etc. These printers make it possible to bring in personalisation in every object, whether flexible or rigid, to meet the needs of designers and their clients. The final print is always precise, clear, highly artistic, with bright colours and rich shine. The advanced technology allows accurate printing, prevents wastage of material, and saves manpower and costs.

Ali is of the opinion that the future of printing market is UV. He says, "The market is really good right now as there is a lot of scope. The scope for UV technology knows no limit as it allows companies to explore not only flexible but a lot of other types of substrates for their signage and many other applications. Though UV flatbed printers are a little expensive for now, but with increase in their sales, the prices will automatically go down. It is in all likelihood that this change will come very soon."

According to Chowdhary, there are some challenges or rather the roadblocks that need to be worked upon by the industry as a whole: Firstly, only about 5% of total printers sold in India belong to Rs 25 lakh+ category. "It is a huge decision for print service providers to buy an expensive printer and it holds them back from investing in high capital equipment. A lot of analysis comes into play such as RoI calculations, production possibilities, job possibilities, etc. Thus, the mindset required for such investment is not present. They have to understand that with UV printers, returns and possibilities are high, and it also saves them a lot of time as several processes get eliminated. Until the state of mind is changed, the industry will find it difficult to grow beyond a certain point."

Secondly, the lack of awareness especially on the kinds of applications, possible with UV technology is a very big issue. "Earlier, there were only a couple of applications with solvent and eco-solvent technologies. But the advent of UV technology has extended the scope of applications that has increased manifold, and variety of printable media has become wider. Thus, there is a need to develop an understanding on this aspect. For example, corrugated board is being used extensively across the world for P.O.P. and signage. However, in India, its usage is limited and the industry is still at a nascent stage. It is important that Indian PSPs understand corrugation engineering, and how they can maximise profits by using this medium. Similarly, they can gain a lot of revenue by exploring different kinds of substrates."

Gandhi gives his views on the high-cost of UV printers, and says, "These printers are more expensive than the solvent or eco-solvent printers as the print heads are different, they need expensive UV curing system, ink heating system, negative pressure system and expensive UV inks. However, when the numbers will grow up, the prices of most of these components will go down. We, at Macart, have already started working on reducing these costs by designing and manufacturing them in India." He concludes by saying, "I think in the future printers will require much lower power for curing and they will be faster and smaller."

Conclusion

Therefore, to sum up the prospects of this industry, it can be said that UV technology – be it roll-to-roll, flatbed or hybrid – has the proficiency to take over the conventional printing methods and replace the traditional equipment. It can transform not only the process of printing but also the scope, especially in the advertising industry, where it will continue to hold a dominant position.

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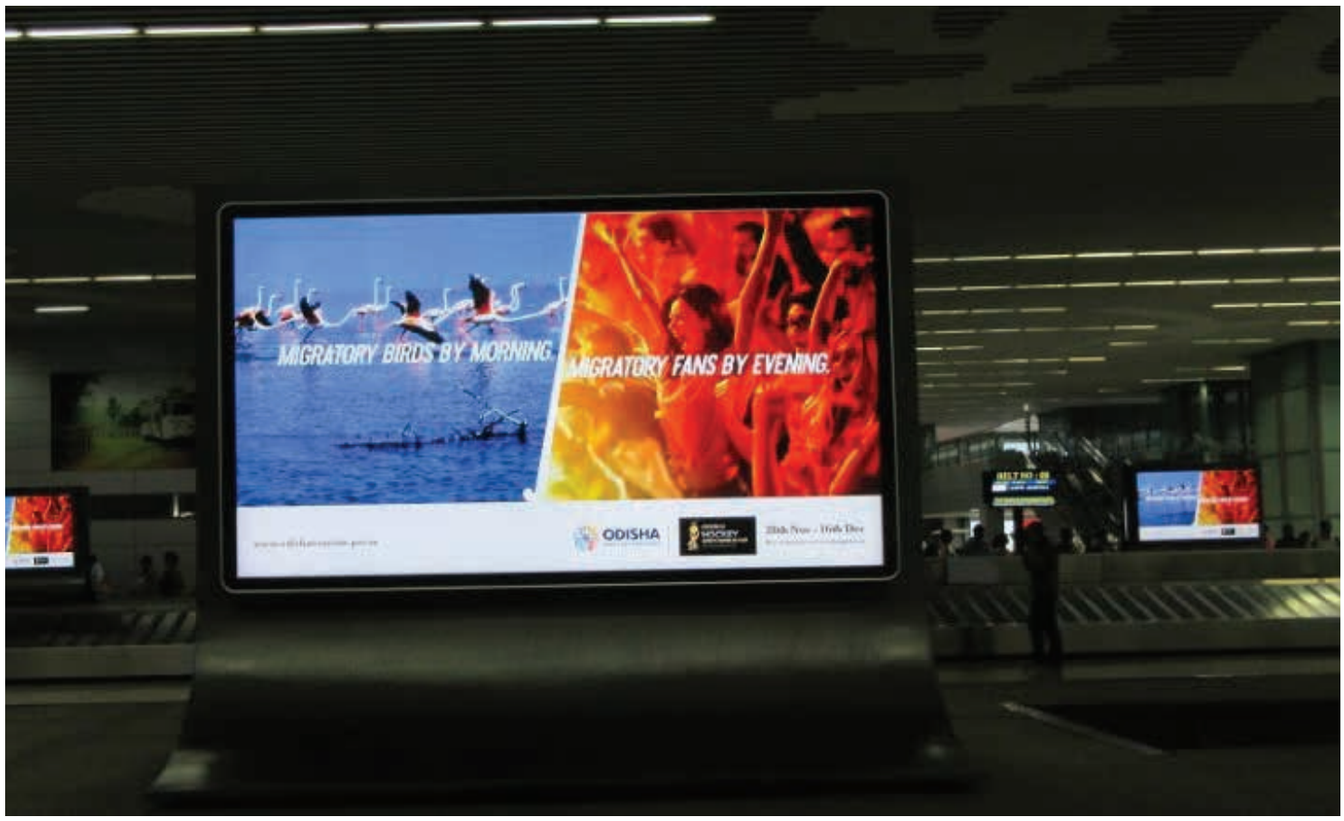
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CP SIGNS

Odisha Promotes Hockey World Cup & Tourism with OOH





Hockey has been a popular game in India ever since the country won its first Olympic gold medal in 1928. With continued winning streak at Olympics, the sport gained further popularity.

However, in later years the sport lost its sheen. Now, with concerted efforts of various agencies that also include marketing strategies has led to the revival of the game.

Recently, Odisha hosted the Men's Hockey World Cup in Nov-Dec 2018. The prelude to the tournament witnessed quite a few marketing campaigns to promote the sporting event.

The agenda behind the campaign was to popularise the Hockey World Cup along with increasing tourism in the state.

Odisha Tourism was the host partner of the World Cup and they started their marketing strategies as early as July by unveiling the 'Odisha by Morning, Hockey by Evening' campaign.

The campaign included various media tools such as Out-of-Home, social media and digital. Odisha Tourism took to OOH to broadcast the campaign message.

The outdoor advertising comprised billboards strategically placed all over the city such as at airports with an aim to put the state on the global map as a leading 'global sports destination'.

The agenda behind the campaign is to increase the tourists' footfall as well as raise awareness about the tourism options available in the state such as ecotourism, religious tourism, among others.

The high point of the mega event was the presence of Bollywood actor Shahrukh Khan, who participated in the opening ceremony. He was also seen in the World Cup anthem video sung by Oscar awardee AR Rahman.

CASE STUDY

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with KYOCERA HEAD
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Technical Specification

UV flatbed printer with roll-to-roll printing option
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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
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- 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.
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Cluster Advertising by Nykaa to Market Cosmetics



Cluster advertising has been prevalent for many years. However, recently it has picked up due to several reasons, one being that people spend more time out of their homes and traversing through heavy traffic every day while commuting to work.

Through the cluster approach, advertisers are looking to create a "spot", preferably at locations where traffic slows down considerably. These spots are an apt location for installing billboards as they will catch people's eye as well as create engagement.

The approach allows advertisers with advertising budget to choose a cluster of hoardings – from anywhere between two to eight at a specific time, and carry a single message. The aim is to create a significant impact where the frequency of the traffic is higher.

Recently, the beauty retailer Nykaa has signed actor Janhvi Kapoor as their brand ambassador. She will appear in Outdoor advertising, digital, TV campaigns as well as play an active role in creating social media content for Nykaa. The famous brand, founded by Falguni Nayar, is a shining example of what Indian women can achieve. And as a consumer, the brand gives you the power of choice and the ability to be your best.

In order to promote their cosmetics, the popular online cosmetic brand opted for Cluster Advertising. Two hoardings with creatives displaying Janhvi along with the curated cosmetic products have been placed adjacently at Nehru Place intersection in New Delhi to mark the launch of the partnership.

Also, Janhvi picked up her favourite products from Nykaa's in-house collection which will be available in the 'Janhvi Loves' edition on Nykaa.com and in Nykaa stores soon.

The Nehru Place intersection is an apt location as it receives a lot of traffic which also slows down due to traffic signal. By implementing the cluster marketing approach the brands don't have to advertise all over the cities as this promotion strategy would be enough to create the right buzz.

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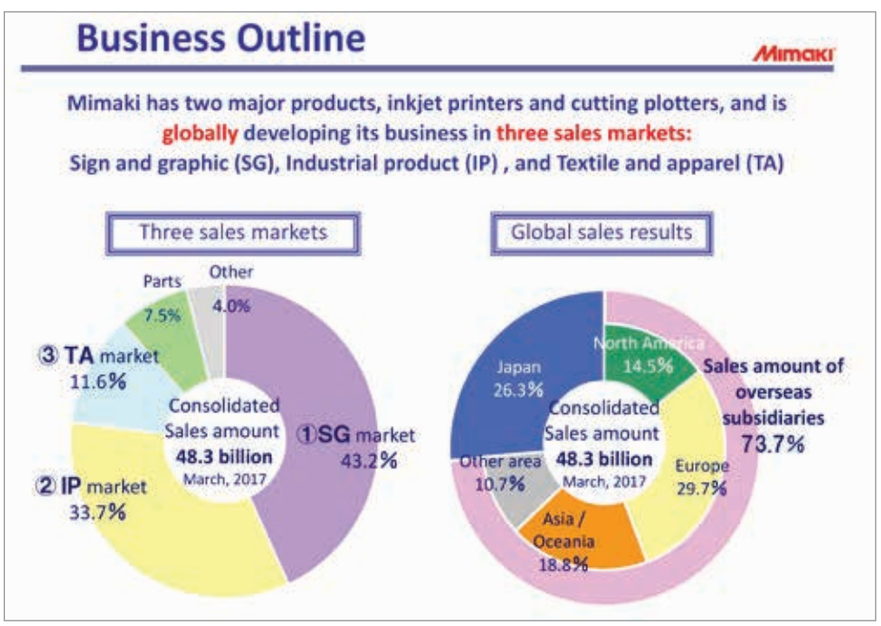


Yoshimoto Sugiyama (L), Managing Director, Mimaki India &
Daisuke Yamane, Sales Manager – North & South India, Mimaki India

Founded in July 2013, Mimaki India Pvt. Ltd., the 100% subsidiary of Mimaki Japan, boasts of its customer-oriented approach to address specific needs of its valued clients across segments. The technology giant offers high-quality products based on the original technology and aims to become a development-focused company to offer the products in its own brand that can bring satisfaction to its valued customers.

The Japanese wide-format printer manufacturer has big plans to capture opportunities here in India. The company had initially appointed four representatives here to distribute its product portfolio, and later it went on to augment this number further to enhance its footprint across the country. It also has a demo centre spread across 3,000 sq/ft area in New Delhi to give prospective customers a better feel of the equipment.

In the quest to know the development at Mimaki, we, at **Sign & POP World**, spoke with **Yoshimoto Sugiyama**, Mimaki India's Managing Director along with **Daisuke Yamane**, Sales Manager – North & South India. In an hour-long discussion, they shared quite a few interesting updates about the company and its future plans. Excerpts are here to follow:



How do you see the market for UV technology in India?

We know that the market is currently flooded with solvent and eco-solvent printers but the recent steps by few states in India which have put a ban on PVC Flex will certainly push the market for UV technologies.

Keeping in view the State's urge for an alternative to PVC-based media, the time is crucial for machinery manufacturers especially the technology players like Mimaki to proliferate further with UV technology, which is compatible with almost all the substrates including Flex.

However, citing the bans over PVC Flex in certain states here, UV is the best option for printing on fabric, the rapidly emerging alternative in the form soft signage. Mimaki is fully focused on UV technology wherein we printers up to 10 feet width.

For now, we have two solutions for Soft Signage. One is dye sublimation and another is UV technology. And if in case there is the possibility of bringing in eco-solvent technology, we will introduce that also. Nevertheless, for soft signage, we think, UV is more receptive as the demand curve for the same is on the surge.

In which all segments is Mimaki operational? How is the company placed in India?

We are catering to a wide spectrum of the printing market globally. Our product range is divided into three broad segments – sign & graphics, industrial printing, and textile & apparel – and we have a big portfolio for all these segments. As far as our presence in India is concerned, we have few major distributors of our products meeting the needs of their customers in respective geographies.

We can't afford to lose the opportunities floored herein India and look forward to an extended growth in this country. We would move through our partners except for a few high-end machines, which we prefer







to sell directly. So far, we have sold around 500 machines including printers and cutting plotters in the last three years. Major share for us in India is coming from textile segment.

What about service and support?

We do have our representatives, who are providing after-sales services for the installed machines. Now that we are here, we take care of our representatives' requirements and support them if they come across any problems. We do have a technical team to support our partners. In signage & graphics market, our company fulfils market requirements and leads the industry in supplying creative products. The worldwide standard for speed and brilliance in inkjet imaging is our goal.

Besides, to support our partners, we are rapidly increasing our footprints in India. Our demo centre in New Delhi and Mumbai are equipped with wide format printers, plotters and cutters, having 10 equipment in total to not only facilitate demonstration of our technologies but also to give a better feel of the equipment to our partners and their respective customers. Apart from that we do have plans to soon open a textile lab in Mumbai, which will be followed by a demo centre in southern region.

Mimaki is known for its quality that comes at a price. India being a price-sensitive market, how do you see the prospects?

Majority of India is actually price-sensitive and that makes sometime tough for quality players to convince the buyers. However, at the same time, there also exist plenty of quality-conscious customers who are more concerned with the output. Though, we do have customers for sublimation machines but then it adds extra investment for them as they need to install heat-transfer press also.

For UV, even if the government fully bans PVC Flex, we will have to wait and watch if the market response especially from the customers like brands & advertisers is ok for UV. I think, advertising companies have to be considered as this is just the one way to advertise amidst many like TVCs, Radio, Social Media, Print Media, Trade Media, etc. Yet, this is very important to note that when it comes to printing, banner and hoardings are the only way to reach the masses.

Does Mimaki also manufacture inks?

Mimaki does not only offer printers but also inks, which are manufactured in our factories in EU, China, Taiwan, etc. All the inks so sourced are fully tried & tested for Mimaki machines. As of now the cost of UV inks is also very high but as the market will grow, this cost would certainly come down to an affordable level. Citing brighter prospects of UV technology in this part of the geography, there may come the possibility of ink manufacturing in India too.

What about printheads?

We use printheads from internationally renowned companies. The selection of the heads in a particular machine depends on the configuration of the machine and its application. However, we do offer warranty for our printheads, while human errors and operational faults are not the scope of our







warranty. One of the most important steps to keep the print heads conditioned is keep running the machine.

How can PSPs take care of printheads?

We do prescribe some methods which are very common for all printers like not to wipe out the heads but the surrounds and then keep the heads capped for the period it is not in operation. This is for simple reason that we are not selling the machines to our customers for their own usage but for their business by catering to their respective clients. We want our customers to enjoy their association with us which is only possible when the machines we are selling them remain in good condition so that they can continue making good business out of these machines.

What if the printheads get blocked?

We suggest our customers to check the nozzle blockade each single time before starting the process. There is an automatic cleaning mechanism in our printers. But if the blockade doesn't get cleared with this process, we have a specific system which facilitates easy nozzle recovery facilitating quick & easy restarting to production. This is unlike earlier when in case of nozzle blockade, customers needed to wait for the technician to come and fix the issue. This makes our machines far more user-friendly than the ones available in the market for now.

What is the sales split (segment wise) for Mimaki?

While the textile & apparel business is showing us more potential, the sign & graphics segment accounts for the most i.e. around 70% of the total sales at Mimaki not only in India but across the world. Overall, Asia accounts for less than 20% of the total sales at Mimaki. As of now, Europa is the biggest market for the company, followed by Japan, Asia Oceania including India, China, etc., North America, and other global area.

First, we would establish Sign & Graphics printers' sales in India, and in the meantime, we will start focusing on Textile & Apparel market. This is because, we foresee a brighter future in textile & apparel segment wherein we are expecting big potential, and hence, it will be our focus area.

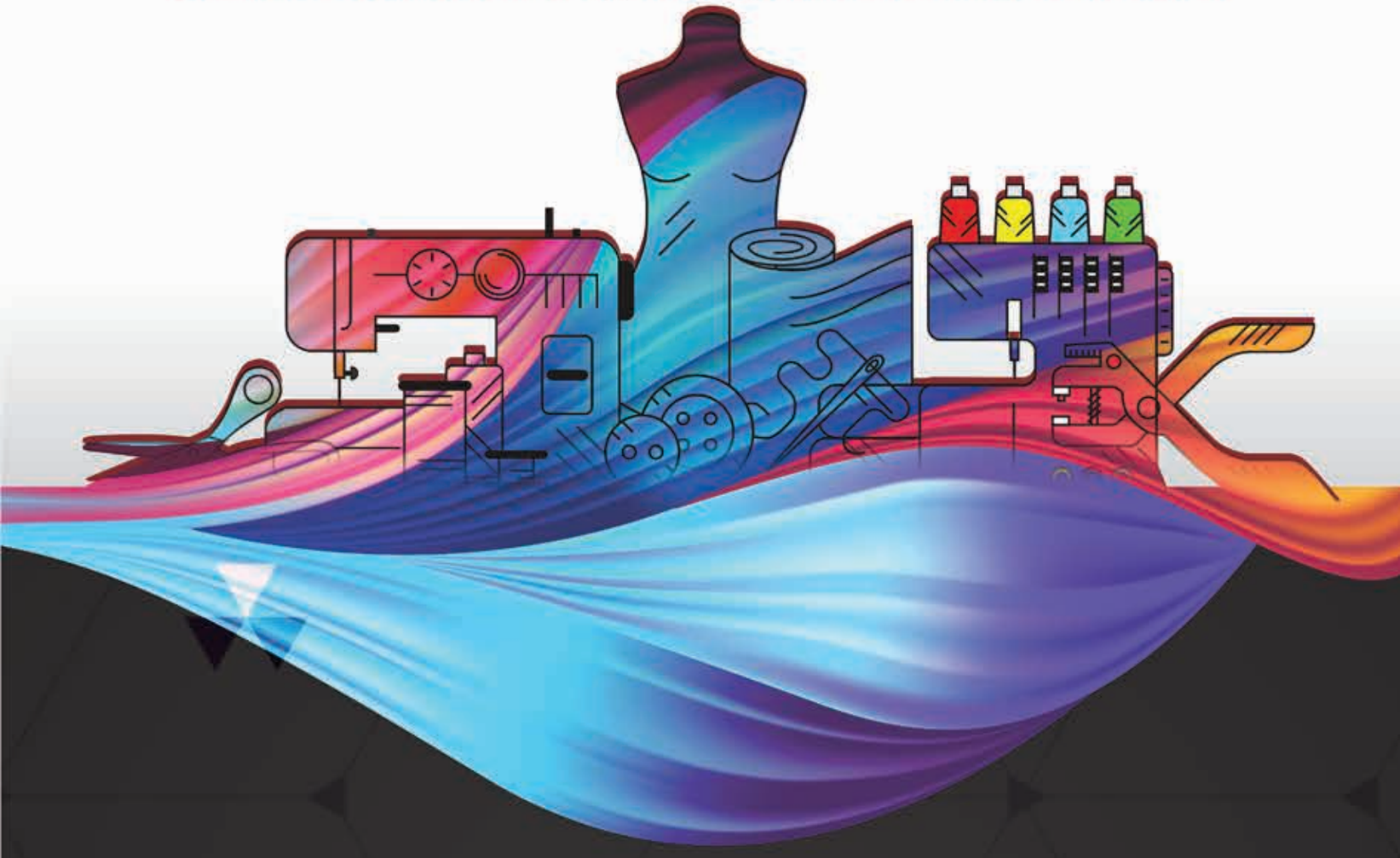
What is new in Mimaki's kitty?

The trend is changing faster than time as the technology is changing with each passing day. Earlier, the frequency of innovation was not that fast and the innovations use to come once in two or three years. We have many business verticals and each of the segments have something or the other in the name of innovations every other day. Nonetheless, we are planning to develop and introduce more affordable solutions for the countries like India. Also, we are planning to manufacture inks globally that would enable us to expand our global operations.

With all these on cards, we will propose new low-cost manufacturing harmonised with environmental concerns, where all necessary resources and energies will be used only at the time and in the amount they are needed. And we strive to become a development focused global corporation known for our own brand worldwide.

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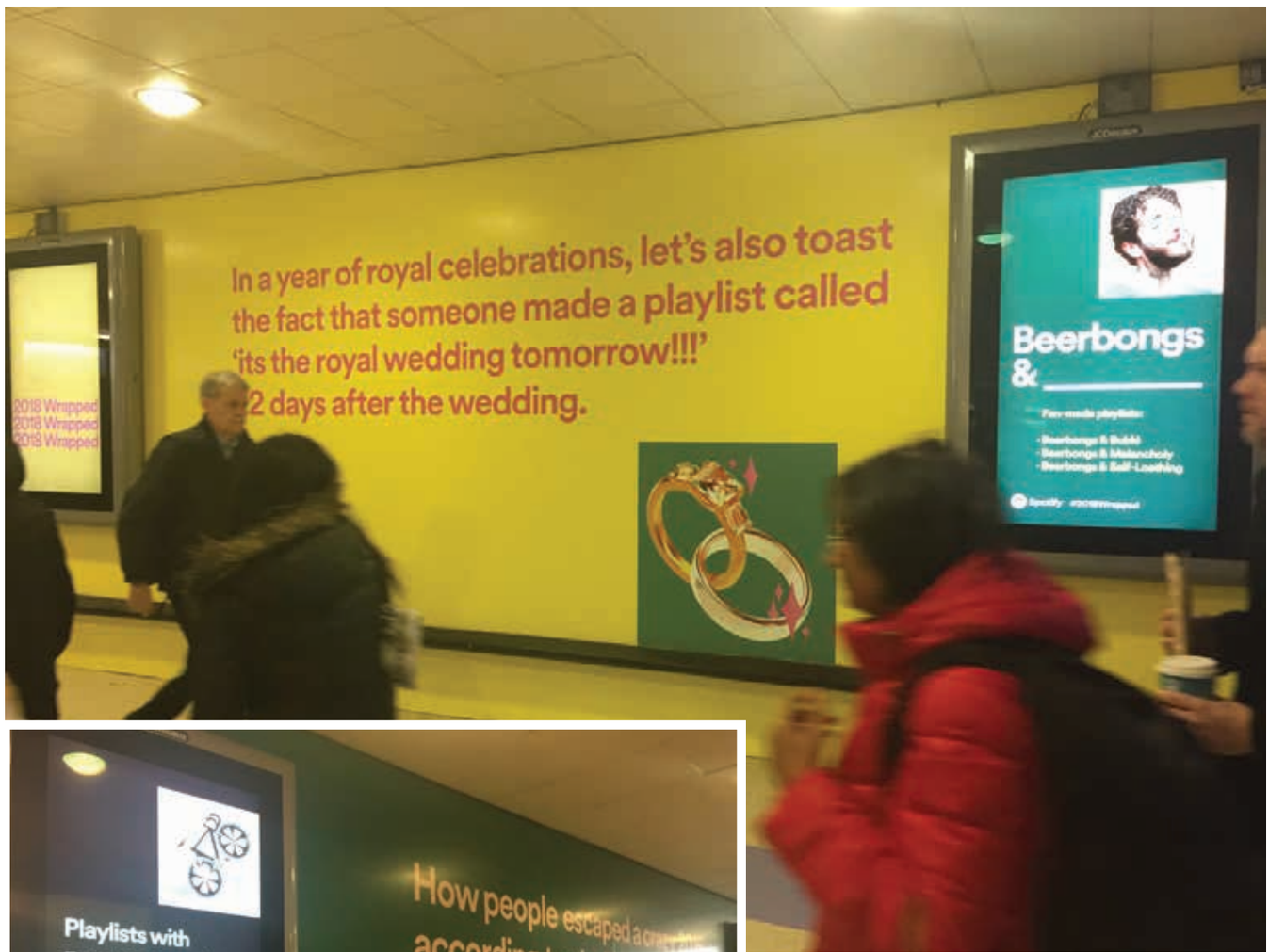
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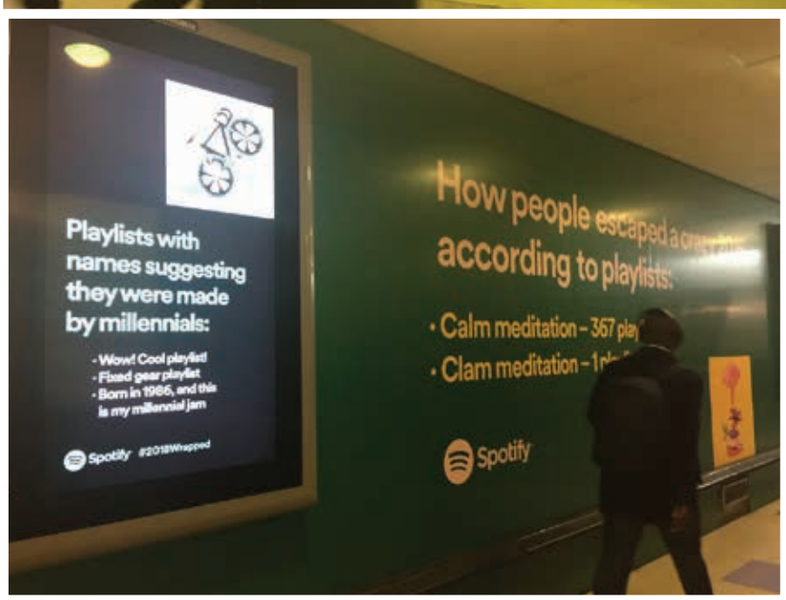
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International

Year-End Campaign with Billboards by Spotify





Spotify, the popular Swedish music streaming platform is back again with an exciting campaign. Music lovers all across Europe and UK use this platform to download their favorite music.

They are known to create eye-catching and engaging creative as an out-of-home advertising campaign. This year again, they came up with another interesting year-end campaign titled 'Wrapped'. The marketing gimmick was aimed at summarizing the year 2018, through creative billboards.

The 'Wrapped' campaign started in the year 2016 and has been continued thereafter, due to its significant impact. Also, the users have enjoyed the billboards and Spotify has utilized the OOH medium to the fullest giving rise to the trend of how digital brands are embracing the medium more than ever before. By using clever creative to offer a moment of reflection about the role that music and Spotify play in their lives and in culture while conveying global stories that generate a sense of community.

The 2018 year-end outdoor marketing included creative that displayed the playlists of millennials as well as playlists highlighting the Royal Wedding which was the event of the year. There were more than 50 artists including Ariana Grande, Post Malone and Shakira with Maluma who were featured in the campaign.

The outdoor campaign was launched in November end, covering a wide range of mediums such as OOH, digital and social in markets worldwide including Australia, Brazil, Canada, Colombia, Denmark, France, Germany, Indonesia, Mexico, Philippines, US and UK.

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LiftUp: An Innovative Way That Ensures Brand Loyalty & Recognition



Tanuj Garg (L) & Shivam Dharohar Garg, LiftUp Marketing

Established in June 2017, LiftUp Marketing has carved out a niche for itself in the sphere of advertising in residential elevators. The company claims to be the country's first entrant in this field, and has paved a new dimension in the world of advertising. The concept was almost unknown in India of which LiftUp took leverage and decided to channelise its resources in this regard. The idea was to reach out to a large base of target audience by captive advertisement with the aim of unparalleled brand recall. It is a brand new venture from the owners of the Sunrise Retail Group of Vasundhara at Ghaziabad in Uttar Pradesh.

The idea turned out to be a success in just one and a half years as Lift Up emerged as a great way of promoting the image of a brand through the unique concept of lift or elevator advertisement. To find out more on the concept and its evolution, we, at **Sign & POP World** met **Tanuj Garg**, the brain behind the company, who was later joined by his brother-in-law, **Shivam Dharohar Garg** to support him in the business. With this belief that they have created an important link between the business and the customers, ensuring brand loyalty and recognition, the duo shared their journey and success story. The excerpts are here to follow:

How did this idea originate in your mind?

The concept is not entirely new. It is already there in commercial spaces including malls, but was yet to be introduced in residential societies. I experienced this for the first time while I was abroad, which I decided to replicate in India. As of now, we are the only service providers of lift advertisement in various regions of Delhi-NCR including Indirapuram, Vaishali, Vasundhara, Noida etc., reaching out to more than one lakh people.

How did you materialise this concept?

With only a rough blueprint in my mind, I started working on the concept in June 2017. Initially, I went for a market survey exploring ways to enter into this business. There were a lot of challenges as we did not have a base and we didn't know what all to talk about. In the process, we had to tackle guards, maintenance offices in residential societies by explaining the concept to manager, and finally convincing him to get a breakthrough to the RWA.

On my way forward, I faced a lot of questions, to which we ourselves did not have the responses. At one point of time, I almost gave up considering that it will not be a dream come true. However, the businessman within didn't allow me to rest and provoked me not to let the opportunity go. Though we already have an established business in the name of Sunrise, I wanted to start something new and innovative. I picked up again from where I left, and this time with full determination. Finally, we got contracts from two societies, which gave a push to our morale and we got motivated to take it ahead.

What do you offer to these societies and brands?

Once convinced, we normally pay the societies a lump-sum amount for a year in lieu of advance booking. For brands, we suggest them to offer something extra or exclusive to the residents of that particular society. As we all know, a lift is a place devoid of mobile network, and therefore, there isn't much to do for commuters who on an average spend two minutes in lifts on a daily basis. Since the ads remain there for a minimum of 30 days, it brings much higher recall than the road side hoardings.

Why do you think it is better than the roadside hoardings?

Hoardings on the road side are seen hardly for a few seconds, which is not enough to read the text or the offers highlighted







therein. However, one can't avoid to see an ad in the lift at least for the time she/he is in it, which obviously is more than 30 seconds. Also, the space is very limited and bars the commuters to take away their eyesight anywhere else. So, for brands wanting to send across a particular message or showcase their offers, lift is a very good medium. It is almost like the brand is sitting within the house of the target customer, and it guarantees response. You place an ad today, and the response is there by the evening, especially for food brands.

What is the size of the ad and how do you get them glued to the lifts' walls?

We use high-quality double-sided tape to fix it as the frame is very lightweight. Earlier, we used to apply sunboard on the back of the frame for gluing purpose, which was only adding to the weight of the frame. So, we are improving the quality of the output with each passing day. Now, we use four screws to keep the print fixed to the frame. Earlier, we used to print 12x18, which has now been extended measuring 13x19. Usually we design the ads ourselves and if the brand has its own ad, we just edit it a bit.

How has the experience been so far?

It was more like an adventurous one as there came quite a few ups and downs. In the first instance, we installed frames in the lifts, most of which got broken the very next day. It was a severe setback and we started introspecting. After that we decided to upgrade the frames from wooden to aluminium.

What is the next in terms of improvement?

We are exploring ways, for instance, to digitise the boards. For this, we are looking at quality lighting products that can last long. Also, we are trying to grab a few ads from the Government side. Moving ahead, we now plan to offer hoardings to be put over the gates of the societies. Though, it's not new, but we want to diversify based on our contacts in these societies. This is simply because brands today ask for a complete promotional package that includes hoardings, TVCs, print ads, etc. besides lift advertising.

What is the minimum duration for the ads?

We normally take the project for 15 days but the clients want to go for 30 days. Moreover, it is also difficult for us to replace ads after every fortnight. Even when we get a deal for two months, we offer or rather insist the brand to change the visual after a month with some changes in design or another product of the same company, for which we charge very nominal. For our clients, our motto is to make things cost-effective and help them get better response rate. For this, we ask the brands to offer something special for the residents of that particular society. Brands sometimes give unique codes, using



which the members of that society avail the discount, which eventually help the brands count their recalls and responses from that particular society.

What challenges did you come across?

The challenges were bigger than anticipated. One such challenge was to ensure that the ads stay in the lifts at least for a month. The printed material we use is good quality paper, but even then, there is a possibility of it getting torn. To keep it safe, we apply flexible covering to avoid any kind of distortion. Taking more steps to remain on the safer side, we added screws in the frame so that it doesn't open and print doesn't get distorted.

Another challenge was to manage the ads. It was actually very tough as being residential societies, there are kids who might break the frames or scratch the prints. This leads us to take extra care. Eventually, we included it in our routine to make at least two visits in a week to these societies, especially where there's no CCTV installed in the lifts.

Since then it's a successful journey, except for a few cases of breakage here and there. Today, we have been associated with over 120 societies offering more than 1400 lifts for the purpose.

Which kinds of brands are using this medium?

This is good for both – big brands to reach to their target audience and smaller/local brands which can't afford to put a hoarding or even distribute pamphlets. Lift branding facilitates them to create a brand image without incurring much investment. Being scaled down to about 70p to one rupee per day for any brand, it emerges out to be the most cost-effective way to promote. Even leafleting costs around Rs.2 – Rs.2.5 per day with no guarantee of returns.

What are the categories of brands you do the ads for?

Generally, food brands are getting the highest response rate. Brands like Zomato, Dominos, Pind Baluchi, Swiggy, Yellow Chilli, etc. have repetitive ads with us. Besides, there are renowned brands including Titan, Raymond, Apollo, SBI, More, Sanfort, Jawed Habib, Shree Rathnam, Sleepwell, Chroma, VIP etc. which have been making good use of this platform for enhancing their brand recall.

How do you offer them the area/ society for advertising?

As I mentioned, most of the ads are localised and are designed for that particular society. For now, we have an inventory of more than 1400 lifts in 120 societies. It is, therefore, up to the client as in which area(s) he wants to advertise. Usually, promotion is done in two ways – either the company wants to promote one of its showrooms located in that particular vicinity or it wants to advertise its brand(s), and accordingly goes on selecting the societies and number of lifts for the purpose. For instance, brands like Zomato and Swiggy advertise in about 700 lifts.

What about the expansion of the market?

We are getting emails from southern region including Kerala, Karnataka, etc., while we are yet to expand our wings in north India. For now, apart from Delhi NCR, we want to explore residential societies in cities like Jaipur. Recently, we have added Delhi to our list of target audience and now we are looking forward to opportunities in Gurugram.

What about competition?

Though we are the pioneers, a couple of rivals have entered the fray of late. These new players are not doing it properly and effectively. They are simply spoiling the concept. For instance, if any ad gets distorted, these new players do not take pain to replace it. This way, they are unable to maintain and thus fail to meet the promises. This is creating trouble for us as when we approach the same brand, we face a lot of questions about the credibility of this medium. We are very careful about expanding our clientele.

Where do you see the brand Lift-Up in two years from now?

We want to give your brand a lift. My father always said that name should define you or justify your work. We want to encompass 300 kms area from Delhi NCR. Accordingly, we are targeting areas with a minimum number of 200 lifts within the radius of two kilometers.

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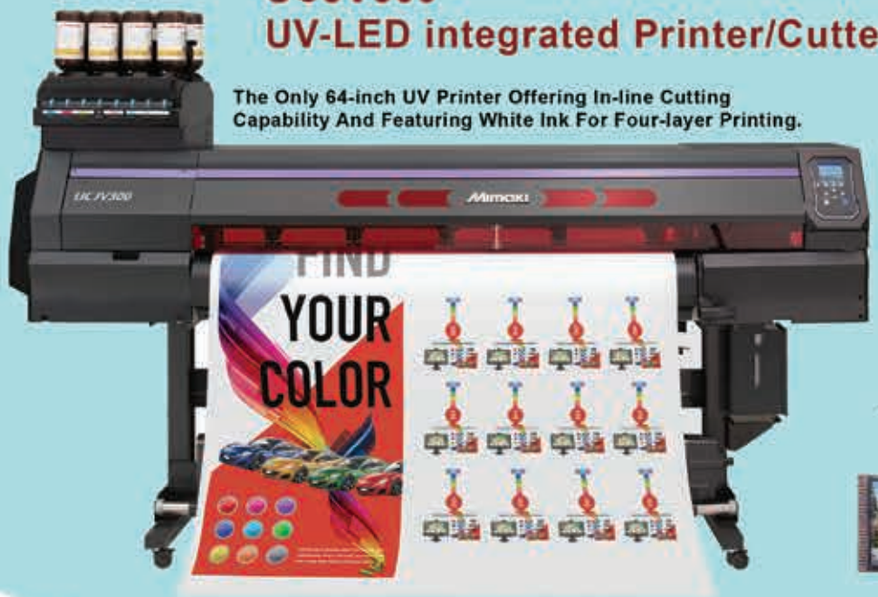


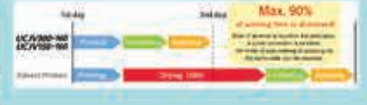


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International

Billboard with Air Purifier at London's Marylebone Station



With the installation of four large billboards featuring air purifying technology, London's Marylebone Station is all set to turn into a clean air zone. The initiative is meant to create a cleaner environment for Londoners. The step was taken to commemorate United Nations World Cities Day (WCD). The billboards were designed by Airlabs - a team of atmospheric chemists and airflow engineers, who are focused to reduce air pollution.

The notable initiative turns conventional OOH advertising tool into a clean air emitting device that will help in curbing pollution in the surrounding areas, significantly improving air quality and turning the environment healthier to live and work in. The progressive movement has been led by BNP Paribas, in collaboration with Airlabs, Chiltern Railways, and JCDecaux.

Airlabs' proprietary dual filter system was installed within the specially designed advertising units provided by JCDecaux, which removed particulate matter and nitrogen oxides from the air effectively. The technology provided by Airlabs is extremely flexible and can create clean air zones almost anywhere across a city.

This inspirational campaign is meant to fulfill three major objectives – increasing public awareness about the global issue of pollution, delivering cleaner air to the 14 million people visiting Marylebone station every year and providing a powerful communications' platform to BNP Paribas.

There are 40 official air quality monitoring stations in London that only measure the air quality around them. However, the more important factor is whether the air that we actually breathe in throughout the day, while commuting, working or at home, is clean or not.

London's air pollution had reached the upper limit set by the government in 2018. It is estimated that the lives of Londoners are cut short by 16 months owing to increasing pollution.

About 92% of the world's population is exposed to unsafe levels of air pollution. The agenda behind these inventive installations is to draw attention to the increasing level of air pollution across global cities and to highlight the technology that can protect affected population living in cities and metros.

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Massivit 3D: Creating Visible Impressions

WETA WORKSHOP, DESIGNERS & FABRICATORS FOR THE LORD OF THE RINGS & AVATAR, REAPS BENEFITS OF MASSIVIT 3D LARGE FORMAT 3D PRINTING TECHNOLOGY



Weta Workshop Co-founder, CEO and Creative Director, Richard Taylor, says the Massivit 1800 3D Printer has transformed the way his company works



According to Weta Workshop, the Massivit 1800 3D Printer redefines what is creatively possible for large-scale manufacturing projects

Massivit 3D, the leading provider of large format 3D printing technology for visual communication and entertainment, has announced that Academy Award®-winning design studio and manufacturing facility, Weta Workshop, has installed a Massivit 1800 3D Printing Solution at its Wellington, New Zealand-based premises. The Company aims to overcome size, speed, and complex geometry limitations associated with traditional fabrication technology.

The company is recognized for its work on blockbuster films such as The Lord of the Rings and The Hobbit motion picture trilogies, Avatar, King Kong, Ghost in the Shell, and Blade Runner 2049. The installation of this Massivit 1800 was made possible by Massivit 3D's local Australian and New Zealand distributor, Stick on Signs.

Richard Taylor, Weta Workshop Co-founder, CEO and Creative Director, says, "We manufacture super-sized, hyper-realistic human figures, creatures, vehicles, and other huge props for film and television and have always been on the search for technology that can produce large parts at a high speed.

"For 15 years, we have dreamed of a day when a printer would provide super large scale, speed, and build strength at low print costs, in equal measure. The Massivit 1800 has delivered this for us."

Taylor adds, "With the Massivit 1800, our team has been able to redefine what is creatively possible for our large-scale manufacturing projects. It is a powerful and versatile machine that has transformed the way we work and has supercharged our output. It really is a dream come true."

According to Pietro Marson, Workshop Operations Analyst at Weta Workshop, the company's manufacturing teams have until now deployed a range of technologies for their fabrication processes, including CNC routers, industrial robots, and smaller 3D printers. Many of these technologies have presented limitations when it comes to manufacturing bigger props.

"We're often required to create 8- or 9-meter-tall (26.2 or 29.5-foot) sculptures and mannequins, which means we need to print multiple parts and then manually fit them together," he explains. "Needless to say, this is both time-consuming and expensive.

"The largest commercially available SLA 3D printer in the country has a maximum print volume of 60 x 60 x 40 centimeters, whereas the Massivit 1800 allows us to print up to 1.8-meter-high [5.9-foot] components," he continues. "We can also print much more quickly and with far greater geometry freedom than with CNC machining."

Weta Workshop expects to be able to save thousands of dollars by printing larger components. The Massivit 1800's print volume has proven particularly useful for one of the company's latest projects which requires the production of large-scale moulds. Producing these molds with CNC technology would have been challenging due to their size and the inability of CNC routers to create complex, deep intrusions.

"The Massivit 1800 has surpassed our expectations insofar as the added capabilities and extra efficiency it delivers our operations," says Richard Taylor. "Since its installation, it has stimulated a lot of creative thought and our teams are buzzing with what we will be able to achieve with it moving forward," he concludes.

About Massivit 3D

Massivit 3D Printing Technologies Ltd. is a leading provider of large format 3D printing solutions for visual communication and entertainment. The company's solutions enable the creation of super-size 3D printed models, props, displays and signage for a range of sectors – including entertainment, events, exhibitions, advertising, retail, and interior design. Massivit 3D's proprietary Gel Dispensing Printing (GDP) technology leverages Massivit 3D's unique, instantly-curing printing gel, Dimengel, to quickly and cost-effectively produce lightweight, hollow, 3D printed models up to 1.8m / 5.8ft high with unprecedented geometric freedom.

About Weta Workshop

Weta Workshop is a five-time Academy Award®-winning design studio and physical manufacturing facility servicing the world's entertainment and creative industries. For over 20 years, the Workshop has applied creativity and craftsmanship to blockbuster films and hit television series including The Lord of the Rings and The Hobbit trilogies, Avatar, District 9, Thunderbirds Are Go, Ghost in the Shell, and Blade Runner 2049. This diverse, innovative company is also a tourist destination, producer of consumer products, mixed reality game studio, and creator of immersive location-based experiences such as the Thea award-winning Gallipoli: The scale of our war – a record-breaking collaboration with Te Papa museum.

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Gartex 2019 Offers Bigger, Better Package

THE PROMINENT EXHIBITION FOR GARMENT & TEXTILE MANUFACTURING INDUSTRY WILL ENCOMPASS A MUCH WIDER VARIETY OF SEGMENTS AND PRODUCTS IN ITS UPCOMING EDITION.



MEX Exhibitions Pvt. Ltd. has announced that the 4th edition of its highly popular Show Gartex, which is scheduled during **10-12 August, 2019** at **Pragati Maidan in New Delhi**. In the past three years, the exhibition has created goodwill amongst the garment & textile manufacturing stakeholders and has gained the trust of industry veterans. The current edition is going to be more comprehensive than the previous ones with more effective segmentation to suit the needs of target clients.

This year, the organisers have divided the Show into three Focus Segments, namely, **Embroidery Zone, Garmenting & Apparel Machinery** and **Innerwear Manufac Zone** encompassing four concurrent shows - **Digitex Show, Fabrics & Trims Show, Denim Show** and **India Laundry Show**. This has been designed to accommodate the growing interest of ancillary industries. India Laundry Show and Innerwear Manufac Zone will be two new highlights of this exhibition.

The Show began as a platform for garment & textile manufacturers, but now sees the patronage of various players of other complementary sectors as well. It covers all segments of the industry including latest machines, spares & consumables, raw materials, trimmings & embellishments, logistics & packaging solutions, etc.

The organisers intend to offer something extra to their clients in every ensuing edition,











and this is evident in the testimonials of exhibitors. Abhishek Drolia, Sales Manager (South Asia), DuPont India, gave his feedback on Gartex 2018, and said, "Gartex 2018 was far bigger as compared to the previous year. Footfall had been really good and there were a lot of relevant exhibitors. It helped DuPont to connect with potential partners throughout India, especially in the North."

Almost similar sentiments were shared by ColorJet. "We are with Gartex since the very beginning, and are extremely glad to be a part of this comprehensive Show which is expanding its horizon with each passing year. The significant advantage to be there is quality footfall, which results in high conversion rates. We feel showcasing our products at this platform, enhances the probability of reaching to the right customers," says Jitender Pal Singh, Head (Textile), ColorJet India Ltd.

All these segments will serve as an ideal platform for a wide range of business and networking opportunities for manufacturers, suppliers and service providers in the various allied industries. Apart from showcasing innovative and state-of-the-art manufacturing technology and products, the Show is also a great destination for networking.

There is a line-up of seminars and workshops that allow players to discuss recent trends, opportunities and challenges in the industry. Gartex is an excellent show for any company that wishes to take a lead in the industry, as there are opportunities galore for high level interaction amongst business players. Networking is crucial, and here, Gartex presents itself as a great platform. One can also learn about the future prospects and innovations in this field, and use them to scale up their bottom line.

The participation of exhibitors at Gartex has seen major year-on-year increase, with 60% growth recorded in 2018 edition over the previous one. Of these, 70% were exhibitors were steadfast, while 55% were new. The Show has now extended its reach to the global market as well and there has been a significant rise in participation from international companies. In 2018, there was a jump of 75% in participation of machinery manufacturers.

So, gear up for the Gartex 2019 edition, which is scheduled from August 10-12, 2019 at Pragati Maidan Exhibition Centre, New Delhi.

About The Organisers:

MEX Exhibitions Pvt. Ltd. is an international exhibition company with a strong presence of over four decades in the advertising industry, over 21 years in publishing & 16 years in exhibitions. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore and Thailand.

3D Channel Letters: Facilitating Brands to Make a Lasting Impression

PERCEPTION IS REALITY. ILLUMINATED OR NON-ILLUMINATED, FACE-LIT OR HALO-LIT, CHANNEL LETTERS HAVE EMERGED AS ONE OF THE MOST POPULAR SIGNAGE TYPES THESE DAYS, PRESENTING AN IMAGE THAT TRULY REFLECTS THE PERSONALITY OF ANY BRAND.



Channel Letters in SS Brush Finish

There are a variety of channel letters, illuminated or non-illuminated, that help the brands to communicate with its clients through custom-made fonts or script stating the company goals. Owing to them being cost-effective attention grabbers with limitless design potentials, these letters have emerged as the choice of every brand. In order to explore the latest trends and potential, we, at Sign & POP World, decided to bring forth the latest in the league. For this, we interacted with a few major industry stakeholders, collected their valuable inputs and tried creating the picture in 2D letters (words).

Delving deep into the history of illuminated signs, we found that the concept is as old as the signage industry itself. Glow signs have been part and parcel of advertisements, especially in the tier 1 cities across the world since time immemorial. However, with continuous improvement in its look and feel over the years, a noticeable change can be seen while making a comparison between the latest and the ones from past.

However, when the age-old 2D signage turned into glow signs and then gradually moved on to become a 3D one, it must be having its own chronological order, into which we don't want to go deeper. Rather, we would explore future trends based on the development taking place in the contemporary signage market, following the introduction of high-end signage materials and cutting-edge technologies.

There should not be any doubt that the Illuminated channel letters these days are ruling the roost. Thanks to the international brands and their vision to carry forward an identity with which these are known globally. In fact, it is the passion for maintaining a surreal look across the globe as each of these brands has its very own font, style, colour, and visual effects when it comes to creating an image for market presentation.

No wonder, 3D channel letters today have emerged as a professional and catchy way to promote any brand or product. Visible and identifiable from far distances, the channel letters can be customised for any size, shape, colour and style of letters with deep sidewalls illuminated impressively using embedded LED modules. These could be individual letters on a wall or a raceway for any type of installation.

The solid 3D letters made of 25mm acrylic with LED rope or bar fitted in the groove are emerging as the cynosure of some of the corporate giants like Domino's, Dunkins and JCB. This is followed by metal letters wherein, unlike the trendy aluminium, the letters made of SS304 grade covered with acrylic to provide beauty & aesthetics are slowly picking up. The letters so prepared are mostly water-proof and dust-proof.

Flooded with Multiple Choices

Changing trend in channel letters brings exciting opportunities for both - signage makers as well as their customers who - have more options with improved quality, design,



Amanmeet Singh
Art & Creations



Vijay Wadhwa, Director-Marketing
Creative Signplus



M. Luqman Faraz, Director
Faraz Signage System

illumination and life span. Today, sign makers offer vast varieties of channel letters, designed and constructed as per the trends, standards and specifications prevailing in the market.

The market is so dynamic that a variety of different materials keep popping up at certain intervals. For instance, acrylic face materials with more colour choices are prevalent in the channel letters market. Reverse lit channel letters are the models in which lighting is directed at the back, which in turn allows light to flood the wall where the letter is mounted. This kind of channel letter is also termed as 'halo letter'.

Further, the channel letters are fabricated from various materials – solid acrylic sheets, metal channels, metal sheets, etc. Metal can be aluminium, stainless steel or mild steel depending upon the brand image, place of installation, and of course, the available budget. Mostly, aluminium is preferred over other metals by the high-end brands mainly because it does not rust at all and remains maintenance-free for a rather longer period.

The sheets and channels are cut and maneuvered using CNC router or water jet cutting machines, followed by bending machines, etc. Today, sign makers in India producing channel letters opt mostly for the latest technology for the efficiency and accuracy in cutting a wider range of materials, leaving no requirement for secondary finishing job.

Going by the opinions of industry experts, the market is still getting ready for metallic channel letters as a big chunk is yet to be tapped. When it comes to the choice of material for the purpose, acrylic is preferred by those looking for cheaper solutions. When compared with metallic letters, the difference of total cost of the end product is around 40%.



Channel Letters Showcasing Antiques & Artistry

At the same time, metal letters are far more durable when compared with acrylic, wherein LED goes running while the letters (acrylic) lose their shine or rather life. In the case of metal, the life of letter is there, while LEDs stop working. Rusting can be overcome by regular cleaning of the letters. Even if gets rusted, it can be easily cleaned and the sheen of the metal letters stays for longer than usual.

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

Metal & Acrylic

Though all channel letters are custom-made from metal or acrylic/polycarbonate, but the former is now taking rapid stride to outnumber the existing major i.e. acrylic or poly carbonate. There are valid reasons for this. Quite a few industry stakeholders suggest that the letters made of acrylic or poly carbonate don't provide perfect finish to the end-product as these are usually extruded by hand, while the metal ones are made using advanced machinery that are mostly precise and accurate. "Soon, acrylic letters would be taken over by metal ones mainly because of the cost factor followed by maintenance. Also, it is actually faster to make metal letters than acrylic ones," elaborates **Gurjeet Singh Sawhney**, Director, Ubiquitous Signs Pvt. Ltd.

Ubiquitous Signs Pvt. Ltd. (USPL) founded in the year 2004, though its promoters have been in the Signage and Graphics Industry since 1997. Ubiquitous has been a prominent name in manufacturing, supplying and distributing high quality, cost-effective and customised sign solutions of all kinds. The Primary objective of USPL is to be the best available resource in the signage and graphics and to achieve this has been our constant endeavor, by offering quality solutions and services.

Almost similar sentiments were reflected by **Amanmeet Singh** of Art & Creations, but



Nitin Srivastava, Managing Worker
City Advertising



Abhijeet Bose
Satyam Techno

with different reasons. "Metal was facing a roadblock i.e. absence of technology. Now that the technology has entered, we can see the proliferation of metal into channel letters," suggests Singh. Art & Creations is a channel letter solution provider company that offers machinery for the extrusion letters, the cost of which starts at Rs. 7 lakh and goes up to 25 lakh depending on the functionality and operational efficiency. The machine is sourced from Chinese manufacturer TaiPuSheng (TPS) Technology Co. Ltd., China. "Till date, we have sold 50 machines across the country, most of which are sold for SS, followed by aluminium. Some people trade only in SS channel letters, while some in aluminium and some ask for both along with extrusion. So, we have solutions for all sorts of customers."

Established in the year 2014, Art & creations are one of the leading manufacturers, wholesalers, traders, retailers, and service providers of metal (SS/aluminum) channel letters, LED boards, LED letters and much more. "The range of products that we offer is of premium quality that boasts of client's confidence. We consider passing each and every finished product through stringent product inspection processes, in order to ensure that deliveries made at our client's end are absolutely flawless," avers Singh.

Meanwhile, the company has recently announced the introduction of Fenglu aluminium profiles meant for fabric display, signage and channel letters. "Fenglu is one of the largest aluminium extrusion manufacturers in China and is also the country's aerospace partner. Made of virgin aluminium, Fenglu is the latest choice of profiles for extruding high-quality channel letters available in the Indian signage market. These profiles are cost-effective and far better in quality when compared with any conventional profile," says Singh.



Channel Letters Made of Acrylic

Vijay Wadhwa, Director-Marketing, Creative Signplus, doesn't agree to this consent and insists that acrylic letters still have a very good space in the signage market. He segregates both materials based on their intrinsic properties. According to him, acrylic would majorly be ruling in the retail segment while metal will keep its stronghold in the world of corporates. "For retail, channel letters made of acrylic are more preferred for its basic criterion of high-brightness illuminated signs, which otherwise is not possible using any metal. However, the corporate is more inclined towards the metal ones for their look, feel, and appeal that suits their brand image."

Creative Signplus is signage manufacturing company based in the country's national capital with rich experience of 40 years catering to the signage needs comprising signboards, name plates, hospital signs, floor directory signs, modular signs, laser engraving, metal signs, glow sign boards, neon signs, LED signs, etc. "Our product range is exhaustive and continues to expand with time. We stand committed to serving the sign industry with the latest technology," asserts Wadhwa.

The market for metal or acrylic or poly carbonate will run depending upon the choice of the clients. "All these channel letters can be custom made in plastic, metal or acrylic given the choice and available budget," says **M. Luqman Faraz**, Director, Faraz Signage System. Explaining the attributes of signage meant especially for outdoors, he adds, "It's a matter of choice as the channel letters for building and outdoor business signs are either made of PVC, acrylic, or metal, primarily of stainless steel. But one thing is common that all these are guaranteed not to fade in colour, deteriorate, crack or go brittle over time under the effects of various environmental pressures."

Faraz Signage System ideates, manufactures, installs and services/repairs almost all types of LED signages for the exterior and interior applications. An expert in the channel letter signs with over a decade of experience, the company has grown up to handle all the advertising needs right from the illuminated signs to large freestanding displays. "We offer signage solution that includes in-house concept design, pre-production design, assembly and final application. We illuminate and help enhance the company/brand," says Faraz.

Nitin Srivastava, Managing Worker, City Advertising, insists that acrylic is here to stay. "We are very confident of the future of acrylic's use in making letters, which would brighten further in time to come," he asserts, adding that the company has now come up with liquid acrylic, which has a lot of advantages over the traditional acrylic letters. "The material doesn't go waste at all. We have set up the equipment comprising a bending machine, CNC cutting machines, and a curing machine with an investment



A Recent Project Executed by Faraz Signage

amounting to Rs. 20 lakh, and are offering the best and the latest channel letters solutions to our customers in India. In fact, we are pushing the technology itself instead of offering the finished solution. Though the acceptability as of now is little less but soon it would gain the attention of the quality-lover corporate and other retail brands," he assures.

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

Letters Collaborated With LEDs

LED is a technology that brings in a big transformation in the realm of illuminated signage and display segment. In addition to all the latest machineries/technologies designed precisely to cut, craft and bend channel letters, LED has drastically improved the channel letters segment of the industry, offering an all new market. Channel letters may have maintenance issues of some or other kinds in the long run depending upon the materials used, but the incorporation of LEDs in channel letter construction finally complements the illumination part of this new-age glow sign.

The credit goes to Vijay Wadhwa, who introduced GE Modules to LED signage makers in India. "It was in 2004-05 that LED channel letters entered the market. We brought GE LEDs in India through imports as the company didn't have any presence here at that point in time. There were a few clients to whom we tried explaining why they should opt for LED signage in place of neon signs. Eventually, we succeeded in our mission as we got converted few big brands like World Trade Tower, World Trade Centre, Intercontinental Hotel (now Lalit), etc.," informs Wadhwa.

According to him, till 2008, GE was the only brand prevalent with its LED module. At that time, the company was looking forward to more business, following which it set up an office in Gurgaon. "It was that time when Samsung entered with its GOQ brand in the market at a much lower price band and started giving tough competition to GE," shares Wadhwa, adding that now there are a wide range of LEDs – with varieties to choose from. "Brightness and warranty level have been continuously on the surge. They started with IP65 and now they have moved on to IP67- IP68."

Over the last decade, LED technology has evolved so much that it allows for highly visible and effective signs. Coupled with electronic functions, LED signs combine brightness, low power consumption, long life and low maintenance. LED technology can light up letters of a sign or can create a halo or backlit feature around the 3D letters



Projects Taken Up by Art & Creations

inscribed in a signage. There are quite a few service providers who have created their respective masterpieces by exactly meeting the demand of their respective clients. It facilitates designing the type of lighting for a sign that really gives the brand a desirable image.

These letters physically distinguish a brand or an image where it appears. The thickness and the projection from the surface to which it is attached bring forth a picture of elegance and solidity. Made from Poly Carbonate, Acrylic, Aluminium, SS, MS, or Brass, these letters are cut-to-order and illuminated with the very efficient new technical solutions comprising LEDs for energy saving offering adequate power meeting the specific requirements of a particular brand.

Illuminated LED signage is needed throughout the day, except for the IT sector where daytime factor still works. "Today, a large chunk of the channel letters is for shop-in-shop or within the mall wherein the ambient light is pretty high. Even in the sky signages that are installed on the building-top, conventional things are slowly going away. Clients are looking for dynamic channel letters, wherein there is motion in the light. It is installed with controller to bring the light effects. In the malls, channel letters are illuminated throughout the day or at least for 12 hours, while at places like airport, it is 24x7," explains Sawhney.

When it comes to illuminating channel letters, Satyam Techno is a name known for its imported as well as indigenous quality arrays of LED modules for 3D letters. The company, majorly a supplier of components to sign makers, doesn't often assemble the LED signage except for some customers, who look for readymade ones. "We offer LED Modules at every price band starting from Rs 2 to Rs 500 meeting the needs of almost every fabricator depending upon the applications. We not only sell the modules but also educate the market about the features and attributes of various modules that differentiate one from another - both in terms of quality and applications," says **Abhijeet Bose** of Satyam Techno. He adds that the aim is to do informative trade so that it can help sustain the clientele in the long-run. The company represents LED modules and power supply brands such as ADS, Union, NC, GOQ, Meanwell, Osram, GE, Startec, Rishang, Premium, etc.



Channel Letters in Brass Finish

Bose informs that Satyam Techno offers LED modules which are made with high-technology Taiwanese chips featuring anti-static design to produce high brightness, low-power consumption, extremely minimised heat radiation and wide beam angle. It has recently augmented this by adding Tremai LED in its list of offerings. "We now have the expanded portfolio wherein all the brands are positioned at different price points, thus, eliminating the competition quotient. There is no question of competition among the brands which we are offering to our customers. For instance, brand like ADS offers a 3-year warranty for its modules, while Tremai is positioned a little higher with 5-years warranty," he explained.

Satyam offers LED strips that are assured for quality. "These strips find their place in myriad applications such as channel letters, Acrylic solid letters, signage or advertisement billboards, cove lighting, in-shop signs, edge-lit acrylic panel lighting, etc. Our LED modules, owing to their unmatched quality and cost-effectiveness, have been approved from various leading corporate brands like Vivo, Oppo, Samsung, Radisson, etc. to be used in their respective signage projects," asserts Bose.

Art & Creation offers LED modules from Wililux UK. Singh says, "Innovation is a continuous process at Wililux, and hence, keeps introducing new and efficient products at regular intervals. For LED modules, we







High-rise Projects Executed by Creative Signplus

have different variants. The most recent addition in the module portfolio is 3.7W LED module, which is attributed for higher brightness, more efficiency and better efficacy targeted at lettered signage to be installed in high-rise buildings. Powered with Osram chips, these modules are far more cost-effective and versatile. With these attributes, it is aimed at minimising the number of modules by not less than eight times that goes in channel letters. This is actually phenomenal, making the job far easier and flawless for the signage makers."

"We do have certain special kind of modules for soft signage. These are LED bars that come in various colour temperatures to facilitate varied but specific solutions, with same brightness. This is to offer flexibility to our valued customers to choose from," he adds.

The Contemporary Trend

The trend is pretty dynamic right now. While the retail industry is the biggest taker as well as promoter, the market for channel letters has been pushed by the international brands coming to India. "With the advent of FDI, almost 300+ brands are expected to hit the market. They already have very mature and established specifications for the channel letters they have been using for their branding activities. Together they are going to define the future trend and shape of the channel letters in terms of materials, finish, look, feel, effects, etc., as they won't dilute the image they have invested years in creating," says Sawhney.

Speaking about the trend, Singh brings a rather different angle. He suggests that Acrylic is slowly going out from the market as it is losing its sheen against that of metal. The trend is slowly but steadily picking up because of the technology introduced in this segment. "Incorporation of machine has not only added speed to the manufacturing process, but also it has enhanced the productivity manifold," he explains, adding that owing to the introduction of machine, the turnaround time has reduced to its lowest. "The set of letters, which was produced in a week-time, is now being made in a day. Added advantage is the precision & accuracy, which hand-made acrylic letters can't deliver."

Another trend is of antique ones wherein Faraz Signage System has its own identity among the select corporate entities across the country. The company boasts of its innovations and design capabilities and is committed to making signage that looks spectacular year after year. "We are asked to carve out channel letters with unique amalgam of artistry and the antiquity taking the concept away from simply being letters indicating a brand and turning it in to a piece of aesthetic to be secured for ages," asserts Faraz adding that imagination is a must for all this to happen. "Unless you imagine, creativity doesn't come to the fore to help you produce the art which may become the masterpiece." he says thanking his design team that it has the expertise of translating his ideas in to tangible substances.

According to him, when it comes to contemporary trend, LED Neon is leading →



High-rise Projects Executed by Ubiquitous Signs Pvt. Ltd.



Sky Sigange Executed by Faraz Signage

the way for lettered signage. The company has recently delivered a high-profile project of the Indian franchisee of UK's Toy Room, a night club. "The client wanted us to deliver the project in original Neon Sign. But there were a couple of challenges like the brightness of the original Neon which can't be put on a dimmer, hence, it remains uncontrollable. And since the number of such signage was more than usual, there was every possibility of lighting outburst inside the club. Also, the Neon Signs may not be able to adhere to the high-base music system. Considering these, the client asked for an alternate solution to which we offered these LED Neon lights."

He further elaborates, "But this wasn't final as even the Neon LEDs were not meeting the specific objective of getting the required level of glow for the graffiti inscribed on the side walls of the night club, which have faces of renowned personalities. So, to bring the needed impact, we applied a particular diffuser over Neon LEDs to let it emit only blue colour, which is apt for glowing the side walls. The outcome of this project is such that the client has made up its mind to replicate the presentation in its head office in London, UK." Apart from these, the company has also delivered Sky Signages for few of its clients. The one that is in the pipeline is for Garam-Dharam - the restaurant chain run by veteran actor Dharmendra. It is to be installed at a height of 150 ft with a diameter of 25 ft.

Another name in the favour of LED Neon is Wadhwa from Sign India. "We are currently working with LED neon in place of LED module and the result is brilliant. It offers variety of possibilities as it can even be fitted without any support of channel for in-house signage. It allows experimenting innovative ideas and facilitates playing with those ideas. The signs, thus prepared, can be lettered signage or can be shaped in the form of an object. But for big letters, we are applying acrylic as diffuser to make the letters more visible," explains Wadhwa, adding that the takers of acrylic and metal channel letters are different.

Bose suggests an inclination of the signage fraternity towards Neon LEDs. "There are a lot of enquiries for the newly introduced LED Neon. It would change the way lettered signage is perceived. It is flexible enough to be bent in any shape - big or small - and hence doesn't really need any support of any channel. It allows users the needed flexibility to facilitate carving out any illuminated design," he says adding that it is perfect for in-shop or window branding for which he anticipates a brighter future. "This is because of its availability in smaller sizes of 50 meter-length and can be easily cut short to fit in the requirements."

"LED neon is not appropriate for outdoor but can be used for inside applications for merchandising, show windows, branding in the pubs, etc. Their scope is totally different than that of channel letters. The LED neon, therefore, is just adding to the market and not competing," reasons out Sawhney. To its support, Srivastava adds, "LED Neon is not a success anymore, especially in the outdoor applications because the colour doesn't remain stable for long."



Shop-in-shop LED Signage Projects by Ubiquitous Signs Pvt. Ltd.

Meeting Challenges

The question is whether these specifications put forth by the brands met by Indian LED signage makers? In most of the instances, it's a 'no'. This is because the market doesn't have the quality of the materials needed to meet the given specifications. "The materials here are not capable of delivering the kind of brightness these international brands ask for. Unfortunately, we still do not have the access to the materials available abroad, when it comes to quality and the light diffusion capability that they offer. We are using acrylic or poly carbonate, the quality of which is not apt for the required level of diffusion, while the materials abroad are specifically designed for LED diffusion," states Sawhney.

So the challenge is simple - to meet the specifications asked by the client. But for this, either the materials are imported or the brands agree to compromise with their Indianised versions – whatever way it is possible. For the initial phase, while the foreign brands get busy establishing themselves, they don't agree to compromise. And to meet the specifications, the need is to import the materials from outside to match the quality they ask for. Eventually, they agree to indianise the presentation especially in terms of materials as the volume increases.

Singh reinstates almost similar points. "Sometimes, clear specifications are provided by the clients, while in some cases we offer them the options. When it is for international brands, they have their own specifications to follow. And if somehow, they don't get what they want, they allow modifications according to what is available with the service providers here in India. Take for instance the hotel industry, wherein some want their channel letters in combination with poly carbonate, while some with acrylic, which not every service provider can deliver. This is mainly because of the limited resources or expertise," he elaborates stating that his company has a fully equipped facility to provide solutions in various types of finishes for international brands in line with their specifications.

Meeting the client's specific requirement is a big challenge – be it on the part of materials used or the illumination or effects required. "The successful completion of any project is when the client is fully satisfied with the execution," he asserts, adding that the quality of materials available in India doesn't perfectly match with those outside, especially in European nations. "Perfectly meeting the criteria set by the clients becomes a costly affair in most of the instances because the materials used are mostly imported." Faraz states that despite all that, he chooses to deliver whatever the clients – be it national or international - want keeping the cost factor aside for some time. Once met, it opens brighter future prospects.

Future Prospects

Sawhney is confident of an ever illuminated future for channel letters. "The future is far brighter than what it looks like and will remain there for decades to come. Firstly, there is a lot scope in replacement market where flex is still being used. The channel letters would completely replace the flex signage market in time to come." According to him, major chunks of the sectors like retail, automotive, and hospitality are already taken over, while the rest is in the pipeline. The next conversion would be that of small shops which, being part of the unorganised sector, is largely untouched and the change is happening only at individual level. Once convinced, all these together will push the market by two or three times.

Moreover, one of the main sectors is yet to take off towards conversion i.e. banking. "They are the financial people and have a very laidback approach when it comes to switching over to trendy signage. Imagine if the entire banking sector decides to go for channel letters, we anticipate a huge market in waiting. I am sure it will happen. It is just a matter of time.

Conclusion

We understand that the signboards so prepared are not simply a signage but it's the brand image. In most of the signboards, a combination of metal (mostly SS304), acrylic, flex and LEDs are used to master the overall effects. For some, vinyl is pasted on acrylic to shape a thermoforming signage, while there also comes lettered signage illuminated with colour-changing LEDs bringing a different feel altogether. All thanks to the international brands that have come with their own specifications, which the signage providers here need to meet. Further, with increase in the number of hotels, restaurants, office buildings, amusement parks and other strategic public places; 3D channel letters have become the most common applications when it comes to carrying forward a brand image.

The future is pretty safe as the application of channel letters has no defined limit. The requirement for consistency in branding is a must and to achieve this, the need is to gain constant public attention. And to address this specific need, the channel letters are a great solution to raise the attractiveness of any brand. It is a proven fact that these letters instantly add sophistication to the image of any company and can enhance footfall manifold. It also allows great visibility from a distance when used on the roofs of buildings or business facades, allowing brand to remain associated with the perception of strength and credibility with the brightness. Put together, all these have great potential for signage makers which they need to identify and grab!

Brands Celebrate The Festive Season With JCDecaux Street Furniture





It is that time of the year when corners of homes get brimming with gift boxes, boundaries get decked with candles & lights, dining gets garnished with scrumptious snacks and sweet delights, all in order to celebrate the spirit of prosperity. Yes, we are talking about the festive season!

It's a period that welcomes FMCG and retail brands to lure the audiences looking for all things merry. Leading brands like Cadbury, ITC Dark Fantasy, Nestle, Nova Milk, KRBL, Big Bazaar connected with JCDecaux, leading OOH company worldwide to spruce the Delhi Street Furniture.

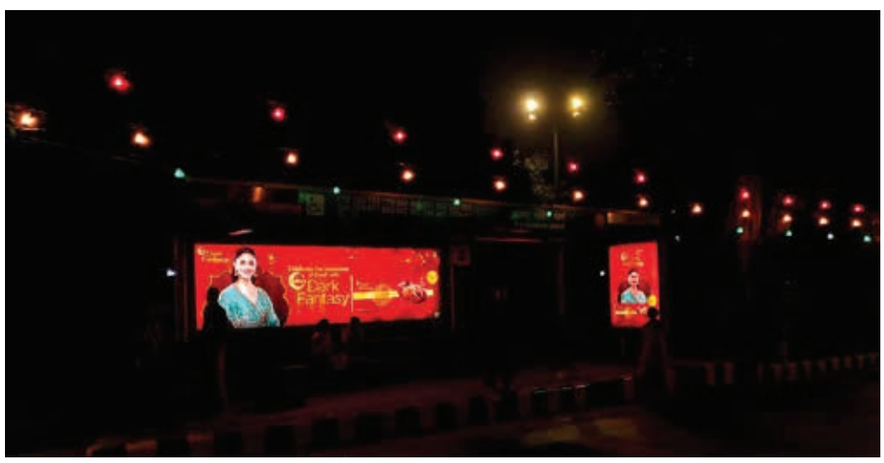
Creating a festive vibe on the streets of Delhi, these brands dazzled with unmatched reach and frequency of the strategically located citylights that elevate the campaigns' presence far and wide. The Street Furniture media is used and seen by pedestrian and vehicular traffic every day which enhances the brand's communication with the target audience. Along with echoing advertisements, this sought-after media is known to influence choices and purchase decisions of the audience.

Chocolates and cookies being high in demand for the gifting season call for brands like Cadbury Silk and ITC Dark Fantasy to sweeten the flamboyance of Delhi Street Furniture with a tailored creative approach. JCDecaux media got glammed with ITC's festive compliments and Cadbury Silk's #howdoyousilk. Adding to the festive shenanigans, Big Bazaar dolled up the bus shelters with exciting offers and KBRL promoted India Gate Basmati Rice. Nova Milk and Nestle Milkmaid also took a spot to add to the carnival breeze in the city.

"Festive season in India lights up the whole country with vibrancy, bringing many







brands of different niches into the picture. We are happy to be connected with major FMCG and retail brands that were leveraged with our street furniture's wide reach and frequency. Promoting exciting offers, the brands got amplified recognition and elevated visibility amongst those out on a shopping spree. The strategically located citylights of JCDecaux confirm a strong message recall and brand recognition," says, Olivier Heroguelle, MD, JCDecaux India.

About JCDecaux India

JCDecaux India is a leading out-of-home player in the market since it was established in 2006.

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. The OOH advertising major has established a proven track record of open communication with its principal partners. It works closely with the government authorities to develop valuable services for them & also for the community.

Talking Standee Pod

HYDERABAD-BASED WINDOW SQUARE HAS COME WITH A VARIANT OF TALKING STANDEE, WHICH IS A SIMPLISTIC, YET EFFECTIVE WAY OF COMMUNICATION.



Hyderabad-based Window Square continues boasting about its ideas on experiential marketing that transforms businesses into brands. In this cluttered market, every brand is struggling to earn its place in customer's mind. The new head-turner from this marketing ideator is the Talking Standee Pod which doesn't ask for any operator.

"Imagine some brands are looking for a way to attract or welcome customers and want to pass on information of their choice without even employing a person. Is it a robot that is flashing in your mind? We made it more simplistic for them through our new head-turner - the Talking Standee Pod!" informs, Y SaiKrishna, the Product Designer.

According to him, it adds to the propositions of the products or services that the company wants to promote through talking standee pod so much so that the listeners or the prospect clients may instantly take decision. The brand's message is so well delivered that no additional information is required. "This would map the brand with the Surprise feel and earn a special place in the customer's mind."

Unlike the Talking Standee Pro, which was awarded by HYSEA as the best product for the year 2017, Talking Standee Pod can deliver the message to the people who gathered for a particular event in any building/organisation/store, and offer a better experience than before. "We have been continuing with our passion for creativity and commitment, and taking forward the value proposition of brands," says SaiKrishna.

Top 5 Reasons to Choose Talking Standee Pod:

1. The First of Its Kind (The only OOH with visual & audio)

This is the only OOH way that is available with both the visual and audio message (dual sense). Since the brand is connecting through visual and auditory sense, its recollection would be very high.

Talking Standee Pod Applications

Following are the possible applications of Talking Standee Pod. However, the client's creativity or concept can unveil the new scope of possibilities of these Pods:



2. Increase The Sales Conversions (No. of decision makings)

Talking Standee Pod can pass on the value propositions of the product/services, in a way that they will be equipped with more clarity thereby driving the customers or the clients towards decision making. This small edge leads to more conversions of sales, which the company (manufacturer of this Pod) claims that this has been proven in the market as well.



3. Multiple Campaign Usage (Content can be changed)

The manufacturer knows what a brand's aspirations and the company's dreams could be; and accordingly it designs the Talking Standee Pod. It can be utilised more powerfully by changing the content and being used for multiple campaigns. Not just that but also it can be used in a table-top format or a stand alone standee format. This is more than what has been dreamt about.

4. Easy Installation (Just plug and play)

We have looked at perfecting the ease of installing TalkingStandee Pod which is one of the most powerful OOH way of communicating. Carrying and installing has been made so easy such that the client will have to just fasten a few screws, that's it, after which it can be in multiple indoor marketing activities!

5. Enhanced Product Visibility (Plenty of branding space)

This whole new look of Talking Standee will enhance the visibility of any brand or product even from a distance. Beside interactions, it serves the existing requirement of other standees or information pods. It generates more head turns than any of the existing conventional systems.

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Andesign Evinces its 3D Printing Capabilities

THE COMPANY PROVES IT'S UP TO THE TUSK WITH 3D-PRINTED AFRICAN ELEPHANT, WHICH IS BELIEVED TO BE THE LARGEST 3D PRINTED ANIMAL IN THE WORLD.

Birmingham, UK-based large format print business, Andesign, has deployed a jaw-dropping 3.5m-high x 2m-long (11.5ft x 6.56ft) African elephant, a Massivit 1800 3D printing solution. Once 3D printed, the impressive mammal was given a coat of paint to ensure added realism. It can now be seen smashing through the wall of the company's Sutton-Coldfield premises. This will serve as a permanent fixture to underscore Andesign's ability to get its customers noticed with high-impact creative projects.

The world's largest land mammal was seen 'crashing' through the side of a Sutton Coldfield business premises – in a stunt promoting a first for the Midlands. Yup! It is an African elephant's head, popping out of the side of Andesign in Minworth, marked the launch of the company's new 3D design capabilities – made with the world's biggest 3D printer – the Massivit 1800.

The huge 3D printer, one of just three in the country and around 30 in Europe, was used to create what the company is calling 'the world's biggest 3D printed animal'. The huge trunk, tusks, face and ears appear to be bursting from the side of Andesign's headquarters in Forge Lane – marking a £500,000 investment in the state-of-the-art large format printer, which could be possible with the help of some government funding.

Made from nine pieces (three for the head, two tusks, two ears, the trunk and one for the top of the body), which became 10 after an accident!, the elephant took five days to make and was eight weeks in the planning, with the largest element taking 17 hours to print. It is made from hard wearing resin gel.

According to a report published in Birmingham Mail, the structure stands 3.5 metres high and is a permanent fixture to show off the company's 3D printing capabilities. Now, it would also serve as a landmark for anyone visiting the venue! The company joked it was bigger than Birmingham Bullring's Bull.

Speaking on the occasion, the founder of Andesign - Andy Williams has been quoted as saying that the company has been on an incredible journey for more than two decades now. "With loyal employees and customers





THE GIANT AFRICAN ELEPHANT'S HEAD WAS MADE IN NINE PIECES IN THE EQUALLY HUGE MASSIVIT 1800 3D PRINTING MACHINE MADE IN ISRAEL.

and challenges along the way, the company, which he started with a Peugeot 106, a trailer and a ladder, has pushed the boundaries with new technology and investment. Now it's a whole new world of 3D printing."

With Massivit 3D 1800, the possibilities are endless. Based on the facilities that Andesign has accumulated over the years, the company believes that it can actually print anything. "As long as we can get a file or a 3D design – we can print it." The Massivit 3D 1800 printer will be used to create promotional, retail and exhibition material. It can be used to print a life-size car or a double-sized human – the only limit is the imagination.

Jaguar Land Rover, One of Andesign's clients, has a similar car bursting out of its Castle Bromwich site, but it's not a 3D-printed one. However, at Harrods in London, the company is planning to deploy a 3D-design that will be appearing in the shop's window. In the summer Andesign had created a Robinson's bottle made of tennis balls used to promote the company's Wimbledon tie up. It also does work for National Express, Aston Martin and McCann Erikson. And now that creative thinking has the cutting edge tech to make more ideas a reality.

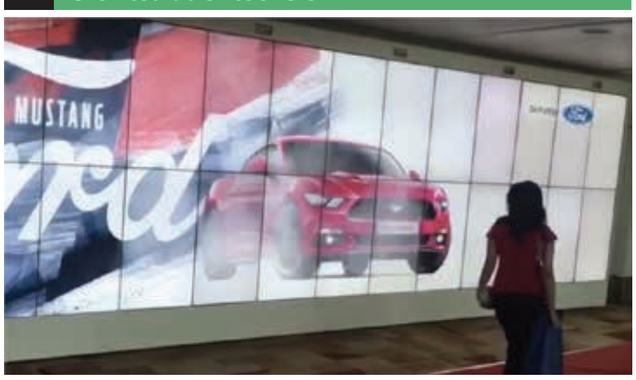
For the enthusiasts like Andesign's founder the business has always been at the forefront and taken risks. "We have invested half-a-million-pounds in the machine and finishing facilities. We wanted something different. We printed the elephant as we wanted to push the machine to the limits. That's what we have to do in business. If the client says 'I want a life-size elephant' we can do it!"

The highpoint of this achievement is the CSR motive of Andesign, which presented a cheque for £250 to the David Shepherd Wildlife Foundation which helps to protect elephants in the wild. And every 3D order they receive in the next 12 months, will also see further £50 donations to the charity.

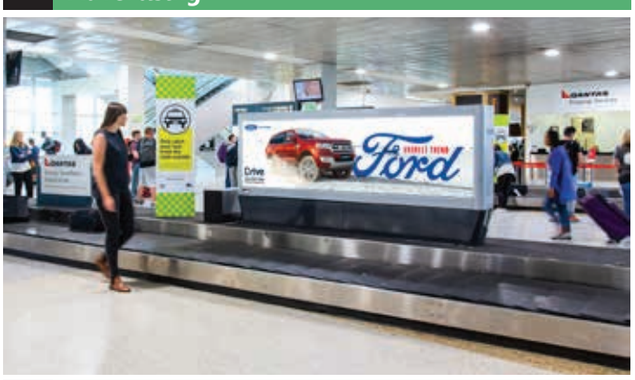
10 Creative Ways Used by Ford to Rejuvenate Its Brand Name

HEADQUARTERED IN MICHIGAN, FORD MOTOR COMPANY IS AN ESTABLISHED MULTINATIONAL AUTOMAKER AND WAS FOUNDED BY HENRY FORD IN 1903. THE AUTOMOBILE GIANT HAS ENTHRALLED CAR LOVERS OVER AND OVER AGAIN BY REINVENTING THEIR DESIGNS AND TECHNOLOGIES IN TRANSPORTATION. OVER THE YEARS, THEY HAVE WORKED TOWARDS CREATING BUZZ THROUGH VARIOUS INNOVATIVE AND QUIRKY OUT-OF-HOME MARKETING CAMPAIGNS USING DIFFERENT MEDIA TO POPULARISE THE BRAND AND LIVE UP TO ITS LEGACY.

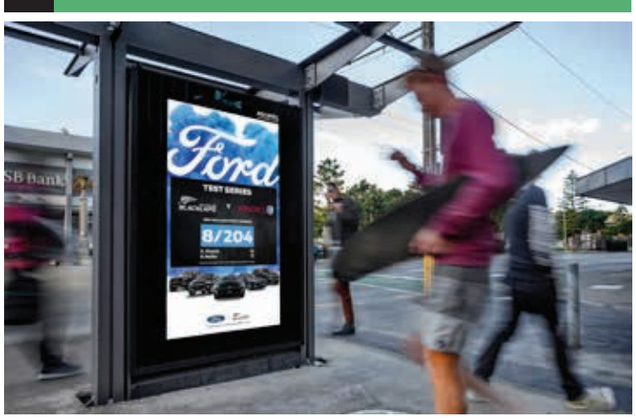
Ford's Dynamic Creative Which Blew Air and Growled at Onlookers



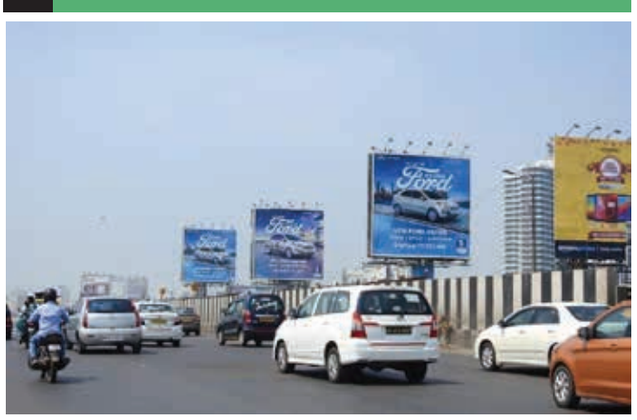
SUV by Ford Promoted Using Airport Advertising



Bus Shelter Advertising with Live Scores by Ford



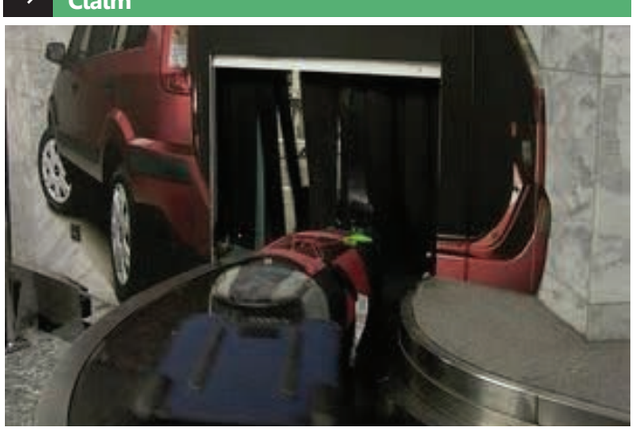
Promotion of Ford Aspire by Cluster Advertising



Ford Eco Sport Advertised Using Billboard Weighing 2,000 Kilograms



Boot of Ford Fusion Marketed Using Baggage Claim



Innovative Publicity for Celebrating Sale of 10 Million Ford Mustangs



Billboard Promoting Ford Strategically Placed at Foot Bridge



Backlit Billboard Advertising Ford at a Shopping Mall



Ford's Digital Campaign Supporting Lift of Ban on Saudi Women Drivers





Event Calendar

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

MAY 2019
SIGN TODAY 2019
Date: 25-26 May 2019
Venue: Chennai Trade Center, Chennai, Tamil Nadu
Website: www.signtoday.biz

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ColorJet Joins Hands with Digital Hires for Spain and Portugal Market





ColorJet, India's largest manufacturer of wide-format inkjet digital printers appointed Digital Hires as their distributor from Spain, in the markets of Spain and Portugal. The Spain based company; Digital Hires has expanded distribution reach such as Spain, Portugal and the UK. The company handles the digital treatment of images and printing systems for the printing and audiovisual industry.

The company will look after the marketing of all the different kinds of digital printers from Colorjet such as UV, soft signage and eco-solvent. Additionally, they will be offering after sales service for these printing machines.

ColorJet has established itself as a successful brand when it comes to digital printers. This collaboration is going to further enhance their reach all across the globe. With this partnership, they will be entering into these two important markets with an already leading company such as Digital Hires which specialises in digital inkjet products.

Post the signing of the agreement with ColorJet, Digital Hires participated in CPrint Madrid 2018 and set up a booth for showing casing ColorJet digital printers. The feedback received was tremendous that certainly suggested that there is a wide market scope for ColorJet printers.

Mumbai Will Soon Turn into Times Square with Digital Billboards



The digital billboards at Times Square, New York are quite a sight with multiple advertisements being displayed and changed periodically. Now, this might be seen in none other than the city of Mumbai. Mumbaiites may soon witness similar digital billboards as the Brihanmumbai Municipal Corporation (BMC) plans to revise its policy on hoardings to allow their installation in the city.

The civic body thought of implementing the change which will allow the replacement of existing OOH advertising hoardings with digital ones after representatives of Mumbai Hoarding Owners Associations suggested it. However, the policy is yet to be approved by civic chief Ajoy Mehta. The implementation will be completed in phases as per the civic body.

The locations have been chosen strategically such as public places like Juhu beach and various areas in Bandra on trial bases where the digital billboards will be installed first. As per the plan, the current traditional hoardings will be replaced with LED screens which will display static ads, while the ones near highways will be the same.

After the installations, the digital billboards will be further used to broadcast live updates and warnings during natural disasters and emergencies. After the policy is made public the BMC will set a time frame to invite suggestions and objections from citizens, as per the officials.

Also, initially the trials will involve static ads only and then will move on to animated ads. According to the officials, unrelated banners and posters celebrating birthdays, festivals and events will also be brought under control. These advertisements in the city can be a great source of revenue for the civic body which will further change the entire advertising scenario of the city.

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Fujifilm India Launches Second Demo Centre in Gurugram



Fujifilm's second graphic arts demo centre has been launched in Gurugram, the first centre being in Mumbai. The Demo Centre hosts the latest version of Acuity LED 3200R and Acuity EY wide format printers from Fujifilm. The motive behind the demo centre is to display the latest innovations in graphic arts technology and to give prospective customers a first-hand experience of the company's wide-format printing prowess.

The super-wide printers with LED UV technology housed at the demo centre are able to print on a range of rigid and flexible media for various kinds of application. The primary objective of starting a demo centre to give prospective customers a live experience. The live experience of the entire application will also create a significant impact on their brands in the sign and graphic communications.

The world-class printing technology offered by the established company is committed to providing the best user experience. The Acuity range of printers is very successful when it comes to their speed, quality and precision in work. Also, they are energy efficient and do not adversely affect the environment.

The company is confident that the Demo Centre in Gurugram will establish benchmark levels of customer and ownership experience which will further help them make more informed decisions on their latest products. The centre is also touted to act as a training ground for the company's existing customers, providing provision for testing new substrates.



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Arrow Digital Installs Kornit Storm II Printer at Ahmedabad Demo Centre

Arrow Digital is a leader in the digital printing/cutting field and extremely popular in the Indian market. Recently, the company installed Kornit Storm II, direct-to-garment printer at their state-of-the-art demo-centre in Ahmedabad, India. Kornit was launched by Arrow at Gartex 2018, and it received an outstanding response which further prompted to move forward with a demo printer at Ahmedabad.



Basically, the decision to add Kornit DTG in the Demo-center is to increase their impact in the digital textile industry. The excellent response received by the printer after its launch propelled its installation at the Demo Center. Also, the evolution of the Indian garment industry such as the rise in the mass customization has rendered this shift from screen to digital, as skilled labour markets get tighter.

The addition of Kornit at the Demo-center will give the customer hands-on experience and support to transition from analogue to digital. There are several installs of Kornit in India, and with the proper and strong, service, support and hands on training/sampling, customers feel confident to move from screen to digital printers faster. Also, Kornit is an ideal solution in years and the market for DTG is increasing at a tremendous rate in India and around the globe.

The Kornit Storm II is the perfect digital DTG printer that completely fulfills the needs of high-volume production printing businesses. It delivers a non-stop production workflow that makes garment loading while printing feasible. It features dual-pallets, 1.5-litre bulk ink system, fully automated processes and an advanced user-friendly front-end. Specifically engineered for 24/7 non-stop industrial use, the advanced machine controller enables multi-function operational efficiency that also increases your production speed.

Posterscope Launches Digital OOH Ad Exchange, ROOH

Posterscope India, the OOH advertising specialist from Dentsu Aegis Network, recently announced the launch of ROOH (Real Time Out-Of-Home). ROOH is one-of-a-kind planning-buying (including programmatic) for digital OOH.



The billings from digital OOH are predicted to grow at a rate of 60% by 2019-end, this latest tool will only help Posterscope to further increase and strengthen its real-time capabilities in India. Based on the extensive use of APIs (application programming interface), Posterscope's ROOH uses a wide variety of data feeds to create customised and targeted advertising.

According to Haresh Nayak, Regional Director, Posterscope Asia Pacific, Managing Director, Posterscope Group India, this will eventually make it possible for advertisers to exercise direct control over the content that is being displayed on the screens without the need to specifically access the media owner systems. Also, most of the digital screens are cloud-based that enables ease and flexibility in the campaign management.

As per Posterscope, this new feature of dynamic content in real time, driven by highly relevant data and optimised to target audience, represents a huge increase in the power of the OOH medium. Moreover, this will further attract new advertisers to the medium and specifically those brands that require highly flexible and dynamic brand communication.

The variable nature of ROOH will render some interesting campaigns and will make OOH a great dynamic medium. As per the predictions from Posterscope Group, the year 2020 will be a defining year for Real-Time out Of Home.

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Amitoje India Introduces Foldie - Innovative Display



Amitoje India has launched an innovative display system range called Foldie- foldable display units that assemble automatically right after it comes out of its packaged box. The unique product is highly suitable for FMCG displays and promotions in the form of POS.

Amitoje India is a Delhi-based, end-to-end POS display and showroom fixture design firm that helps brands by 3D designing and fabrication of eye-catchy floor standing display units (FSUs) for their products.

Additionally, the range boasts properties such as lightweight and customisable. The Foldie range includes promo tables, countertop units, parasite hangers, free standing units (FSUs), free standing display units (FSDUs), etc. It is not easy to get a consumer to notice your products in today's retail environment.

With numerous products out there, it is important to stand out. FSUs and FSDUs are very effective in making your product visible as well as engage consumers.

According, to Maniraj Juneja, Senior Partner, Amitoje India, the Foldie range is a step ahead as it can be flattened and packaged easily. Also, it pops open and assembles itself on its own without any effort. Moreover, Foldie is expected to receive its patent soon.

HP Launches New Digital Print Solutions at Label Expo India 2018



HP showcases new solutions for labels and packaging business with the latest tools and innovations for top quality printing of labels, shrink sleeves, flexible packaging on its wide-ranging portfolio. These include the solutions for workflow, printing and converting along with a range of applications from worldwide converters that are transforming and growing business with HP Indigo's Liquid Electrophotography (LEP)-based digital printing. HP SmartStream Collage, an automated unique variable design for HP Indigo printing, has been unveiled at the event. The printer offers unique designs by manipulating elements randomly for unlimited brand impact using logos and symbols.

"The HP LEP technology differentiates HP Indigo as the most advanced & trusted technology solution for the label and packaging segment. We continue to reinvent digital printing with innovation that enables customers & brands to remain profitable and explore fresh revenue streams," said A. Appadurai, Country Manager, Indigo and Pagewide Web Press, Graphics Solutions Business, HP Inc. India.

"With the ability to print anything at any length by leveraging the LEP technology, our customers can automate and optimize their production floors with powerful press and workflows. This can help them to produce more at lower costs and measurable results," he added.

Laqshya Media Group Collaborates with Comkeys

Laqshya Media Group which was founded in 1997 is one of the largest Independent Marketing communications' groups in India employing over 250 professionals across 22 offices. In order to enhance its international presence, the Media Group, recently announced a strategic collaboration with Comkeys, an international communications group from France to bring one of its members, Mediakeys, to the market.

Mediakeys is an OHH media specialist that designs plans and buys global campaigns as well as has over 20 years of experience. The strong alliance will capitalize on Laqshya Media Group's local resources and Comkeys' international resources. The office is going to be set in Mumbai which will further set of their engagement.

With outdoor advertising creating a lasting impact as well as being low cost, there has been a significant rise in OOH. The OOH industry is ever evolving, and companies have to change according to their clients and their transitioning needs. Outdoor advertising stands out for sheer audience size, as even a few strategically placed billboards can help in the penetration of the product in the market as well as recall value for brands that beat any major event.

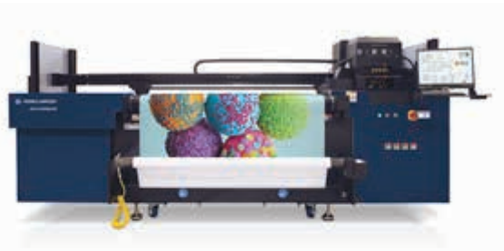
According to officials at Mediakeys, India is a strategically very important market for them and their clients. For a very long time, they were considering their options to enter this market. Additionally, the tie-up would help grow in the region and develop growing sales for Indian brands outside India, according to the agency.

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Konica Minolta Announces AccurioWide 160 and 200 Hybrid UV LED Wide Format Printers

Konica Minolta Business Solutions (Canada) Ltd., has announced the commercial launch of the AccurioWide 160 and AccurioWide 200 wide format printers. Both these printers sport a hybrid technology platform that can print on most types of roll-to-roll, flexible roll and rigid media. The AccurioWide printers are positioned for commercial printers, franchise printers and sign shops that want to take their wide format production to the next level for efficiency and cost savings and are now available for purchase in Canada.





Powered by Konica Minolta KM1024i print head technology, both printers use UV ink technology that incorporates more colour pigment per droplet, reducing ink consumption compared to other printers on the market. Features include outstanding print quality, with a large colour gamut plus colour vibrancy, is achieved by printing up to 1440 x 720 dpi print resolutions. For print production savings, a combination of air-cooled ultraviolet light (UV) and LED curing lamps speed up ink drying times, and, in most cases, the LEDs will last the life of the printer.

The AccurioWide 160 operates in various print speed modes, from draft to high quality, printing with four colours with white inks or six colour inks only. The AccurioWide 200 has a larger print width, faster print speeds than the 160, and prints in six colours with white inks. Capable of printing to a wide range of media and substrates, the AccurioWide printers will allow for traditional sign and display applications like point of purchase banners, as well as niche applications including printing directly to aluminum di-bond metal or wood for specialty products. In addition, the AccurioPro WideDirector, a complete and robust software workflow that drives AccurioWide printers, can handle the most difficult and complex print jobs. The all-in-one software has the capability of managing colours and pre-flight tools by automatically analyzing an incoming digital print job, making suggestions to improve image quality as needed.

The software offers automated job layout with step & repeat, image nesting with printing to multiple printers and compatibility with print finishers. The AccurioPro WideDirector also features compatibility with Konica Minolta FD-9 scanning spectrophotometer and other third-party devices for colour profiling and colour management. In the near future, AccurioPro WideDirector will also provide support for the Konica Minolta FD-5 and FD-7 hand held spectrophotometers.

Xaar Showcases Xaar 5601 Integrator At Inprint 2018

Xaar, a world-leader in industrial inkjet printing, highlighted at the recenetly concluded InPrint Milan 2018 as how OEMs can use its printheads to get to market faster, develop inkjet solutions cost-effectively, and better meet their customers' needs – enabling them to get ahead of the competition and achieve more.



At the show, the company also celebrated the commercial launch of its Xaar 5601 printhead. Eight years in development, the Xaar 5601 is generating significant interest with its exceptionally high-resolution print at high speed, and more than 5600 nozzles, capable of jetting up to eight litres of fluid per hour. A growing number of OEMs are developing their print solutions based on the Xaar 5601, such as Windmöller & Hölscher, which was announced earlier this year. Xaar is set to make a further announcement at InPrint 2018.

Visitors at Xaar's stand inspected a range of stunning samples printed by the Xaar 5601, demonstrating why it is the ideal printhead for a range of applications including packaging, textiles, décor and commercial print. They also viewed a range of Xaar printheads, highlighting key sectors: Industrial Print, Packaging, Advanced Manufacturing and 3D Printing.

The results of another recent innovation – Xaar's unique High Laydown (HL) Technology – was also on display. HL Technology enables the printing of a range of textured effects on labels, folding cartons and other products. Such high-build, textured embellishments (also called tactile or dimensional effects) can be used to significantly enhance the shelf appeal of products and ensure they stand out on display.

Finally, several Xaar partners also displayed their products and technology. One of these, Meteor Inkjet Ltd. launched its new DropWatcher family of products, designed to evaluate and optimise printhead and ink combinations. Visitors to Meteor's stand could see a DropWatcher in action, running the Xaar 1201 printhead.

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Discus Print and Signage Installs HP R2000



Perth based Discus Print and Signage and fellow WA operator Signhere Signs are going to be the first Australian printers to get an HP Rigid Latex R2000 press. The printer has been installed after initial trials in Sydney.

The many advantageous features of the printer such as the use of water-based ink, which raises the 2.5m wide printer's environmental credentials and makes recycling certain substrates easier as well as the quality of the printed product, prompted the two companies to make the purchase.

According to the owner of Discus Print and Signage, the purchase is the result of trying to be at the top with the latest technology. Significant characteristics like speed, quality, white ink and substrate adherence of HP R2000 is superb. The latest installation will complement the other presses which are already present at Discus, which claims to be the largest digital printer in the city of Perth.

Whereas, according to the owner of Signhere Signs, this is the first time they have got a flat bed printer. Also, the choice was driven by the factor that they wanted a machine that would meet the environmental objectives.

The R2000 enables rigid substrates of up to 5cm thick to be printed on and the result can be matched with produce coming off the roll to roll machines. Additionally, the machine is able to print across different substrates with no change in print quality which certainly acts as a big bonus.

Jeep & Lumo Energy Collaborates with oOh!media



Jeep Australia and Lumo Energy are among the latest brands which are creating impact and generating greater public engagement through traditional out-of-home billboards and innovative lighting.

The latest OOH advert by the two brands was executed by oOh! The billboards were strategically placed and they stood out as they appeared to increase in luminance as the night got darker in order to grab the attention of audiences passing the sign.

The outdoor campaign by Jeep Australia promoted the next-generation Cherokee that included 2D extensions on either side to create mountains, illuminated stars using LEDs and a tent in the night which was illuminated to show silhouettes of two people inside.

The Lumo Energy campaign employed a similar innovative concept with lighting used to give the impression that the lamp protruding from the billboard is shining the light on the U in the "You're the U in Lumo" copy. Furthermore, to enhance the U, it was off-set from the billboard and was backlit to create a halo light effect.

This is a classic example of how conventional billboards can be used not only to achieve significant impact however, also enhance engagement by treating onlookers with unique and inventive creative. It is a powerful medium to generate awareness and send a message to the audience all in a span of six seconds or less. Additionally, the add-on dimension of special builds ensures the campaign generates a deeper level of engagement and amplifies the image of the brand.

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Coca-Cola Launches Innovative Christmas OOH Campaign



Kinetic collaborated with Coca-Cola and MediaCom to colour Ireland in red, this Christmas season. The campaign was launched in mid-December at the Dx screen in Dundrum Town Centre with the help of creative agency Hogarth and Digital Out-of-Home production specialist, DOOH.com, to complement the festive spirit through Coca-Cola's inventive Out-of-home campaign.

Keeping with the vivid and fun theme of the festive season, the dynamic DOOH campaign ran in Dublin utilising the Kinetic in-house digital content management system 'D: FOUR', which was powered by DOOH.com. The large format Dx screen in Dundrum Town Centre featured a real-time countdown to Christmas Day, courtesy of Coca-Cola.

The countdown to Christmas featured the number of days, hours, minutes and seconds remaining till Christmas. Also, the creative displayed Coca Cola tagline 'Holidays are coming' followed by the digital creative 'unwrapping' to introduce the famous Santa Claus holding the popular red labeled bottle.

The team from Kinetic ecstatically worked with Coca-Cola alongside the partners MediaCom, Hogarth and DOOH.com to deliver this fun, exciting and nostalgic campaign. The creative campaign combined classic Out-of-Home formats with dynamic DOOH content management system, D: FOUR, which resulted in a really engaging campaign. The unique countdown highlighted the real-time capabilities of DOOH while creating a sense of festive hype around the holiday season.



NEWSWIRE-INTERNATIONAL

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

JCDecaux Bags Berlin's Bus & Tram Shelter Advertising Contract



JCDecaux, which is the number one outdoor advertising company worldwide, announced recently, that its German subsidiary Wall GmbH successfully got rights for both contracts put out for tender by the Berlin Transport Authority (BVG).

The first contract includes the exclusive advertising rights for 6,200 2m2 advertising panels on over 4,600 bus and tram shelters in the German capital. The second contract covers the cleaning and maintenance of the shelters. Both six-year contracts, including a three-year extension option for the BVG, will begin on January 1st, 2019 and end on December 31st, 2024.

After winning these contracts, Wall GmbH successfully continues its 34-year partnership with the BVG. In 1984, Wall GmbH installed the first 1,000 of its bus shelters in what was then West-Berlin after winning a tender put out by the BVG. After the fall of the Berlin Wall, the company extended its network of bus and tram shelters to the eastern part of the city. In 2007, Wall GmbH acquired the BVG advertising subsidiary VVR-Berek, which was bought by JCDecaux in 2006.

JCDecaux has been the partner of the city of Berlin for more than 30 years. Moreover, after a competitive tender process, the BVG decided to carry on with this strong association. The new advertising concession will lead to strategically expand JCDecaux's digital portfolio in the German capital.

PETA Encourages People to Go Vegan with Bus Shelter Advert



Animal Rights group, People for the Ethical Treatment of Animals (PETA) launched a new advertising campaign promoting veganism and preventing the killing of maritime favourite, Lobsters.

The bus shelter advertising campaign was seen all across Halifax, an Atlantic Ocean port in eastern Canada, as the organization is hoping the ads will encourage more people to consider vegan seafood. The lobster fishing season mostly starts during the holidays and local seafood shops gear up to prepare orders.

The posters have popped up at the bus shelters with a sign that reads, "I'm Me, Not Meat. See the Individual. Go Vegan." The campaign was started to stop the killing of lobster. Lobsters are individuals and the way they are killed in these industries — which is either often being ripped apart alive, being cut in half or being thrown in scalding hot water.

It's part of an international campaign by PETA to let people know that lobsters also feel pain. PETA says it's really about getting the conversation started. That's the goal of the latest bus shelter ads too. Also, the holiday season was chosen particularly for the reason that people would relate more and feel more compassion towards lobsters.

NEWSWIRE-INTERNATIONAL

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

SAi Appoints Mikki Webb as Director of Customer Experience



SA International (SAi), the leading provider of software solutions for the sign making, digital printing and CNC machining industries, has announced the appointment of Mikki Webb as Director of Customer Experience.

The role will see Webb drive the development, continuous improvement and delivery of customer service as well as assume responsibility for inside sales and technical support teams at the company's Salt Lake City headquarters.

Webb has an experience of 25 years. She has worked in several customer service roles, starting with Southwest Airlines; Webb brings a vast and diverse amount of experience to her new position. Her established pedigree comprises several years with major US e-commerce companies. This includes six years as senior operations manager with eBay, a post that saw her responsible for sales teams spanning three continents, as well as a similar role at Wayfair, from where she joins SAi.

Commenting on her new appointment, Webb, says, "SAi's vision and innovativeness were important factors in my decision to join the company. I'm already immersing myself in the business to identify our customers' specific requirements, and to better understand how we can continue to provide what they need today, and crucially, tomorrow."

Don Feagan, President and Chief Operating Officer of SAi, adds, "SAi has always proudly set the bar high when it comes to customer service excellence and our high number of long-standing customer relationships is a testament to our continued ability to achieve this.

"Mikki's solid and enviable credentials in this field make her perfectly-placed to maintain this focus and we warmly welcome her to the company," he concludes.

Ricoh Acquires ColorGATE Digital Output Solutions

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.



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

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Email: sawhneysignage@gmail.com

CNC ROUTERS

Angel India Impex
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Mehta Cad Cam Systems Pvt. Ltd.
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Pahar Ganj, New Delhi-110055
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Website: www.goldtechgraphics.com

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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
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Website: www.oorjaa.net

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E mail: info@pashupatiad.com
Web: www.pashupatiad.com

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FLEX

Pioneer Flex
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Email: sks@pioneerflex.in

Qrex Flex Pvt. Ltd.
National Highway-8, Pipodara,
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Email: qrexflex@gmail.com

SRF
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Haryana-122003
Tel: 0124-4354400

Sunflex Fabrics Pvt. ltd.
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Sanaswadi Taluka Shirur, Pune-412208
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Jaysynth Dyestuff (India) Ltd.
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Kinjal Digital Imaging Solution Pvt. Ltd.
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Rextone Industries
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Angel India Cad Cam Pvt Ltd
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Email-angelindiaimpex@gmail.com

Mehta Cad Cam Systems Pvt. Ltd.
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Email: mishra@mehtaindia.com

Unique Laser Engravers
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Plasto India Pvt ltd
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Website: www.vardhman93.com

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

Vishal Associates
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Email: admin@vishalindia.com

Vision Display Pvt. ltd.
Singh Estate, Rd No-1,
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Website: www.vijasgroup.com

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

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Opp- Aditya Academy School
Dumdum, Kolkata-700028
Tel: 033-25298578, 25798736
Website: www.prestowonders.com

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

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

Arrow Digitals Pvt. Ltd.
71/6-71/7 B-9 FF
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Email-support@arrow-digital.com

Astrojet
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Mob: 8802105000
Email: tejindersingh@astrojetindia.com



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

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

Colorjet India Ltd.
B-195, PHASE-II, Noida - 201305
Uttar Pradesh, India
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Website-www.epson.co.in

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

Hewlett Packard India (P) Ltd.
Hewlett Packard's India Sales Pvt. Ltd.
Building No-2, DLF CYBERGREEN
1st to 4th Floor, Tower D&E
DLF Cyber City, Phase II,
Gurgaon.-122002, Haryana, India

Infinity Digital Solution Pvt. Ltd.
5/7, Kirti Nagar Indl Area, New Delhi-110015
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Keith Electronics Pvt. Ltd.
429, Ansal Chamber –II,
6 Bikaji Cama Place, New Delhi-110066
Tel: 011-26170179/81

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

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Mob: +91 971 162 5962
Email: marcom@monotech.in
Website: www.monotech.in, www.
monotechinkjetsystems.in

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

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

Siare Technologies Pvt. Ltd.
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Southern Agencies
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Astrojet
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UV PRINTING MACHINES

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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

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

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

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monotechinkjetsystems.in

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Email; info@siaretech.com
Website: www.siaretech.com

UV Printers
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Janakpuri, New Delhi-110058
Tel: 011-47312000, 25512203
Email: sales@uvprinters.in
Website: www.uvprinters.in

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Estate, Off. Link Road, Goregaon (West)
Mumbai - 400 104.
Tel.:022-28787804 / 9322515809

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

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

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

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

WALLPAPER MEDIA

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

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

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

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

Sun Sign & Technologies
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