FLEX BANNERS ARE HERE TO STAY -8 | 10 SMART ADVERTISING MOVES BY SWIGGY! -76

SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.15 Issue.1 Jan-Feb 2019



scan with your smartphone



Infrastructure

UV Flatbed Printer (8x6ft.) • Two Eco Solvent Printers (Mutoh)
Two Imported Screen Printing Machines • Vinyl Pasting Unit
Full UV Coating Machine • Die Cutting Machine (42x58 inches)
Two Eyelet Punching Hydrullic Machines
Motorized Saw (Cutting Machine)
25000 Sq.ft. Area • 100% Power Backup

The Only Printing Unit Truely Dedicated To Serve

THE PRINTERS AND ADVERTISERS PAN INDIA

Manufacturer of :

- Sunpack Boards
- Sunboard Display
- MDF Printing
- Cutouts
- Trirama Dangler
- Rollup Standee
- Promo Table
- Promotional Flanges
- Acrylic / Glass Printing
- Eco Solvent
- Vinyl Printing



























VARDHMAN Ad PRINT

VARDHMAN AD PRINT

B-69, Lawrence Road, Industrial Area, Delhi-110035
Ph.: +91-11-45583265, +91-9136644551 9810316468
Email : v_adprint@yahoo.co.in, vardhman.ad@gmail.com
Web. : www.vardhman93.com

MODULAR SIGNAGE
DISPLAY SYSTEMS
FABRIC FRAMES
ART FRAMES



COSIGN
MODULAR SIGN SYSTEMS

Cosign is a designer, manufacturer and distributer of architectural sigange & way finding solutions, fabric frames, poster frames & displays. Based in Belgium with regional offices in India, Mexico & Brazil, and through our global partner network our sign solutions are available in more than 85 countries. Twenty years of experience, well organized logistical transactionsand perfect service make Cosign a reliable partner that you can Trust.

COSIGN India Pvt. Ltd
2088, Vijayanagar Colony, Sadashiv Peth,
Pune 411030, India
M. +91 8600333999
info@cosign.in
www.cosign.in

/cosignindia
/company/cosign-india-pvt-ltd
/CosignIndia

Sale Locations :
Ahmedabad
Bengaluru
Chennai
Delhi
Indore
Kolkata
Mumbai
Nagpur
Pune

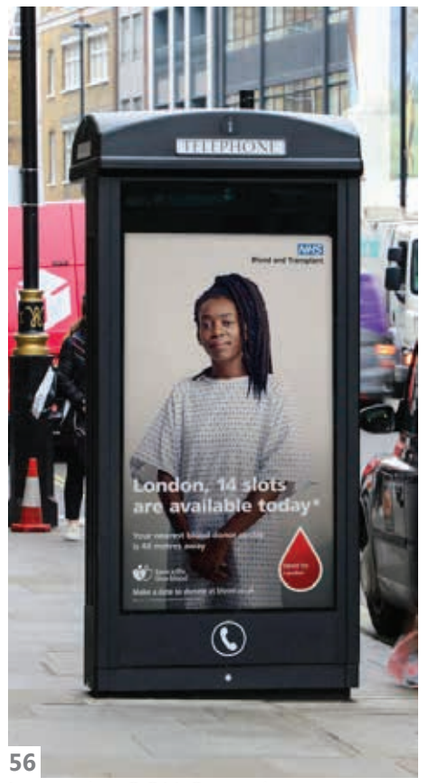
CONTENTS



6 Jetstar Installs Eye-Tracking Digital Billboards



24 Tinder India's Latest OOH Campaign Targets Men



56 Innovative OOH Campaign Beckons UK to Donate Blood

COVER STORY

8 Flex Banners Are Here To Stay

INTERVIEW

26 EcoSigns: Media with Certified Green Attributes

40 Unique Sign: Exploring New Horizons

50 Cosign India: Driving Continuous Innovation in Signage Materials

EVENT

70 New and Exciting Exhibit Zones at Gartex 2019!

PRODUCT FEATURE

72 Talking Standee Retro

CASE STUDY

22 Vinyl Wrapped Train Coaches Promote Kumbh 2019

24 Tinder India's Latest OOH Campaign Targets Men

30 Fluxaxis Employs Large Format 3D Printing to Increase Blood Cancer Awareness

56 Innovative OOH Campaign Beckons UK to Donate Blood

GUEST COLUMN

64 Wayfinding: Are We There Yet?

3D PRINTING

60 Massivit's 3D-Printed Channel Letters Take Shape!

FEATURED COMPANY

74 Colors Digital Introduces FutureJet UV LED Printers

FEATURE

32 Soft Signage: Flags & Banners Hold the Future of Promotions

44 Creating Buzz at Kumbh!

54 Hitting the Right Chord with Guerrilla Marketing!

58 ColorJet Expands its Global Presence, Enters Italy with FPS

62 Xaar Celebrates Ground-Breaking Technology of Its Xaar 5601 Printhead

76 10 Smart Advertising Moves by Swiggy!

HOMAGE

80 Remembering O. N. Kapila: Flag Bearer of the Indian Signage Industry

REGULARS

6 Innovative Concepts
78 Event Calendar
84 Newswire
94 Resource Guide

SIGNage OF THE FUTURE

EPSON
EXCEED YOUR VISION

Running Cost
₹4/sq ft*





SC-S40670



SC-S60670



SC-S80670

Epson is the registered trademark of Seiko Epson Corporation, Japan

GREENGUARD

Epson SureColor™ S Series

Signage Printers

Impeccable quality. Incredible consistency.

Unmatched Productivity	Print Permanence	Reduced Downtime	Comprehensive Warranty
High-volume printing with speeds of up to 95.3 sqm/h	High-quality outdoor prints that last up to 3 years* without lamination	700 mL high-capacity ink cartridges	For 2 years (inclusive of the printhead)

*Under standard test conditions

CONTACT EPSON FOR A DEMO TODAY!

Call: SOUTH Alok Singh **98405 03210**, Gopala Krishna **79751 85505**, Devakumar **73309 11109** NORTH Akhtar Imam **99101 08780**, Ashutosh Kumar **98153 94550**, Sudhir Kumar **93898 35156** EAST Sourov Kumar **98746 72616** WEST Milind **98209 74733**, Pratik S Mhasawade **95619 73709**

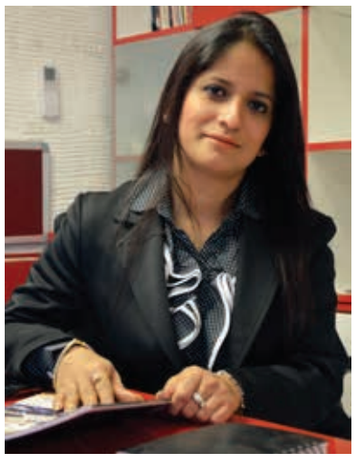
eClean call . clear . clean

EPSON SERVICE

Epson Helpline: For product info or service -1800 425 0011
For service - 1800 123 001 600 (9AM - 6PM) (Mon - Sat)
Email: lfp@epsonindia.in

www.epson.co.in

SMS EPSON TO 58558



This issue of Sign & P.O.P. World is very special as it commemorates the beginning of 15th year of this leading publication. It is a matter of immense happiness and satisfaction for us that we have been successfully delivering regular updates on the industry, besides enabling our readers to visualise its progress on a wider landscape.

In this issue, we have tried to be as inclusive as possible by bringing to you updates from almost every important aspect of signage industry, be it flex, soft signage, 3D printing, exclusive interviews, updates on advertising & marketing, case studies, etc.

Considering the hardships being faced by flex manufacturers due to the ban imposed on it by few state governments, we decided to highlight the issue through our cover story. The reasons quoted for the ban were aimed at creating a sustainable plastic-free environment. The detailed article takes into account wide-ranging views on flex straight from the horse's mouth, and gives an insight into the opportunities, limitations and its future.

This issue also includes a comprehensive take on soft signage, centred mainly around the flags & banners. The feature talks about various facets of this segment encompassing opinions of who's who of this industry as well as comments from a few PSPs.

Excerpts of interviews of senior level representatives of some leading signage companies, namely, EcoSigns, Unique Sign and Cosign India have also been featured inside. There is a guest article by Vinisha Halli, Lead Designer, Service & Experience Design at Tata Elxsi.

Also included are some very interesting features like – the ways in which brands have used the advertising potential of Kumbh Mela, how guerrilla marketing helps brands in creating buzz, and new applications of Massivit 3D.

Apart from these, the issue also has many other fascinating national & international case studies, and latest updates on signage & printing.

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

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

Happy reading!



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

Vol 15 Issue 1, Jan-Feb, 2019

Publisher
Gauravjeet Singh

Editor-in-Chief
Himani Gulati

Associate Editor
Syed Md. Ehteshamul Hasan

Assistant Editor
Supriya Mishra

Sr. Content Writer
Mahjabin Shahzad

Sales Head
Gaurav Chawla (9999089867)

Customer Relations
Mrs Singh

Design & Print Production
Ravi Pandey

Design Studio
Access Solutions

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

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

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

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

Sign & P.O.P World is printed at Polykam Offset,
C-138, Basement, Naraina Ind. Area, Phase-1, New Delhi-28

Copyright © 2019 ..... All rights reserved throughout the world. Reproduction in any manner prohibited. MEX Exhibitions Pvt. Ltd. does not take responsibility for returning unsolicited material.

Subscription, Sales & Enquiries

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

COLORS DIGITAL INDIA

Manufacturer and Importer of Solvent, Eco-solvent, Textile printers, Sublimation Machines and Laser Machine

MAKE IN INDIA

CDI

COLORS DIGITAL INDIA

COMMITMENT WITH PROMISE

ALLWIN



1024i / 512i



UV Machine



Eco Solvent/Sublimation Printer



MEGA-JET 512i / 1024i



Laser Machine

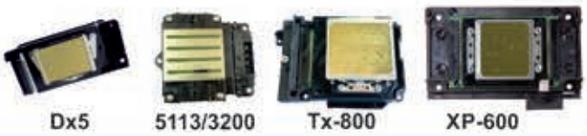


SUPER-JET PLUS 512i / 1024i

Dealer's Welcome

Print Heads

EPSON
EXCEED YOUR VISION



Dx5 | 5113/3200 | Tx-800 | XP-600

KONICA MINOLTA



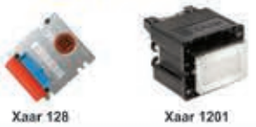
Konica 512iLNB-30PL | Konica 1024i-MHE | Konica 512 14/35/42PL

SPECTRA



Spectra Polaris 512-15/35 pl head

XAAR



Xaar 128 | Xaar 1201

Spare parts



Solenoid valve | Ink Pump | Encoder Sensor | Conversion Kit KONICA BYHX 512/512i DX5 | Conversion Kit KONICA UMC 512/512i DX5/5113 Conversion Kit

Inks



KONICA 512- 30/42PL | SPECTRA 512- 15/35PL | UV INKS

SERVICE FOR ALL PRINTER

Print Heads . Spare Parts . Inks . Service

Factory - Plot No. B-6/4, Site 5, Kasna Industrial Area, Greater Noida, Pin -201310 (UP)

E mail : tejindersingh@colorsdigitalindia.com, sagar@colorsdigitalindia.com: Website : www.colorsdigitalindia.com

+91-8802105000, +91-9205973606, +91-7011478812

AMRITSAR-AMRAWATI-BANGALORE-CHANDIGARH-CHENNAI-HYDERABAD-JAMMU-KOLKATA-KERALA-KOZHIKODE
LUCKNOW-LUDHIANA-MUMBAI-NAGPUR-PATNA-SRINAGAR-VIJAYAWADA-VISHAKAPATNAM

Taco Bell's OOH Billboard Dispenses Nacho Cheese



Taco Bell Canada started an innovative campaign which consisted of a billboard dispensing nacho cheese, referred to as the "Cheesiest Billboard," to celebrate the launch of its Nacho Cheese Naked Chicken Chalupa, whose shell is made from crispy chicken. The billboard was live on Jan 19 for the whole day, next to Taco Bell's flagship Queen West location in Toronto. Moreover, fans were encouraged to visit the billboard and bring any item they wanted to add cheese to. At the activation, Taco Bell also handed out a limited number of free samples of the new chalupa menu item.

Jetstar Installs Eye-Tracking Digital Billboards



Jetstar, the Australian low-cost airline installed two 'INNOVATE' panels in Melbourne's Southern Cross Station and Sydney's George Street in collaboration with OOH Company, JCDecaux. The innovative campaign with eye-tracking digital billboards invited passersby to stand at a short distance from the screen and allowed the panels to track the user's eye movements. A mix of Jetstar's Christmas Sale destinations including Honolulu, Ho Chi Minh City and the Gold Coast was then displayed on the screen. Tracking the image that caught the attention of most users, the installation then dispensed Jetstar gift cards to help them travel to their chosen destination.

AIB Unveils Ireland's Biggest OOH Billboard



As part of OOH campaign, Allied Irish Banks (AIB) unveiled a customised billboard of a full width of 240 sheets located in Ranelagh, making it the largest custom build ever produced in the Irish market. The 240-Sheet special was an iteration of the AIB 'Belief is Everywhere' TVC and consisted of a 2D landscape with iconic structures and various houses standing out from the billboard. Around 1,000 LED lights were used along with more than 2 km of electrical cable and a series of cut-outs and windows spanned across the 90 sq.mt. canvass that was lit up in a sequence. The OOH special installed, was an inventive way to reinforce Backing Belief creative platform for AIB Homes and bring to life new campaign in such a creative and impactful way.

Ooh! Media Installs 24-Hour Billboard for Jeep



Jeep's new Cherokee billboard was highlighted using light shining through the advert. The ad was developed by Cummins & Partners for Jeep Australia for the new Jeep Cherokee and placed on Ooh! Media billboards. The OOH campaign displayed a Cherokee next to a tent and lake, and over a 24-hour period, the ad changed to show a glowing moon, light within the tent and stars. The effect was created by the implementation of strategic lighting that makes the highlighted areas glow as the day turns to night. The special build ensured the campaign created a deeper level of engagement and amplified the brand image.

McDonald's Starts an Innovative Campaign



McDonald's started an innovative OOH campaign integrated with dynamic capabilities to help settle the debate that has been stirring since it launched the Big Mac with bacon – Is a Big Mac still a Big Mac if you add bacon? To help start a conversation, dynamic enabled percentage results and location were broadcasted on digital formats across main cities of Ireland. In the first- of-its-kind OOH initiative, screens displayed results from an online poll eased by McDonald's partnership with Joe.ie, where users cast their vote using associated hashtags (#NotABigMac #StillABigMac). The results were included into PML Group's Dynamic platform to highlight how people are voting in the Big Mac debate.

Jimmy John's Takes a Dig at Delivery Services Through OOH



In an unconventional OOH campaign Sandwich chain, Jimmy John's highlighted how much better its delivery services are as compared to its competitors. Boston Consulting Group was hired to carry on the research about adopting third-party delivery services, and how it might help or hurt its business. The results made their stand clear about being better than third-party delivery services such as GrubHub, Uber Eats, DoorDash. The national out-of-home marketing campaign reflected that commitment while taking a dig on the other delivery services. The giant billboards spread across highlighted the delivery promise and video showcasing tweets from unhappy customers of third party food delivery companies.



Flex Banners Are Here To Stay

A RECENT STUDY ON FLEX BANNER AND ITS ATTRIBUTES BY IIT-DELHI HAS INSTILLED A BELIEF AMONGST INDIGENOUS MANUFACTURERS THAT THE BAN WOULD SOON BE REVOKED.

It wasn't a surprise when last year the Government of Maharashtra, following suit of the other four states – Kerala, Karnataka, Tamil Nadu and Chhattisgarh, inadvertently increased the strain on the indigenous flex manufacturers. The reasons quoted were not new, but were rather aimed at creating a sustainable environment that will be plastic-free. In February 2019, there came a sigh of relief for these manufacturers when Karnataka High Court lifted the ban with some restrictions over the size and places of installation. But the relief so earned stayed only up to 24 hours as the very next day the order of restoration of the same old ban was passed by the court till further notifications.

The roll-back of the relief once again rolled back the scenario of the country's signage industry to remain a major cause of worry for the stakeholders. It is a fact that ban over the use of flex banners in five states has continuously been hitting the senses of all indigenous manufacturers, most of whom have invested heavily only recently, while a couple of them are about to flag off their manufacturing facilities later this year. The fear is static as Mumbai and Pune being the two important destinations for local commuters, may become the pilot cities for a plastic-free environment, which the whole country may agree to adopt.

Eventually, to do away the restrictions, the country's PVC flex manufacturers started exploring ways to combat the cause. They went on to forming an association christened as All India Laminated Fabric Manufacturers Association, and decided to sponsor a study by one of the most reputed institutions in the country – IIT Delhi. The study is focused on the life cycle of flex banners and its impact on the environment. To no surprise, the outcome of the study is more in favour of flex rather than against it. And, why not! After all, it's a matter of many



"Since IIT is one of the premium institutes of India, Government can't just keep the report aside."
Purnendu Kashyap, VP (Sales & Marketing)
Pioneer Polyleathers Ltd.



"We are the newest in the country's flex manufacturing fraternity and are hopeful of it being a fruitful venture."
Aniruddh Singhal, Director
SuperSign Industries



"Even in developed countries, almost 70% of outdoor advertising is in flex. How can a country like India ban its use!"
Prayag Patel, Managing Director
Sunlex Fabrics Pvt. Ltd.

pros rather than fewer cons, the most vital being its employability and support to crores of Indian citizens.

The industry experts are of the opinion that flex is a 'common man media' for promotional needs and that there is no substitute for it till date. A country, which till a few years back was totally dependent on imported stuff, today has more than 12 manufacturers, representing a production state where it is exporting flex to not only the neighbouring countries, but also to far flung destinations in USA and Europe.

It is the source for employment for lakhs of Indians and the government too had supported the domestic manufacturing that has enabled it to flourish. And now when the time is right to reap the benefits, how can the same government take such a decision!

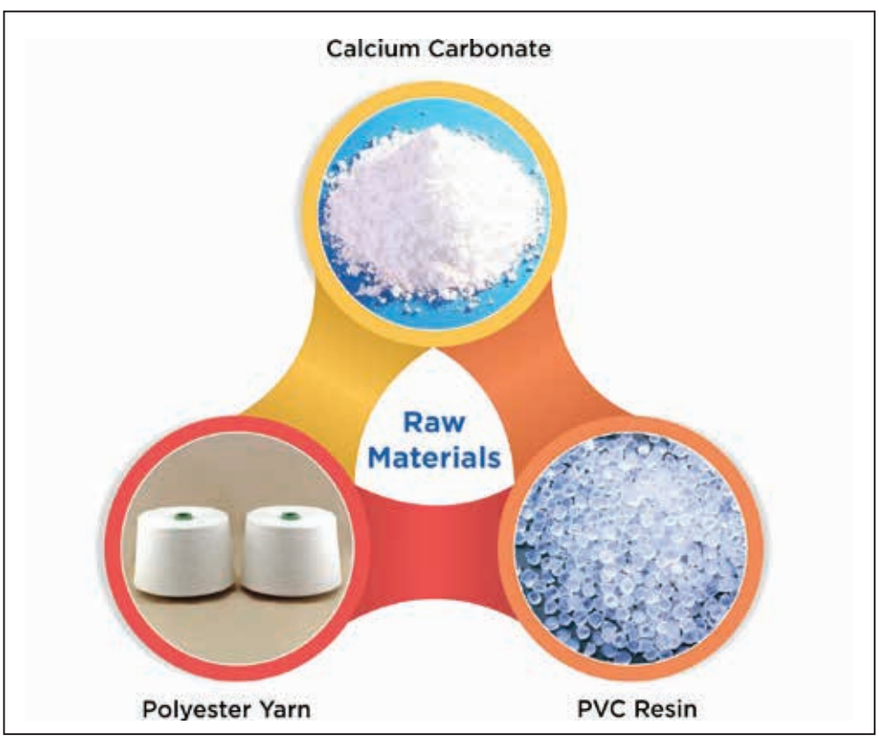
Crux of the Study:

The study starts with the basic definition of flex banner – a digitally printed ubiquitous communication medium, which is most widely used for outdoor advertising owing to it being flexible, durable, economical and, more importantly, recyclable. These banners are utilised not just for commercial advertising, but also to communicate information about various social schemes of the government – both at the Centre and states.

According to the Technology Upgradation Fund Scheme (TUFS) launched by the Ministry of Textiles, Government of India, Flex banners have been placed under the category of Technical Textiles. A Flex banner is commonly known as a PVC banner in India which is a misnomer as it is a three layer laminated structure wherein the polyester fabric is sandwiched between the films consisting of compounded calcium carbonate ($CaCO_3$), polyvinyl chloride (PVC) resin, plasticisers and additives. The polyester fabric imparts rigidity and durability while the PVC films provide flexibility and enable low cost digital printability of the Flex banners.

The report has done a detailed study on the three components of flex and has come out with convincing revelations in its favour. The study affirms that all the three components that go in the manufacturing of flex are not as harmful as indicated by the authorities. Also, there are hardly any viable alternatives with similar technological functionality. The nearest contenders are metallic boards and fabric/cloth banners that failed even to match the characteristics of flex and are found to be constrained by size restrictions, poor printability, weatherability, etc. Large, expensive LED screens have also not dented the market for flex banners.

The manufacturing process of laminated fabrics essentially involves three stages of calendaring, lamination and fabrication. In the Calendaring process, PVC films are made from the PVC chips. In the



Calcium Carbonate



"No doubt, the adverse impact of restrictions from NGT was there, but the IIT report has given us a formidable base to stay."
Lalit Patel,Vice President
Navratan Speciality Chemicals



"Hoardings and banners can't be discarded for long as these are the best and the most cost-effective medium to reach out to the masses"
Vinay Verma, Vice President
Canadian Speciality Vinyls (CSV)



"The overall slowdown has restricted the brands from spending on promotional activities"
Avnish Gautam, VP Marketing
Cleena Industries

Lamination process, one layer of grey fabric sandwiched between two layers of PVC films is compressed to form a single composite unit under heat and pressure. The composite (flex) passes through the embossing stack to get the desired finish. And, last but not the least, in the fabrication process, the panels are cut to required sizes using automatic cutting machine as per customer requirements.

The study also highlights common misconceptions, associated with flex banners:

Flex banners are flammable: Lab trials as well as international research articles have clearly stated that PVC by itself is self-extinguishing when the source of the flame is removed. In the event of the ignition of PVC during an accidental fire, it mainly contributes in extinguishing rather than spreading the fire.

Flex banners generate dioxins: Due to the self-extinguishing property, the Flex banners do not sustain burning which in turn eliminates the possibility of dioxin generation. Even during the production, the processing temperature of PVC does not exceed 200°C which is much below the threshold temperature.

Flex banners are non-recyclable: Similar to most of the products made from PVC, the Flex banners are also reusable and recyclable which enables them to be used in multiple product life cycles without the degradation of the component materials.

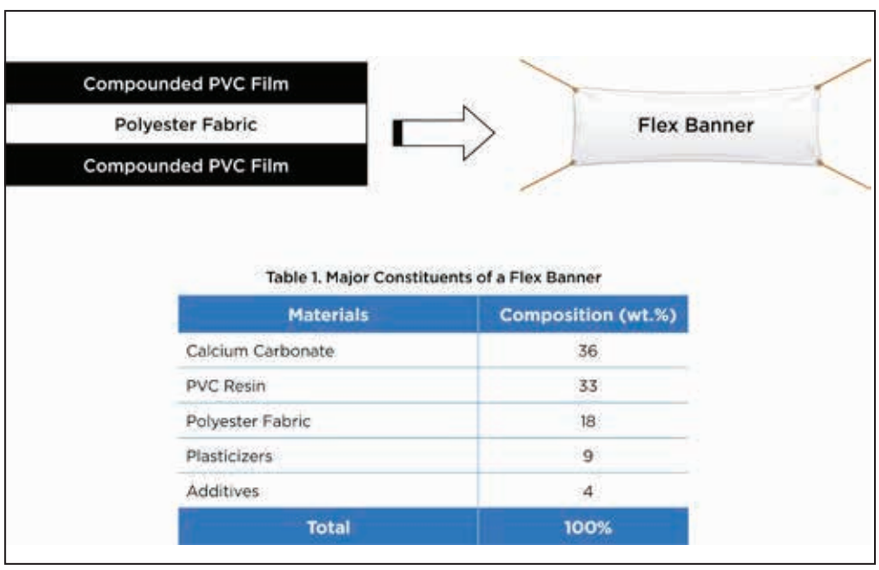


Table 1. Major Constituents of a Flex Banner

Materials	Composition (wt.%)
Calcium Carbonate	36
PVC Resin	33
Polyester Fabric	18
Plasticizers	9
Additives	4
Total	100%

Structure of a Flex Banner

Rising Concerns of Manufacturers

The report has opened a wide window of sustainability for flex. It came as a breather for the manufacturers of this dubious media, which at one time was seemingly at the threshold of dying following legal punches under the strict surveillance of National Green Tribunal (NGT). The manufacturers of flex across the country are very confident of staying in the market as the report not only favours, but also has brought forth valid references from international markets in terms of its longevity, durability and recyclability. The end point is that the material is not that harmful to the environment as indicated by the authorities imposing the ban.

According to **Purnendu Kashyap**, Vice President (Sales & Marketing), Pioneer Polyleathers Ltd., the contention here was to ban short-life PVC or PVC with one-time use, which doesn't encompass flex. "We, therefore, decided to bring the truth to the fore. And the recent report from IIT is nothing but instilling the belief that flex is not as harmful as indicated by the authorities. Also, since IIT is one of the premium institutes of India, Government can't just keep the report aside. We hope that Ministry of Environment, after studying the report, would issue new guidelines in this regard."

Same sentiments were shared by other flex manufacturers in the league. "Going with the report, we are quite hopeful of good fortune for us in time to come," says **Aniruddh Singhal**, Director, SuperSign Industries. Singhal feels that the potential this media has can't be found in any other



Solution for wide range of Printers & Printheads..

Inks also available for latest Printheads

Konica Minolta 512i (30 Pl) & 512i (6 Pl)
Konica Minolta 1024
Starfire (25 Pl)
Seiko SPT 510 (50 Pl)

SERICOL
More than ink...Solutions.
FUJIFILM

Fujifilm Sericol India Pvt. Ltd. 10/11 B.U. Bhandari Industrial Estate, Sanaswadi, Tal: Shirur, Dist: Pune, State: Maharashtra | www.fujifilmsericol.in



Wide Range of Applications of PVC

substrates. "We are the newest member in the country's flex manufacturing fraternity and are hopeful of it being a fruitful venture for us. The report has cleared doubts on many points of contradictions like it being non-recyclable and the durability."

Taking forward the concern, **Prayag Patel**, Managing Director, Sunlex Fabrics Pvt. Ltd. says, "When the IIT report has already proved that the flex is not as harmful to the environment as stated by the authorities, the ban is not justified. There are many other products which need more attention than flex." He very strongly suggests that the ban will not continue. "Even in developed countries, almost 70% of outdoor advertising is in flex. How can a country like India, which is still at a developing stage, ban its use?" Patel, however, adds that there will always be some space for fabric.

The Government of India had imposed the Anti Dumping Duty on the import of the Flex banners in 2010 so as to protect as well as promote the local production. This initiative enabled India to emerge as a major manufacturing hub for the domestic consumption and exports. In the Report "Single-Use Plastics: A Roadmap for Sustainability" published by the United Nations Environment Programme (UNEP) in 2018, the Flex banners have not been identified as single-use plastic materials. Despite the abundant corporate campaigns insisting on warranties between 1 to 5 years for the usage of the Flex banners, their average lifespan in India is around one year.

Due to the numerous benefits offered by the flex banners, they serve as the compelling medium for outdoor communication. There are no other commercially viable alternatives with similar technological functionality. In this study, metallic boards and fabric/cloth banners have been utilised for comparison with the flex banners.

The Indian Flex Industry

According to a recent report published by research firm Mordor Intelligence, the Indian flex banner market is expected to grow at a CAGR of 7.18% over the forecast period of five years starting 2018 up to 2023. The major players are Pioneer Polyleathers, SuperSign Industries, SunLex Fabrics, Canadian Speciality Vinyls (CSV), Cleena Industries, Navratan Specialty Chemicals (MegaSign), Shree Ram Fibre (SRF), Apollo Poly Vinyl, Qrex Flex, and AllFlex.

According to the industry stakeholders, owing to the long-term image of flex being a significant mass advertising tool, they had continuously been witnessing a decent growth of double digit in past years, as big and colourful posters can create a more startling impact. Moreover, lower investment costs required to deploy these types of banners, coupled with a longer lifespan, are capable of driving the growth of the market. New printing technologies and PVC painting techniques have enabled high definition and attractive banners at lower costs. No wonder, many of the businesses and companies, especially the telecom ones opt for these solutions to reach to the masses.

When it comes to the size the country's signage industry, an estimate shows the value crosses 50k crore mark. Of this, the print value accounts for a little less than 10%. When being inclusive of the costs of creative, fabrication, rentals and agency commissions, but excluding digital electronic display screens, the value goes up in the region of 18% to 20% of the total value of the signage industry i.e. somewhere in the middle of Rs. 8,000 to Rs. 10,000 crore. In fact, the industry has scaled up to a level where the existing 12 Indian manufacturers of flex materials for signage are not only busy exploring the hidden potential but are also showing the way to many other aspiring entrants.

It was the projected growth rate of the industry that attracted many new players to invest in setting up their manufacturing plants and reap the benefits along with other existing giants. SuperSign is the youngest among the stakeholders of the country's flex manufacturing industry. Further, the potential can be gauged by the fact that three new plants – two in Gujarat and one in Rajasthan – are expected to be operational later this year. When put together, the industry's manufacturing capability touches an approximate figure of 15,000 tonnes per month, which is not only sufficient to feed the domestic market but also to cater to the requirements of various overseas destinations.

The Flex Market Now

Over our discussion with flex manufacturers, we realised that their views about the flex market in India stand at the same inflexion point, at which they were a year back. The reactions vary from static to dynamic to fast growing with some newer applications attributed to it. Static is attributed to a state of the industry where domestic supply has taken over the domestic demand, and no further escalation is expected in near future. Eventually, most of the manufacturers started trading across the border and are feeding the overseas markets in the neighbouring countries while expanding their bases further. Output quality is not a bar as the machines, materials and technologies in the current Indian flex industry are all imported, predominantly from China, Korea or Taiwan.

While Pioneer Polyleather being the country's leading flex manufacturer with 3000 tonnes a month is exporting to 25 countries. "Today, we are self-sufficient in flex manufacturing and are capable of feeding the markets of USA and Europe besides catering to the needs of Middle East and African countries," says Kashyap. The company that claims to be the world's largest integrated flex banner manufacturer boasts of its state-of-the-art manufacturing facility, which is spread across 60,000 sqm. and houses 6 Calenders (4 roll & 5 roll) of which 4 are 4 mtr. wide and one is 5.6

www.bensonpolymers.in

POLYfix®

INSTANT GLUE

CYANOACRYLATE ADHESIVE



Kuch Bhi Chipkaye in Just 3 Second.



A new Polyfix instant glue can create wonders!
Fixing Broken Toys and Dolls..... Buntings, Wall Hangings, Flex, Helmet, Shoes, Furniture, Electronic, Handicraft, Ceramic, Stationery, Photo Frames, Household & Industry Items.... In Just 3 Second

PACKING AVAILABLE:

30 Kg., 20 Kg., 1 Kg., 500gm., 250 gm.,50gm., 20gm.,15gm., 12 gm., 10gm., 3gm., 2gm., 0.5gm.

Different Grades available

Flex, Helmet, Shoes, Furniture, Electronic, Handicraft, Toy, and Ceramic Industry.

Distributors Wanted Having Supply Chain In


WOODEN FURNITURE


PVC DOOR & WINDOW


FLEX BANNER


FOOTWEAR

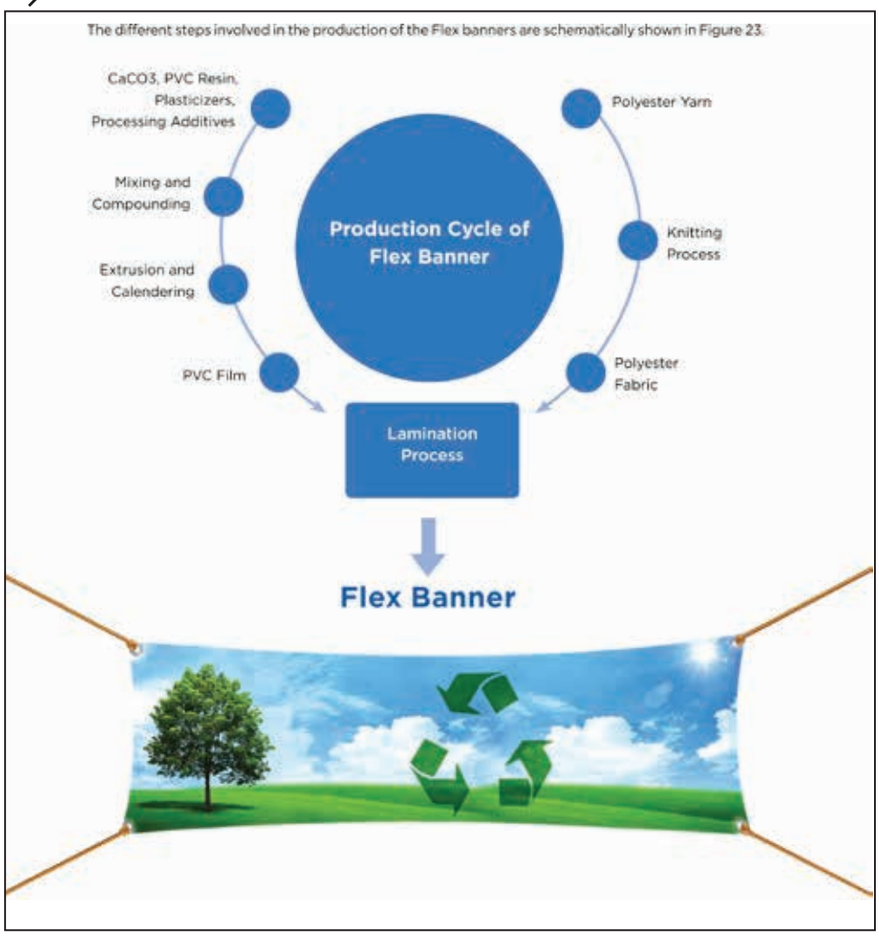

HANDICRAFT


CERAMICS

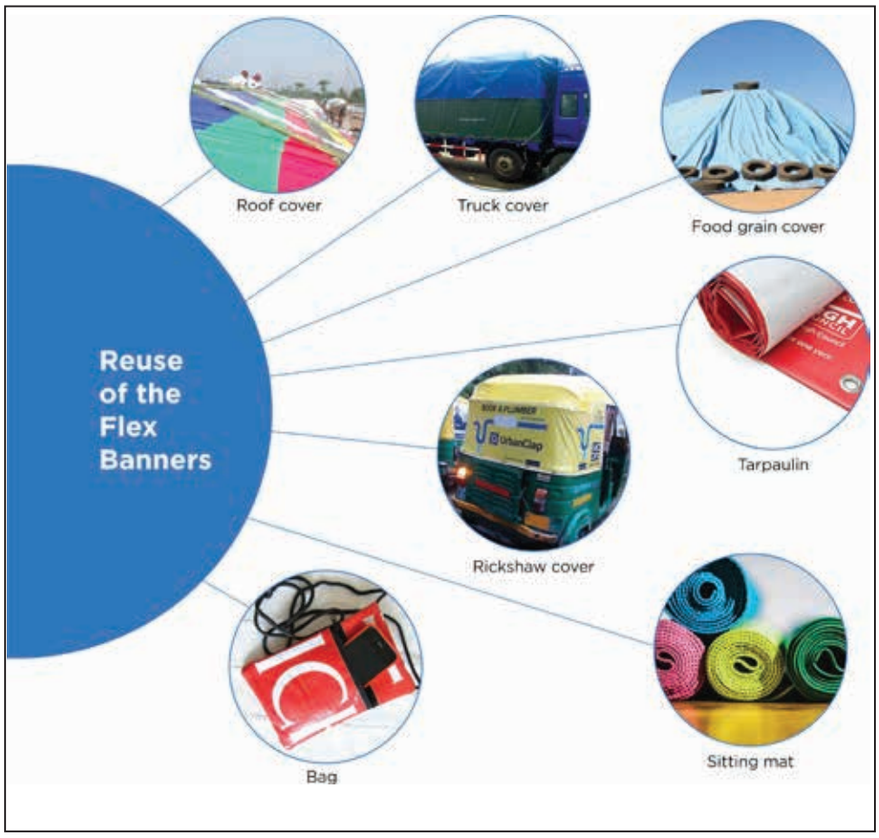
Flex, Helmet, Shoes, Furniture, Electronic, Handicraft, Toy, Ceramic, Stationary & Industry

BENSON POLYMERS LTD

3, L.S.C., 3rd Floor, Rishabh Vihar Market, Karkardooma, Delhi-110092
E-mail : sales@bensonpolymers.in, Web: www.bensonpolymers.in
Tel.: +91-11-22372477 Mobile: +91 7840066661-62
www.facebook.com/polyfixinstantglue www.youtube.com/polyfixinstantglue



Manufacturing Process of a Flex Banner



Reuse of the Flex Banners

mtr wide, 11 laminators (8 are hot), 13 Karl Mayer/Liba warp knitting machines, and 4 foam-board machines.

Navratan Speciality Chemicals better known for its brand MegaSign perceives a pretty good market for flex and believes that there is no reason for negativity.
Lalit Patel, the company's Vice President is of the opinion that the industry is going at a good pace and will further improve in time to come. "No doubt the adverse impact following the restrictions from NGT was there, but the recent report from IIT has given us a formidable base to stay here. Also, flex is finding new applications like wall panelling in events and trade shows, thereby bringing new avenues, though not up to the expectations," he shares adding that the industry is expected to revive in near future. The company that has recently doubled the capacity to reach 2600 tones per month has seemingly been busy meeting its orders.

Vinay Verma, CSV's Vice President expresses almost the same concern when he says that the industry is currently passing through static phase. "It is not bad at all, but there is definitely an impact of overall economic slowdown wherein brands have put their promotional activities on hold and are competing internally over price. For instance, the telecom industry, especially the service providers which till last year were seemingly in a state of war with each other when it comes to promoting through hoardings and banners." Together, all this has put the company's capacity expansion plans on hold. "We hope, it would take six months to a year to bounce back as hoardings and banners can't be discarded for long. It's the best and the most cost-effective medium to reach out to the masses."

According to **Avnish Gautam**, Vice President – Marketing, Cleena Industries, "The industry is facing a visible setback for which ban is not the only reason. Even if the ban is there, it is more of a regional phenomenon and therefore doesn't impact the business in other parts of the country. Basically, all the flex manufacturers are highly dependent on advertising agencies and big business houses like telecom industry, real estate, FMCG, etc., which have put their promotional activities on hold for some time. Unless they re-start the brand promotion, we are not going to be benefitted."

Gautam opines that for now, the market has lost its pace. In fact, the whole economy is at a standstill since last few months. Even in the communication industry, the service providers, which were the main growth drivers for us, have started competing among themselves and are cutting their expenses to a great extent. For now, there is slowdown everywhere, which in turn has restricted the brands from spending on promotional activities. As and when the brands start moving ahead, the market for us will be opened up automatically," he explains adding that the competition is also with print and electronic media because they have started fearing flex.

"For now, most of the manufacturers are awaiting the green signal from NGT,

DISTRIBUTORS
WANTED IN UNREPRESENTED AREAS

CALDRON
....INFINITE SOLUTIONS OF DIGITAL PLOTTING









CJ 7000
High Speed Printer



CRYSTAL JET
SEIKO ALFA HEADS
2800sqft/hr

















CALDRON GRAPHICS: F-3/13. Okhla Industrial Area, Phase - I, New Delhi - 110020 INDIA. Tel:+91 11 40531888, 46576192, 46576193
Mobile Nos. : +91 9810005833, 9311905833, 9310005833, 9350427437, 9311505833, 9310105833, 9313990550
Email : sales@caldrongraphics.com, rajat@caldrongraphics.com, afzal@caldrongraphics.com. Website : www.caldrongraphics.com
Dealers & Distributors : Ahmedabad : 9426077308, Bangalore/Hyderabad : 9959846661, Bhubaneshwar/East India : 9903041754, 9007724123,
Guwahati : 8254860687, Jharkhand/Patna : 9304834583, Kolkatta : 8981065665, 9830106570, Maharastra : 7972621963, Trivandrum :9447277700
Bangladesh:+88029550259, Malaysia:+60122331073, Nepal:+9779851121657, 9741116236, Singapore:+6596855427, Srilanka:+94717242424



Usage of the Flex Banners to Cover the Leaky Roof of a School



Utilization of the Flex Banners to Cover the Tin-Roofed Shanties

their expansion plans have been put on hold. Industry will be getting bigger and production will overtake the demand. Election is all about low grade materials. With one warehouse each in north and central India, we are present through our network of 120 dealers. Besides, we have sales team divided into seven zones to take care of the marketing. Since our plant is new, the quality and the accuracy of the material is guaranteed," says Singhal.

According to him, SuperSign Industries started its operations in the year 2015 at Roorkee in Uttarakhand with a monthly capacity to produce 1200 tonnes of flex banners. Spread over 10 acres, the company offers flex banners – front-lit, backlit, black back, grey back, from 180 GSM to 710 GSM with widths varying from 1 mtr to 3.2 mtr in different colour tones.

Fabric over Flex

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

Fabric possesses various constraints like size restrictions, poor printability, durability and weatherability which severely restrict their usage even at higher costs of fabrication. Large LED screens have not been able to replace the flex banners for outdoor advertising purposes owing to the sophisticated installation and exorbitant costs of production and maintenance.

Almost all the flex manufacturers are against the opinion that fabric is the true substitute for flex. "Few solution providers have promoted it in the name of Green, which is not the truth as fabric also needs a coating to be used in signage industry. The coating is done with component of the same PVC family for which flex has been put under the scanner. When compared with flex, fabric lacks on many fronts such as availability, feasibility (cost-effectiveness), compatibility, strength, and durability. Moreover, fabric is not biodegradable. In short, fabric doesn't have the potential flex is blessed with. Flex is actually the common man media, which small vendors/manufacturers, who can't afford newspaper or TV, can easily opt for the purpose of promoting their respective brands," says Kashayp insisting that flex is here to stay.

Patel at SunLex has a different take with a soft corner for soft media, when he says, "Even in developed countries, flex accounts for 70% of outdoor advertising. This is despite the fact that those countries are far more concerned for their environment than we are. On similar note, we can't expect 100% replacement of flex with fabric in India, but can keep some space for it. We understand that for indoor media, fabric can be O.K.; but for outdoor applications especially for big hoardings, fabric is not appropriate because to develop a wider canvas, seaming is still a tedious and costly affair. Besides, the print quality is also not at par with flex.

Elaborating further, Verma says, "There are valid reasons why fabric can't fully replace flex. Fabric for signage purposes is too costly when compared with flex. The high price of fabric as media is actually deterrent to its growth keeping in view the extreme level of price-sensitivity in our market. Further, the commonly available width of flex is 10 feet, which fabric is yet to match. Moreover, when it comes to strength, flex again surpasses fabric with visible differences, which has made latter's usage limited to indoor applications. In short, I can't see a visible shift over fabric due to its limitations.

Echoing Verma's views, Gautam says that he sees no danger to flex from fabric as the former is much lower priced. "In textile/ fabric, the raw material is very costly that leaves people with no other option but flex - the cheapest option for outdoor advertising. Moreover, the durability of fabric is also at a questionable stage when compared with flex. Keeping all this in view, for a decade or two, there is no damage expected for flex from fabric or any other media. It is also a concern that fabric for signage purposes is not compatible with solvent printing, and using UV technology would make it further costlier."

Patel at MegaSign is confident of the agility of flex in the world of signage. "Flex is the cheapest media which can't be replaced with any other currently available media including fabric for signage purposes. Even the ban in those states couldn't fuel the demand for fabric to the expected extent. It is still at a nascent stage and the availability of fabric as media is not so proficient. Further, it has quite a few limitations when compared with flex. Especially for hoardings and billboards, the seaming in fabric is still very difficult. Besides, unlike flex it is not 100% waterproof."

Adding further to the points of superiority, Singhal says, "Leave the pricing and availability factors aside, if it comes to biodegradability, all fabrics do not fulfil the criterion. Further, the fabric to be used in signage needs special coating which again is a PVC component. So, considering fabric as environmentally friendly and viable can't be accepted. Therefore, barring flex on this point doesn't get justified. This is more like imposing undue restrictions over flex."

Reuse & Recycling

Flex banners are the most common tool of advertisements in both the urban and rural areas. Having PVC as one of the major components, the non-biodegradable flex is usually perceived as a threat to the environment. Accordingly, adoption of innovative and eco-friendly strategies that encourage the reuse of the flex banners is extremely important in the current scenario. The disposed Flex banners can be used for the protection of buildings and crops from moisture, especially in the areas where there is an absence of direct sunlight. Hence, covers made from the flex banners



Products made from the Discarded Flex Banners



Fabrication of Pouches from the Disposed Flex Banners

are prevalent in Assam, Bihar, Uttarakhand, Orissa, etc.

Reputed NGOs like Goonj have been using these banners to cover the leaky roofs of schools, tin roofs of shanties and as sitting mats at the flood relief centres so as to provide protection from the rain and cold weather. Such covers are long lasting, easily cleanable and significantly reduce the impact of the monsoons. Tarpaulin covers made from the flex banners have been extensively utilised during various disaster relief operations in the villages of Uttarakhand, Nepal etc.

Meanwhile, most of the manufacturers have been offering the provision of recycling of the used flex banners. Gautam informs that the packaging of the flex now carries the symbol of recycling, which is a kind of hint to the suppliers as well as the end-users that the material is recyclable and must not be thrown away on the road or dumped in the garbage. "We have initiated the process of recycling as well."

"We are appealing to the end-users not to throw away flex banners in garbage but to submit the used flex hoardings or banners to us for recycling irrespective of that being from any manufacturer or supplier," asserts Verma. He adds that it is our responsibility





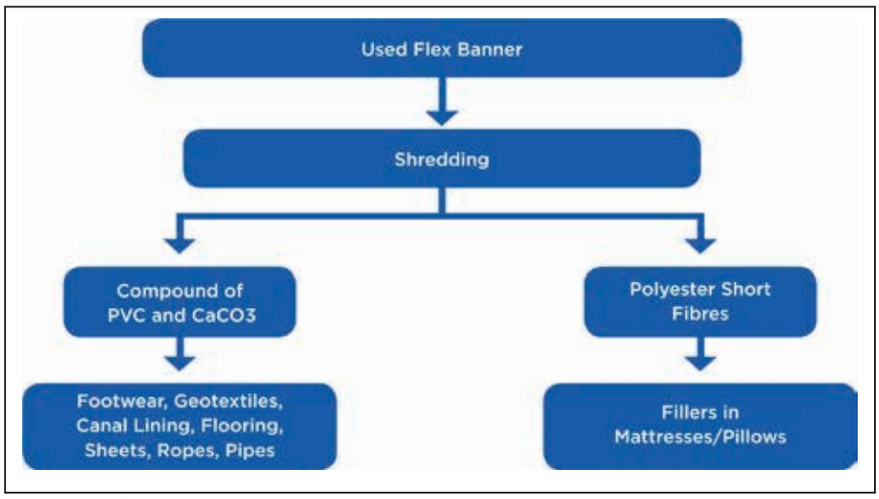
Production of Sitting Mats from the Used Flex Banners



(a) Mechanical Shredding Machine



(b) Shredded PVC Compounded with $CaCO_3$



Recycling of the Flex Banners

to lessen the burden on environment. "After all what bad we would be doing today to the environment, could possibly be the consequences to face for our children. "By recalling the used banners, we are only performing our duty."

For this, the industry association is busy devising ways to separate the plastic from flex to make more of a polyester fabric than merely being counted as plastic, the hazardous substance. Industry experts suggest that the used flex banners are generally collected in all the major cities by the local rag pickers and sold to the segregation and reprocessing units. Therefore, they do not reach the masses and cannot be seen in the dump yards.

Further, with the recent technological advancements, it is commercially viable to segregate the components of the flex banners namely, the PVC compound and polyester fabric. This is achieved by a mechanical shredding process after which the shredded mass is separated without heating or reprocessing. These materials are further utilised to manufacture new products with distinct life cycles viz., footwear, geotextiles, canal lining, flooring, PVC sheets for construction and agricultural applications, ropes, pipes, fillers in mattresses/pillows etc. The flex banner scrap can also be utilised for the construction of roads.

"We are also in conversation with the road & transport ministry wherein we have given the option of using the recycled flex materials in the construction of roads by mixing it up with the bituminous. This would in turn increase the life of the roads so constructed. The matter is under the consideration and we are hopeful of soon getting the approval for the same," informs Patel at MegaSign.

Conclusion

Flex banners clearly belong to the category of B2B products which are printed and installed even by the small and medium business establishments. After their usage, these banners carry an economic value because of their reusability as tarpaulin, roof covers, truck covers, rickshaw covers, food grain covers, bags, sitting mats etc. Flex can also be recycled wherein the constituents are separated by means of a mechanical shredding process.

Going forward, the PVC compound can be utilised for flooring and manufacture of footwear, geotextiles, etc. while the shredded polyester fabric can be used as soft fillers in the mattresses and pillows. The Government of India had recently issued the Guidelines encouraging the use of plastics including PVC for laying roads. The Central Road Research Institute (CRRI) has been conducting research on the usage of the scrap of the Flex banners for bituminous road construction.

Moreover, the Government of India utilises the flex banners to communicate the various social schemes and regulatory announcements to a large audience in urban and rural areas. The commercial advertisements by the private companies help in the extensive marketing of their products/brands/services to the consumers.

There's no doubt that the regulations regarding the use of plastics has restrained the growth of flex banners. In the meantime, the manufacturers association is doing every bit to get the ban lifted while the growth avenues are waiting at the threshold owing to its cost-effectiveness.

Explore new landscapes of graphic art with IDS and Mimaki printers

Docan Digital Printing System

with KYOCERA HEAD
Speed 1000sqft/hr



Technical Specification

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

IDS Revotech Konica 512i /1024i Head Digital Solvent Printer Option with UV Inks Also



Technical Specification

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

IDS Multi-function Channel Letter Bending Machine



Technical Specification

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

A Stable T-shirt Printer 3PL Industrial Print Head



50 T- Shirts per hour

*With Lowest Ink Cost

Technical Specification

Competencies of the printer include:

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

IDS

Infinity Digital Solutions Pvt. Ltd.

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

APSOM TECHNOLOGIES

Mimaki®

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

Print & Cut SOLUTIONS

Sign Graphics

CJV SERIES
High-performance, integrated printer/cutter



CG SERIES Cutting Plotter



JV SERIES
Affordable, high-performance printer



Cut, apply and decorate Sign art that brightens towns

Industrial Products

Flatbed UV Printers

SOVIKAA

VEEDO 7151

TOSHIBA PRINT HEAD





We do small, We do big!



Mimaki®

Advanced Flatbed UV-curable Inkjet Printer

UJF-3042MkII



UJF-6042MkII







UCJV300
UV-LED integrated Printer/Cutter

new

The Only 64-inch UV Printer Offering In-line Cutting Capability And Featuring White Ink For Four-layer Printing.







3M

3M™ MCS™ Warranty

See us @

APPP 上海 EXPO 国际广印展 2019 SHANGHAI

2019.3.05-08

国家会展中心(上海)

The 27th Shanghai International Ad & Sign Technology & Equipment Exhibiton

GO GREEN

Mega Launch of Go-Green Products
UV Printers & Soft Signage Printers

Visit us for Live Demo

Available with Eco-Friendly Inks

Solvent Series Printers

SOLVENT INKJET PRINTER KM512
SUPERJET
85 m²/h



SOLVENT INKJET PRINTER KM512i
SUPERJET PRO
Economical Model 4 Heads
BYHX Control System
110 m²/h



SOLVENT INKJET PRINTER KM1024i/512i
SUPERJET PRIME
Can DO Fabric Printing
BLUE PRINT
Upto 5000 sq.ft Per Hour
HI SPEED



Available in 10 pl/25 pl
Spectra StarFire 1024 Series Printer
SUPERJET STAR
200 m²/h



UV Flatbed Printer

UV LED TRUE FLATBED PRINTER
RICOH Powered by RICOH
ULTRA UV2513
ULTRA UV2030
gen5
UV LED
8 COLORS



UV LED FLATBED PRINTER
RICOH Powered by RICOH
ULTRA UV1016
UV LED



UV Roll To Roll / Hybrid Series Printers

High Quality UV Printing With Ricoh
MICRO V2-R
ROLL TO ROLL UV PRINTER
8 COLORS
BYHX Control System



Optional SOFTWARE
ONYX
XENONS®
5 Metre Model Available

High Quality UV Printing With Kyocera/Ricoh
MICRO8
HYBRID UV PRINTER
HIGH QUALITY PRODUCTION
RICOH Powered by RICOH gen5
UV+W
KYOCERA



High Quality UV Printing With Ricoh / Kyocera
MICRO V4-R / K
ROLL TO ROLL UV PRINTER
KYOCERA
RICOH



MICRO 3
UV ROLL TO ROLL PRINTER
UV+W



TOSHIBA PRINT HEAD
XENONS®
MICRO180
HYBRID UV PRINTER
UV LED
UV+W
New Foldable stand



RICOH Powered by RICOH gen5

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

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

DELHI NCR: 12/36, Site-IV, Sahibabad Industrial Area, Ghaziabad-201010, U.P.
Tel: +91-120-4261170. Mob:+91-9810343951

SURAT : Office No.1015,1st Floor, World Trade Center,Ring Road Area, Surat- 395 002.
Tel:0261-2369400, Mob: +91-9322515809.

KOLKATA: 23-R, Motilal Basak, Garden Lane, Phool Bagan, Kankur Gachi, Kolkata- 700054.
Tel: +91-9830364995. Mob:+91-9331269836

Pune:+91-9321895804 **Gujarat:**+91-9081909097 **Odisha:**+91-9692564656 **MP & Chhattisgarh:**+91-9322515809 **South:** +91-8291434034

www.apsomtechnologies.com

Vinyl Wrapped Train Coaches Promote Kumbh 2019





Kumbh Mela, the largest congregation of pilgrims on Earth, is being held in Prayagraj this year. The event will see crores of devotees from across the country taking a dip in Triveni Sangam, the sacred river that marks the confluence of Ganga, Yamuna and mystical Sarasvati. The Mela that commenced on January 15 on the occasion of Makar Sankranti will be held over a period of 55 days, spanning several acres of area around the river Sangam in Prayagraj. The grand event is recognised as the 'Intangible Cultural Heritage' by the United Nations.

In order to make the experience of Kumbh remarkable and facilitate the safety of tourists, the government has taken important steps such as installing thousands of LEDs, tents, CCTV cameras and introducing special trains.

It is well known that outdoor media has always excelled at delivering message to the masses with visual impact and location targeting, and it is still one of the best ways of achieving these objectives cost-effectively and with nationwide coverage. Therefore, the innovative OOH advertising medium was employed to enhance awareness about Kumbh 2019 and facilitate tourists. To promote the mega event, 800 special trains have been vinyl-wrapped with images and messages along with a customised logo made particularly for the occasion.

The logo and tagline for Prayagraj Kumbh Mela 2019 were released in Lucknow before the beginning of the event. Speaking on the occasion, Chief Minister Yogi Adityanath had commented that all official documents, government advertisements and hoardings would carry the logo to remind people about the event.

MAKE YOUR BOOTH MORE ATTRACTIVE

EXPO PRODUCTS



MEET US AT

in-store asia
Inspiration. Innovation. Transformation.

14

15

16

MARCH 2019

BOOTH NO. F70

Hall 1, BCEC,
Goregaon
(EAST),
Mumbai, India

Caterpillar Signs Pvt. Ltd.
Contact: +91 9099089260
Email: krupal@cpgraphics.in

CPSIGNS

Tinder India's Latest OOH Campaign Targets Men





Recently, Tinder the popular dating app started an outdoor campaign using popular memes and displaying them on billboards and hoardings all across big cities. The image and content on the billboards were a clever blend of quirky and creative.

The campaign which was named 'Adulting Can Wait' turned out to be eye-catching and engaged the target audience effectively. Tinder, through this out-of-the-box creative advertising campaign, has generated a few laughs and reached the target audience successfully at the same time.

In the OOH billboards, Tinder targeted Indian men. The memes displayed, took a dig at Indian guys who apparently cannot get things right. One billboard highlighted the cooking skills of men while the other sarcastically displayed meme on advertisements.

Another quirky creative was an old yet popular meme where Drake stands in an orange jacket approving something in the first frame and disapproving something in the other frame. In this meme, Tinder puts forth and highlights as well, the immaturity of people who opt for purchasing phones on EMIs rather than buying houses for a secure future.

The inventive OOH campaign turned many heads and engaged commuters. The billboards combined humour and sarcasm to engage the target audience. The campaign used multiple media to popularise, one of which was a video song, in which a young woman is seen wandering through a maze while engaging in many different activities. The maze in the video might be a metaphor for life itself as the woman goes about exploring each individual aspect of it.

Billboards and other out-of-home (OOH) displays are decades-old marketing format, but marketers are taking their OOH strategies in new and innovative directions by unconventional ideas.

CASE STUDY

雅色兰
YASELAN

New Launch World Class UV Products

UV TRUE FLAT BED G2513
YASELAN Ricoh Gen5 Printhead

High Speed, Best Output Quality LED UV Flat Bed Printer



Roll To Roll UV 180 R / 3200 R
YASELAN Ricoh Gen5 Printhead

High Speed, Best Output Quality UV Roll to Roll Printer



High Speed Monster
YASELAN PLUS Xj10
KONICA 1024i | 512i

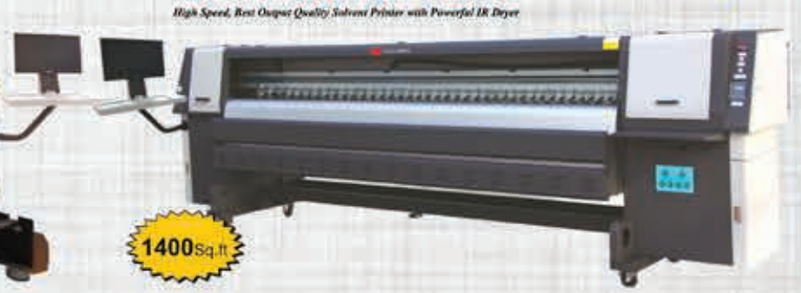
High Speed, Best Output Quality Solvent Printer with Powerful IR Dryer

UPGRADABLE MODEL



High Speed Monster
YASELAN X9 KONICA 512i

High Speed, Best Output Quality Solvent Printer with Powerful IR Dryer



New Standard Outstanding Speed
Stunning Beauty X6 2030 Xaar 2.5pl
Eco Solvent & Roll to Roll UV Printer



XAAR®

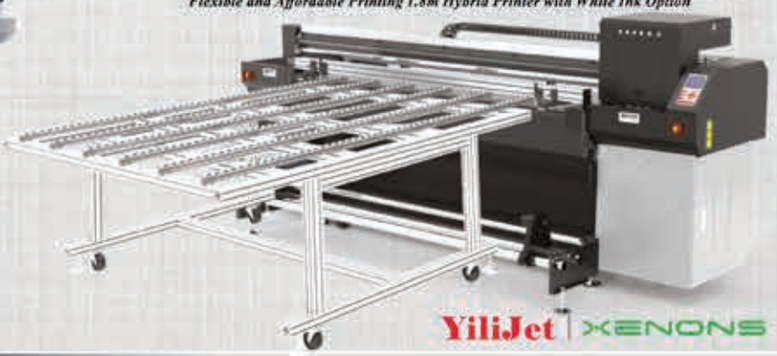
UV LED Printer
X6-1610 XUV

High Speed, Best Output Quality LED UV Flat Bed Printer



Hybrid 180 Series
M180E | M180UV | X180UV

Flexible and Affordable Printing 1.8m Hybrid Printer with White Ink Option



YiliJet | XENONS

UNIQUE™
Sign Innovations

Reg Off: 23, Mayor Chitti Babu Street,
Triplicane, Chennai-600 005. Tamilnadu
Ph : +91 44-28414902 Mob : 9841567834 | 9710604902
Email : info@uniquesigninnovations.com | www.uniquesigninnovations.com
follow us:

Ahmedabad | Andhra Pradesh | Bengaluru | Bhubaneswar | Kochi | New Delhi | Nagpur | Pune | Punjab | Telangana | Uttar Pradesh

EcoSigns: Media with Certified Green Attributes



Dipen Mehta, Director, Universal Products

It's more than a couple of years now that Universal Products has been manufacturing and supplying an eco-friendly solution named EcoSigns, a high-quality substrate which is fully recyclable as well as biodegradable, and can easily replace PVC bill boards, banners, standees, vehicle wraps, etc. The company claims to have the proof that EcoSigns doesn't emit hazardous gases when it comes in contact with chemical like solvent ink, and hence, it is pretty safe for both people and environment.

So, it was time to update the industry stakeholders about the rapidly expanding market presence of EcoSigns. The propounder of this eco-friendly media took this responsibility on its shoulder to make the world PVC Flex-free, which has been proved to be hazardous not only to environment but also to the people attached therewith. In an exclusive conversation with **Sign & POP World**, **Dipen Mehta**, the Company's Director, threw some light on the development thereafter, and the exciting future prospects. Here are the excerpts to follow:



PE Ecosigns Hoarding

How has been the response from the market for EcoSigns? At what growth rate is EcoSigns as a signage media is moving ahead?

It took some time in the beginning but as the market became aware of this product, many corporate companies, printers and advertising agencies have accepted, and are utilising this media. They have realised that the printing quality on this material PE EcoSigns, which is equally compatible on solvent and eco solvent machines, is far better than any other substrate. The genuineness of this certified recyclable/ bio-degradable product has caused a steady increase in the growth rate as new customers are being added every day.

Now that the ban on flex has been almost lifted, how do you see the scope for EcoSigns media?

No state has lifted the ban. In fact, The Environment Ministry of India has passed policies for Solid Waste Management to ban all 'one-time use plastic' and non-recyclable materials by 2020. Many more states will be added to this list soon. Under the policy, all other substrates currently available in the market to replace PVC Flex have to provide certificates of recyclability as even for those substrates, the base material is plastic or coated one, although it might be PVC-free.

But at the same time, all plastics are not bad. Meanwhile, digital printing and advertising industries have invested a lot in the machinery and many people's lives depend on this industry. And for it to survive, Government should provide proper guidelines or notifications and allow approved laboratory-certified recyclable and biodegradable materials. This will put a cap on the use of non-recyclable materials and restrict the amount of solid waste generated from this industry. All connected industries and corporate companies should understand the issue of this hazardous waste, and accordingly support the government for a better tomorrow. What we give to nature comes back to us. It is, therefore, up to us to decide what we want for our generations to come!

The scope of PE EcoSigns is high as this





Vehicle Branding on Pre-Gummed PE Ecosigns

is 100% recyclable and biodegradable, as certified by government authorised laboratories.

You have so many variants of EcoSigns in the market. Which one is the most sought after and why?

The variants available with us are Front-lit, Backlit, Block out and Pre-gummed (widely known as vinyl) materials. The turnover of front-lit media is at its peak and pre-gummed media is also showing more improvement. As the government is strict in a few states to implement the law to stop hazardous materials, demand from the government and other users is tending to go on the higher side. Our product has intrigued not only the people of our country, but other countries as well.

In which all segments – Corporate, Retail, Residential, Industrial, etc. - is EcoSigns creating its space?

Our target is corporate sector and government organisations. Many corporate companies are trying to replace flex with PE EcoSigns. We offer a buy back policy and pay Rs 15/kg to return our material to us after the use, for recycling purposes. We believe the government has to issue guidelines to all manufacturers to be accountable. We are responsible for the recycling and this makes it easier for the advertising industry to achieve its 'zero waste' target.

Recently, a test report has proved that EcoSigns is bio-degradable. How and to what extent is this going to help EcoSigns in becoming a favoured media for signage fraternity?

The specific order of BBMP of Bengaluru has driven us to develop this biodegradable material. With continuous efforts of our technical and R&D team, we have improved our material from being 100% recyclable to even being biodegradable as per IS/ISO 15985. These materials had been sent to the laboratories for testing, and we have received positive reports for the same.

As per the IS/ISO 15985 reports, the material partially biodegrades within 68 days. It would take further 14 to 15 months to get completely bio-degraded. With genuine certificates insisting PE EcoSigns as 100% PVC-free, 100% recyclable, and biodegradable as per IS/ISO 15985; we are ready to replace PVC Flex and any other non-recyclable material. We are proud to offer one single material with all features for better tomorrow.

With so many positives happening around, do you have any plan of capacity expansion in near future?

Definitely, yes! Our current production capacity is 40,000 sqm/day, with maximum width of 60" (5 feet). We have planned for a future expansion of 1,20,000 sqm/day, for 126" (10.5') width. Once we are into 126" width, our range will be complete and we will be able to offer 100 % recyclable material to all across India and the world. Meanwhile, we are also expanding our trade network and hence, looking for channel partners in all the regions of India. Interested industry stakeholders/people can contact us for a fruitful association to take this innovation to its maximum level. Together, it is possible to achieve the targets.

How many dealers/channel partners do you have as of now? When are you going to expand this network?

Currently, we have our dealers in the states of Kerala, Chhattisgarh and Karnataka. We welcome interested people from different states with like vision to support us in promoting and expanding the market of this media. They would be appointed as the channel partners of that particular state. Each interested investor will be given the distributionship of one particular zone of India. As soon as we get distribution associates with us, we will go for expansion as production infrastructure to enhance capacity is ready with us and will take 6 to 8 months to start the unit in full capacity.

Which region is showing you more potential for EcoSigns? And why?

EcoSigns has drawn a lot of attention from the states of Karnataka, Kerala and Chhattisgarh, following the ban on the usage of PVC Flex that was either imposed or in the process of being imposed by the respective state governments. More is to come from other parts of the country owing to the certified proof of EcoSigns being both recyclable as well as biodegradable, which I believe is the most important factor behind its gaining acceptance, and hence, popularity among the signage and printing fraternity.

What steps are you taking to promote it among the PSPs as well as the end-consumers to push the demand?

We have a strong marketing team promoting our product through different ways including





PE Ecosigns Frontlit





PE Ecosigns Backlit



Bus Shelter Branding on PE Ecosigns

social media, hosting events and talks. We don't miss opportunity to take part in business exhibitions as it is one of the best ways to market. Active assistance is given to our channel partners in capturing as much of the market as possible.

Our objective is to do better for the environment and society. Once the material is on the role in the market, we are sure it will generate the demand itself. We need like-minded people, agencies and printers who can pitch for the corporates and make them aware of this media.

Where do you see this media in a couple of years from now?

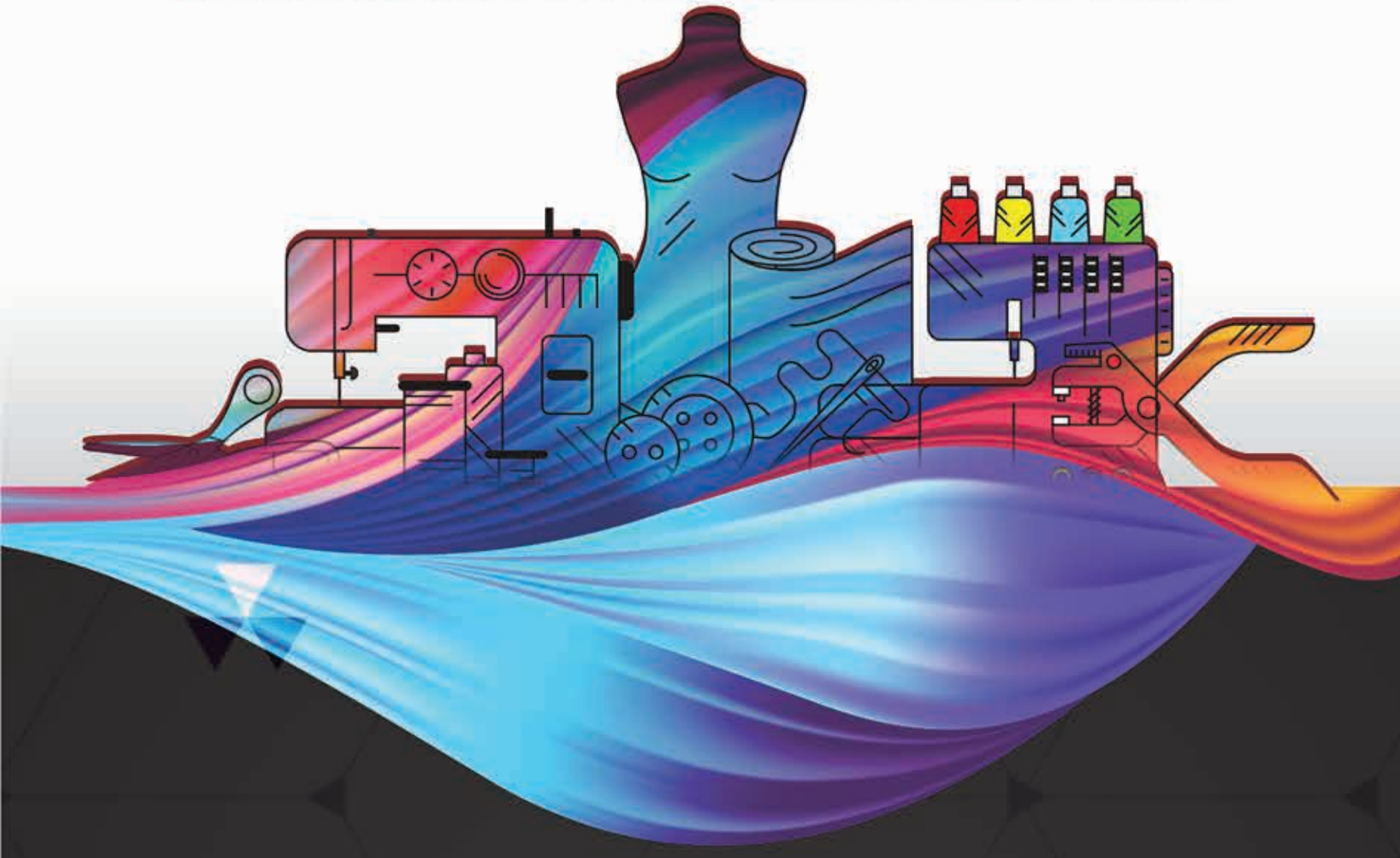
At its zenith! As for now, this is the only certified recyclable/biodegradable media available as genuine material to replace hazardous substrates used in India or in part of the world. Further, we will have a very big opportunity once we are into 126" width, and are sure of reaching this stage very soon. The Government of India has already announced that by 2020, the usage of all 'One time use and non recyclable plastics' will be completely stopped in the entire country. Therefore, we are expecting a huge growth following the resultant demand for this product.

No matter what the future holds for our business, our objective to do better for the society and the environment will remain the same. This innovation is one of our notable contributions to save this green environment. With this belief that Earth is the only one planet to live in, we hope that all the corporate companies, advertising and printing industries would understand the need to save this planet and would surely come forward to support us.

We must do whatever we can to save this planet. Our society has done a lot for us now it is our turn to wake up and as responsible businessmen take the initiative within our capabilities to give back to the society so as to give our future generation a sustainable environment to live in.

India's Comprehensive Exhibition on

Garment & Textile Machinery, Fabrics, Accessories & Allied Industries



GARTEX 2019

10 - 12 AUGUST, 2019

Hall: 8, 9, 10, 11, 12 & 12A

Pragati Maidan, New Delhi, India

Incorporating:

- DIGITEX SHOW
- Fabrics & Trims Show
- Denim SHOW
- INDIA LAUNDRY SHOW

Focus Segments:

- GARMENTING & APPAREL MACHINERY
- INNERWEAR MANUFAC ZONE
- EMBROIDERY ZONE

Scan for Online Registration

BOOK YOUR BOOTH NOW

Organizer

MEX Exhibitions Pvt. Ltd.

+ 91-11-46464848

info@mexexhibits.com

www.gartexindia.com

MEX Exhibitions Pvt. Ltd.

Fluxaxis Employs Large Format 3D Printing to Increase Blood Cancer Awareness





The UK-based digital manufacturing service provider, Fluxaxis, has two 3D printed life-size master figures that played an integral role in a recent 'Make Blood Cancer Visible' campaign for the pharmaceutical company, Janssen. Fluxaxis is an established 3D printing business and provides 3D printing bureau service in addition to offering bespoke digital manufacturing services.

The figures were used by Fluxaxis's customer workshop to produce molds for a series of ten life-size human bodies. The unique campaign was an initiative to spread awareness about the invisible nature and dire effects of blood cancer. The 3D printed human models were used to connect and engage audiences on the move.

The company produced the models on its Massivit 1800 3D Printer in less than eight hours each. This further reduced both the time and costs involved in creating the display compared to conventional production methods. The Massivit 1800 Flagship 3D Printer is the first of its kind to produce super-sized, crowd-stopping signage, displays, and props for visual communication. Also, the printer is known for its extremely high printing speed and, it is designed to enable business growth through scalability of printing heads and diverse printing materials.

The custom-build awareness campaign was designed to give blood cancer priority and recognition within the UK. Real-life recordings of people with the disease were emitted from the human figures to amplify the sensory impact. The campaign was spread across to key locations such as London, Cardiff, Manchester and Edinburgh and received widespread recognition over various social media platforms.

APSOM TECHNOLOGIES

SOVIKAA

Hi Tex FH Industrial Textile Printer

FH 3208



Soft Signage
&
Home Furnishings





力宇制造
MADE IN LIYU

3 Options

- Direct Fabric
- Paper Printing
- Dual Roll

See us @

APPP 上海 EXPO 国际广印展 2019 SHANGHAI

2019.3.05-08
国家会展中心(上海)

The 27th Shanghai International Ad & Sign Technology & Equipment Exhibiton

Revolution has come! UV BACK TO BACK

New printer starts a new era of single & synchro double-sided printing



UV
Double Side Printer

India's First
Live Demo
@ Indore,MP

SKYJET | Leader of Global Double Side Printing Machines

SKYJET SDL3300 UV RtR Printer

More Details

+91-9322515809

Authorised Distributor
APSOM TECHNOLOGIES (INDIA) PVT. LTD.

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

DELHI NCR: 12/36, Site-IV, Sahibabad Industrial Area, Ghaziabad-201010, U.P. Tel: +91-120-4261170. Mob:+91-9810343951

SURAT : Office No.1015,1st Floor, World Trade Center,Ring Road Area, Surat- 395 002. Tel:0261-2369400, Mob: +91-9322515809.

KOLKATA: 23-R, Motilal Basak, Garden Lane, Phool Bagan, Kankur Gachi, Kolkata- 700054. Tel: +91-9830364995. Mob:+91-9331269836

Pune:+91-9321895804 **Gujarat:**+91-9081909097 **Odisha:**+91-9692564656 **MP & Chhattisgarh:**+91-9322515809 **South:** +91-8291434034

www.apsomtechnologies.com



Soft Signage: Flags & Banners Hold the Future of Promotions

ALONG WITH OPTIONS LIKE BACKLIT IN-SHOP DISPLAYS UNDER SOFT SIGNAGE CATEGORY, FLAGS & BANNERS ARE RAPIDLY EMERGING AS ONE OF THE POPULAR ADVERTISING MEDIUMS FOR DRAWING ATTENTION OF PROSPECTIVE CUSTOMERS.

Soft signage, especially flags & banners, is a non-traditional textile application but is evolving with each passing day. This mostly because these media offer extreme customisation suiting to the needs of a particular business and thus helping the later in fortifying the marketing and sales process. In short, it brings complete freedom to brands for conceptualising and creating designs perfectly in line with company's objective.

A wide variety of advertising flags like teardrop flags, feather flags, rectangle flags, swooper flags, as well as giant flags can be seen in different sizes meeting the specific advertising needs of the respective businesses. What's more, the flags and banners suppliers do provide a large variety of pre-made advertising flags to choose from keeping in mind the occasion or the purpose which may be a grand opening, special event, product launch, etc.

It won't be right to write that we Indians have truly been influenced with the global trend of soft signage, but it would be more appropriate to mention that the shift has been flagged off. However, industry experts still believe that it's too early to speak about the shape of the Indian soft signage industry's future as it is still at a nascent stage contributing only a meagre around 2 – 5% to the total signage printing.

When it comes to soft signage, banner & flags tops the list, but it is yet to pick up the pace in India. This is mostly because of the absence of appropriate media followed by the compatible printing technology. As an inexpensive and effective way to promote a brand/cause, flags are generally used for delivering customised messages. The trend is not new here, but it is awaiting the needed push.

To explore the current scenario, we, at Sign & POP world, contacted a couple of technology suppliers along with few PSPs who took the initiative towards changing the curves of the country's signage industry.

Fabric – The Green Media

It is no surprise that the printers' fraternity unanimously believes that shift towards fabric is inevitable as it is the most viable option to replace flex. In the last few years, the drive towards Green media is so much so that everyone amongst the printing family is seemingly convinced for the change, starting from south – the region that experienced the country's first ever ban on the use of flex where it was also implemented for maintaining the beauty of the land.

The term Green or eco-friendly is so well attached to fabric that flex manufacturers and suppliers are trying hard to prove the eco-friendliness and recyclable attributes of flex with the help of recent research that was done by IIT - one of the most reputed institutes in the country. This is despite various visible limitations that fabric is facing that include its availability and cost competitiveness.

Notably, printer manufacturers are also pushing for the cause following the feedback that they gathered from international exhibitions like Fespa-Germany, SGI–Dubai, APPP Expo–Shanghai, etc. where the trend is seemingly towards fabric.

The Suppliers' Soft World

Slowly but steadily, fabric is making its groove in the country's signage industry.



Vir Vikram Bhatia, Managing Director Apsom Technologies Pvt. Ltd.

From zero to 5%, and now to 10% is nothing but the testimonial of its future. According to **Vir Vikram Bhatia**, Managing Director, Apsom Technologies Pvt. Ltd., "The country's signage market is growing and developing at a faster pace. More so, it is expanding in many virgin areas giving a boost to overall signage industry in India. Our estimation is that year on year it is growing by 20% to 25% which is exceptionally good, looking at various other industrial sectors. However, when it is about flex and soft signage, still it is ruled over by flex, and estimation from industry sources implicates that latter is somewhere around 10% to 20% where fabric or other eco-friendly solution is used."

Apsom Technologies has created an indisputable niche in India's digital printing industry and has incessantly been playing an important role in the growth of country's visual communication industry for more than two decades. Having established a strong presence across the country, the company is known for its technology solutions that it offers to meet and exceed customer expectations, right from simple scanning to tricky colour matching, from substrate selection to picking the right film for lamination.

Smarth Bansal, DGM-Product/Brand, ColorJet India Ltd., feels that the soft signage market is still at a nascent stage and accounts only about 5% of the country's total signage market. But the future is brighter. "The demand for soft signage is coming up faster as expected. Fabric is the future of signage industry. Though the move is prevalent across the European and other developed countries, it will take a few more years to flourish here in India. Flex is something that everybody is doing. And, people want to see what different are we coming up with in terms of technological innovations," he asserts.

ColorJet India Ltd., the largest manufacturer of digital inkjet printers in India, markets its products in 14 countries worldwide. Founded in 2004, the company maintains its operations via two manufacturing facilities and sales offices spread across seven countries, which include India, China, Bangladesh, UAE and Sri Lanka. To-date, ColorJet has installed and implemented over 4,000 of its printing solutions and products across 315 cities around the world backed by a strong 278 member team, of which almost 100 are in technical related functions.

The Trends

Speaking about the trends and driving factors, Bhatia says, "Fabric printing or rather soft signage printing is not limited to UV technology but has been witnessing high-level of experimentations as the









FLEX SIGNS INDIA PVT. LTD.
THE MOST TRUSTED NAME FOR AD MATERIALS

Our Products are:

Colour Vinyl
Lamination Film
White Printing Vinyl
Printable Fabrics
One Way Vision Film
Inkjet Printing Media
Display Equipments

Contact us:
FLEX SIGNS INDIA PVT. LTD.
4241/2, JAI MATA MARKET
TRI NAGAR, DELHI- 110035

Tel: 011- 27392466/77
+91- 98117 53584
+91- 97114 26344

EMAIL: flexsigns@vsnl.net

PSPs are successfully using eco-solvent and direct sublimation inks as well for the purpose. Actually there are many places where flex is banned or restricted to use, and various MNCs and corporates are insisting upon using eco-friendly material as part of their CSR. In the meantime, the level of awareness about the environmental issues is continuously on the surge be it the government, corporates or the end-customers. They are concerned about how to overcome the same. Soft signage provides a significant solution in this case."

Adding variety, Bansal says, "Considering the fact that soft signage is easy to use, sustainable and aesthetically aligned, retail sector is fast switching towards it. Also, the government is banning PVC material in a few states, which in turn, is pushing brand managers and visual merchandisers to switch towards soft signage, which is most suitable for a large range of signage applications, such as stadium banners, displays, signage, backdrops, trade show graphics, retail store décor elements, etc." He feels that the market for soft signage has started picking up and soon the scenario of flex will be changed. "Other than India, we have our soft signage solutions in countries like Thailand, Dubai, Australia, Spain and Italy. We have seen that PSPs who are into soft signage are only focusing on this vertical because of higher return and niche market."

Soft Solutions

According to Bhatia, Apsom Technologies has always been in the forefront in providing path breaking solution. "Presently, we have solutions for fabric printing using eco-solvent inks, direct sublimation inks and UV roll to roll. In fact, in all these segments, we have machines since last one year and already have significant installations in the country," he says adding that the company offers Sovikaa 3.2mtr Eco-Solvent Printer, Liyu FH3208 Hi Tex Industrial Textile Printer for 3.2mtr application, Sovikaa TS 2000 for application up to 2mtr, Sovikaa V2 & V4 UV RTR Printer and Skyjet SDL 3300 UV RTR Back to Back Printer.

For soft signage printing solution, ColorJet offers its flagship, SoftJet Grand. "We have SoftJet Grand 3.2mtr grand format soft signage printer with 4- and 8-colour options. This printer is completely in-sync with the diverse requirements of current markets. It easily prints on polyester-based fabrics, which can be recycled and use environment-friendly aqueous based inks, and are leading the way to nurture nature for our future. It is most suitable for a large range of soft signage applications, such as banners, displays, signage, parasols, flags, backdrops and outdoor advertisements. Now with additional ink colours, Softjet Grand will produce crisper, more colourful and more vibrant images and will fulfil much more diversified requirements for our clients," Bansal says.

Growth Factors & Avenues

Bhatia feels that the main driver for growth of soft signage is restriction by various state governments on usage of flex, followed by demand from MNCs and corporates as well as demand from printer to upgrade themselves. "This growth is also fuelled by the fact that now new media is easily available in Indian market, making it far easier for the printer fraternity to use this technology. This can grow further if we start manufacturing fabrics for signage applications," he says.

Bhatia sees the growth avenues for soft signage are the rising application areas that include backlit in-shop displays for POS and POP, outdoor advertising including billboards and hoardings, and of course, for the flag and banner markets.

No doubt that the adoption of soft signage by retail industry has added speed to the growth of soft signage. In fact, retail industry started using soft signage way before the



Flags from Pashupati Enterprises (Grand Tambu)



Smarth Bansal, DGM-Product/Brand ColorJet India Ltd.

restrictions were imposed on the use of flex. The role of soft signage has been on the surge these days when it comes to attracting customers into the store, to navigating them to desired products/shelves, and then to finally converting those navigations into sales.

According to Bansal, apparel retail stores, sports industry and stadium branding and flexible event designs are the major contributors to soft signage usage. "Easy handling, simple installation and environment friendliness has pushed the concept of DIY (do it yourself) which eventually leads to the growth of soft signage," he mentions.

Apart from that soft signage is also finding its way into other short-term events, including festivals and retail promotions. Fabric LED backlit displays are getting in to the trend wherein the near translucent fabrics facilitate with eye-catching advertisements and brand signs designed to generate awareness.

Nonetheless, the backlit soft signage can also be used to disburse the illumination so as to create a soft lighting effect. Further, soft signage offers the potential for attractive staging of trade show booths along with many other such environments. Digitally printable textiles are also gaining commendable popularity for banner stands and window graphics, where textiles can provide an aesthetically pleasing, soft look and feel.

Future Prospects

According to Tejasa Purandare, Director, CoSign Modular Sign System, the industry is expected to clock $1.1 trillion by 2020, out of which $120 billion will be the share of e-commerce, which is merely 10%. In view of this projection, she strongly insisted that soft signage industry has a marvellous growth trajectory beginning with fabric display systems. "The need is to identify these opportunities emerging out of this ever growing retail sector, right in time to print a green future for the signage industry."

Adding further thrust, Bansal says, "There's

A TOTAL DIGITAL PRINTING SOLUTION PROVIDER

Fortuna Colours & Prints LLP

R8S

High-Quality Inkjet Printer

Kyocera/Richo both heads available



- Linear print speed up to 75 m/ hr
- Water-based disperse-, acid-, and reactive-dye inks,
- water-based pigment ink
- Directly prints on cotton, cotton blends, linen, nylon, silk, and wool fabrics
- Widely used in clothing, home textiles, and soft signage industries

Speed Master

Duo/Quatro

- Industrial High Speed Sublimation Printer
- High Performance
- Fine Quality Printer,
- Low Ink Consumption
- True color Match (TCM)





barbieri

Spectro LFP S.3 RT

Spectro LFP S.3 TEX

Custom Profiling Solutions Available

Fortuna Colours & Prints LLP

199, Udyog Vihar Phase-VI, Sector-37, Gurgaon-122002, Haryana.

Mobile No: 9873081781, Email: info@fortunacolours.com



Prabhjot Sethi
Pashupati Enterprises (Grand Tambu)



Nitin B. Gami, Founder Director
Perfect Scan



Rahul Gami, Director
Global Printech Graphics

no doubt that there has been a demand for soft signage in recent years. And the reasons are many. The graphics are easier to store, transport and assemble as well as recycle. In addition, a backlit textile looks much better than a backlit film which uplifts the brand image and entire ambience of the store." He further adds, "Our SoftJet Grand is completely in-sync with the diverse requirements of the current markets. It is the best solution for fabric signage, especially for backlit fabric signage, which combines fabric with LED lights in a silicon edge graphic system."

When it comes to creating graphics on fabric, the technology has moved miles ahead. Owing to the continuous research & development, today's aqueous-based digital printers turn modern polyester-based fabrics into bold graphics. This transformation happens when microscopic particles of solid ink dyes are heated to the right temperature, changing them into gas. When applied to the polyester surface, these dyes develop a permanent bond by interacting within the subsurface of the fabric. The result is superb colour saturation, sharply defined text and graphics, and long-lasting results.

PSPs' Perspective

For all this to happen and remain pretty visible across the scenes, PSPs play important role. We spoke to a few of them to find out what are their take of this inevitable shift. According to **Prabhjot Sethi**, Pashupati Enterprises (Grand Tambu), sooner or later, future belongs to fabric because flex will be banned finally across the country owing to its limitations towards environment. "It is just a matter of time. So, what if we switch over to fabric right now! It will be in favour of our future generation."

However, Singh is cautious as the demand for fabric is yet to pick up pace. "Also, most of the fabric used in flags and banners are imported and not manufactured. The UV machines meant for printing on fabric are highly priced and are therefore limited in number. Further, fusing or seaming of fabric is still very difficult and the technology needs to address this concern."

Singh says that the major drawback is availability of appropriate media. "If the big corporates take the initiative and ask only for fabric instead of any other media with hazardous content, the suppliers will have no other option but to source the needed fabric to fulfil the clients' requirements," he elaborates adding that he is sourcing fabric from China.

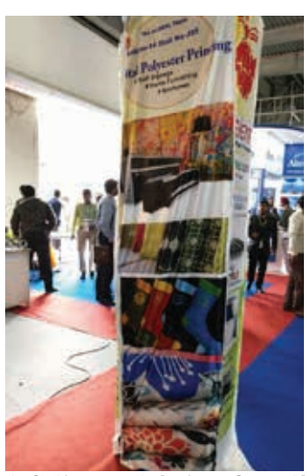
He further opines that there are two different perspectives of this shift. "One is forced by the law or the ban that a few states have implemented on using flex, another is by choice through the stronger awareness campaign which I personally feel that the newer generation is the driving force for us as it is more inclined towards greener solutions."

"I foresee a very bright future of flags & banners, which hold the future of our promotional activities. In the international markets, flags & banners have emerged as the absolute alterative media for promotion. But due to lack of availability of the technology as well as the appropriate media, we are way behind. Of course, the number of players as well as consumers will increase with time as it has the quality to emerge as one of the most popular media for masses.

Nitin B. Gami, Founder Director, Perfect Scan from Indore says that the market for flags and banners will be very rich in time to come. "It was to fulfil the demand for flags & banners that we bought back-to-back printer, because the requirement is to print on both sides of the media. For now, the market is opening up as quite a few orders are there with specifications about the back-to-back printing technology. Most of such demand for flags is coming from telecom and IT industry."

According to him, Indore always leads by example. "Most of the events are reportedly using banners & flags made of polyester. For instance in the IPL matches last year, which held in Indore, only fabric especially polyester signage, banners and flags were used inside the stadium," he says adding that following this trend only 2% shift has been recorded while the conversion of flex towards fabric is happening at a steady rate.

"In the meantime, we are continuously working on 3Rs – Reduce, Recycle & Reuse. We do organise events like road shows for spreading awareness as how we can reduce the use of hazardous substance including flex, appeal people to not throw away used flex signages in garbage rather try submitting the same to some recycling agencies, and also promoting reuse of the printed signage for covering roof and shelter homes in time of need. We do ask them to





Soft Signage Solutions from Global Printech Graphics



let there be light...

A Technology driven company, it is our constant endeavour to achieve most reliable and energy efficient solutions. With a dedicated R&D team and an Integrated Manufacturing Facility, we have capabilities to quickly develop customised products & solutions. We are a very well known brand in lighting solutions space amongst some of the most reputed corporates of India as well as multinationals.

Our Key focus area, LED lighting solutions, include varied products like Profile Lights, Tunnel Lights, Modules, Strips, Constant Voltage and Constant Current Drivers. In addition, we have made significant inroads to Indigenous Development of other technologically advanced products like IGBT based Static Voltage Stabilisers and Electric Vehicle Chargers.

NEENJAS
TECHNOLOGIES PVT. LTD.

NEENJAS TECHNOLOGIES PRIVATE LIMITED

N-216, Sector-1, Bawana
Industrial Area, Bawana,
New Delhi-110039. INDIA

vineet@neenjastechnologies.com
www.neenjastechnologies.com
+91 9818376443, +91 9311382727, +91 9311082727

New Delhi Mumbai Bangalore Gujarat



Hitesh Fariya, Director
Sandaw Digitex



Srinivas
Anu Textile Printing



Naresh Aggarwal
Gopi Fabrics Pvt. Ltd.

shift towards Green media."

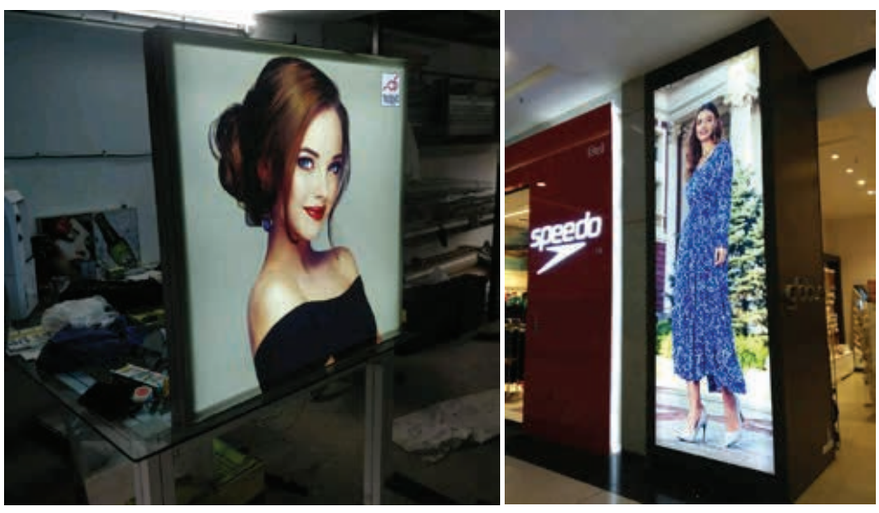
He informs that he has five machines, of which, three are for fabric printing. "This itself shows that a visible shift is there and will take some more time but the conversion is granted. We believe that the time is right now to initiate the process. For now, we have 40:60 :: UV:Solvent, which in this fiscal will be interchanged."

Rahul Gami, Director, Global Printech Graphics from New Delhi has just setup his business. "We are getting orders for outdoor advertising in fabric, which is still new to the market. But we believe that in a matter of couple of years, it will get matured and affordable too. The machine that I have installed in my premises is capable of printing signages for outdoor, indoor, soft signage, sportswear, sofa cover, carton, pillow cover, bedsheets, etc," he says insisting that fabric is future.

Hitesh Fariya, Director, Sandaw Digitex from Mumbai is very optimistic about fabric. "The market for fabric is very good and is picking up fast. In one or two years from now, the sale for fabric signages will be on a rather faster track. The demand from corporate sector is expected to further boost the fabric printing in time to come. For now, it is difficult to beat flex but slowly the eco-friendly technology will pick up and will create the pitch for fabric printing. But yes, it is difficult to expect that UV technology for fabric printing to match the price with flex."

He has six machines including solvent, eco-solvent, latex, sublimation and UV. "Flags & banners contribute 20% of my total business as of now and I expect that it would be 50% in a couple of years. India being a price sensitive market, majority looks for cheap solution. And UV is the latest technology which comes at a higher price and is not yet affordable to majority of us."

According to him, fabric has already entered into indoor branding activities. "Most of the brands have shifted over to fabric light boxes. This will further increase with the expansion of retail industry. But as far as flags and outdoor signages are concerned, fabric is yet make inroad because of its limitations. The seaming in fabric is not yet easy and that makes the whole process tedious for us. It is not only time consuming but also adds cost to the already costlier material. For instance, I have recently got an order of 20x30 feet hoarding in fabric, while the machine comes in 10 feet width. So, to complete the project, we need to seam three pieces of 10 feet, which is neither viable nor feasible."



Fabric Light Boxes from Sandaw Digitex

Srinivas, Anu Textile Printing from Hyderabad in Telangana, reveals that there was no fabric printing machine in the region before he purchased one, a couple of months ago. "We are the first to install a sublimation machine for fabric printing as we foresee our future only in fabric signage here in the state. This is the impact of the recent ban on using flex for signage in the state. People have no other option but fabric although the cost is more than flex."

According to him, the ban is strictly followed in his region. "We are not allowed to put or install even a single flex signage especially in Municipal Corporation area, around the District Headquarters, or even in the main city. When asked my client, he says print it on fabrics."

He shares that in the recently completed local body (Gram Panchayat) election, he printed and supplied flags and mufflers (local people tie around the neck) in good quantity. "The result was as expected. Accordingly, we are targeting the upcoming Lok Sabha election, scheduled later this year. We hope to get good business out of it as the government here is more inclined towards fabrics."

Naresh Aggarwal, Gopi Fabrics Pvt. Ltd. hails from Punjab where neither the ban is announced nor expected in near future. "The market here is yet to get a turn as the state authorities like in southern part of the country have not issued any such ban in north India, especially in Punjab and Haryana the two markets that we cater to. Though we don't have any such requirements of fabric printing as of now, but we foresee the market for fabric in future," he says adding that the future belongs to eco-friendly media.

"We can't take the shift on our own unless any such bill is passed from the state authority. We would love to take a shift because then there won't be any option but to follow suit. For now, we are not getting any order for fabric signage – be it



Soft Signage Solutions from Anu Textile Printing



Embracing Green: Newly Set-up Facility of Perfect Scan

flags, banners, hoardings, or whatever," he confirms insisting that the shift is inevitable as plastic-based material is not at all environment friendly. "We look forward to the change and would welcome it."

Conclusion:

The market, the mindset and the legislation are more towards the green media i.e., fabric. The outdoor flags & fabric banners have been slowly becoming centrestage when it comes to attracting consumers' attention and grabbing greater traffic into spaces like shopping centres, restaurants, car dealerships, etc. Further, flags & banners are relatively easy as well as inexpensive to create, allow flexibility to retailers/users/ customers with regard to updating and refreshing their messaging.

There are quite a few advantages of soft signage that are not available in other media. For instance, unlike vinyl and paper, soft signage is reusable. It can be displayed, then folded up and shipped to another location to be displayed again. Soft signage is less expensive to ship as textile substrates weigh less than vinyl and PVC, thus saves on shipping costs. Soft signage has a higher-value look and feel to it as compared to vinyl and paper. Last but not the least, soft signage has a better environmental footprint than vinyl or PVC. So, why can't we foresee a promotional world full of flags and banners!



Unique Sign: Exploring New Horizons



Mohammad Ali, Managing Director, Unique Sign Innovations

The world of wide format digital printing is yet to evolve as its numerous possibilities are still undiscovered. Initially centered around the signage industry, the digital printing has slowly been finding ways in various other industries as well. This is not only adding options to the new age printing technologies, but also bringing reasons for the printing stakeholders to smile with greater business opportunities on the floor. "Not only signage, but our printers are now addressing the needs of varied industries such as door manufacturing, almirah making, wall paper printing, etc. The attributes allow us to explore and experiment more applications in time to come," says Mohammed Ali, Managing Director, Unique Sign Innovations (USI), while speaking to Sign & POP World.

USI is rapidly spreading its footprints in the trade of selling 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 – all from Chennai in the state of Tamil Nadu. "In last six months, we have expanded our business to various parts of the country including cities like Mumbai, Surat, Ahmadabad, Cuttack, Coimbatore, while quite a few bookings from north are awaiting installations," says Ali.

USI is currently sourcing quality products exclusively from internationally renowned brands like Yaselan, Xuli, Unilami and Unique Inks. Delving deep into the company's business, Ali shares that the demand for its wide format printers is not only limited to the signage industry, but has gone beyond to encompass a variety of other industries. "Our printers are attracting various stakeholders from different industries who are planning to start a new business or want to add variety in their existing portfolio of offerings. We are receiving very good feedback from our clients and are thankful to them for showing belief in us," he stresses.

Speaking on the diversity of usage, Ali says, "Our printers are now finding new applications other than signage. With recent few installations, it is evident that the wide format printers have opened up new and expanded window of opportunities for us. We are very happy with the diversifications as these would only expand from now onwards. Soon, we will also be catering to the requirements of glass industry." He informs that YSLG5 KT3020 has gone to door manufacturer of Ahmedabad in Gujarat, while YSLG5 KT2513 has been installed at the enthusiastic almirah makers from Cuttack in Orissa.

Elaborating on the printers that USI has recently installed, Ali shares that in the Pioneer Series of Yaselan, True UV Flat Bed G2513 printer comes escorted with RicohGen5 printheads (4 or 8 heads featuring 1280 Nozzels/head) to offer high speed and best quality output. The machines sport individual negative pressure ink supply system for stable printing, UMC Technology-based board, servo motor and driver from Fuji, THK mute double guided rail for silent and smooth operation from Japan, Photo Print RIP Software from Sai, and UV LED lamp fitted with water-cooled 16W/cm².

With highest speed of 25sqm/h, the other features include imported high resolution

WITH VARIOUS UNEARTHED ATTRIBUTES, THE ADVANCED WIDE FORMAT PRINTERS ALLOW USI TO EXPLORE POSSIBILITIES IN VARIETY OF OTHER INDUSTRIES AND HELP ENHANCE ITS FOOTPRINTS ACROSS THE COUNTRY.



Installed YSL X6 512i KM for printing on door panels - Manoj Patel & Yogesh Patel, Deluxe Digital Print, Ahmedabad, Gujarat

UNIVERSAL PRODUCTS

INTRODUCES

Go Green

ecosigns

BIODEGRADABLE

AS PER IS/ISO 15985

Frontlit - Backlit - Pre Gummed

media for Digital Print

PRINTABLE ON SOLVENT / ECOSOLVENT / UV / LATEX MACHINES

100% ECO FRIENDLY • 100% RECYCLABLE • 100% PVC FREE

UNIVERSAL PRODUCTS: # 53/5, 4th Cross , SSI Area , Rajajinagar, Bangalore - 560010
Ph : 080 23155222, M : 9844024528, 9844005797, 7019522358
www.ecosigns.in, Email : products93@gmail.com, info@ecosigns.in

Authorised Dealers :

Karnataka :M/s. Akshar Sales - 9844065372 / M/s. Dipika Plastic Industries - 9341901360
Kerala :M/s. Finex Printing Solutions - 9847952525,9744974419,9745732505
Chhatisgarh :M/s. M.B.Traders - 7000929504,9993533338,7000793738

Contact For Ecosigns

AHMEDABAD : 9825124528, CHENNAI :9381033008, HYDERABAD :9246298735



Installed YSL G5 2513 UV-flatbed for almirah panels - Mohammed Noor, Royal Steel Furnitures, Cuttack, Orissa



Installed Xuli X6 2030 R2R for signage printing - R. Ramdos, Rishi Plus Point, Coimbatore, Tamil Nadu



Installed Xuli X6 1723 Xaar 1201 Eco-Solvent for wall papers printing - Aasif Rajaiwala, Samia Art, Ahmdabad, Gujarat

metal raster to reduce mechanical error to get the moving resolution of the carriage to 0.01mm so as to meet high print quality demand of the customers. Its double screw rods along with double servo motors keep high accuracy of stepping, while pulse driven Ricoh Gen5 industrial printheads equipped with the grayscale printing technology can control the ink dot at 7-35pl.

Another printer that USI has installed to be used for wall paper printing is Xuli Xaar 1201 Eco-Solvent. As the name suggests, this high resolution printer comes equipped with Xaar 1201 printhead that facilitates high quality printing (up to 1280 dpi) at a maximum speed of 21 sqm/hr. Capable of printing 1, 2 or 4 colours, the Xaar printhead uses thin film piezo silicon micro electrical mechanical system (MEMS) technology, which is suitable for wide-format graphics (WFG) and textiles. With industrial grade circuit design, its performance and quality can achieve super high stability with very low failure rate.

The printer comes equipped with RIP colour management software to ensure the accuracy in colour output, while the cost-efficient industrial Xaar printhead makes it a less maintenance machine when compared with others. Features include automatic material take-up and release system work stability, the error correction alarm function of automatic drying system and automatic ink feeding system - together allow to achieve higher intelligence.

With all this already installed and quite a few in his orderbook, Ali feels overwhelmed with the response he has been getting from the market. "All these are totally different applications than what we were focusing earlier. It is not the signage only, but our printers are finding various other applications," says Ali adding that recently his company has finalised a deal for four UV machines - one each is from Xuli and Xenon, while two are from Yaselan. "These are machines that can be used for various other applications which are not yet experienced. With Yesalan's high quality flatbed printers, we are targeting furniture companies for architectural and interior designing purposes."

This is not the limit. "We have plans to soon diversify in flooring industries wherein the scope of opportunities is extremely wide, which we want to materialise without any further delay," says Ali adding that all these could become possible because of the USI team that comprises extremely professional people with needed expertise. "For instance, with dedicated service department for new age printing machines, we can cater to our customers spread across the states of Tamil Nadu, Delhi, Andhra Pradesh, Orissa, Telangana, Karnataka, Gujarat, Rajasthan, Maharashtra and Kerala," he asserts.

The company is going to launch its high-speed 6-feet eco-solvent machine from Yaselan's pioneer Series in the Mumbai Edition of Media Expo 2019.



PIONEER™
VINYL

self adhesive VINYL

EUROPEAN QUALITY SELF ADHESIVE VINYL

India's **Only Company** to manufacture Self Adhesive Vinyl

EXCELLENCE THE NEW STANDARD

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



Quality

- Excellent Printability
- High Adhesion
- Superior Gloss

Specification

- Width : 1.06m, 1.27m & 1.52m
- Available Thickness : 80 - 120
- Available In : Box & Tube Packing

Applications

- Interior & Exterior Signs
- Vehicle Advertising
- Digital & Screen Printing



Brands we deal in

DIGIvinyl | PIONEER™ VINYL | STAR print

Approved by Various Corporates

PIONEER POLYLEATHERS LIMITED
B-46, Hosiery Complex, Phase II,
Noida - 201 305, UP, INDIA | +91-120 411 1113, 14

MAKE IN INDIA

www.pioneerflex.in

Creating Buzz at Kumbh!

COMPANIES SEE A GREAT POTENTIAL FOR MARKETING THEIR BRANDS AND PRODUCTS IN THE GRAND EVENT.







No religious congregation is as colossal in scale as the Kumbh Mela that takes place at regular intervals in four cities of India. The fair is held in rotation periodically at Prayagraj, Haridwar, Nashik, and Ujjain amidst great pomp and show; and attracts millions of pilgrims and tourists to these holy towns. UNESCO has included the fair in its 'Representative List of Intangible Cultural Heritage of Humanity', and it has been recognised as world's largest peaceful gathering in the world and world's largest congregation of religious pilgrims.

Considering the expanse and popularity of the fair, it is obvious that companies see in it a great potential for marketing their brands and products. This year, the Uttar Pradesh Government has created a permanent body called Prayagraj Mela Authority to oversee logistics of the fair, which also include advertising opportunities. The Authority has appointed three agencies for this purpose, namely, Crayons Advertisement, Infinity Advertising Services and Impact Communication. The agencies have been working aggressively towards this by putting up hoardings, banners, standees, flags, kiosks, and other media in city and parking area, light pole kiosks, watch tower, media tower, fire tower, public accommodation etc.

The popularity of this grand event can be gauged by the fact that the Prayagraj Mela Authority has raised the branding rates by about 200-300% in 2019, but still the brands have not shied away from advertising there. It is one of the greatest platforms for increasing the visibility of any brand and ensuring brand retention. Rural marketing agency Impact Communications has bagged the contract for advertising at traffic and information booths, water kiosks, hygiene centers, Wi-Fi Zones, changing rooms etc. Infinity Advertising Services is another agency that is responsible for advertising facilities at light poles, watch towers, media towers, fire towers and public accommodation boundary walls. The third agency in-charge of covering promotional spaces at the Mela is Crayons Advertising that has won the exclusive rights on 700 outdoor sites.

As per a leading newspaper, around 100 brands are expected to participate in the Kumbh this year, and they will do digital and mobile activations, apart from hoardings and sampling activities. The Crayons Network has tied up with HUL, Patanjali, Air India, SpiceJet, IndiGo and the central government; while Impact Communications, which has been associated with Kumbh Mela for two decades, has been promoting 10 brands including the giants like Dabur, Ghari detergent, Welspun and Godrej Consumer Care.











Brands have used various innovative ways to propagate their messages, some of which are through regular media, while some have made use of their creative instincts to flash their brands at the most unexpected of places.

Parryware, India's leading manufacturer of bathroom products has taken a unique route to make itself visible to thousands of devotees coming to take a dip in the holy Sangam. It has made use of boat roofs as a platform to display its logo and messaging, while at the same time using them for cleaning the garbage on river banks. It has been promoting 'Swachh Kumbh' and will continue its endeavour for over a period of two months to spread the message of cleanliness and hygiene through hoardings and other forms of targeted advertising. The messaging has been displayed at key locations like bus stops, railway stations and eateries.

Hindustan Unilever's hygiene brand Lifebuoy took creative advertising to a different level by promoting cleanliness through 'Swasthya Chetna Thalis' that were offered to people at the Kumbh Mela. It is aimed at raising awareness on the importance of washing hands before eating, and the quirky medium helped it in highlighting the point, while leaving a lasting impression in the minds of visitors. The thalis have an engraving that says 'Kripya pehle sabun se haath dhoyein', which translates to 'please wash your hands before eating'. This isn't the first time Lifebuoy is promoting this cause in Kumbh. It had taken out a similar campaign in 2013 as well in which it had tied up with several local food outlets (dhabas) that sold rotis stamped with 'Lifebuoy se haath dhoya kya?", meaning 'Did you wash your hands with Lifebuoy?'

Similar campaigns encouraging hygienic practices and cleanliness have been taken up by Reckitt Benckiser. It has highlighted this cause through Dettol Harpic Banega Swachh India campaign with catchy taglines such as Haath Dhona Har Baar, Har Dharam







Ka Bhojan Sanskar; Haath Dhona Har Baar, Bimariyon Se Bachne Ka Upchaar; Haath Dhona Har Baar, Shauch Ka Sahi Vyavhaar.

To create awareness around toilet hygiene, Harpic launched a campaign 'Hoga Toilet Vidhi Ka Gyaan, Toh Badhega Kumbh Ka Maan' that sensitises visitors about flushing each time they use a toilet. Dettol and Harpic have also made life-size wall paintings across 54 villages around the venue to create maximum impact.

Fena, which is one of the most popular fabric care brands in India, has installed innovative branding in Kumbh premises. It has put up cut-outs of fresh T-shirts on light poles with its hugely popular brand tagline 'Fena Hi Lena'.

Punjab National Bank, one of India's leading public sector banks, is promoting the practice of cashless and digital transactions amongst citizens. It is the official digital partner of Kumbh Mela and is operating two branches in different sectors in the mela. Moreover, 12 mobile ATMs are also present in the event, and are dispensing cash for visitors by touring around the area. The bank is also using Kumbh as a platform to make people aware of its services. It has installed hoardings, posters, banners, pole brandings etc. at various important sites within mela compound. Apart from this, it has also deployed several vans with PNB branding that are roaming across the length and breadth of the fair.

India's largest commercial bank, State Bank of India (SBI), has set up 20 Customer Service Points (CSPs), four ATMs and one mobile ATM to facilitate money withdrawal at Kumbh Mela. The bank has also deployed around half a dozen of its officials to serve the pilgrims and visitors. It has put up a number of hoardings in that area to make pilgrims aware of its services.

Keeping in mind the spiritual needs of devotees, the Uttar Pradesh government has set up virtual reality (VR) kiosks at various places in Kumbh Mela area. Through these, pilgrims are able to experience important events like Shahi Snan, Aarti and Mela in 3D format via Airtel's VR Devotee app. The kiosks have been set up at sectors 1, 2, 3, 4, 5, 6, 17 and 19.

Every company is trying to offer something extra to make the pilgrims feel relaxed amidst the chaos that comes with being a part of Kumbh. Luggage major Aristocrat is offering free bag repair and service to devotees as well as a chance to replace their bags with brand new Aristocrat bags at exciting discounts. They have set up branded kiosks for this purpose. Similarly, Charminar, a roofing solutions brand from HIL, has installed numerous water kiosks at Kumbh Mela and is distributing jholas (bags) on important days.

Eveready Industries India Ltd., which has lit up the streets of Prayagraj with professional grade LED streetlights, has also facilitated setting up of 'lost and found centres' with its own branding. The Mela attracts lakhs of devotees, and due to the commotion that ensues, people lose their family members every day. Eveready has made use of technology for the first time at these centres, and it will help the lost ones get re-united with their families.

In a nutshell, Kumbh is truly a marketer's dream! It is a promising stage for FMCG companies, mobile handset companies, technology companies, etc. to advertise their brands as well as make use of aggressive sampling to update the visitors of their products. The congregation and its enormity make it a great platform for advertisers to promote their products and services, and they could use a variety of media and channels to reach out to their target audience.

Bajaj came up with an innovative way to help elderly pilgrims at Kumbh. The company has placed 11 Platinas at the mela to help pilgrims, referred to as 'Aaram Rath Saarthi', ride from Phaphamau bus stand to Naagvasuki Temple in Prayagraj. The rider of the bike will ferry pilgrims to and from the Sangam bathing ghats. The Platinas have been retrofitted with custom designed backrests that support the pillion rider, and gives them a feeling of safety. The seat has been designed to make women riders comfortable who normally prefer one-sided seating. The initiative, 'Platina ComforTec 110 Aaram Rath', has generated tremendous response from the pilgrims.

LOTUS

DIGITAL PRINTING MEDIA BY sibco



Ultimate printing solutions all under one roof.

sibco.co.in



- Vinyl
- Black Back Vinyl
- Lamination
- Retro Reflective Vinyl
- One Way Vision
- Composite Vinyl for Standee
- Translite
- Fabric
- Printable Wallpapers
- Canvas

sibco

P-3, New CIT Road, 4th Floor, Kolkata - 73
E : sibcoflex@gmail.com | Sibcotrading@gmail.com
M : 9836770222

For Distributorship contact 9836770222 / 9874359009



Come, discover the full range of ColorJet print-tech.

SoftJet Grand: 8 Color. Prints on recycled polyester based fabrics with eco-friendly aqueous based inks.

POLO HQ: 6 Color. Eco solvent, ROHS compliant. Features ColorJet GREEN TECH.

Verve Hybrid: Flatbed. UV curable technology and UV inks make this a environment and nature friendly, green product.

Shift to the future of printing, now!

ITMA 2019

COLORJET

Official Platinum Sponsor



LAUNCHING IN **8 COLOR**

SOFTJET GRAND

GRAND FORMAT 3.2 M
SOFT SIGNAGE PRINTER

Speed **167 SQM/HR**
Ink **DIRECT DISPERSE**
Printing Width **3.2 METER**

POLO HQ

HIGH SPEED ECO-SOLVENT
INDUSTRIAL PRINTER

Speed **109 SQM/HR**
Ink **ECO SOLVENT**
Printing Width **3.2 METER**



LAUNCHING IN **6 COLOR**



VERVE HYBRID

UV FLATBED/ ROLL-TO-ROLL PRINTER

Speed **63 SQM/HR**
Ink **UV LED CURABLE**
Printing Width **3.2mX2m**
/ 3.2mXUNLIMITED ROLL

EXPERIENCE THE TECH MARVELS IN ACTION AND CONSULT WITH THE EXPERTS LIVE AT

mediaexpo
MUMBAI

21-23 February 2019 | Stall B-10, Hall No. 3
Bombay Exhibition Centre, Goregaon, Mumbai

APPP EXPO 2019

Hall 3A, 0418 | 5 - 8 March, 2019
Shanghai, China

COLORJET GROUP
INDIA : B-195, Phase-II, Noida-201305 (U.P.), INDIA. T +91 120 4897992
DUBAI : Block-A, Office No: 115, Hamsah Building, Karama, P.O. Box: 123360, Dubai-UAE. T 00971 43961744
sales@colorjetgroup.com | www.colorjetgroup.com

Cosign India: Driving Continuous Innovation in Signage Materials



Tejasa Purandare, Executive Director
Cosign India Ltd.

Established in 1993, the 25-year old Cosign has emerged as the unsurpassed reference with regard to architectural signage with variety of options for indoor or outdoor use, flexible or modular, with or without LED technology, if desired with fabric, advertising pillars or spacers. Cosign is a global player with production facilities and distribution centres in Belgium (headquarters), India, Mexico and Hong Kong. The modular signage solution major constantly works on innovative solutions for the sign industry together with top designers like Stefan Schöning, Bart Bauwens (IDnA) and Fabrique.

To know more about the company's milestones that it has achieved over the years and its future strategy, we at **Sign & POP World** interacted with **Tejasa Purandare**, Executive Director, Cosign India Ltd. over phone & email. Excerpts of the conversation are here to follow:



How is Cosign placed in India? How has been the journey so far?

Cosign India started operating in 2010 in India. From the early phase of creating awareness for Modular signages to becoming known in the market for quality, we have come a long way! Over the period of time, we have learnt the pain points and needs of signage industry in India and adapted our global solutions accordingly.

What challenges did you come across during the course of your establishment in India?

We have got compared with conventional signages initially. Crossing this hurdle and making minds think 'modular' for its flexibility, uniformity, ease of manufacturing and maintaining and good looks, has been a challenge. Also India is a vast country and the markets' requirements vary over the span. Getting accustomed across states is a time consuming process.

What comprises Cosign's product portfolio for Indian customers? What is your distribution model here?

Cosign has various verticals which are namely, Architectural Modular signages, Display products, Safety Signs, LED solutions and Fabric media for soft signages. We will be focusing on promoting all verticals more strongly this year. In India we work directly through sign partners to provide complete

solutions to various premises requiring signages.

How many preferred partners do you have in India? What supports do you offer to them?

Over the years we have been working with many sign making companies across India. From 2018 we started our Preferred Partner Program. Through this program we work closely with our Preferred Sign Partners. We provide technical support through our Cosign Academy of Training. We work along with their team from pitch to installation. Through our network of Preferred Partners we can provide better solutions and service to end customers pan India. Together, it is easier to educate the client about the system benefits.

What sets you apart from your competitors? Why should one opt for Cosign for the specific signage solutions?

Cosign products are designed keeping in mind the functional needs of signages. The systems are very high quality and easy to use. We focus on quick service through our sales team based in 10 plus cities in India. We do maintain stocks to support prompt deliveries.

Which new products have you come up with recently? What are their specific attributes?

We have introduced our Safety Signs range. The systems follow the global fire safety norms and are CE approved. The signs have a three-hour battery backup and have classy looks to suit all environments like hotels, offices, malls, hospitals etc. We have launched three models of Safety Signs for now and will soon expand this range.

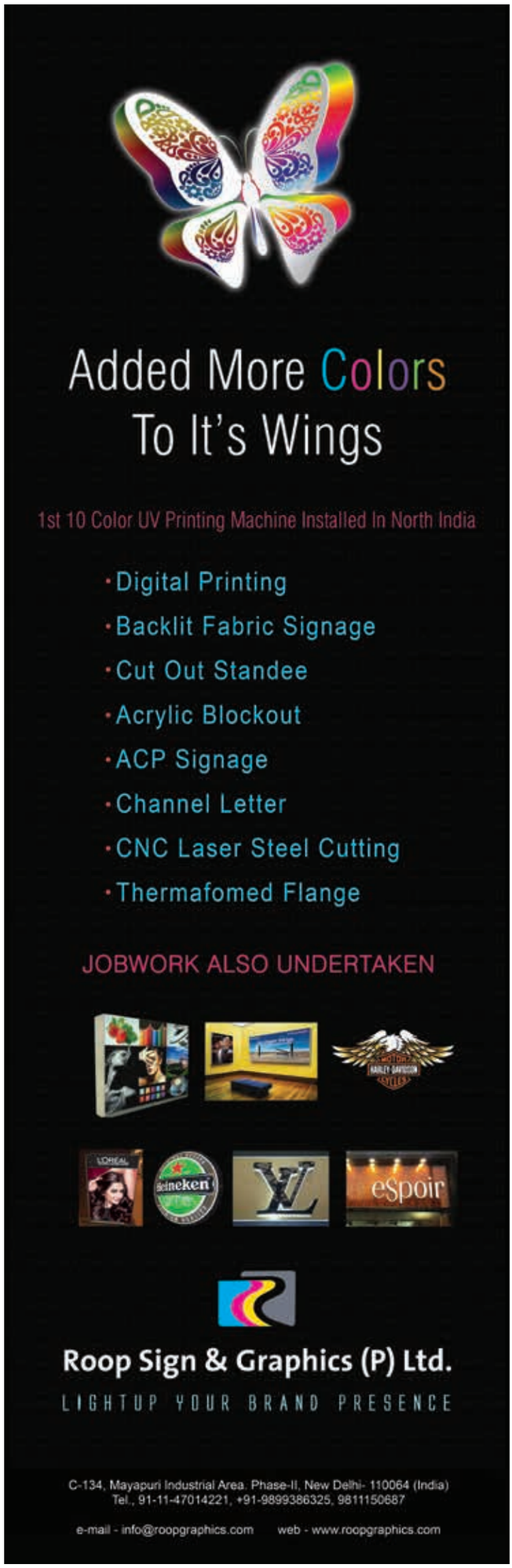
We got to know that the company is celebrating the Silver Jubilee of its establishment. What are the major milestones that the company has achieved both - globally and with reference to India?

Cosign completed 25 years of global operations in 2018. Global milestones will include increased international offices over the years, Cosign Mexico (2009), Cosign India (2010) and Cosign Nordic and Cosign Brazil (2017). Cosign products are being sold in over 100 countries. We crossed the 100th one in 2018! Cosign launched own premium LED brand Lucoled in 2018. We also launched our own safety signs range in 2018.

In India, our sales presence is now in more than 10 cities. Our Preferred Partner Program started last year. In the meantime, we also initiated Cosign Academy for training of our preferred partners as well as our own internal team. At present, we have well-established products with high inventory levels to cater to the needs of our customers here.

Where do you see Cosign India in a couple of years from now?

We would like to be the preferred supplier for quality signage materials. We would drive this through continuous innovation.



GONGZHENG

MEHTA PRINTER

GONGZHENG STARFIRE SOLVENT PRINTERS

GZH 3206SG
(6 Heads, 4 Color)
Speed: 4000 sq.ft./hr



GZM Plus 3204SG
(25PL / 10PL)
Speed: 2480 sq.ft./hr



NEW

GZC Plus 3204SG
(25PL / 10PL)
Speed: 2000 sq.ft./hr



RASTERJET ECO SOLVENT PRINTER

NEW

RJ 3180N
(1.8 mtr.)
Low Cost, Long Life,
EPSON 3200 Printhead



MEHTA CAD CAM SYSTEMS PVT. LTD.

Head Office & Manufacturing Industry: Plot No.3, Road No.1, Kathwada GIDC, Ahmedabad, 382 430, Gujarat, INDIA
Tel.: +91-79-2970 0235 / +91 75750 09626 | **Fax.:** +91-7926840554

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

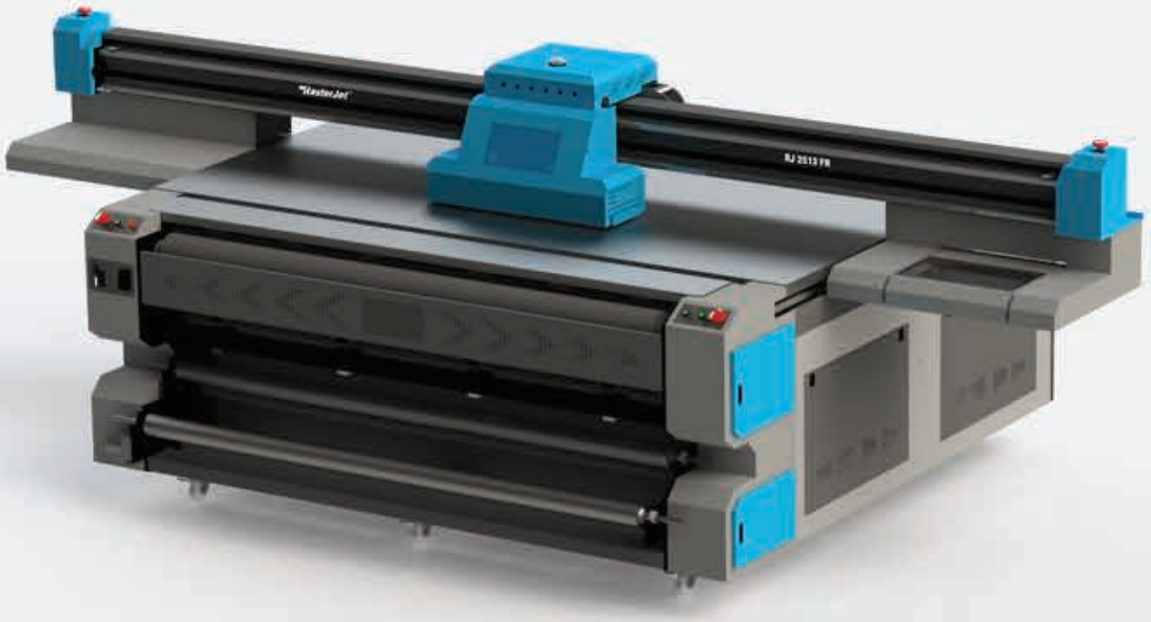
DELHI | MUMBAI | CHENNAI | KOLKATA | BANGALORE | HYDERABAD | JAIPUR | RAIPUR | INDORE | LUDHIANA | CHANDIGARH | PUNE | NAGPUR PATNA | LUCKNOW | SURAT | RAJKOT | RANCHI | BHUBANESHWAR | GUWAHATI | HUBLI | VIJAYWADA | COIMBATOR | COCHIN | AGRA | GOA

RasterJet™

MEHTA PRINTER

UV HYBRID PRINTER

FLATBED & ROLL TO ROLL



RASTERJET

UV ROLL TO ROLL PRINTERS, Gen5 Printhead

Size 1.8 mtr.



Size 3.2 mtr.



MEHTA CAD CAM SYSTEMS PVT. LTD.

Head Office & Manufacturing Industry: Plot No.3, Road No.1, Kathwada GIDC, Ahmedabad, 382 430, Gujarat, INDIA
Tel.: +91-79-2970 0235 / +91 75750 09626 | **Fax.:** +91-7926840554

For Immediate Assistance, Contact on **075750 09639, 075750 09663** mktg@mehtaindia.com **www.mehtaindia.com**

DELHI | MUMBAI | CHENNAI | KOLKATA | BANGALORE | HYDERABAD | JAIPUR | RAIPUR | INDORE | LUDHIANA | CHANDIGARH | PUNE | NAGPUR PATNA | LUCKNOW | SURAT | RAJKOT | RANCHI | BHUBANESHWAR | GUWAHATI | HUBLI | VIJAYWADA | COIMBATOR | COCHIN | AGRA | GOA

Hitting the Right Chord with Guerrilla Marketing!

AN UNCONVENTIONAL MARKETING TACTIC THAT GIVES MAXIMUM RESULTS, GENERALLY AT A LOW COST.











India is one of the most consumer-driven markets in the world. Thanks to the burgeoning middle class in the country, which is driven by aspirations of a better lifestyle, brands are adopting all means to reach out to their target customers. They have to try newer methods for promoting their products in order to keep pace with their competitors in the ever-expanding consumer goods market. One of the most popular advertising strategies adopted by companies is Guerrilla Marketing.

It is an extremely effective way to get people to talk about a brand without spending a fortune out of the advertising budget of the company. After undertaking a guerrilla campaign, the companies resort to aggressive social media activity to generate a buzz around it. These small scale promotions tend to be more effective than traditional advertising, and thus, companies use them to make a greater impression. The guerrilla marketing campaign is designed to catch the onlooker off guard so that they get swayed away by the mind-blowing idea of the advertisement. The mantra is that quirkier the idea, more effective it is!

Here, we bring to our readers a collection of the most ingenious and trend-setting guerrilla marketing campaigns from 2018 that are sure to evoke an emotion!

Kansai Nerolac Paints displayed its creative best via a campaign at Kolkata Airport by converting a luggage conveyer belt into a shade card. The innovative idea took passengers by surprise and they were delighted to see the unusual promotion. The moving shade card made the people aware of various colour options offered by the paint major, and would surely remain etched in their minds for a long time to come. A similar activity was undertaken by the company in 2017 at Chhatrapati Shivaji International Airport in Mumbai.

Jeevansathi.com, a leading online matrimonial site, turned bus shelters into fancy 'mandaps', creating a scene directly out of Indian weddings. Around 10 such mandaps were created in some of the busiest parts of the national capital. These shelters were decorated with flowers, vinyls and LED lights to catch the attention of all those passing by. The campaign was made popular using social media extensively. The mandap at Saket was built for a day-long activation in collaboration with Red FM, and













radio jockey Kisna kept the shoppers and residents of Saket engaged by discussing the idea of marriage in modern society.

The concept of hoarding was given a new twist by Adidas India as it created a 3D display of their brand ambassador Paul Pogba protruding out of the billboard. The innovative OOH campaign was designed for the company's flagship product 'Predator'. It was targeted specifically at soccer players and fans across all age groups. Media formats like billboards, bridge panels, and unipoles were used to create impact for the multi-city campaign. The campaign created significant buzz around the product and achieved desired exposure of the brand launch in the Indian market.

Jeep Compass literally made a 'big' impact in the world of advertising by erecting India's largest ever billboard on the Mumbai-Pune Expressway. The installation is 253 feet wide and 100 feet tall, while the Jeep logo is 164.6 feet long and 65.8 feet tall. The billboard is placed strategically at the top of a hill next to the Expressway and weighs a massive 80,000 kilos.

Stressing on the need for cleanliness and hygiene, Lifebuoy launched Germ Nashini campaign in select Durga Puja pandals in Kolkata, Mumbai and Guwahati. Apart from the ten hands of goddess Durga, the eleventh hand that dispensed liquid handwash blessed the pandal visitors, helping them to keep germs at bay. The dispenser in the shape of a hand was placed near the points where 'bhog bitoron' or distribution of the warm khichdi takes place.

High impact viral campaigns have the capability to set world records too! This is clearly evident from the way Bajaj Allianz Life executed its highly successful #36SecPlankChallenge campaign. It was meant to encourage people to follow a healthy lifestyle, and prompted them to take up the challenge to do a plank for 36 seconds. Later, the company ended the campaign in a finale event called Plankathon. The viral campaign saw participation from sports stars including Saina Naiwal, Geeta Phogat and Deepa Malik, several CEOs and corporate leaders from all across the country. The event saw a huge number of people doing abdominal plank simultaneously for a whole minute at Pune's AFMC Ground. The event got registered in Guinness World Records.

Innovative OOH Campaign Beckons UK to Donate Blood



Clear Channel and 23red, alongside NHS Blood and Transplant (NHSBT), launched a unique campaign across digital out-of-home (DOOH). The campaign used live data from local donor centres along with images of real blood recipients, with an agenda of regularizing blood donation and making it more personal and local.

The first party data from NHSBT was used dynamically to make people aware of the volume of appointments available that day or week at their nearest donor centre. It also showed its location, walking distance, the volume of first-time donors seen there in the past week, and the number booked to give blood that day.

The innovative nature of this partnership is mainly due to factors such as importance, locality, and relevance of the data. The dynamic campaign targeted people specifically in their local area and provided a suite of real-time information and data which supported the call to action to give blood. The use of first party data combined with the sheer volume of dynamic elements in this campaign is unmatched in its complexity.

While doing that, it encouraged people to visit their closest permanent donation centre, as compared to depending on mobile donation centres, by raising awareness about how many other people are donating, are planning to donate, and just how close these centres are to their workplaces and homes.

The DOOH adverts also featured photographs of real blood recipients, shot by renowned photographer, Dylan Collard. The images reflected the diverse audiences that NHSBT needs to reach and included photos of a black man and woman to try and inspire more black donors to help treat those with sickle cell disease, and an image of a mother and child, conveying the need for blood during childbirth.

The campaign was launched across 100 sites in close proximity to permanent blood donor centres in Leeds, Sheffield, London, Liverpool, Birmingham, Gloucester, Bradford and Poole.

MAKE IN INDIA

Build The Nation

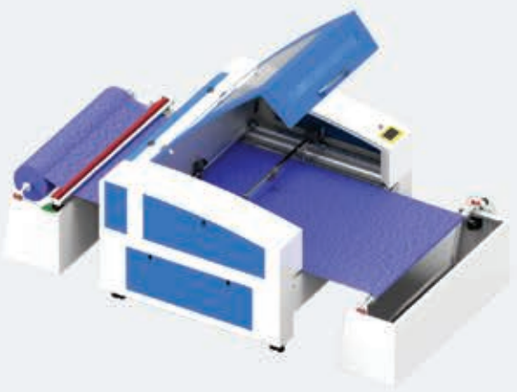
SIL®

expertise.innovation.excellence.

LASER TEXTILE ENGRAVING & CUTTING MACHINE



4x4 TEXTILE Multi Head Manual Feed
Laser Engraving & Cutting Machine



5x4 TEXTILE Multi Head Auto Feed
Laser Engraving & Cutting Machine



7x5 Textile Multi Head Auto Feed
Laser Engraving & Cutting Machine

Features

- No fixation of material is required due to force-free processing
- High quality raw materials and significant cost saving
- Extremely high precision in cutting contours
- High working speed without any chips & waste
- Contactless, wear-free technique

Best Suitable for Cloth, all types of leather, wallets, purses and handbags, Designer Dress











Suresh Indu Lasers Pvt. Ltd.

Manufacturing Plant
Lane No - 7, Plot No. 117 & 118,
Ramtekdi Industrial Area,
Hadapsar, Pune - 411013,

Branch Office I
DSM 025 DLF Tower,
Najafgarh Road, Moti Nagar,
New Delhi - 110015

Branch Office II
Unit No - 19, Sidhpura Industrial Area,
SV Road, Gaiwadi Lane, Goregaon West,
Mumbai - 400062

Branch Office III
GF-1, Abhijyot Square, Nr. S G
Highway, B/H Divya Bhaskar Press,
Vejalpur, Ahmedabad - 380051.

Pune I Mumbai I Delhi I Bangalore I Ahmedabad I Boroda I Hyderabad I Kolkata I Chennai

Tel No:+91 20 2687 9001 I sales@silasers.com I www.silasers.com

ColorJet Expands its Global Presence, Enters Italy with FPS

AFTER PORTUGAL AND SPAIN – INDIA'S LARGEST MANUFACTURER AND EXPORTER OF WIDE FORMAT INKJET DIGITAL PRINTERS, COLORJET INDIA HAS MADE ITS MARK IN ITALY.



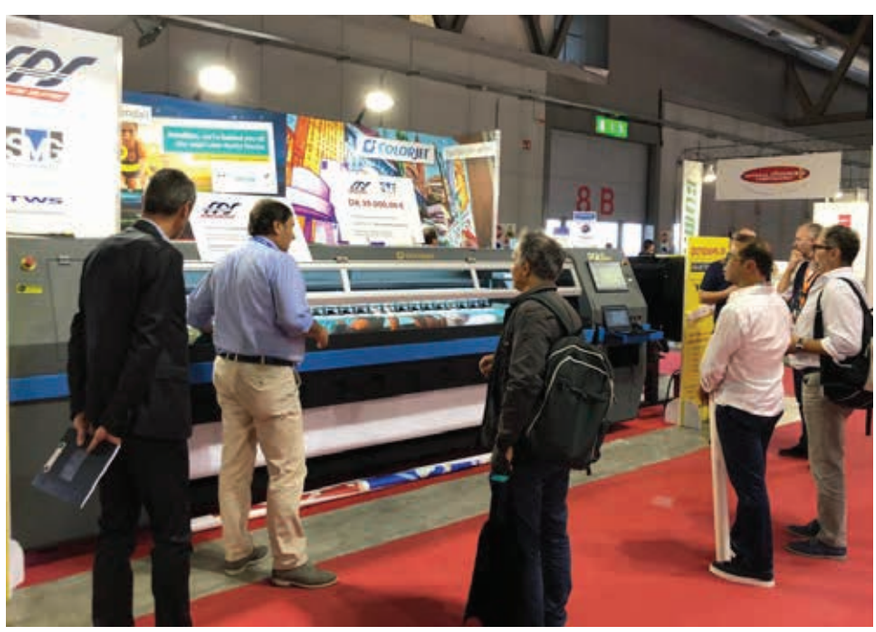
Team FPS, Italy

Recently, the company has appointed Full Printing Solutions (FPS) as its distributor to cater to the needs of markets in Italy. FPS Offers a wide range of products from the best brands dedicated to the digital printing markets, small and large format and interior designs covering aspects of hardware, support, inks and media. FPS is currently associated with some of the biggest brands in the category, while the association with ColorJet has only strengthened its capabilities.

ColorJet's Polo HQ was the first fleet that FPS bought in accordance to participate in VISCOM ITALIA 2018. Polo HQ from ColorJet is an eco-solvent printer with independent drive technology which enables users to print 3.2m wide media at the speed of 1,175sq/ft./hr.

Polo HQ can print multiple media with piezoelectric printheads which allows more control over the shape and size of ink droplet release. The tiny fluctuations in the crystal allow for smaller droplet sizes and hence higher nozzle density.

Also, unlike with thermal technology, the



Colorjet Polo HQ, Seemingly the Centrestage at VISCOM ITALIA 2018



L to R: Cornelia Helm, Marketing & Purchase Manager, FPS; Binoj Antony, International Business Head, ColorJet India Ltd.; Luigi Cavaiuolo, Sales Director, FPS; Guido Paglia, General Director, FPS.

ink does not have to be heated and cooled between each cycle. This saves time, and the ink itself is tailored more for its absorption properties than its ability to withstand high temperatures. This allows more freedom for developing new chemical properties in printing inks.

Speaking on the association, Cornelia Helm, Marketing & Purchase Manager with FPS, says, "We are very happy to announce our association with India's largest Manufacturer of digital inkjet printer, we have recently participated in VISCOM ITALIA 2018 to display ColorJet's Polo HQ, The show was great for us with a lot of enquires from the customers." She later confirmed that the machine has been sold to a client who visited the show. "Installation of the machine will soon commence at the customer's place by ColorJet's technical team."

Commenting on the partnership, Binoj Anthony, International Business Head at ColorJet India Ltd., said, "FPS is an exciting association for us, now we have an opportunity to act like a true partner and create business impact through the entire range of ColorJet's products - UV, Eco-Solvent, Solvent and Soft Signage." He further informed, "We were looking for a team who would be an equal partner in our ambition and we felt that FPS single-minded focus to provide Quality Products to their customers works well for a growth-focused organization like ours."

Smarth Bansal, DGM Product, says, "Yes, we are rapidly growing our footprints in the international markets and are excited being associated with FPS. We are looking forward for a profitable partnership for both of us." He further adds that in European markets, corporates are exploring sustainable products and our Soft signage, UV and Eco-Solvent machines work in line with their requirements while catering to their specific needs. Bansal also emphasises that ColorJet's efficient Indian engineering helps bringing down the cost, besides offering right value to its customers.

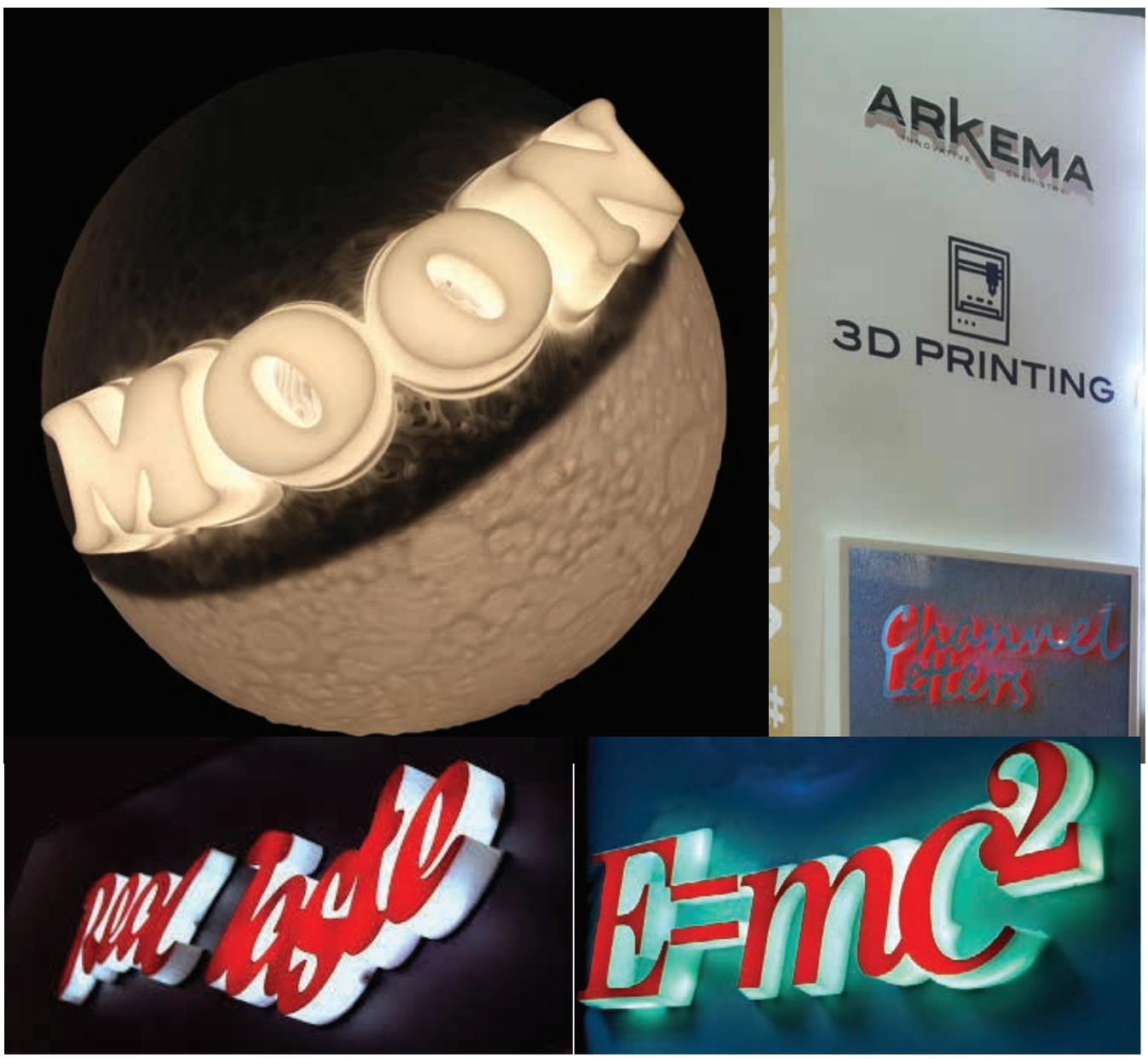
About ColorJet:

ColorJet India Ltd., the largest manufacturer of digital inkjet printers in India, markets its products in 14 countries worldwide. Founded in 2004, the company maintains its operations via two manufacturing facilities and sales offices spread across seven countries, which include India, China, Bangladesh, UAE and Sri Lanka. To-date, ColorJet has installed and implemented over 4,000 of its printing solutions and products across 315 cities around the world backed by a strong 278-member team, of which almost 100 are in technical related functions.



Massivit's 3D-Printed Channel Letters Take Shape!

3D PRINTING OF CHANNEL LETTERS OFFERS A LOT OF SCOPE FOR CREATIVITY AND IMAGINATION, WHILE DRAMATICALLY REDUCING THE TURNAROUND TIME.



It is an era of cut-throat competition. No matter what the business is, there is bound to be some tussle over grabbing a portion of the market pie owing to the presence of innumerable players across various segments and industries. It is thus a challenging task for brands to make themselves stand out in the ever growing world of consumerism. For this, companies look for new and different ways to make themselves visible, and one of the oldest and most popular of these is channel letters or built-up letters.

These letters are used to create logos and names of companies, restaurants, health clubs etc. that can be mounted or placed strategically over a building to grab the attention of people passing by. Illuminating such signages has an even better impact, and thus, various clients have started making a greater use of them. Considering how effective this medium is, there is no doubt that signage companies are bringing in innovations in this field, both to increase productivity and reduce costs.

Israel-based Massivit 3D, the world's leading provider of large format 3D printing solutions for visual communication and entertainment has recently conceptualised the printing of channel letters using its 3D printer. The Massivit's 3D printing technology has made the creation of channel letters easy with quickest possible turnaround time, besides offering endless possibilities to explore.

The 3D printing process begins by creating a design file through which all aspects of



these letters can be incorporated even before printing begins. It opens the door for unlimited options so that brands can print customised shapes, returns, curves and front & side textures, all in very little time and minimal cost. The Massivit 1800 Flagship 3D printer and the Massivit 1500 Exploration 3D printer enable signage companies to produce innovative, versatile 3D printed applications for advertising, retail, entertainment, events, exhibitions and interior design industries.

The Massivit 1800 Flagship 3D Printer is the first-of-its-kind to produce super-size, crowd-stopping signage, displays, and props for visual communication. Massivit 1500 Exploration Printer provides a first step into the magic of large format 3D printing for visual communication at an affordable price. It is designed to cater for print production spaces with a limited height.

These printers help create complex channel letters and logos by converting 2D images into 3D. The process involves importing the logo into 3D software and slicing the 3D file for printing. For illuminated letters, two parts have to be printed. On the front face, either vinyl sticker is pasted or it is painted as per the requirement of the client. The back part is fitted with LED strips and then both are joined to create a single, solid surface.

The printers are capable of creating textured returns, slanted returns and curves and various kinds of complex geometry. 3D printing breaks the boundaries of traditional channel letters, and gives a wide landscape to experiment on. The best part about 3D printing is that it delivers quick results as a letter can be printed in just a few hours.

Being a digital process that requires lesser human intervention, 3D printers also reduce the risk of error, injury, missed deadlines etc. It helps a company to experiment with its logo and brand name style by giving freedom to them to explore unusual shapes, curves, cursive letters, and other kinds of complex designs. It also brings in high level of accuracy and thus, leads to better client satisfaction.



Xaar Celebrates Ground-Breaking Technology of Its Xaar 5601 Printhead



Xaar UK Employees

Xaar has celebrated the ground-breaking technologies of its high performance Xaar 5601 printhead in a special event for over 300 of its UK staff. The Xaar 5601, based on the Xaar's silicon MEMS thin film platform, is the culmination of over eight years of Research & Development. The technology platform represents a major step forward in digital inkjet printing and has created a foundation for Xaar's thin film printheads of the future.

"Understanding customer and market requirements was key to the development of the Xaar 5601," comments Ramon Borrell, Chief Technology Officer at Xaar plc. "We wanted to create a new platform with capabilities that we didn't have at the time. Specifically, we wanted to develop an aqueous printhead, with higher resolution, higher printing speed and higher print quality. This meant we needed to start our development with a blank piece of paper; designing every part from the ground up and not being limited by the previous technologies."

With over 5600 active nozzles, the Xaar 5601 printhead is the first printhead from this new platform, providing an exceptionally high-quality print resolution which is capable of jetting up to nine litres of fluid per hour at a frequency in excess of 100 kHz. In addition, the Xaar 5601 printhead incorporates Xaar's TF Technology to maximise production uptime, print quality and printhead lifetime, while its unique Z profile makes fitting multiple printheads closely together possible, ensuring an exceptionally compact print zone and reduced cost of ownership.

"Critical to success was the time and effort we put into visiting customers throughout the development programme to ensure we captured and delivered solutions to the key OEM and end user pain points, " says Jason Remnant, Product Line Manager at Xaar.

Feedback since the release of the Xaar 5601 has been overwhelmingly positive. Customers have been impressed by the performance of the Xaar 5601 in terms of the outstanding print quality, its unparalleled usability and the print speeds that it can achieve – up to two metres per second.

"The Xaar 5601 is the culmination of all the R&D teams' hard work on the new technology platform" continues Jason. "We've invested in a platform that will produce not just one printhead, but a family of printheads and we wanted to recognise the hard work that has gone into the programme."

Commenting on the day, Doug Edwards, CEO of Xaar, said "We are immensely proud of what has been achieved in terms of delivering a completely new technology





Doug Edwards Cutting the Xaar 5601 Celebration Cake with Xaar UK Employees

platform, which we expect to deliver a step-change in inkjet printing. Today was about recognising this and reinforcing how each person had a role to play. It is a fantastic achievement by everyone at Xaar and demonstrates our leadership in inkjet technology."

About Xaar

Xaar is a world leader in the development of digital inkjet technology. Our technology drives the conversion of analogue printing and manufacturing methods to digital inkjet which is more efficient, more economical and more productive than the traditional methods which have been in use for years.

We design and manufacture printheads as well as systems for product decoration and industrial 3D Printing which use our inkjet technology. We are the only truly independent inkjet technology company with over 25 years of know how.

We offer unrivalled inkjet expertise including technology and printhead design and development and manufacture highly customised product decoration systems and industrial 3D Printing for volume manufacturing. Our unique technologies and products are the leading enabler for innovation and for driving supply chain efficiencies for many industries.



Wayfinding: Are We There Yet?



WHETHER IT IS A DETAILED MAP BRINGING A VISTA OF THE LOCAL SHOPPING CENTER, OR NAVIGATIONAL SYMBOLS & COLOURS DIRECTING IN A VAST HEALTHCARE FACILITY OR THE MULTI-LEVEL METRO INTERCHANGE STATION, WAYFINDING CUES EXIST ALL AROUND, OFFERING COMFORT, SOLACE AND THE RIGHT DIRECTION.

Vinisha Halli – Lead Designer, Service & Experience Design has found out some clues to make future easy

Descending from ancestors who found their way by following the stars, and centuries later, after many different navigational methods including the wind and the sun, we humans should have been seasoned navigators. The truth however is, anything but that. We still get lost. We still intuitively look for direction. We are all a little too familiar with that feeling of being lost in a new space or even a familiar old one, caught in the middle of nowhere with not a recognisable landmark or a soul in sight. Spotting a signboard with the logo of your favourite retailer or a working internet connection for directions to the nearest restaurant can surely be reassuring during such times. All thanks to signs and wayfinding and how the human brain is conditioned to find comfort and reassurance in familiarity.

What is wayfinding?

"Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space." Wayfinding encompasses the ways in which people orient themselves in a physical space and navigate from place to place.

Humans have come to rely on wayfinding, often without consciously realising that it is a part of their everyday environment. Whether it is a detailed map that offers a vista of your local shopping center, or navigational symbols and colours that direct you in a vast healthcare facility or the stressful multi-level metro interchange station, wayfinding cues exist all around, offering comfort, solace and the right direction.

Wayfinding goes far back, way before the expert navigational accomplice on your smartphone which helped you find your way around new cities. When done right, it not just helps people traverse through spaces and cities efficiently, but it even improves spatial awareness among residents, keeps them in tune with the official public place terminologies coined by local authorities rather than random landmarks. It even builds an association with the space and creates social markers where you can easily meet and greet one another.

Different Kinds of Wayfinding and Their Usage

Wayfinding, at an elementary level, can be thought of as a layer of information that

assists people in steering and exploring cities, museums, theatres, galleries, hospitals, academic institutions, transit stations and other complex spaces. Wayfinding messages are designed to be reliable, concise and legible; more so in places where people are likely to be frantically trying to find their way around a building in high-stress situations, and easy decision-making can greatly alleviate such tense situations.

In urban settings, wayfinding designers develop signage and information systems for both pedestrians and motorists, where each have unique challenges like navigating streets and roadways. These information systems help people develop "mental maps" of the terrain and simplify their routes to the extent possible. Here signage also helps create an identity of the urban area and location markers in public spaces.

Complex and high stress environments like Healthcare facilities and large campuses present a unique set of navigational challenges. Often, these environments have developed over time and encompass multiple buildings. This makes navigation among the buildings complex. Also, these spaces have multiple functions and usages. Wayfinding systems can help make navigation easy, stress free and memorable even by providing easy-to-follow signage and directions to their destinations with some striking designs. In some settings, reliance on text-based messaging is minimized and systems rely heavily on non-text cues such as colours, symbols and shapes.

In transportation settings such as airports, travellers need information to guide them from the roadway to the airport and through the terminal complex. Here, these systems provide directional guidance through a carefully planned sequence that delivers information to users at key decision points in their journey. Wayfinding also helps the authorities keep the flow of people directed and also make people aware of the many amenities that these places have to offer. Emergency and Statutory signage forms a very important aspect in these environments.

Comprehensive wayfinding systems often combine multiple methods of multisensoral ques like signage, maps, symbols, colors, sound, textures, and other communications. Increasingly, they integrate mobile applications, digital displays, RFID, and other wireless technologies. Along with all these tools, understanding the people using the space and what the space stands for, holds the key to designing a comprehensive yet simple and coherent wayfinding system.

Wayfinding - A Narrative Experience

From all the definitions we have read so far we know that Wayfinding helps you find your way. It guides you through a physical environment to help enhance the understanding of it and thereby experience it better. However, looking at this in a larger perspective, wayfinding helps tell a story. It adds another layer to the space. Wayfinding can be used to create experiences as intended by the curator/ designer/owner of the space. As a designer, when we design spaces and information systems for them, we find ourselves in a unique position to tell the unspoken stories that the spaces were meant to tell. Our opportunities range from enhancing the brand of a tech park to creating smooth navigation in complex environments like airports and metros. We sometimes also get the chance to let the users be lost in museums or galleries. In other narrative environments, we can just provide visual clues to help tell the story. Wayfinding allows to activate spaces, provide multi-layered information, create narrative experiences, allowing users to wander, not waste their time, make them utilise the architecture in the best way possible way (e.g. Pompidou centre), and finally adds value.

We find that we are able to create another layer to the existing ambience that provides clarity, comfort and in some cases, a narrative. The power to tell stories with wayfinding is often underestimated. We designers require to understand the users, the space, the context and what is it that owners of the space intend for the users to experience. It is also imperative to have an understanding of the navigation skills and habits of the users today to develop the right wayfinding plan for all spaces from unfamiliarly large cities to the comfort of your office spaces and neighbourhood malls.

Wayfinding - The Way to a Better Future

Modern wayfinding tools can also be designed to go above and beyond what their traditional counterparts had to offer, making cities smarter and more efficient. Wayfinding can pave the easy and efficient way to manage the spaces and cityscapes of tomorrow.

With increasing innovation in today's wayfinding and signage, brands, businesses and institutions are increasingly expanding their domain and developing newer and more innovative ways to communicate their message. The signage that they host, are responsible for clearly conveying what the brand/organisation stands for, how it should be perceived and what is the message it represents. Using the right technology to create signages - both static and digital as well as the to make the interaction experience seamless and comprehensive for customers is essential for higher levels of brand recall and association leading to the overall development of a brand's identity. Additionally, innovative approaches in wayfinding also contribute to the increased focus of the government on developing better cities and smart living solutions for which signage and wayfinding is inevitable.

Over the centuries, like everything else, the tools have changed but the essence remains the same. The core idea of helping users find their way and create a better experience for them is still the essence of wayfinding systems across various spaces and cities.

So, the next time you find yourself lost, look for that sign. (Pun intended.)



About the Author:

Vinisha Halli is an award-winning designer with over a decade experience in creating experiences for people. She is an architect and a visual designer by profession and has worked on projects that include customer experiences across various domains. This includes multiple media like physical environments and intangible concepts, interior design and architecture, wayfinding and signage for transport environments, institutions, tech parks, etc.

Vinisha has been associated with Tata Elxsi for over seven years. During her stint, she has spearheaded several key projects and worked with both international and Indian clients like Kochi Metro, Tata Steel, Mumbai International Airport, GE, among others.

She believes that narrative experiences for people are like telling stories. Everyone connects with stories. Hearing, seeing, living and sharing them adds a lot of value to people's lives, and designers are in a unique position to enable them.

Vinisha has done her Masters in Visual Design from Scoula Politecnica di Design from Milan, Italy and B. Arch from R. V. College of Engineering, Bangalore.

→ CASE STUDY 1

Kochi Metro: Signage Design for Transit Environments in alignment with the brand













Mobility projects in India give more emphasis on infrastructure while aspects like improving service quality, accessibility, customer perception are often missed out or designed as after thoughts.

To enhance the quality of life of citizens of Kochi and provide an integrated transport system connecting metro, water bus, bus, taxi and cycle, Tata Elxsi helped KMRL to translate their vision to reality. We helped KMRL to shift gears from a traditional transport infrastructure implementation model to one that focuses on user focused services and an integrated travel experience.

Tata Elxsi designed the Brand Strategy and Passenger / Service experience based on the guiding theme 'Connect to Prosper' across all customer facing elements of metro system. The brand strategy and positioning with a new identity were developed jointly in association with our partner Brash Brands. To offer the commuters of Kochi a seamless connected experience, theme based station interiors, distinct colour schemes, unique kochi metro app, wayfinding & information design, illustrated train livery were designed to reflect the heritage and spirit of Kochi.

Reimagining tomorrow's metro travel experience, Tata Elxsi is also assisting KMRL team for evaluation and assessment of design implementation for Brand and Customer Experience solutions. We are glad to see the KMRL's ambition of turning Kochi to a smart city come to life and Tata Elxsi team is proud to play an important role in this transformation.

→

CNC ROUTER



UV FLATBED PRINTER



DAKSH ENTERPRISES

B-9/1, Badli Industrial Estate, Phase-1, Near Samaypur Badli Metro Station, Delhi-110042 (India)
Mob: +91-9911192205, +91-9871582600, +91-9711192205 Ph: +91-11-45871014, +91-11-27020349, +91-11-40392255
E-mail: info@dakshenterprise.com, info@dakshmsun.com Web: www.dakshenterprise.com, www.skycolorindia.com



HIGH-SPEED ECO SOLVENT PRINTER



UV FLATBED PRINTER



FIBER LASER MARKER



LASER CUTTING MACHINE



CNC ROUTER



ECO SOLVENT PRINTER



LAMINATION MACHINE



TRACKING CUTTING PLOTTER



MIX LASER CUTTER

→ CASE STUDY 2

Tata Steel Plant, Kalinganagar, Orissa: Urban Environment Signage







Tata Steel Plant in Kalinganagr, Odisha is a state-of-the-art Steel Plant. Equipped with the most modern technologies, the plant delivers enhanced productivity with minimal environmental impact and will enable us to cater to new and promising market segments including Oil and Gas, Lifting & Excavation and Defence.

In an area that spans 1700 acres of this plant, Tata Elxsi had the opportunity to create a unique identity of the signage, which would help the many users of the plant navigate through it. The plant is designed like a township and wayfinding was of utmost importance.

The wayfinding and signage design was inspired from the steel plant and was soaked in context. Various different sign types were designed for the maps, directions, statutory, mandatory and prohibition information, names of buildings and structures and other information to be communicated to the users. All the signs were designed with steel pipes bent to shapes to accommodate the information, making them look like a stylised part of the environment.

starflex®

(an ISO 9001:2008 Certified Co.)

Frontlit & Backlit Flex / Vinyl / One Way Vision

Made in Korea

SENFA DECOPRINT PREMIUM BACKLIT FABRIC Made in Europe

Introducing ECO Friendly Media

SENFA DECOPRINT

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

PREMIUM BACKLIT FABRIC
Made in Europe

Applications :

- Exhibitions and events
- Backlit displays
- Backlit fabric for light boxes
- Outdoor display
- Signage and indoor display

FR GADE





Frontlit Fabric (TXL-250) / TXL-400 Black Back

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

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

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

Size: Available upto 3.2 mtr & 50 mtr length

Backlit Fabric for outdoor Fab-02

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

APPLICATION:
- Indoor backlit SEG frames
- Tradeshows and event backlit displays
- POP/POS and retail backlit displays

PE BANNER

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

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

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

100% ECO FRIENDLY 100% ECO FRIENDLY

Compatible printers: PE banner is suitable for UV printers

Size: Available upto 3.2 mtr & 50 mtr length

SUPER CANVAS 600

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

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

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

SHD-60 PREMIUM

Scrimless Backlit Flex

Common Applications :

- Airport Signs
- Indoor Light Boxes
- Backlit Signs
- Malls Branding



STAR FLEX

Pop Media Grey Media

Common Applications :

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



STAR FLEX TRANSLITE

Premium quality Translite Media

Common Applications :

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

STRAFLEX VINYL GLOSS / MATT

Star Flex one way vision
Star Flex lamination

STARTEC LED / POWER SUPPLY

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

startec MADE IN KOREA LED powered by SAMSUNG



SST SUN SIGN & TECHNOLOGIES

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

Certified for hp Latex Inks

efi

MUMBAI | CHENNAI | KOLKATA | BANGLORE | HYDERABAD



New and Exciting Exhibit Zones at Gartex 2019!

THE ACCLAIMED SHOW ON GARMENTING AND TEXTILE MANUFACTURING VALUE-CHAIN IS ALL SET FOR ITS 4TH CHAPTER THAT WILL FEATURE VARIOUS FOCUS SEGMENTS TO CATER TO DIFFERENT TARGET CLIENTELE.



Gartex 2019 is bigger and better than ever before! India's comprehensive exhibition on Garment & Textile Machinery, Fabrics, Accessories and Allied Industries will be covering an even broader panorama this year with three Focus Segments, incorporating four concurrent shows. This time, Gartex will be featuring two new and special additions – India Laundry Show and Innerwear Manufac Zone. While the former will bring together manufacturers, suppliers and service providers in the laundry, drycleaning and textile care industries; the latter will be a ground for innerwear stakeholders to showcase their latest manufacturing capabilities and products.

In all, Gartex 2019 would incorporate three focus segments - Embroidery Zone, Garmenting & Apparel Machinery and Innerwear Manufac Zone. Besides, there will be four concurrent shows – Digitex Show, Fabrics & Trims Show, Denim Show and India Laundry Show. Gartex began as a platform for garment & textile manufacturers, but now sees the patronage of various players of other complementary sectors. Representing complete value chain of garmenting and











textile manufacturing process, the Show covers all segments of the industry including latest machines, spares & consumables, raw materials, trimmings & embellishments, logistics & packaging solutions, etc.

The popularity of the show can be gauged from the fact that number of exhibitors at Gartex has increased by 60% 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.

Gaurav Juneja, Director, MEX Exhibitions Pvt. Ltd., says, "Gartex is one of the biggest names in the industry today. It has emerged as a destination for all sorts of garmenting and textile machinery stakeholders, and has also created a level-playing field for various patrons of the industry by improving collaborations and coordination within this largely unorganised sector. The upcoming edition will have more new zones to explore for exhibitors and visitors alike, and this has been done keeping in mind the distinct needs of each participant. Considering the overall demand and industry stakeholders' feedback, we have customised the show to suit their respective requirements."

Gartex has been instrumental in creating a platform where exhibitors can come together to showcase their innovative and state-of-the-art manufacturing technology and products, while at the same time bringing them close by offering numerous networking opportunities. 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. One can also learn about the future prospects and innovations in this field, and use them to scale up their bottom lines.

Organised by exhibition industry veterans MEX Exhibitions Pvt. Ltd., Gartex 2019 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.

Talking Standee Retro

WINDOW SQUARE HAS ADDED ANOTHER VARIANT OF TALKING STANDEE, THIS TIME, FOCUSING ON EMPOWERING RETAIL EXPERIENCES

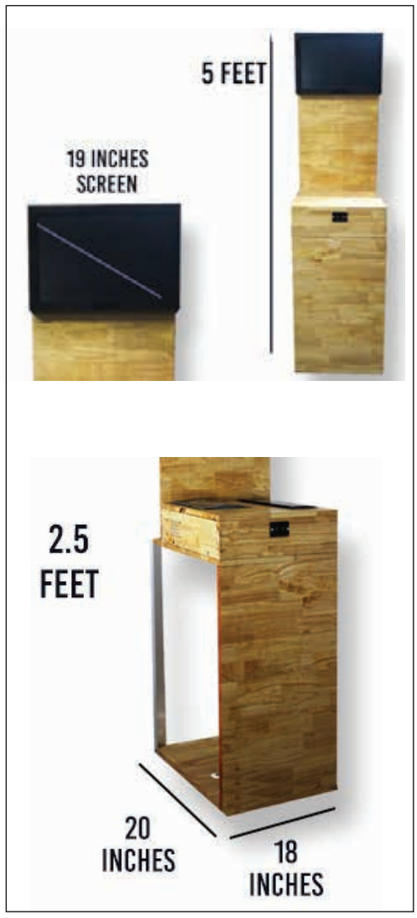




INDUSTRY SPECIFIC

RETAIL
AUTOMOTIVE
HOSPITALITY
PRODUCT EXPO
EXPERIENCE CENTERS





A new variant of TalkingStandee, exclusively for retail industry, has been launched. Team TalkingStandee has done a ground research on consumer experiences in store, scouting patterns and decision making patterns. Based up on this ground work this product has been built to attract and communicate the value proposition of the product along with the product display.

Its sensor orientation helps the brands in engaging the customers walking by, and also enables to have audio and video communication (unlike continuous audio, which is a disturbance). The dual way communication also increases the brand recollection percentage along with the enhance product visibility.

With this TalkingStandee Retro, engaging customer has been so easy and effective.

According to Y SaiKrishna, the Product Designer, TalkingStandee Retro has shown more-than-expected rise in sales conversions. "We are sure that the early adopters of TalkingStandee Retro are going to benefit a lot. Also, with minor customisations the product can be adopted to many other industries such as ethnic, automotive, hospitality, OOH and other experience points/zones. It's time for the industries to vroom its customer's experience with their brands using TalkingStandee Retro."

WE HAVE IT ALL
All India Presence for Sales & Service

NEGI

MUTOH | ValueJet
MADE IN JAPAN



UV-LED Printers

- UV-LED dual head with dual UV lamps
- Roll to Roll materials upto 3.5mm thick



EcoSolvent Printers

- Size Available:1.6m, 1.9m, 2.6m
- Speeds Upto 25m2/h

NegiJet | Docan
Digital Printing System





UV-LED Printers

- Two Print Head Option Kyocera & Ricoh Gen5
- 4/6 colour option C, M, Y, K, Lc & Lm
  Plus White + Varnish

NegiJet | Polariz 3300 Plus
SOLVENT PRINTER



- 4 Spectra Polaris Print Head Speed upto 110sqm/hr

WIT-COLOR Digital | Ultra Star
SOLVENT PRINTER



- 4 Star fire Print Head Speed upto 210sqm/hr
- 8 Star fire Print Head Speed upto 420sqm/hr

Pzo Inks™

High Quality
- Solvent
- Eco Solvent

Printing Inks
Dealer Wanted

NAZDAR Ink Technologies
High Quality
UV Printing Inks

DEAR VALUED CUSTOMERS TO DISPOSE OF YOUR USED NEGI PRODUCTS PLEASE CONTACT US ON

Toll-Free Number: 1800-258-6344
(Between 9AM-6PM Mon-Sat)

Recycle Your E-waste

www.negisign.com sales@negisign.com Contact us : 022 61566000 Follow us :

Negi Sign Systems & Supplies Co., 301 Shivam Chambers, Next to Sahara, S.V.Road, Goregaon West, Mumbai-400104.

Colors Digital Introduces FutureJet UV LED Printers



Tejinder Singh, Director, Colors Digital India

Colors Digital India has come up with FutureJet UV in two versions – CFJ-UV 0204-DX5 and CFJ-UV 0204-XP600. Available in two options of with 2 or 4 printheads as the name depicts, both printers are based on UV technology and sport Epson DX5 and Epson XP600 printhead, facilitating two print-width of 74 and 126 inches respectively to offer high speed and best quality output.

According to Tejinder Singh, the company's director, Colors Digital uses genuine parts and high-quality components for its printers. The machines sport HIWIN mute rail guide, Ultraprint/Photoprint – RIP Software Germany IGUS Power cable and JYY Ink Suction Pump. Other features of the printers include rear-bed-front-heater, Infrared heater, LED lights at cleaning position- and printing bed lift type carriage.

These printers have been manufactured indigenously in the company's facility in the Kasna Industrial Area, Greater Noida in the state of Uttar Pradesh. The manufacturing site is right in the national capital region and is capable of meeting all the demands for solvent printers not only in the vicinity but also across the north-western region of the country. FutureJet model is the new addition in the company's portfolio that boasts UV technology.

Colors Digital India diversified in to manufacturing segment only last year. It promises to meet all the needs of its valuable customers who were heavily relying on imports. With a capacity to produce more than 30 printers a month, the company offers three models of solvent printer - SuperJet, MegaJet and PowerJet, sporting 512/512i/1024i and Panasonic/Lithium 400W.

Spread across 1000 sqm., the facility is well-equipped with all the latest machineries to develop most advanced eco-solvent printers. The company claims to be equally competent with the quality of imported stuff especially that of the Chinese printers. "When it comes to pricing, our printers are competitively priced. Adding to it is our local manufacturing base, which make us available to them for any of their problems – be it technical or otherwise," says Singh.

Singh suggests that digital printers have been rapidly penetrating and meeting the requirements of varied industries. For printing solution, Colors Digital offers UV Hybrid Machines, UV LED Flat Bed & Roll-to-Roll Machines, Eco-Solvent Roll-to-Roll Machines, Sublimation Machines, Textile Printing Machines, Laser Machines, T-Shirt Printing Machines, and Grand Jet along with others. The company is looking for dealers to expand its distribution network.

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



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

Singh has been associated with the industry from over a decade. "The experience that I have earned through these many years has enabled me to understand even the finest point of customers' concern that has led us to secure an extended list of satisfied clients. With the support from the industry, we expect to emerge as of among the leading solution providers of large format printers in India," says Singh.

He further informs that key strengths at Colors Digital India comprises latest technology, strong infrastructure and customer-focused approach. "With a motto to give best services to our clients, our technical team is available 24X7 to support our network of dealers across the length & breadth of the country."

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

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



Color creates, enhances, changes, reveals and establishes the mood of your brand.

VIJAS Digital (I) Pvt. Ltd.

POP/POS, Digital & Offset Printing Solutions

BILLBOARD PRINT • OUTDOOR SIGNS • INDOOR SIGNS • FLEET GRAPHICS

11 VUTEK 3360 ec • HP SCITEX FB 950 • 2 HP 5500 Ink Jet • 3 HP Latex • 2 Epson Eco Solvent
2 Mimaki Eco Solvent • Mimaki Plotter Cutting • 2 Hot & Cold Lam. Machine • 15 Seaming Machines

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

LUCKNOW
Branch Office:
Vijas Digital India (I) Pvt Ltd.
Arsh Plaza, 363/70D, Opp. Exon School,
Campwell Road, Sahadatganj, Rajajipuram,
Lucknow - 226 017.
T: 0522 2649700 | 0522 2649701
E: lok.vijas@gmail.com

BENGALURU
Branch Office:
Vijas Digital India (I) Pvt Ltd.
135, Ground floor, 4th Main,
Rajajinagara Industrial Town,
Bengaluru - 560 044.
T: 080411 33381 • 080412 16976
E: vijas.blr@gmail.com

PATNA
Branch Office:
Vijas Digital India (I) Pvt Ltd.
Plot Number 434,
Jakaryapur, Ramkrishna nagar,
Badi Pahari,
Near Union Bank, Zero Mile,
District: Patna, Bihar - 800 030.
E: pat.vijas@gmail.com

Design by Vijas Graphics

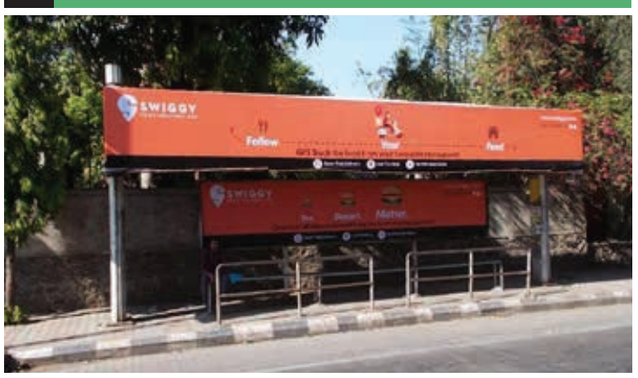
www.vijasgroup.com

VIJAS GRAPHICS PVT. LTD • PREFECT PACKAGING PVT. LTD • V.D. POP & DISPLAY LLP • AD SPACE PUBLICITY

10 Smart Advertising Moves by Swiggy!

SWIGGY IS AN ONLINE FOOD DELIVERY SERVICE BASED IN BENGALURU. IT WAS FOUNDED IN 2014 BY NANDAN REDDY, RAHUL JAIMINI, AND SRIHARSHA MAJETAND, AND HAS BEEN EXTREMELY SUCCESSFUL IN ESTABLISHING ITSELF. THE ONLINE FOOD DELIVERY SERVICE HAS USED MULTIPLE ADVERTISING MEDIA TO PIQUE INTEREST AND CREATE BUZZ AMONGST CONSUMERS. SEVERAL OOH CAMPAIGNS BY THE COMPANY HAVE HELPED TO CONNECT AND ENGAGE AUDIENCES ON THE MOVE.

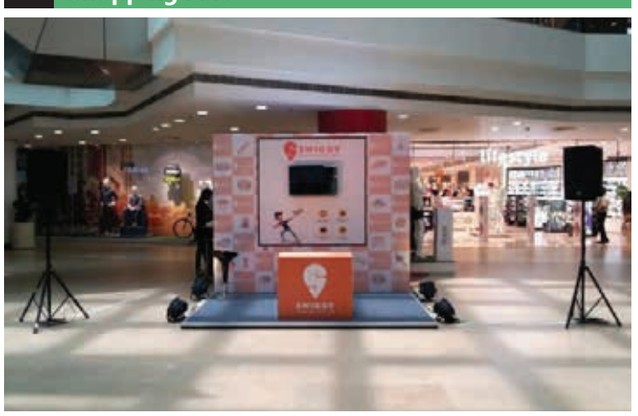
Bus Shelter Advertising by Swiggy



Swiggy Marketed Using Vehicle's Back Panel



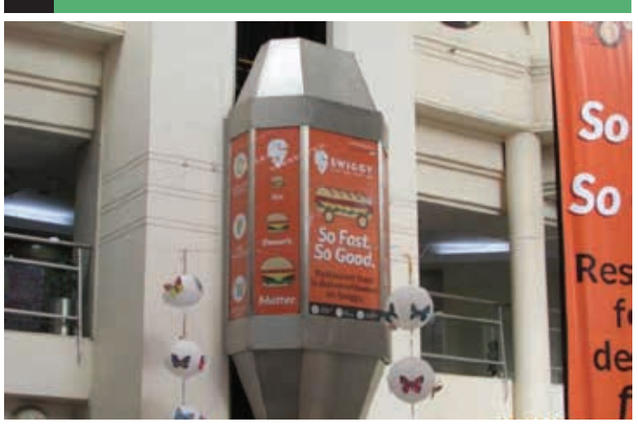
Interactive Campaign by Swiggy At a Shopping Mall



Metro Advertising by Swiggy



Swiggy Promoted Using Lift Wrap



Hanging Banner Used to Market Swiggy



Billboard in a Parking Lot to Promote the Food Delivery App



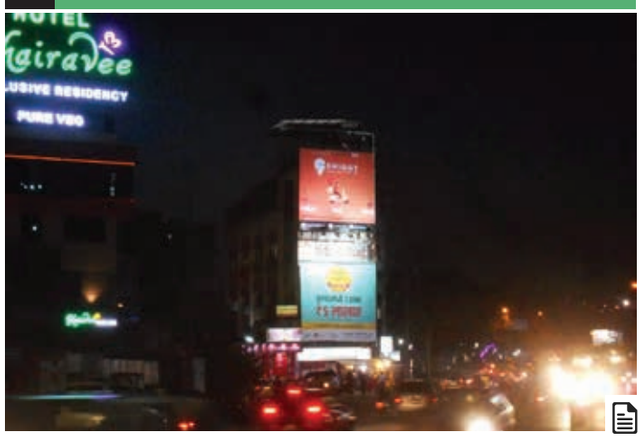
Car Wrap Advertising by the Food Delivery Service

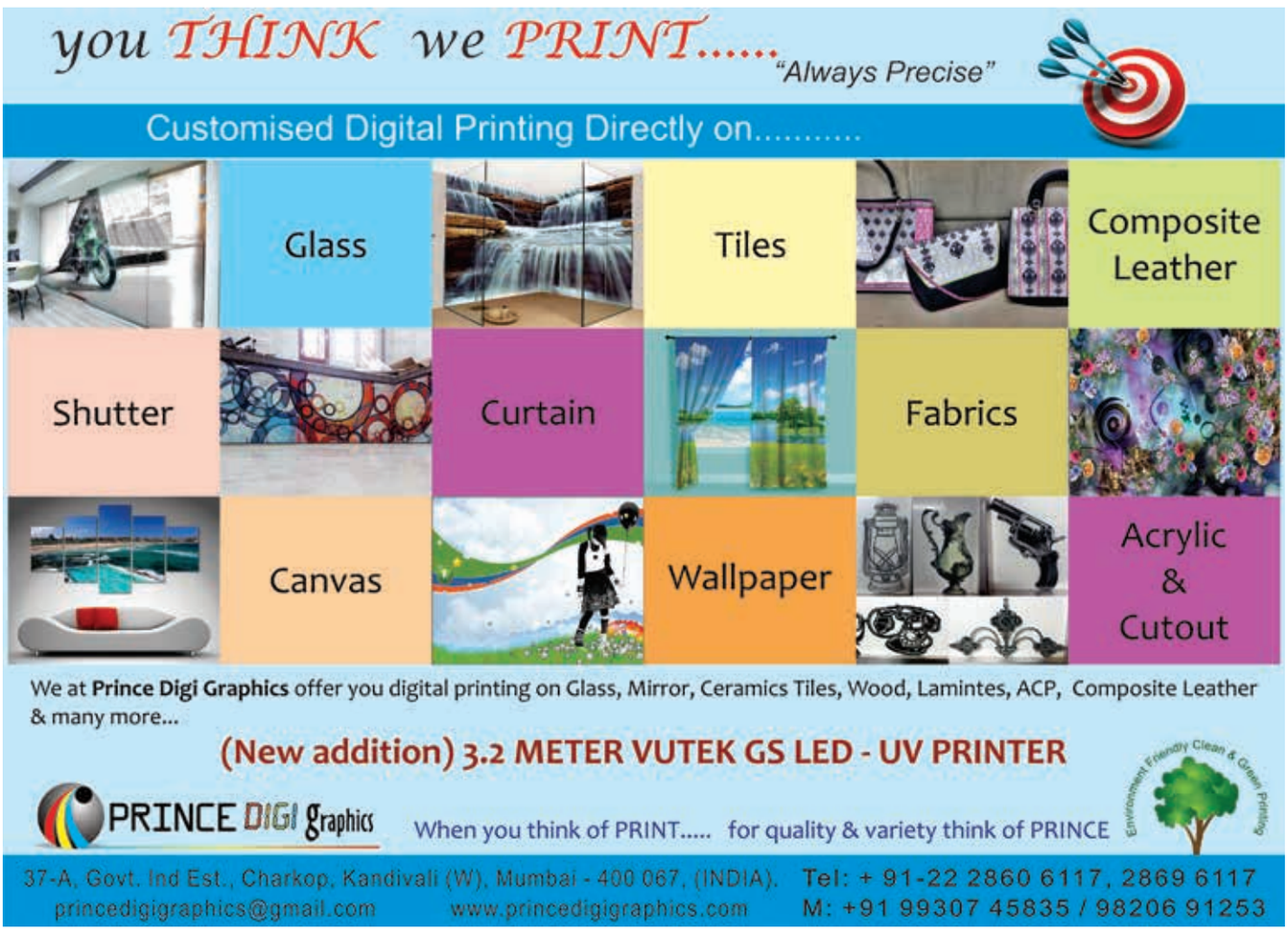


Cluster Advertising by Swiggy



Outdoor Billboard Advertising by Swiggy





Event Calendar

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
APPPEXPO 2019
Date: 5-8 March, 2019
Venue: National Exhibition and Convention Center, Shanghai, China
Website: www.apppexpo.

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

APRIL 2019
SIGN & DIGITAL UK
Date: 2-4 April, 2019
Venue: NEC, Birmingham, UK
Website: www.signuk.com

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
EUROPEAN SIGN EXPO (FESPA)
Date: 14-17 May, 2019
Venue: Messe Munich, Germany
Website: ese.fespa.com

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

LIGHTED
HUMAN BILLBOARD










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

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

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

iWalk SIGNS
A NEW APPROACH TO OUTDOOR ADVERTISING

Remembering O. N. Kapila: Flag Bearer of the Indian Signage Industry



Late Mr. O. N. Kapila
(09.01.1930-18.12.2018)

In a long and illustrious career spanning over 60 years, his true passion and calling was the study of Printing Sciences and Applications. Loved by, and known to all in the printing fraternity due to his helpful nature and for being a front runner in addressing the issues faced by the printing industry, his dedication led to the broadening of the digital printing industry.

His passion for printing is evident from the fact that he never missed a Drupa in his life, right from 1962, when he attended his first one.

Born in Una, Himachal Pradesh, he started his career in 1947 at a young age of 17. Based on his initial internship in a tin printing and packaging company in Agra, he developed a passion for printing. In the year 1952, he moved to Mumbai to run the marketing operations for the same company as a freelancer.

In 1954, he started his printing venture in Mumbai with the name of 'The Metal Printers Company'. This company gradually grew from catering to the packaging sector to diversifying into a specialised outfit for advertising on tin posters. In 1971, he imported one of the first colour scanners into India to start one of the first in-house pre-press unit.

One of his key achievements during this era was a pre-press job for the government printing press located at Nashik for special Dr. Salim Ali Bird Series Stamps. In the period between1970-1990, he won several 'National Achievement Awards for Excellence in Tin Printing' organised by the Directorate of Advertising and Visual Publicity (DAVP).

In 1985, he was granted 'Entrepreneur of the Year' by the Minister of Industries, Government of India. In 1987, he was invited by the International Metal Decorators Association, USA, to speak in the annual conference on Hexachrome or Hi-Fi printing and its significance in the tin printing industry.

During 1990-93, he spent around three years in researching various methods of extending the life of tin posters experimenting with special inks and pigments to cater to the outdoor advertising industry. Later, owing to the success of this initiative, IMDA, USA awarded him a Special Technical Achievement Award for '3 years Outdoor Life on Metal Posters'.

Further in 1993, he launched 'offset printed sectional posters on tin' - the first ever in the world. Moreover, he successfully manufactured a 52-sheet billboard, totally printed on sectional metal sheets with perfect alignment and colour balance. Furthermore, he extended this concept into tin dealer boards, which were extensively used by Coca Cola during their launch in India.

In 2001, he diversified into wide-format digital printing with the start of Metro Multimedia Technologies (Digital). It started with a small Thermal Pigment Transfer System and soon expanded into super-wide formats with 4 Vutek Platforms. In 2007, he imported the first Durst Rho Print platform, and eventually this range was increased to eight machines, including a 5-meter installation for the UV segment for the first time in India.

In a nutshell, Kapila was Godfather to many of today's industry stakeholders. He was instrumental in bringing the latest machines in India and was the one to introduce Durst here. He was always on the lookout for new technologies, used to pick & choose the best and the latest, and didn't take time to introduce the same in the Indian market.

He was the pioneer in bringing the latest wide format machines to the industry and was also the one who catered to the needs of big corporates of his time.

Sign & POP World team extends its heartfelt condolences and gratitude to this great leader in the country's signage industry. He is no more but his legacy will continue benefiting and inspiring many generations to come.

MEX
MEX Exhibitions Pvt. Ltd.

India's Biggest
Exhibition on Gifting Solutions

GIFTS® WORLD expo



26- 28 July, 2019
Pragati Maidan, New Delhi



5-7 September, 2019
KTPO Trade Centre
Whitefields, Bengaluru

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

BOOK YOUR BOOTH NOW

NEWSWIRE-NATIONAL

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

Pioneer Publicity Wins Co-Branding Rights at 6 DMRC Stations



Pioneer Publicity has bagged the co-branding rights at six stations of Delhi Metro Rail Corporation (DMRC) -- Kohat, Noida Sector 61, Lajpat Nagar, Chirag Delhi, Nehru Enclave and Vasant Vihar.

These stations are located on different DMRC lines. The OOH major will develop the formats at each of the six stations according to the contractual terms that govern the inside and outside media and branding norms.

Pioneer Publicity is a well known name in the outdoor advertising sector. The established OOH Company is into large format, street furniture, ambient and transit advertising.

Along with Pioneer Publicity, other leading media owners have also bagged rights, namely Jagran Engage which has got rights for Karol Bagh and Laxmi Nagar; Explomedia, which has got Barakhamba and DD South Campus rights; Media 24x7, which has bagged the rights at Noida Sector 16; and Ayan Media that has taken Pitampura, while Central Secretariat has gone to Taurus.

SNJ Enterprise Installs Arrow Digital's EFI VUTEk GS3200



Recently, Pune-based SNJ Enterprise installed EFI VUTEk GS3200, which is supplied by Arrow Digital. The EFI printer is designed to deliver photorealistic quality print and its dual resolution capability enables true 600 dpi and true 1000 dpi outputs in selectable 24pl or 12pl drop sizes.

The printer is known for its versatile applications. It is perfect for fine art replication, detailed photography, and stunning high-definition POP displays, along with conventional 3.2 m banner and signage applications. EFI VUTEk GS3200 can transition from rigid materials to roll-to-roll media in less than one minute and it can print on various substrates.

It can also accommodate flexible or rigid materials up to 126.5 inch wide and up to 2 inch thick. The dual-roll capability of the printer enables simultaneous printing of two 60 inch wide rolls. Additionally, the printer produces attractive photorealistic graphics in eight-colour (plus double white) mode at the speeds up to 1200 sq ft/hr.

Poonam Telkar and Vishal Telkar, Directors at SNJ Enterprises were ecstatic with the latest addition of EFI VUTEk GS3200. Also, they were extremely satisfied with the after sales service provided by the team of Arrow Digital. SNJ Enterprises has associated with Arrow Digital for printing solutions for years now. Moreover, they are appreciative of Arrow Digital's contribution in helping them enter new markets and segments with profitable applications.

mediaexpo

NEW DELHI

Book NOW!

45th EDITION

6 – 8 September 2019

Hall 8 – 12A, Pragati Maidan, New Delhi

...the only expo that addresses all the facades of media advertising and signage industries.

Showcase your best technology in –

Printing

Fabricating

Sublimation

Imaging and printing

Inks & emulsions

Architectural hardware

3D signage printing

& more...

Conventional and Digital signage's

KEY HIGHLIGHTS

- 300+ Exhibitors
- 1000+ Product categories
- 15000+ Trade Visitors
- 3 Days Business opportunity

messe frankfurt

Space filling fast.
Book your stall today!
www.mediaexpo-mumbai.com

For assistance, contact:
+91 22 6144 5962

NEWSWIRE-NATIONAL

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

The Flag Company Plans to Expand



The Flag Company, a Mumbai-based flags and Signage firm has opened a new manufacturing unit early this year. The new factory is spread across 45,000 Sq. Ft. and the company is also planning to add another 15,000 Sq. Ft. to their existing facility soon.

The company has a presence in seven cities – Mumbai, Delhi, Hyderabad, Chennai, Pune, Bengaluru and Goa. The office in Bengaluru has been opened recently and a new office will soon open in Dubai to cater to the Middle East market.

With 15 years of experience in textile and printing, The Flag Company has been in the manufacturing business since 2006. The signage company manufactures soft signage, flags for local and international consumption, backlit and front lit signage, stadium branding and billboards. The company specialises in sublimation, direct printing, disperse screen printing.

It has four verticals – Flags and banners, Fabric Signage, Stadium branding and LED backlit fabric light box. The company is equipped with all the latest machines in the market. The entire manufacturing process is done under six units such as weaving unit, dyeing and raising unit, fabric processing and printing, quality control division, stitching unit and packaging.

Benson Polymers Introduces High-Grade Glue for Fabric Media



Benson Polymers has introduced high-grade glue for fabric media, which is far more superior than any other conventional glue that often fails to bond on sign frames. Since flex media has been banned in the states of Karnataka, Kerala, Chhattisgarh and Maharashtra, and there is possibility of the ban wave spreading to all across the country in future. As a result, demand for fabric media as an alternative to flex is escalating. Fabric media are eco-friendly and designed for stunning display graphics which address the need of corporate companies. But the big challenge in using fabric media is in fabrication process.

The printed material is not easily glued on the signboard frames. As a solution to this finishing intricacy, the company has come up with a kind of glue that has specifically been developed keeping in view the fabric media. The newly developed glue is far more superior than any other conventional glue that often fails to bond on sign frames. Benson Polymers boasts a long line of glues suitably made for extensive applications in diverse industrial segments. Those looking for the company's products including the newly launched high-grade glue for fabric media can contact us.

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

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

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

THANK YOU!

BRIGHT OUTDOOR RECOGNITION & AWARDS

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



INDIA'S NO 1 BRAND



POWER BRAND RISING STAR AWARDS



GOLDEN ACHIEVER AWARD



LIONS GOLD AWARD



BRAND VISION FOR INDIA 14 -15



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



APPRECIATION AWARD (NGO - SOCIAL)



GUJARATI SCREEN & STAGE AWARDS (SINCE 5 YEARS)



PROMISING ENTREPRENEUR OF THE YEAR



GAURAV AWARDS



BOLLYWOOD OF BUSINESS AWARDS



INDY'S EXEMPLARY ENTREPRENEUR AWARD



SANSUI TELEVISION AWARDS



BHARAT RATNA DR.AMBEDKAR AWARD



DADA SAHEB PHALKE AWARD



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



GIANTS AWARDS



ASIA'S MOST PROMISING LEADER AWARDS - DUBAI



LION GOLD AWARDS 2015 (SINCE LAST 4 YEARS)



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



THANK YOU FOR YOUR SUPPORT

BRIGHT OUTDOOR
PRINT TV RADIO PR DIGITAL
CELEBRITY EVENTS & CREATIVES

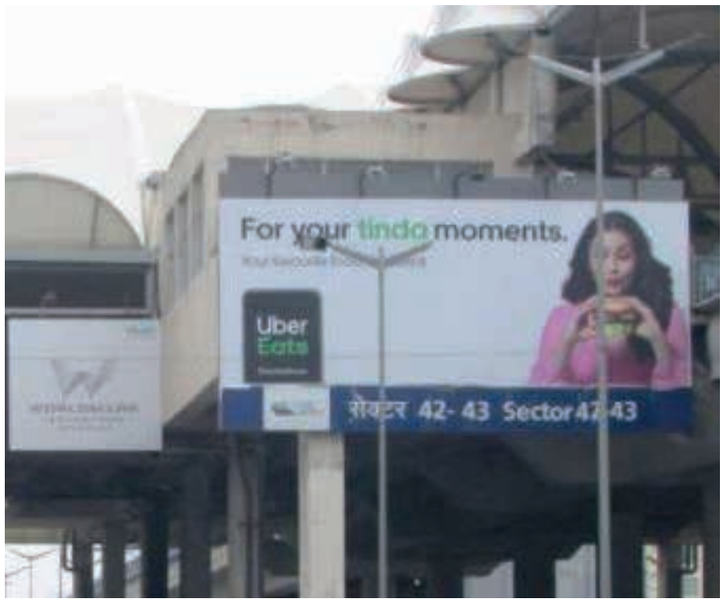
In future we are committed to work towords greater success.

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

NEWSWIRE-NATIONAL

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

Uber Eats Launches OOH Campaign



Uber Eats launched a new brand campaign with actor Alia Bhatt. The campaign titled 'Everyday Moments' is relatable and connects to a millennial's life. With a busy schedule and tedious work hours, it gets difficult to get proper food. Ordering food at work or home is the new constant way of life now for the Indian youth. The billboard featured Alia Bhatt munching on a delicious burger with a message that read 'for your tinda moments' which is relatable to Indian youth.

The agenda behind the campaign is to aid consumers is seeking effortless exploration of food in their everyday lives. In Alia, India's youth icon, Uber Eats has a partner who shares the spirit of the brand and manifests it through her memorable, engaging, aspirational, and youthful connect placing the brand in the everyday food ordering moments.

The campaign was conceptualized by Uber Eats' in-house creative team and aimed to create brand awareness and establish a strong connect with the youth, making Alia Bhatt a great fit to deliver the communication. The campaign generated quite a buzz and engaged the target audience.

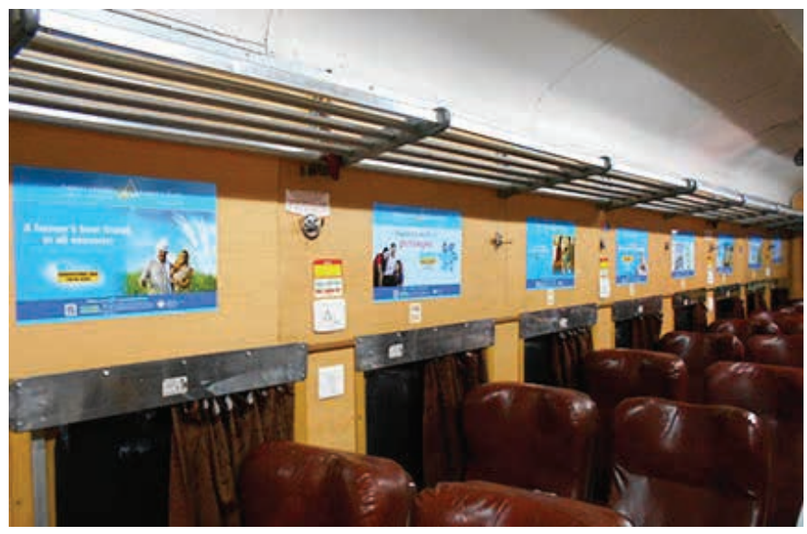
It positions Uber Eats as a brand that is beyond delivering food from the restaurant, strengthening its role in the consumer's everyday life and breaking barriers of a transactional exchange and instead establishing a strong memorable connect.

The campaign was carried on using multiple platforms such as ATL (TV, Radio, OOH, Print), Digital (Youtube, Facebook, Twitter and Content publishers) as well as Uber Eats owned CRM Channels.

Srishti Communications Bags Advertising Rights for Shatabdi Train

Srishti

Recently, Srishti Communications bagged advertising rights on the daily Shatabdi Express train running between Bengaluru and Chennai. The contract for both train exterior and interior has been acquired for a period of five years. This great opportunity is going to attract many big brands as the premium train will connect with a large number of audiences.



The passenger profile is versatile, ranging from top professionals and decision makers to homemakers. As this train connects two metro cities in a matter of five hours, many people are seen to opt for this train journey instead of air travel. This eventually makes the train as an advertising medium all the more attractive.

By securing the entire advertisement space on the interiors and exterior of the coaches of this train, Srishti Communications plans on offering the complete space in one lot to their clients so that the product/ service advertised gets deeply embedded in the minds of consumers.

Also with bans on hoardings, this moving billboard is a great option for many advertisers. Moreover, the company is extremely focused on increasing its transit media portfolio.

BALLOONS INDIA

INFLATE YOUR SALES



Back Pack Balloon



Inflatable Gates & Archs For Shop Entrance/Events





Lighted Product Shape Replicas



Lighted Tower Inflatable



Pole Balloon



Walking Mascots

For more detail please call
+91 9871298916

E-mail us:
info@balloonsi.com

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

NEWSWIRE-NATIONAL

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

Colorjet Introduces Verve LED 2030 Printer at Printpack 2019



Recently, ColorJet participated in Printpack 2019 and launched Verve LED 2030 Flatbed UV printer. ColorJet is the fastest growing wide format digital inkjet print technology leader in the Indian sub-continent and the company exhibited in Printpack to meet potential buyers and thus diversify the mainstream commercial printing business.

Verve LED 2030 Flatbed UV printer enables high quality direct printing on almost any kind of materials, including wood, glasses, leather, ceramic tiles and much more. The industrial print heads provide best-in-class durability, resolution as well as enables high-speed printing. The recent trend is witnessing a shift towards UV in the printing industry. Although, the company has not introduced the printer to the media, however, they are selling it in the market. The machine has been sold to customers in Chandigarh, Haryana, Mumbai and Kerela along with other cities.

UV is being preferred because the backlit effect on UV printing is unparalleled. Giant retailers such as H&M, Big Bazaar and Westside are using two types of prints namely UV and Soft Signage.

With a lot of cities putting a ban on flex and PVC, it is imperative that sustainable options are introduced to replace them. Therefore, the market for the solvent is getting reduced and moving towards eco-solvent.

Madison Media Uses Billboards to Announce Partnership with Marico

Madison Media has bagged the media mandate for Marico after a multi-agency pitch. Billboards announcing their win and partnership were installed all across Mumbai.



The agency handled the account till 2018 before it moved to Lodestar UM. The agency will look after all media including Digital and will handle the account from April 1, 2019.

Marico was associated with Madison Media for 14 years since 2003. Last year, in a pitch supervised by ATK, Madison Media had lost the account. However, this year the account went again to the media agency. The media group is delighted to win back the important Marico account and is confident that they will be their true business partner and substantially contribute to their growth story.

Marico, one of India's leading consumer products companies is looking forward to this partnership. According to the company, the agency brings in an expert team with the right ideas and creative approach. The media group delivers a perfect combination of creativity, expertise and execution excellence in the current fragmented media landscape to drive value.

Madison Media Group is India's foremost media agency handling media planning and buying for clients including Godrej, Asian Paints, Titan, Viacom 18, UBER, TVS, Raymond, Pidilite, Tata Salt, Ceat, Domino's, Lodha, McDonald's, Indiabulls, Timesjobs.com, Crompton, Indian Oil, Snapdeal, Gowardhan Dairy, Piramal Healthcare and many others.

INDOOR & OUTDOOR ADVERTISING AND SIGNAGE INDUSTRY EXHIBITION

30th EDITION

Sign india 2019

BOOKINGS OPEN

5 6 7 JULY 2019

Pragati Maidan - New Delhi



9940075606 / 9003195607 | info@signindiaexpo.com | www.bltf.in

Print Media Partners

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

Online Media Partners

tradeindia.com | 99business.com

Organiser

BUSINESSLIVE TRADE FAIRS

NEWSWIRE-INTERNATIONAL

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

Aer Lingus Promotes Sale Using OOH Campaign



Aer Lingus started an OOH campaign to promote three million discounted seats in its January sale. Several platforms such as conventional outdoor poster formats, digital screens and special build were used to carry on the advertising campaign.

The campaign was aimed to create awareness about the sale, connect with an in-market audience and drive conversion. Also, multiple data triggers were included using PML Group's Dynamic platform. Moreover, a countdown trigger to the sale's end date ticked down on Connolly Station's digital gallery.

On Adshel Live, different creative executions were based on predefined weather triggers alongside the countdown. Clever taglines like 'Lashing Rain|Sunny Spain' triggered when it rained and 'Winter Freeze|Summer Breeze' when the temperature dropped below five degrees.

A 48 sheet special was also included in the OOH campaign with a billboard on Upper Grand Canal Street integrated with motion sensors which brightened up the sun and inflatable rings within the creative as pedestrians walked by. PML Group's Pinpoint mapping data enhanced targeting and OCS travel and consumer survey. According to the survey, it was inferred that those who travel once a year or more on holidays are more likely to be interested in dynamic content displayed on digital out-of-home.

Durst Increases Its Wide-Format Production



Durst, the world-leading manufacturer of advanced digital printing and production technologies is consolidating its roll-fed and flatbed production into one expanded site. The new site will also get a new leadership team.

Supplied in Australia and New Zealand by PES with Matt Ashman as the Durst manager, the company will now centralise all manufacturing in Brixen, northern Italy, and move flatbed from its Austrian base into the Italian site.

With the introduction of its P5 technology platform and the future development of hybrid printing systems, the company decided to dissolve what it called 'historically grown' structures in favour of a sole centre of manufacturing and business.

The business unit will have dual leadership, with experienced Durst managers Christian Harder and Andrea Riccardi, heading the operation. Both employees have been with the company for the last 20 years, and have helped transform the evolutionary stages of Durst inkjet technology in all its aspects.

As the new global sales director, Christian Harder has cross segment know-how and has been responsible for successful worldwide sales management for ceramics printing in recent years.

Andrea Riccardi is the new head of product management. He previously worked for many years in direct sales in the large format production (LFP) market, and since the end of 2016, has been responsible for the product portfolio in LFP web printing and the further development in soft signage/ fabrics printing.

NEWSWIRE-INTERNATIONAL

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

Canon Displays Print Solutions at Saudi Print & Pack



Canon Delighting You Always

Canon Saudi Arabia (CSA) displayed its comprehensive range of innovative print solutions at the 16th edition of Saudi Print & Pack in January at Jeddah Center for Forums and Events. The company presented six experience zones to highlight the opportunities available to commercial print partners as well as print departments of all sizes. The zones were namely; Production Print, Signage, Solutions, Commercial Printing, Photo Printing, and Service. Each of these sections will help businesses explore inventive ways to enhance overall productivity to handle growing output, unlock new efficiencies, and introduce them to capabilities in order to diversify. Saudi Arabia's printing market is the oldest and the largest in the Gulf estimated to grow to pass $7 billion in 2022, according to a report by Smithers Pira. Through the delivery of advanced technologies and solutions designed to meet growing demand in this dynamic market, as well as the provision of personalised customer service, Canon Saudi Arabia aims to cultivate long term business partnerships in the Kingdom and together achieve business growth and customer satisfaction.

Each zone of the Canon stand featured relevant solutions including a range of digital production presses, wide format output devices, photo printers, multi-function devices, workflow automation solutions and supporting software, among others. High-quality printing was demonstrated on imagePRESS C10000, the imagePRESS C850 series, the Océ VarioPrint 6220 TITAN, the varioPRINT 140 series, imagePROGRAF TX-4000, imagePROGRAF PRO-6000S, Océ PlotWave 365, Arizona 1280 GT, to name a few. The main highlight of the stand was the Océ Colorado 1640 roll-to-roll printer, built on Canon's groundbreaking UV gel technology. The newly launched imagePROGRAF TM Series of large format inkjet printers for customers producing CAD, GIS and poster applications, was unveiled to the Saudi market at this year's edition. The new ImagePROGRAF TM-300 and T36 deliver high quality large format prints on demand, bringing the ability to produce CAD drawings, GIS maps and posters in-house, greatly reducing outsourcing costs and response times.



NEWSWIRE-INTERNATIONAL

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

EFI Launches VUTEk h5 and DFE Technology at Connect



Electronics for Imaging (EFI), a worldwide provider of products, technology and services leading the transformation of analogue to digital imaging, launched several new digital print technologies at Connect, Las Vegas.

The new technologies launched included: EFI's high-speed, premium-quality hybrid flatbed/roll-to-roll superwide-format LED printer, the VUTEk h5; an advanced FS350 platform for EFI Fiery digital front ends (DFEs); and Fiery proServer Premium DFE technology offering significantly faster processing on individual jobs for EFI superwide-format printers. The high-volume, premium-quality EFI VUTEk h5 hybrid LED printer that made its debut at EFI Connect is part of the VUTEk h series of devices that global EFI R&D teams developed from the ground up.

The 126-inch wide printer can run up to 109 boards per hour and offers eight-colour and optional four-colour printing modes plus white, as well as an up to nine-layer print capability. The h5 model, which is also available as a field upgrade to the EFI VUTEk h3 printer, features UltraDrop Technology with native 7-picoliter grayscale printhead imaging and true multi-drop addressability, delivering exceptional smoothness in shadows, gradients and transitions.

Fiery FS350 Pro will drive new cut-sheet and continuous-feed digital production presses from EFI partners, as well as ultra-high-speed single-pass inkjet presses from EFI. It handles extended-gamut CMYK+ configurations and offers unique tools to save on speciality toners and inks, reducing waste while delivering impressive colour results on high-value print products.

Using the newest version of EFI Fiery Command WorkStation, customers can gain an intuitive and integrated user experience with a single shared interface for Fiery Driven digital equipment, including wide- and superwide-format inkjet printers and ultra-high-speed inkjet presses. New Fiery integrations with Duplo finishing devices offer automated cutting, slitting, creasing and spot coating workflows.

For superwide-format inkjet production on EFI printers, the newest-version EFI Fiery proServer Premium DFE launched at Connect uses GPU-accelerated FAST DRIVE technology to process individual jobs twice as fast on average, eliminating idle printer time so users can maximize their printer investments.

oOh! Media Renews Brisbane Airport OOH Contract



Brisbane Airport has renewed its 18-year out-of-home relationship with oOh! Media. According to the deal, oOh! retains exclusive rights for internal and external advertising for the airport's domestic and international terminals. Brisbane Airport is recognised as one of the world's best airports for its size, as well as, it is in a period of rapid growth and change.

oOh! Media is looking forward to working with the Airport to build on this momentum while continuing to drive innovation in how media assets can be used to amplify the entire customer journey.

According to airport officials, Brisbane Airport is committed to delivering passengers with a one-of-a-kind and engaging experience while showcasing the best of Brisbane to the world. oOh! is an innovative leader in Out of Home and the broader media sector, with an unparalleled approach to delivering high engagement with multiple media platforms throughout the passenger journey.

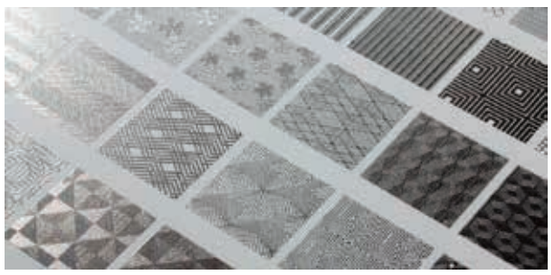
The outdoor media company's proposal is to introduce content throughout the airport to promote not only Brisbane city, however, major events, as well as provide bespoke content and entertainment for travelers which will also showcase the best of what Brisbane and Queensland have to offer.

NEWSWIRE-INTERNATIONAL

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

Mimaki Introduces New Metallic UV Ink

Mimaki Europe, a leading manufacturer of wide-format inkjet printers and cutting systems, announced the release of a UV-curable metallic ink, named MUH-100-Si. The new ink strengthens Mimaki's product offering and pushes the boundaries of graphic expression beyond that of ordinary UV flatbed inkjet printers. The ink is compatible with Mimaki's UJF-7151plus printer, which produces a high quality print for an impressive range of applications, from gifts and novelty items to wide-format boards.



The new MUH-100-Si UV-curable metallic ink will bring a strong competitive edge to Mimaki customers, allowing them to provide added value to the brands who use their services. Supporting Mimaki's ideology of "new technology for creating the next generation of digital printing", the new ink demonstrates how digital print enables creative ideas to be realised highly efficiently in the product manufacturing process.

Whilst metallic effects on printed products typically require further processing and manual handling after printing. Created by mixing a bright pigment into the ink, MUH-100-Si can place metallic ink directly onto the product without the need for a separate manual transfer process, as is the case when applying glitters or foils to produce a metallic effect.

Decorative options such as printing both gloss and matte tones, texture expression with embossing effect, and full-colour metallic expressions can be achieved in-house by printing coloured ink overlaid on metallic ink. Available for use with the UJF-7151plus printer, the metallic ink can be used for a wide range of applications, including items such as paper containers, films and novelty items.

Clear Channel Employs Digital Billboards to Help Homeless

Clear Channel Sweden collaborated with the local government to start an OOH campaign in an effort to direct Stockholm's homeless population towards shelter during the harsh cold winter months.



The digital billboards that are already installed all around the city were used to swap their usual advertising content with information and directions to the nearest shelters, helping the city's most vulnerable homeless people.

Fifty three existing billboards were programmed by the Clear Channel to automatically swap advertisements with directions to shelters when temperatures hit -7 degrees Celsius or below. The initiative was targeted at areas where most of the city's homeless were gathered by using the location data in order to provide accurate navigation.

If the temperature reached critical point, information was displayed about how people can donate their time or important items such as blanket and food. The unique initiative raised awareness and also enhanced the reach of the project.

The project was aimed to make a real difference and helped provide a solution to the growing number of homeless people in Europe. The campaign was introduced in December and continued till the end of January.



Resource Guide

ACRYLIC LED SIGNAGES

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

BALLOONS

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

BANNER STANDS/ROLL UPS

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

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

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

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

CNC ROUTERS

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

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

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

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

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

DIGITAL PRINTING

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

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

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

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

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

ECO SOLVENT MEDIA

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

SIBCO Overseas
P-3 New Cit Road, 4Th Floor, Kolkata -700073
Email: sibcoflex@gmail.com
Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

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

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

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

EXHIBITION DISPLAYS

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

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

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

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

SIBCO Overseas
P-3 New Cit Road, 4Th Floor, Kolkata -700073
Email: sibcoflex@gmail.com
Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

FLEX

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

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

SIBCO Overseas
P-3 New Cit Road, 4Th Floor, Kolkata -700073
Email: sibcoflex@gmail.com
Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

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

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

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

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

INKS

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

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

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

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

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

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

LAMINATION MACHINES

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

LASER ENGRAVING MACHINES

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

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

Mehta Cad Cam Systems Pvt. Ltd.
4&5 2nd Floor, Sumel Complex,

Opp-GNFC Tower, NR-Tej Sarkhej,
Gandhi Nagar Road, Ahmedabad -380059
Tel: 07926840551/2684553
Email: mishra@mehtaindia.com

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

LED MODULES

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

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

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

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

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

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

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

LED STRIPS

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

MULTI-COLOUR SCREEN PRINTING

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

P.O.P. DISPLAYS

FlangeWala
Mob: 9910236759
Email: flangewala@gmail.com

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

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

SIBCO Overseas
P-3 New Cit Road, 4Th Floor, Kolkata -700073
Email: sibcoflex@gmail.com
Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

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

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

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

PROMOTIONAL UMBRELLAS

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

SUBLIMATION PRODUCTS

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

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

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

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

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

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

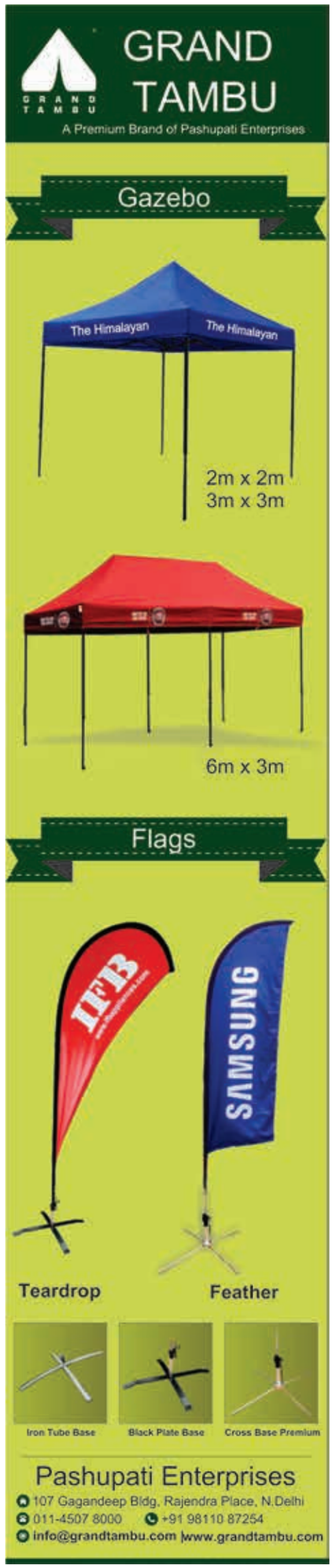
SIGNAGE MACHINERY

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

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

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

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



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

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

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

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

Colors Digital India
Tejinder Singh
Plot No. B-6/4, Site 5, Kasna Industrial Area
Greater Noida, UP-201310
Mob: +91 8802105000/ 9310309009
Email: colorsdigitalindia@gmail.com

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

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

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

Hewlett Packard India (P) Ltd.
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
Tel: 011-25107345-46, Mob: 9811022325

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

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

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

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

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

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

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

SPARE PARTS

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

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

Colors Digital India
Tejinder Singh
Plot No. B-6/4, Site 5, Kasna Industrial Area
Greater Noida, UP-201310
Mob: +91 8802105000/ 9310309009
Email: colorsdigitalindia@gmail.com

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

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

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

UV FLATBED PRINTING

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

UV PRINTING MACHINES

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

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

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

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

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

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

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

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

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

VINYL CUTTING PLOTTERS

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

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

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

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

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

WALLPAPER MEDIA

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

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

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

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

SIBCO Overseas
P-3 New Cit Road, 4Th Floor, Kolkata -700073
Email: sibcoflex@gmail.com
Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

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

Print&Cut

Leading the Future of Sign Graphic through UV Innovation



Sign graphic image of backlight OFF in the daytime



Sign graphic image of backlight ON in the nighttime

* "Day & Night Printing" image



Print & Cut LED-UV Curable Inkjet Printer

UCJV300-160

A new presentation for Sign Graphic of change of the image,
"Day & Night Printing" is realized by the 4-layer print with turning ON and OFF of backlighting.

Newly developed environmentally friendly UV ink, [LUS-175]

ID Cut function for quicker and easier access to cut after print

GREENGUARD GOLD

[LUS-175] acquired the [GREENGUARD Gold] certification, which is based on most strict global standard of chemical substance diffusion, assuring the product property conforms to schools and medical facilities. It is surely considered to environment and safety.

Mimaki™

Mumbai Lab C ent er

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

Delhi Showroom

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

macart
equipment pvt. ltd.



Revolutionary Printing Technology

UVision
UV Flat bed printer

Designed & Made in India

The UVision FB48 UV LED is high speed flat bed printer with moving gantry & 3 inch wide swath UV print heads from Konica Minolta

Features:

- Multi-surface applications
- Stable flatbed designed to meet high-quality requirements
- Water cooled Eco-friendly UV LED curing system
- 6 picolitre KM print heads produces stunning details and razor-sharp text
- The StarRip software with its unique pass printing algorithm deposits multilayer droplets making the prints look more vibrant in color
- High quality caged linear bearing for low noise and long life



Picomax



Decoject



UVeco Roll to Roll

DISTRIBUTORS WANTED

MACART EQUIPMENT PVT. LTD.

Pune - INDIA

+91-20-25440973 / +91-8975 759894 / +91-7888 04 7970

Email: sales@macartworld.com; **Website**: www.macartworld.com

aarambhstudios@gmail.com