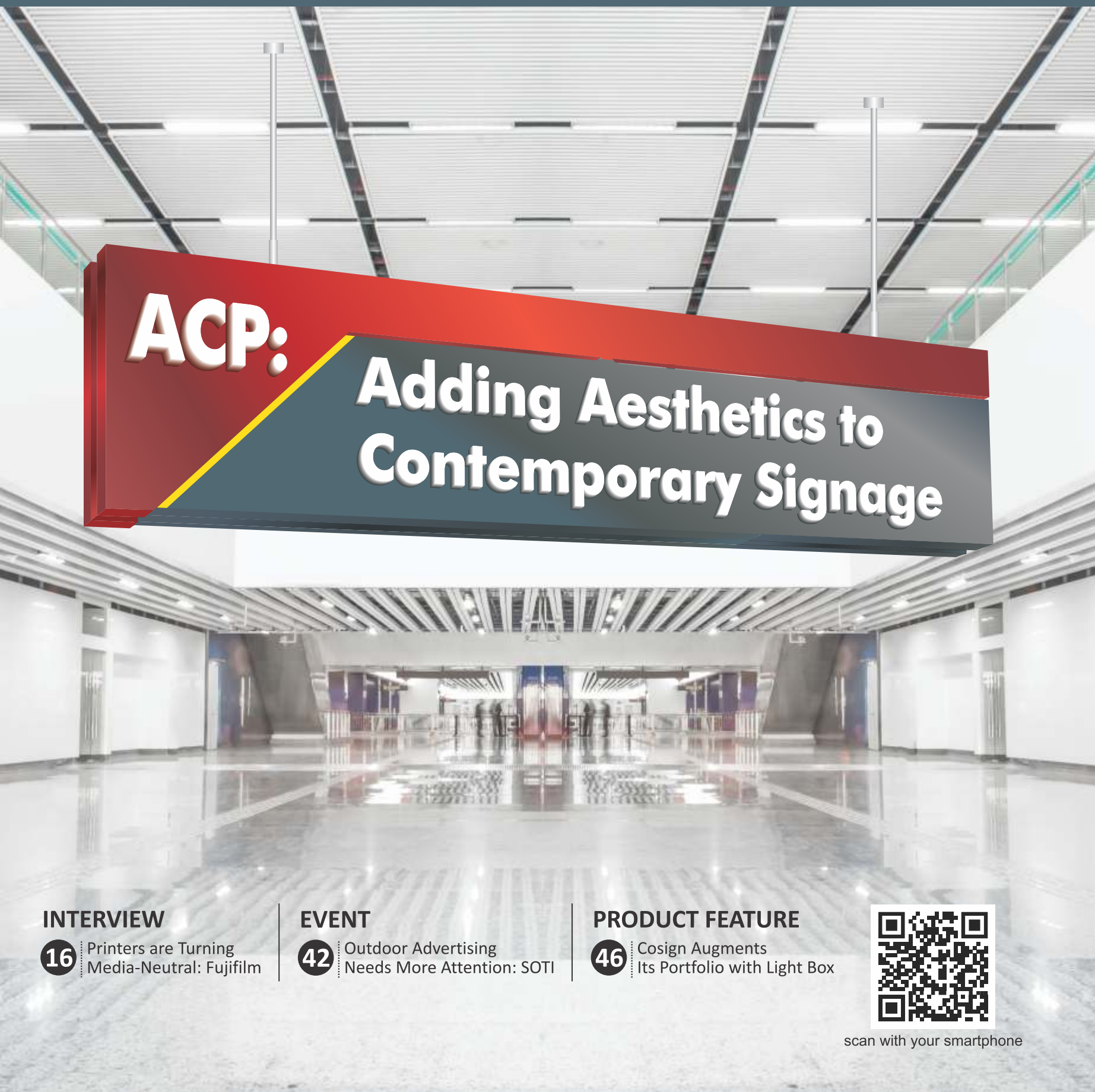
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SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.15 Issue.2 Mar-Apr 2019



ACP: Adding Aesthetics to Contemporary Signage

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46 Cosign Augments Its Portfolio with Light Box

scan with your smartphone

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

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YASELAN

New Launch
World Class
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RICOH GEN5 Printhead

UV TRUE FLAT BED 3020 | 2513

YASELAN Ricoh Gen5 Printhead

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With this issue, we have brought forth an all new face of Signage i.e. ACP, which is slowly taking shape, offering an all-new dimension to brand building exercises. The cover story entails opinions of ACP manufacturers as to what they think about their foray in signage industry and what prospects do they foresee for themselves.

Most of the ACP manufacturers unanimously opine that it is the ban on flex that helped mould the industry towards ACP, else, it could have taken more time to enter the market. However, this shift is not only because of the ban on flex by some states, but also companies have become aggressive when it comes to brand building exercise.

There are a couple of features on wide format printers and how the latest Xaar printheads are ruling the roost. These detailed articles take into account wide-ranging views from the stakeholders giving an insight into the opportunities offered.

The issue also incorporates extensive interviews of industry leaders like Fujifilm & Encres Dubuit, followed by an interaction with Unique Sign Innovations, which claims to have pushed the boundaries for UV digital printers.

There's one more interview of a PSP from Bengaluru, who deals in soft signage. Besides, there is a dedicated space for the recently concluded Mumbai edition of Media Expo 2019, especially for its inaugural conference SOTI.

The newly launched BigRep Studio's 3D Printer in India by Monotech Systems has been given an expanded space along with Cosign which has recently augmented its portfolio with Light Box. Further, there's a guest column from SAi.

We have included some innovative ideas too such as Samsung's smart billboard in Sydney and McDonald's inventive campaign in Puerto Rico.

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

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

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

Happy reading!



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

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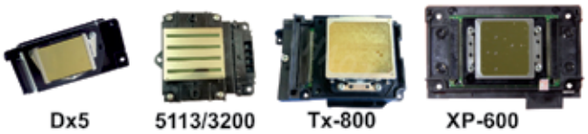


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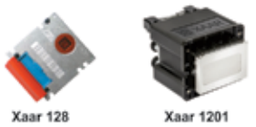
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Smart Samsung Billboard Promotes PowerShare by Charging Devices



Samsung has launched its new flagship series Galaxy S10. Also, the company has ramped up its marketing and promotional strategy to popularise the product all around the globe. In a clever marketing gimmick, the popular brand has put up a smart billboard in Sydney, Australia, which promotes the Wireless PowerShare feature of the new series. It is a one-of-a-kind interactive installation which teaches people about one of the Galaxy S10's latest features. It encourages onlookers to charge their phone by placing it on the Galaxy S10 image in the billboard. Although, the billboards don't have a real Galaxy S10 just a regular Qi wireless charger, however, that would help people get the idea about Wireless PowerShare.

Burger King Advertises Using Augmented Reality



Burger King, the famous fast food chain is encouraging fans to 'burn' rival chain's billboards, thanks to a new app feature that sees hoardings engulfed in flames. The quirky 'Burn That Ad' campaign allows anyone who uses the Burger King app and points their smartphone at its competitors' ads may enjoy the sight of it being burned up instantly of course in augmented reality and eventually turned into a Burger King ad. After the flames die down, the consumer is presented with a screen that tells them they have received a free Whopper to be savoured at the nearest restaurant.

McDonald's Blurs Billboards to Promote its Iconic Menu



McDonald's in Puerto Rico has just unveiled a series of billboards that displayed its famed menu items so blurry that you can just make out what they are really trying to promote. The inventive campaign includes three billboards which feature a just recognisable burger, fries and kid's Happy Meal. The iconic menu has been a favourite of consumers for years. Also, each hoarding comes with the Spanish tag "No se diga más" that translates in English to "Say no more". The innovative campaign capitalises on the audiences who have been a regular consumer and are well aware of the most popular food items.

Linkedin Unveils Billboards To Celebrate Professional Milestones



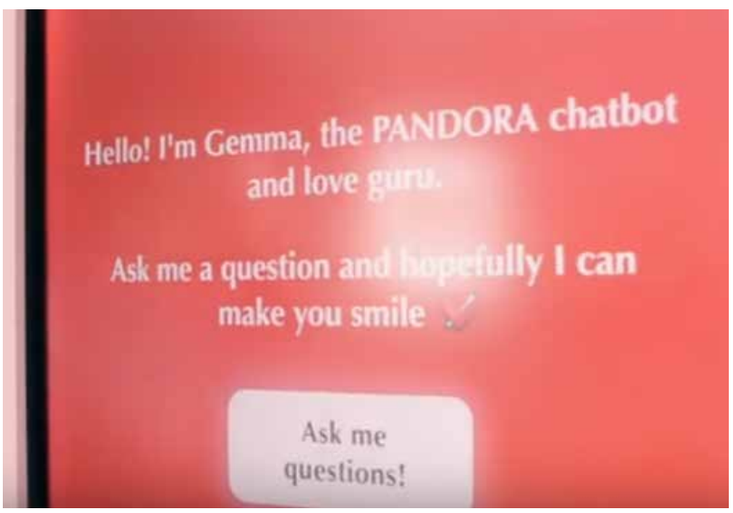
Professional networking platform, LinkedIn has launched the second edition of the #InItTogether campaign. The advertising move celebrates its members with different professional journeys. The OOH highlights the benefits of using LinkedIn in order to facilitate connections, move to new industries, and create a better opportunity to find their next job. The image displayed on the billboard is inspired by the real-life members in their natural environment, whether their workplace or home. The focus of the campaign is to showcase their story, their motivations and their life goals as an inspiration to a larger professional community. The outdoor campaign was splashed all across prime locations in the big cities.

Circle K Advertises Beers Using 3D Printed Bus Shelter



Circle K is a convenience store chain with locations all around the world. Recently, they installed a bus shelter to announce that the stores are selling full-strength beer in Denver, Colorado. In these busy times it gets very difficult to attract the attention of people henceforth, it is imperative that creative campaigns are launched. The eye-catching beer-bottle bus shelter of Circle K installed by Media Resources surely attracted attention. The six-pack bottle tops were 3D printed by Media Resources on their Massivit 1800 and took ten hours to print each pair. The bus shelter garnered positive attention and provided greater business visibility.

Pandora Launches Interactive DOOH for Dating Tips



Pandora, a jewellery company partnered with JCDecaux and creative agency Flying Object to launch an inventive campaign with an interactive display and a chatbot called Gemma. The interactive DOOH was installed at Westfield Stratford City shopping centre in London to deliver love and dating advice. Customers could approach the display and ask questions such as "first date tips, chat-up lines, Valentine's Day questions" and other topics. Gemma would often give answers such as "recreate your first date, "If customers didn't like Gemma's tips, they could click a button for "maybe not, try again" to get different advice.



ACP SHEETS ARE MAKING THE BRANDS RECOGNISE THEIR VALUE IN TRUE SENSE BY ADDING PROFESSIONAL TOUCH, BESIDES BRINGING IN THE CORPORATE LOOK & FEEL.

Introduction

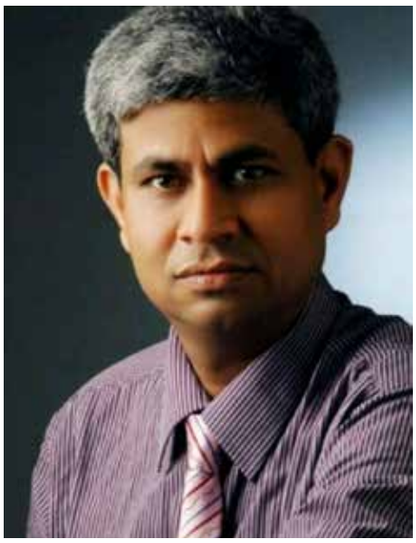
Right from a simple name handwritten on a board or over a tin plate with some level of painting on it, the signage has continuously been passing through various stages of evolution. With innovation as a constant feature, the industry keeps giving new faces to its baby, each time using new material. Getting matured from the initial stages, last decade completely belonged to flex which gave signage an all new look with the usage of backlit and light boxes.

Recently, it has got another facelift when ACPs entered the fray bringing along all its attributes to get attached with any brand looking for a contemporary new look and feel. Wonder that ACP can contribute to creating attractive signage! Yes, It can. Besides offering a seamless look to the signage with the use of hairline joints while expanding the horizon of design detailing as desired, ACP sheets can be instrumental in creating various such possibilities like store fronts & LED signage.

In our efforts to explore how ACP manufacturers are feeling about this feast, we at Sign & POP World spoke to a few players including Timexbond, Eurobond, 4Mann Industries, Flexibond, Viva Composite, and Wonder Alu Board. Most of them consented that apart from the attributes attached to ACP, the ban on flex has opened the door for ACP sheets in the world of signage which makes it rule over the replacement market. However, the reasons are much more than simply replacement as to why brands have started embracing ACP sheets.

Market &Manufacturers

According to **Suresh Gala**, Director, 4Mann Industries Pvt. Ltd., ACP sheet was not known to the signage world till few years back. "It has come out forcefully because



"Slow but steady improvements help ACP win the race and now we can find it anywhere in the country."
Suresh Gala, Director
4Mann Industries Pvt. Ltd.



"ACP doesn't get damaged & weathered and can withstand harsh environmental condition."
Rishabh Mittal, Director
Wonder Alu Board Overseas

of the ban on flex that was imposed by some of the state governments. But then it received warm welcome by many blue-chip companies from sectors like automotive, banking, telecommunications, FMCG, etc. This is because ACP perfectly fits in the requirements of all these segments when it comes to branding or promotional activities."

"Unlike flex, which doesn't withstand heavy wind pressure and excessive weathering, ACP comes fail-proof for all these factors with life expectancy of more than a decade. Fixed with the help of screws, these modular fixtures allow easy installation as well as dismantling. It is far more stable than any other media. Slow but steady improvements help ACP win the race and now we can find it anywhere in the country. If any special colour is needed, it is now possible with ACP," says Suresh.

Almost similar are the sentiments of **Rishabh Mittal**, Director, Wonder Alu Board Overseas, when it comes to usage of ACP in signage industry. "Basically, ACP is now being used in place of flex for creating signboards. This is because, ACP is durable and comes with longer life than any other media including flex. It doesn't get damaged & weathered and can withstand harsh environmental condition while being installed in outdoors. Moreover, it is scrapped, recyclable, reusable, etc., which are adding further strength to its hold in newer applications like signage."



Samples of ACP Signages

Going forward, a common understanding of the current market evinces that 50-60% of the new projects in signage accounts for ACP, while rapidly increasing options of finishes and colours are pushing it further deep into the brand building exercise. The consumption pattern is simple as less use of ACP has been experienced for small stores, while the usage in high street storestouches a new high with each passing day. Adding to its popularity is its weatherproofing attribute which adds to the aesthetics & better finish to the signage thereby ensuring its safety.

"Now that time is changing and companies are becoming more aggressive towards their promotional activities, they want their respective brands to remain visible with their own identity of specific colour and style. They have started believing in brand building exercise because only then people would perceive their brand value. They don't want to compromise on this front now which let them not to leave any stone unturned. And, here the importance of ACP goes up on the scale," suggests **Jinesh Gala**, Director, Timexbond Industries Pvt. Ltd.

On the replacement market remark, Jinesh says, "Flex is being used at its own pace and place. It's not the replacement market in full for ACP. No doubt, ACP has taken over a part of it. But flex is still leading the signage market especially in the outdoor hoardings in terms of demand and supply. It is too early to judge that ACP would take over flex as five years back no one was even imagining that ACP can be used in signage."

Rajesh Patel, Director, Umiya Flexifoam Pvt. Ltd. gives a different perspective. According to him, innovation in signage is a continuous process, and is currently on its peak. "First, we had flex, which was followed by vinyl pasting, then backlit which later graduated to become light boxes, and then channel letters - metal or acrylic, which got decorated with the incorporation of LEDs into it. And for each of these applications, ACP is the base product without any other better option."

Patel strongly believes that the way innovation is being incorporated and various products are being experimented in signage industry is just amazing. "The industry is not only witnessing but also embracing the change. For instance, in case of the contemporary as well as trendy channel letters, ACP has become a must. And, every corporate has understood its importance," he says.

Mayank Jain, Director, Viva Composite Panel Pvt. Ltd. feels that it is the attributes of ACP that help it grab its market in the signage industry. "Being CNC compatible, ACP allows more accurate images or letters to be installed on any signboard. Rapid development in the illumination technology adds further glow to the fascia of any store or corporate building. In fact, the possibilities with ACP are endless for signage industry depending upon the willingness of the brands.This is also because ACP is resin-based and doesn't get weathered besides being eco-friendly.

Insisting more on to the features,



"Companies have started believing in brand building exercise pushing the importance of ACP up on the scale."
Jinesh Gala, Director
Timexbond Industries Pvt. Ltd.



"The way innovation is being incorporated and various products are being experimented in signage industry is just amazing."
Rajesh Patel, Director
Umiya Flexifoam Pvt. Ltd.

Amit Dubey, Brand Development Executive, Euro Panel Products Pvt. Ltd. opines that the usage of ACP has increased manifold in the signage industry. "This will go on touching new heights as the world advances. Mainly because, like other materials, ACP doesn't release any toxic gas which makes it environment friendly. Further, variety of textures increases the possibility of creating n-number of ranges. Adding more to it is its features like durability, weather-resistant, fire-retardant, etc., which together has been making it a darling of corporates for brand building exercise."

Aluminium Composite Panels

Aluminium composite panels are flat panels consisting of two thin coil-coated aluminium sheets bonded to a non-aluminium core. The core is commonly low-density polyethylene (PE), or a mix of low-density polyethylene and mineral material to exhibit fire retardant properties. The aluminium sheets can be coated with polyvinylidene fluoride (PVDF), fluoropolymer resins (FEVE), or polyester paint. Aluminium can be painted in any colour which facilitates ACPs to be produced in a wide range of metallic and non-metallic colours as well as patterns that imitate other materials, such as wood or marble.

ACP's flexibility, low weight, and easy forming and processing properties allow for innovative design with increased rigidity and durability. ACP has been used as a light-weight but very sturdy material in construction. Its application is not limited to external building cladding, but is also being used in partitions, false ceilings, machine coverings, container construction, etc. Nowadays, ACP is widely used in signage industry as an alternative to heavier, more expensive substrates.

Thickness ranges from 1mm to 8mm. For signage industry, 3mm and 4mm sheet is preferred depending upon the height of the installation. Since signages are mostly fixed at 10 feet or 20 feet height, 3mm thickness is appropriate. But if the height goes up, the thickness requirement of the sheet also got enhanced for withstanding the environmental pressure especially that of wind. Overall for all the ACP manufacturers, 20% of their supplies cater to signage industry.



Capacity & Network

According to Suresh, 4Mann Industries Pvt. Ltd. is in the ACP business since 2002 with its state-of-the-art manufacturing unit in Jammu in J&K. With an installed capacity of more than 3 million sqm per annum, the company ranks among the country's top five ACP manufacturers. "We have a very strong network of more than 80 distributors and over 20,000 dealers spread across the length & breadth of the country. And to feed them timely, we have warehousing facility in almost each of the metro cities. Besides, we do our presence in overseas markets through our partners in Kenya, Sri Lanka and Uganda," he informs.

Wonder Alu Board, an ISO 9001:2008 certified Company, boasts of its facility which is well-equipped with advanced machineries and has an installed capacity of 16 million sq. ft. per annum. "We are well-established and catering to the industry stakeholders for last one a half decade. We have seen the industry growing and new players jumping on to the bandwagon for grabbing their respective chunk in the pie. It was the time when ACP was majorly used in the front elevation of the building as cladding. Even today, 70% of our products are applied in the exterior of a building. Signage industry has embraced it much later, only a few years ago," shares Mittal.

According to Jinesh, Timex bond is a brand synonymous with quality, durability and innovation. "We're one of the initial manufacturers of ISO-certified Aluminium Composite Sheets in the country with an installed capacity of over 50 million sq ft. per annum, of which, 30-40% goes in signage industry.Overall, we have more than 10,000 dealers across the country, wherein 150 are premium ones, who deal in huge quantity of our ACP. And to support this network, we have warehousing facility on pan India basis. In almost all the states, we have company-owned warehouse which enable us to cater to the branding needs of any corporate house based in any city or any part of the country, especially when it comes to supply side of the solution."

Flexibond is the ACP brand owned by Umiya Flexi foam Pvt. Ltd. which started its operation as manufacturer and exporter in 2003. "Our comprehensive range of quality products including ACPs, brush mirror-faced ACPs, and interior design ACPs has credited us with ISO 9001:2015 certifications. Our products have gained huge recognition in the market especially for aspects such as high durability, superior finishing, non-corrosive and easy installation. All these products are manufactured using finest quality raw materials with cutting edge technology as per latest industrial norms," asserts Patel.

Jain insists that Viva is one of the leading and renowned brands in manufacturing of ACP in India. Established in the year

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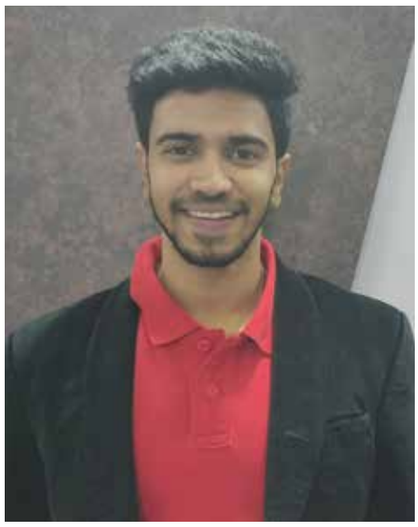








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"Being CNC compatible, ACP allows more accurate images or letters to be installed on any signboard."
Mayank Jain
Director
Viva Composite Panel Pvt. Ltd.



"Features like durability, weather-resistant, fire-retardant, etc., have made ACP the darling of corporates for brand building exercise."
Amit Dubey
Brand Development Executive
Euro Panel Products Pvt. Ltd.

2003 in Mumbai, Maharashtra, Viva has its manufacturing unit located at Umergaon in Gujarat featuring a perfect harmony of workmanship and state-of-the-art machineries. Equipped with 4 production lines with a total production capacity of seven million sqm per annum, it's an ISO 9001:2015, ISO 14001:2015 & CE-certified Company. "Our network comprises 18 company-owned warehouses and more than 500 dealers spread across the country," he informs.

Eurobond is based in India for more than 12 years with its headquarter in Mumbai. "With an installed capacity of producing 40 million Sq ft per annum, our state-of-the-art facility at Umergaon in Gujarat efficiently caters to a global clientele and ensures fastest deliveries. We use Alloy 3003 which ensures high strength and increased life of our ACPs, besides making it high impact resistance and easy maintenance. Our quality procedures coupled with skilled engineering practices make us one of the leaders in aluminium fabrication and building materials company in India," informs Dubey.

The ACP Industry

According to a report, the size of ACP industry in India stands close to Rs. 2,200 croreregistering a double digit growth rate annually. With around 45 manufacturing units across the country, the industry is majorly ruled over by the unorgainised sector, while the organised sector constitutes a small portion. Industry experts opined that the share of branded players was considerably low owing to the rampant unethical practices among the unorganised players. But thanks to the GST which has given a level playing field especially to the organised players. It was a much needed thrust for the implementation of standard business practices.



With presence of around a dozen of brands, without having their own manufacturing facility, the ACP market in India has been passing through a tough phase. "The ACP market is not yet up to the mark as many suppliers do not have their own manufacturing facility and are sourcing products from overseas manufacturers. This is not a good sign for the industry as we are feeling threatened. They keep feeding the market with their sub-standard products and by doing so they are not only hurting the sentiments of quality Indian manufacturers, but also playing with the belief of the customers," suggests Mittal.

Dubey's concern is also on the same line. "The market is getting flooded with low-priced ACPs which are nowadays being used in signage. This is not at all good for the industry as well for the brands.Standards need to be prevailed in order to restrict cheap quality players," he says adding that Eurobond has come up with low-priced sub brand called Archer, especially to cater to this segment of the signage market. "Further, the government has made it a norm to use FR ACP in all the government projects," he informs.

Why ACP in Signage?

The ACP industry uses plastic granules and aluminium coil as key raw materials that attract full input credit, hence, benefitting the manufacturers at max. They are looking for newer application areas and signage industry is one the extensions wherein it has become the need of the hour following which many retail brands and corporates have started embracing it with open arms. No doubt, it took time for companies to innovate in their branding activities. It's a demand pull kind of a market where clients and not suppliers are the driving force.

"Although, ACP is comparatively expensive than flex and requires more time to get fabricated. But when it comes to brand building exercise, the corporates of today are not ready to compromise. This is because ACP provides very good corporate look for brand building, besides adding permanent colour to a brand which in turn is bringing better results in the form of brand recognition. Also, this is easy to use material, and doesn't need heavy-skilled labour for fabrication purposes," explains Jinesh as to why ACP is now preferred for creating signage.

Patel insists that the finish, standard warranty, and of course the attractiveness that it adds to the signboard is unmatched. "This is weather resistant, long lasting and durable. Almost all the ACP manufacturers are giving 10 years warranty on their respective products, while normallythe companies change their branding every four to five years.Also, if someone wants a particular ad for one month, it's good to use flex, but anything more than this requires





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better quality signboards and ACP is the best for this," he says.

The Growth Avenues

While sectors such as banking, petroleum, railways, airports, telecommunications, etc. have already accepted ACP for its brand building exercise, many other industries such as electrical & lighting, sanitaryware, pharmaceuticals, etc. are expected to join the league in time to come. This will further bring advantages to the signage section of the ACP sector, which is also very hopeful of its growth with enhanced thrust on speedy completion of projects from government as well as private sector.

Patel opines that the rapidly expanding commercial spaces, enhanced government activities for public facility structures like new airports, metro rails, railways, bus stands and public utility centres and expanding urbanization are only giving a boost to the prospects of ACP usage in coming years. "The application of ACP has been increasing with each passing day. This is why there are many new players coming in. It won't be wrong to mention that the product is passing through a phase of a cash cow."

Further boost in the demand side is expected from the innovation in new designs and addition of colours in the offerings. However, this product category relies heavily on brands' approval which can be very well observed from the fact that many ACP manufacturers are catering to a few common but bigger brands. This can also be attributed to the fact that brands mostly prefer a local manufacturer/supplier for a particular geography which in turn can help them save on transportation.

"Future is very bright for ACP as many companies tries their luck and have been receiving good response. Since ACP changes the overall look by adding aesthetics, it is rapidly emerging as a very good option for outdoor signage. Now that ACP is playing a very important role, the future is certainly very productive and we expect that 50% of our entire ACP production should go in signage industry in two years from now," says Jinesh.



"Future is great as the scope of improvement has no any defined limit. The growth and development activities are on. For instance, in construction market, the usage of ACP is aplenty. When it comes to potential markets, south and west are serving the best for us. The industries asking for ACP include Automobiles, Cell phones, Cars' Showroom, big retail chains like Big Bazar, Shopper Stop, etc. We look forward to a brighter future in time to come," echoes Jain.

Conclusion

Although many clients still do not prefer the usage of ACP in their projects due to a preconceived notion of the product being pricey besides being restricted on innovation front. But the case now is different as anyone can experience the retail designing sphere where the innovation with the ACP sheet is at its peak. This is forcing major ACP manufacturers in India to keep introducing new finishes and textures

Further, known for its high-quality and long lasting attributes, the preference of ACP is on top when it comes to signage applications. The shift from traditional signboard materials, such as flex, vinyl, acrylics, etc. can be very well observed which strongly suggests that the age of branding has revamped prompting many brands including big corporates to opt for ACPs in brand building activities through signage.

As per the industry report, the limited usage of ACP in signage can be attributed to the fact that majority of the Indian signage market is unorganised. This scenario is changing with time as the share of organised players is increasing slowly, which is a must for the systematic growth of the industry. Additionally, the advantages attached to ACP such as cost-effectiveness, flexibility, availability, user-friendliness, and easy on fabrication will certainly attract brands towards it in time to come.

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Printers are Turning Media-Neutral: Fujifilm



S. M. Ramprasad
Executive VP, Graphic Arts Division
Fujifilm India

Fujifilm India Pvt. Ltd., a wholly owned subsidiary of Fujifilm Holdings Corporation, Tokyo is making its presence felt in the Indian broad imaging industries segment for more than a decade. The Japanese major had put forth a range of its UV printers at the recently concluded Media Expo 2019 in Mumbai.

We at **Sign & POP World** got hold with **S. M. Ramprasad**, Executive Vice President, Graphic Arts Division of Fujifilm India. It was a walk the talk kind of conversation with him wherein he shared his views on various parameters including the company's approach towards customers, charging a premium, and the prospect of UV technology. The edited excerpts are here in the follow-up:

High Speed UV Printers for Outdoor

With more stringent norms on Flex and solvent printing by various state government , there is need to change the current set of high speed Solvent Printers with UV Printers

The initial investment will be there but in terms of running cost, it will be far economical for its high speed and high volume compared with current UV Printers. It is compatible for soft as well as rigid media. This will be a kind of revolution. What is amazing is the transformation that is happening in the Indian Outdoor market. Four years before when we started our UV journey, we were almost alone on the path as not many players had introduced UV technology. Now we can see that the UV market has become crowded. Not only the existing ones but quite a few new players have marked their entry with UV, which itself shows that the market is diving deep into UV technology.

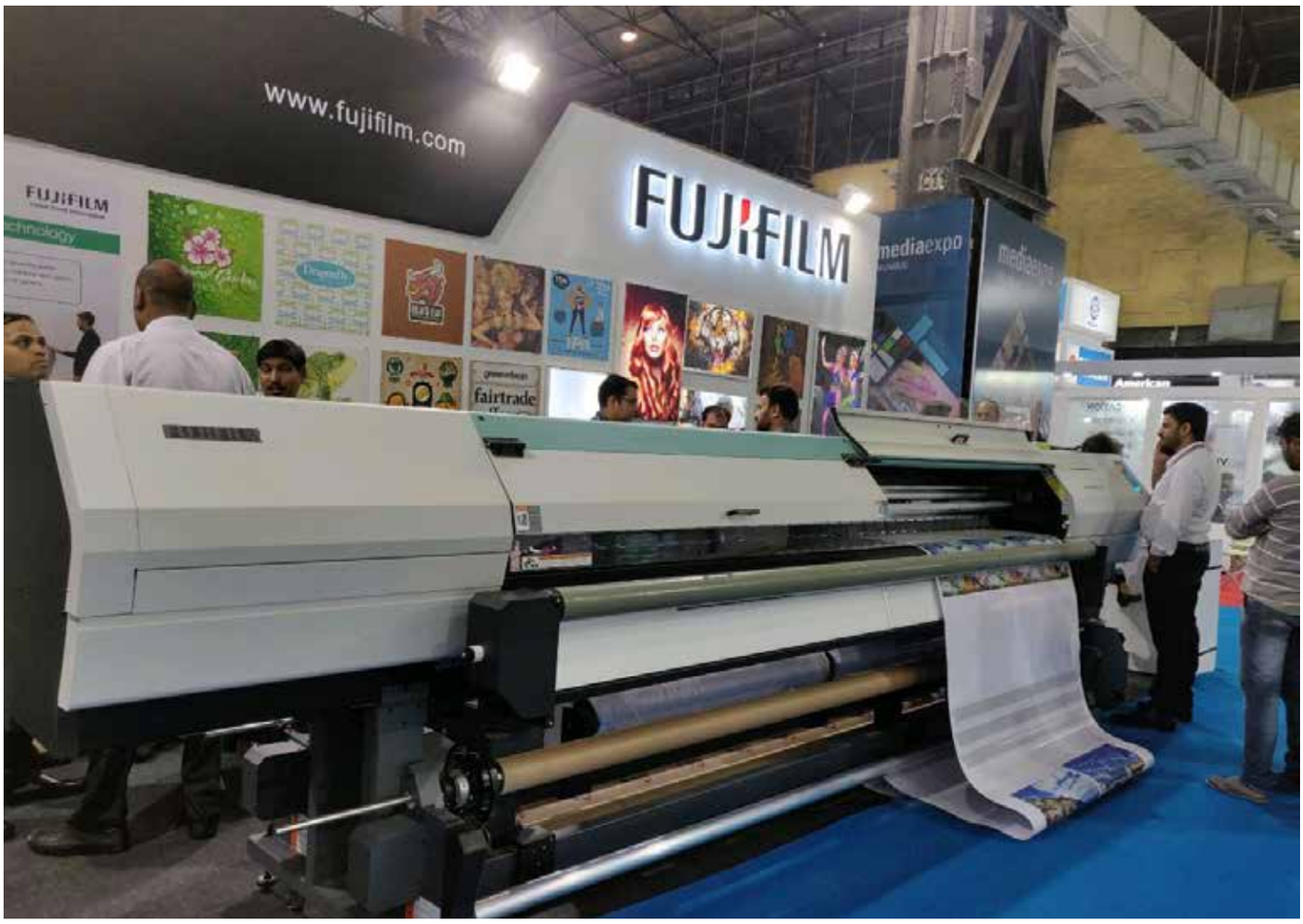


Fujifilm's Stand

As far as Fujifilm is concerned, we are very much supported by the kind of installations we have done in the last four years. Even for the newly launched 3.2-meter machine, we have recorded close to 15 installations in a short span of just six months. This has raised the total number of UV installations for us to 100+ of which 70% are flatbed. We are now focusing on roll-to-roll. All thanks to our customers for their continued belief in the brand. They are very happy with the performance.

Approach towards Customers

We are in process where we aren't going behind so many customers and in turn making this market uncompetitive for them. In short, we are not looking to expand the customer base haphazardly. We are moving forward in a strategic manner. We are approaching those who are focused and are going to buy most of our new products in time to come. Say, for instance, we only have 150 customers here in India, and all of them have confidence in our brand. They know Fujifilm India. They have full faith in us and



in our brand. They seem satisfied because they keep on buying our new products. As a result, most of our installations are multi-installations. They have this belief that whatever we say, we mean it.

At Fujifilm, we have maintained a very comfortable relationship with our customers on all fronts in terms of product performance, quality, running cost, service, etc. So, we don't want to go beyond focused customers just for the sake of selling.

Premium & Value for Proposition that Fujifilm means.

There is a huge opportunity, and we need to pick & choose our customers. At this level, we are not in a spree to buy market share. We know that our prices are at a premium. Customers, who appreciate quality and agree to pay the premium, come forward to opt for this level of technology. Indian customers are slowly learning all this. What is the cost that they pay upfront and what is the actual cost throughout the lifecycle of that equipment. So in essence they opt for the product which gives more value for money in long run.

Today, for example, if someone buys low cost Chinese equipment and save on upfront investment, may find our machine at almost 40 % - 50% premium. But down the line, after one year, the worth of the Low cost Chinese machine comes down to almost 10%-20% of the purchase value, while our machine still commands higher resale value. Further, operating cost of that low cost machine would remain at the higher side when compared with ours. So, if you put all these together, the one who buys our machines is the clever customer because he spends least during the lifetime. This makes him richer despite spending more money initially.

The Prospects of UV

Down the line, in the next three years, UV will be the prominent technology across various industries. Solvent is already phasing out, and eco-solvent has its own limitations. Even the number of machines using eco-solvent is not much. We don't have eco-solvent flatbed machines. We don't have eco-solvent machines for rigid media. Latex has just started trying for rigid media, and by the time it would reach to market, people will already become habitual of UV technology.

The market is very big and further expanding. Each one will have his own space to operate. Since major part of the market is untapped, there is a lot to grab for everyone. None will take away any other's chunk in the pie. I think it's a win-win situation for all. More people means more competitive market. This will lead to more innovations and improved quality.

UV for Mass Media

Nowadays, mass level advertising itself is coming down. Earlier, outdoor was equal to hoardings. Now the outdoor advertising is more of a restricted advertising in a premium location. The cost of rentals of these locations is continuously on the surge and is too high to compromise on the quality of hoardings to be put. No one would like to lose the branding opportunity by putting low-quality prints. Doing so will not only restrict the visibility of the brand, but also defeat the objective of hiring such a cost space for branding activities. And, this is a very prominent change which has started happening after the introduction of UV. For instance, every metro station has 4,000 sq. ft. to 5,000 sq. ft. of printing opportunity and none of them want shabby printing as it may deteriorate the look and feel of the highly decorated premium space.

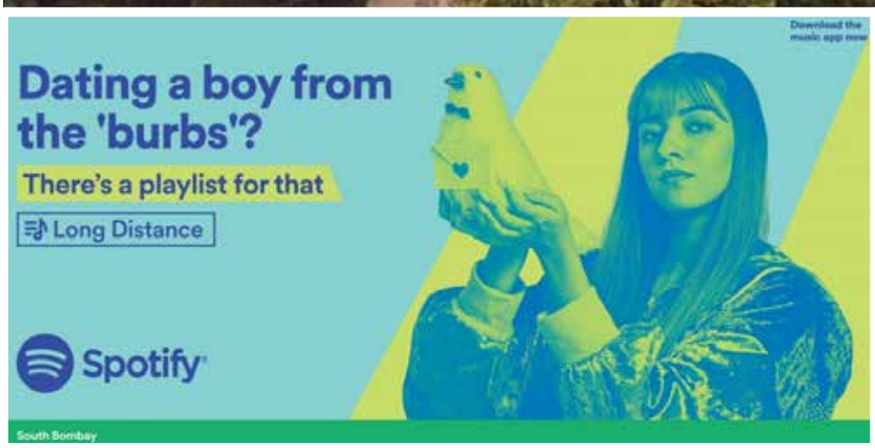
Media & Environment

Green is the call of the time and future. So, why should the printing world keep itself away from the movement! Accordingly, it has been promoting only those practices that are not harmful to the nature. No wonder, wherever there is plastic-based media, it is getting replaced by the one which is bio-degradable in nature and hence much more environment-friendly. This media can be fabric, or anything made of polythene-/ plastic-free material will come in to play. There is enough focus on those kinds as the media players are also aware of the situation. For all this, there is nothing to worry for printer manufacturers as today, printers are media-neutral.

National

Spotify Engages People with Innovative OOH





Spotify, which was launched in India in February, has unveiled its first campaign 'There's A Playlist For That', across the country. The unique advertising campaign spanned across different mediums such as hyper-contextual OOH, digital and radio.

The marketing initiative has been created keeping in mind the brand's dedication to create localised and personalised user engagements. The billboards with unique taglines resonating surrounding avenues and geographical area were splashed all across big cities. For example, the advert for a south Mumbai hoarding that reads 'Dating a boy from the 'burbs'? There's a playlist for that – 'Long Distance', is a quirky take on the longstanding south Mumbai – north Mumbai love affair debate.

Another billboard with the ad "when you're the only one who mass bunked" – There's a playlist for that – 'Dhokha, was strategically located in South Delhi's popular hot spot for youngsters.

Spotify has three billion playlists, many of which have been made by the fans themselves. With this campaign, the audio streaming platform has highlighted their strength and also prompted users to create their own playlists. Moreover, the app gives you a weekly suggestion of a playlist based on your listening pattern as well as on the music that you like listening to repeatedly.



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Idea 4G Launches Live OOH Campaign





Platinum Outdoor launched Idea's 4G campaign 'India ka Live Network.' The OOH campaign was executed all across the country which was based on the input that public behaviour is often dictated by "Who's watching" or "Kaun Dekh Raha Hai?"

Moreover, unruly and improper behaviour such as jumping traffic lights, throwing garbage from car windows on the road and smoking in public areas is generally carried when no one is watching. However, as soon as people realise that traffic police, concerned authority or public is watching, they immediately rectify their behaviour.

With that powerful insight, Idea launched this innovative campaign. The brand effectively utilised the power of Live Video to bring a change in society.

In Indore a hoarding was fit with a dummy CCTV camera with a rotator, and installed at a square, giving an impression that 'India is watching Live'. The message on the billboard read, "Signal todne se pehle soch lo, India dekh raha hai LIVE."

Also, another billboard was placed at Egmore Railway Station, Chennai, with an in-built camera to capture live footage of people entering the station with the message - "TTR (TC) may or may not be watching. India is watching LIVE."

The unique campaign successfully used the potential of Idea's network and its live video streaming capabilities in HD to drive change by creating positive outcomes from every negative situation in and around them.

Explore new landscapes of graphic art with IDS and Mimaki printers

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Speed 1000sqft/hr



Technical Specification

UV flatbed printer with roll-to-roll printing option
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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

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We're Specialist in High-Technology Inks: Encres DUBUIT



Caroline Bonnafoux, Marketing Manager Encres DUBUIT

Established in 1970, Encres DUBUIT, the French company is known for its high-quality inks. Located in Mitry-Mory near Roissy-Charles de Gaulle Airport, it specialises in the formulation, manufacture and sale of technical and industrial inks for screen printing, pad printing and digital printing. Since inception, the ink major has remained at the forefront of technology. Encres DUBUIT offers customised, high quality and innovative solutions in UV (since 1976) and solvent/conventional inks.

We at **Sign & POP World** got a chance to interact with the company's marketing manager **Caroline Bonnafoux**, who was here in India to explore the business proposition for the digital inks that Encres DUBUIT manufactures and supplies across the world. While speaking to us, she covered quite a few points including the company's plan to grab a pie in the Indian wide format digital inks market. Here are the edited excerpts to follow:

How has been Encres DUBUIT's presence in India?

We aim to market our high-quality digital UV inks in India. For now, we are selling our screen-printing ink here, which goes through our two distributors – one each in Mumbai and New Delhi. But that is a completely different market. These two distributors, therefore, only provide the technical support for screen-printing inks.

We actually wanted to show our brand to the digital printing players in India with some of whom we have really good contacts. That is why, before coming into India full fledged, we wanted to show our potential customers that we are really involved in this market and want to offer them the high-quality digital UV inks.

What made you explore India for your inks?

We first came to the New Delhi-edition of Media Expo in September 2018. Now, we are here in Mumbai for the same reason i.e. to promote our digital UV inks. India is changing at a rapid pace and the market is switching over from solvent and eco-solvent to more eco-friendly, UV inks. We gathered lot of insights from China for digital UV inks, and got to know about very rich trade terms with India.

We then decided to visit Indian market to show our potential customers who we are. Usually, we are known for UV screen printing inks, for which we had a huge market in the 90s when we used to supply the same, majorly to electronic industry. But then suddenly CD industry collapsed, which adversely affected our inks' market. In the meantime, we got to know that the market for screen printing still exists in India. However, we are more focused to push our digital UV inks here.



Other than India, in which all countries is Encres DUBUIT selling its inks?

Encres DUBUIT is strongly established in the international markets and is making its presence felt actively. We have three plants: in France (Paris), Spain (Barcelona) and China (Shanghai), three distribution centers (Publivenor in Belgium, DUBUIT America in Chicago, and the Middle East) with technical support all over the world. Other than that, Encres DUBUIT is also represented by its distributors in more than 50 countries around the world.

This is because, at Encres DUBUIT, the expertise lies in high-technology inks and coatings dedicated to the industrial printing market, ranging from simple visual communication to industrial marking and the use of functional inks. The company caters to the needs of global printers worldwide in sectors as varied as visual communication, packaging, cosmetics, automotive, electronics industry, and the like.



Which all inks are you offering to your Indian customers?

We have a variety of inks that can be used in Indian wide format industry addressing the needs of a gamut of printing applications. For instance, EVOJET 3000 UV digital ink is specially designed for printing on treated glass with Evoprime H5099. Our EVOJET Chinese Red and EVOJET Fluo-Y and M are the UV LED inks that can be used as red spot colour with our EVOJET 1700 and is suitable for visual communication on a wide variety of media. For all these inks, pigment particle's size is less than one micron that allows a better definition and a good drop control which in turn helps reducing a lot of satellite effects.

Who are your target audience in India?

For us, the most important are the machine manufacturers. We can't individually go and meet each end user. We have one person, Sunil Pillai who is working for us here in Indian market. He is based in Pune and can travel all along India. We wanted to remain visible to the Indian machine manufacturers along with the suppliers who are sourcing machines from overseas as they may become our future partners. As of now, we are in conversation with a couple of machine manufacturers and we look forward to materialise the same.

Why do you think that Indian printing industry is ready for Encres DUBUIT?

In India, it is the initial stage as UV machines have just entered. For us, it is the right time to enter and introduce our quality inks to Indian machine manufacturers. So far, our digital UV inks are compatible with Ricoh Gen IV & V, KM, Xaar, Spectra, and Kyocera printheads. We are quite confident about our future here but in the meantime general elections are scheduled after which the economy will be decided and accordingly, we will take our decision. We hope that in the second semester, things would speed up and we will be in a position to decide. By the end of the year, we need to know about our future steps, and further movement.

India is a bit different. What would be your strategy to start with?

Worldwide it's a huge market and each country is very different. Like for instance, we are selling our inks in China that too very specifically and to some select customers only; we can follow the same strategy here in India. However, we have observed that the market here is not only lacking on the usage front, but also on the technical knowhow about UV inks.

So, how will you address this issue?

We know that India is new in UV, and therefore, end-users need to be trained about UV technology. We want them to know how our inks can add value to the final output thereby enhancing their bottom lines. This, we will also try conversing to the equipment manufacturers.

A complete printer comprises three major components i.e., the printhead, the machine and the ink. So, the print head manufacturer, machine manufacturer and the ink manufacturer will have to come together to find a solution to satisfy the end-users. No stakeholders can take the risk of making end-users unhappy. So, everybody has to work in the same direction to find out solutions, acceptable to everyone. For us, the line of action will be around know-how, technology and services.

What gives you an edge over other ink suppliers in India?

We are very confident of our quality as it is being manufactured in France, Europe. We are hopeful that we may get advantage of it in India also. Our ink is UV and we are one of the first manufacturers to introduce UV in screen printing technology. We have the knowhow about UV inks in digital and hence, we would offer the highest quality as we have.

In France, we supply our screen-printing inks to the cosmetics and perfume industry, which has high requirements with very high expectations on inks' quality. We take extra care if we find anything wrong with the product, and we don't allow it to go out of the factory unless we rectify. We need to be strict with the European regulations as there is no choice but to follow.

The Chronology of Growth

1970: Creation of Encres DUBUIT in Aulnay-sous-Bois, near Paris, France.

1976: Following a major research program, the first UV inks in Europe were successfully printed on a plastic bottle

1976: Creation of DUBUIT America

1988: Creation of Tintas DUBUIT, Spain

1990: Expansion of Encres DUBUIT in Mitry-Mory, near Paris

1994: Encres DUBUIT obtains ISO 9001 certification

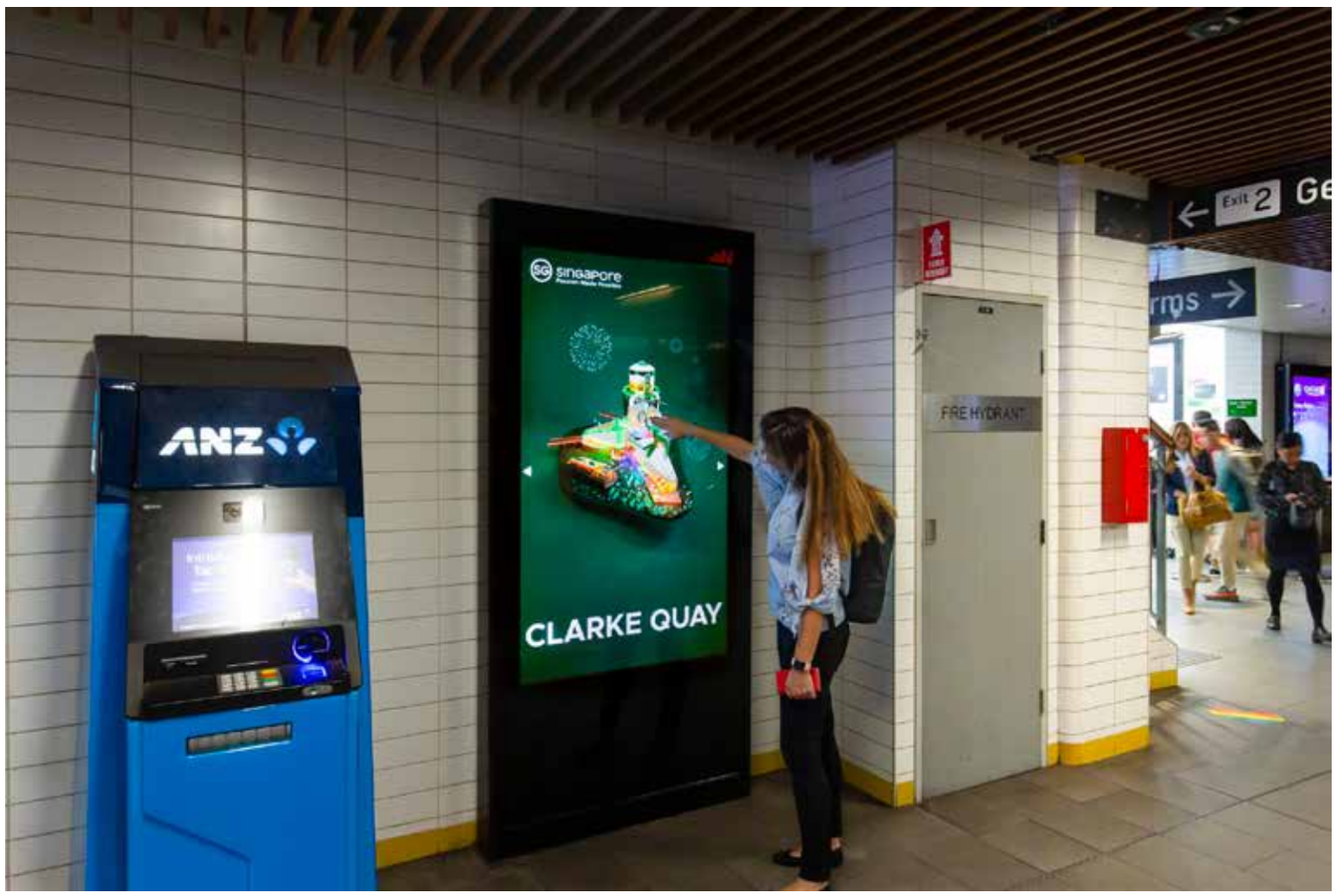
2000: Encres DUBUIT is listed on the Paris Stock Exchange

2003: Creation of DUBUIT Shanghai, a manufacturing facility in China

2011: Opening of a new factory in Shanghai

2015: Office and technical support to Lebanon to cover the Middle East and Africa

Singapore Tourism Launches an Interactive OOH Campaign





Singapore Tourism Board's collaborated with oOh!media and launched an innovative interactive OOH campaign. The campaign consisted of digital screens deployed at various commuter hubs in Sydney and Melbourne to promote Singapore's social scene.

In order to achieve the right impact interactive digital screens – located at Flinders St Station, Melbourne and Town Hall and Central stations in Sydney prompted thousands of commuters to tap on animated maps of Singapore's neighbourhoods to reveal its hidden social gems.

The engagement with screens yielded commuters to have a one on one experience as well as unlock surprises to reveal destination such as beautiful rooftop bars and foodie oases, hidden speakeasies, retail hotspots and other lesser nightlife experiences.

The agenda of the DOOH campaign was to facilitate engagement with 25-49 years old working adults, by presenting Singapore as an exciting destination with a happening nightlife scene where visitors can experience the city's vibe and meet new friends.

The audience of today has a very short span of engagement and it is extremely hard to grab the attention of this tech-savvy segment, as they are constantly busy with online messages 24 hours a day. Therefore, this unique campaign was launched to grab the attention and engage them with a blend of out-of-home, interactive experiences and beautifully crafted 3D experiences.

McDonald's MONOPOLY Campaign Takes Over Bus Shelter





McDonald is back with MONOPOLY campaign. The campaign is in its fourth year, and the popular fast-food company is using a mix of OOH formats including Large Format, 6 Sheet, Transport and Digital formats to drive a mass awareness across the country.

These were complemented by five bus shelter wraps located at high-density traffic and pedestrian locations in Dublin, Ireland. The planning process involved optimised site selection driven by proximity targeting using PML Group's Pinpoint mapping system fused together with Locomizer data which heat mapped the bespoke QSR affinity group using smartphone app data.

The campaign was planned and placed by Mediaworks and Source out of home, part of PML Group and the creative was by Leo Burnett. OOH is a very important medium for the famous fast-food chain to drive sales and reach target customers as well as to bring life to MONOPOLY at McDonald's campaign.

The OOH creative displays the prizes bursting out of the MONOPOLY promotional food items, and plays on the physical action of peeling the MONOPOLY game labels off the McDonald's promotion food items, by asking the question, do you Peely Peely?"

OOH is an apt medium to build awareness and engagement as well as ideal for a time-limited promotion such as MONOPOLY at McDonald's. Optimising the chosen locations via Locomizer and using bus shelter wraps helped to increase the efficiency and created the right buzz around this exciting promotion.

Apsom Infotex Enhances Portfolio with Roland's S-Series

APSOM INFOTEX BRINGS FORTH ROLAND DG'S NEW VERSA UV-LED S-SERIES PRINTERS, WHICH CAN BE TAILORED TO MATCH CONTEMPORARY PRODUCTION NEEDS.



Whether someone is looking to enhance production capabilities of prsonalised mobile phone cases or willing to print on marble slabs, Apsom Infotex has an apt solution for both. The company has introduced Roland DG's S-Series UV-LED printers that suit budgets, workspace sizes, and production requirements of all sizes. The company has come up with seven models - three hybrids with choices of belt widths & lengths of 760 x 1470mm, 1625 x 1470mm or 1625 x 2470mm and four true flatbeds with a choice of two bed widths and three bed lengths: 826 x 2090 mm, 1696 x 2090 mm, 1696 x 3090 mm, 1696 x 3818 mm. This is not only inviting new PSPs but also opening up new business horizons for existing PSPs who are greatly involved in offering customised printing solutions to their respective clients.

"The machine LEC 330S B150 is a hybrid model i.e. roll-to-roll and flatbed format. The high point of this machine is its printing capability onto virtually any flexible or rigid substrates or objects up to 200mm in height and 100kg/sqm in weight. So, it's now possible to direct print high quality graphics onto items previously considered too thick or too heavy. Further the machine is only 30-inch wide, which makes it portable and needs little space to accommodate when it come to installation as compared to the other available printers. With a capacity to carry media up to 100 kg/sqm in weight, the S-series delivers high-quality graphics, photographic images, textures and embossed effects onto any substrate or object, irrespective of it being rigid or flexible," elaborated Ravindra Kirti, Sr. Group Product Manager, Apsom Infotex. This new printer would bring ultimate versatility to the PSPs' existing portfolio.

According to him, this UV-LED hybrid printer allows PSPs to gain more by properly using its versatility as well as other features.



Samples Printed by S-Series UV-LED Printer



Samples Printed by S-Series UV-LED Printer

"The printer has ben designed to deliver incredible flexibility and can take on virtually any job the customers demand. The new S-Series UV-LED belt printers are the ideal choice for busy print service providers with even the most diverse and creative client bases. With a choice of belt widths and lengths to suit all production environments and requirements, the S-Series belt printers offer maximum versatility with minimum footprint and are easily configurable for fast, simple set-up from job to job. The continuous suction belt enables substrates and objects to be added to the belt for a non-stop production workflow."

S-Series belt printers handle flexible and rigid substrates plus roll-to-roll media. Apart from that, the included media table for direct print on to rigid substrates as well as objects of any length further increases printer's usability. He informs that this versatile portable printer was launched last year in the European markets where it has been well-received. "The overwhelming response has made us bring it to India. We hope it would be a success here as well," he anticipated.

VersaUV S-Series flatbed printers' capabilities go beyond traditional colour print and conventional substrates. "This six-colour machine comes in three-colour configurations, CMYK plus white plus gloss; CMYK plus white plus white; and CMYK plus gloss plus gloss. The printer runs with eco

UV ink that allows stretching of up to 220% with no signs of peeling or cracking. The low-temperature eco-UV ink makes it ideal for large signage, POS displays, customised packaging prototypes, and interior decoration, among others. Further, the structure of the printer is such that it doesn't allow fumes to mix with the atmosphere thus the environment remains clean from any hazardous substance," added Paramjeet Gill, Product Manager, Apsom Infotex.

The flatbed printers are designed for jigs or objects and substrates which are challenging to handle. Further explaining the features of flatbed models, Gill states that in case of true flatbed, similar to belt series, it comes with a choice of bed sizes (up to 1696 x 3818mm) incorporating a multi-zone vacuum for an uninterrupted continuous production workflow. "The S-Series flatbeds deliver consistent, stunning quality print onto thin and thick substrates – print film for packaging prototypes for one job and then heavy duty board for POS displays the next. The unique low temperature curing of Roland's LED UV ink makes the S-Series flatbed ideal for use with a host of standard substrates and non-conventional materials such as acrylic, plastic, wood, glass, leather, metal and more."

Kirti suggests that for those PSPs, who are short of space but big on ideas, Roland's newly introduced S-Series promises endless application possibilities to deliver maximum productivity thereby unlocking a world of profit-making opportunities and exploring exciting new markets. "With printing capabilities onto conventional and unconventional objects, for outdoor and indoor use, the S-Series is meant for volume-production of customised goods and corporate branded items which might previously have been screen or pad printed. Furthermore, it goes beyond simple block colour and text to deliver full-colour, high-quality photographic images, logos and more plus, print onto unusual objects such as furniture, music equipment, electrical items and so much more."

The robust design and heavy-duty beds are built for large signage and exhibition graphics, high-impact POS displays, industrial marking applications, packaging prototypes and more. The printer is designed to offer truly unique, premium products, meeting specific needs of varied customers. For powerful visual impact on interior design, retail displays, art, promotional products and single or double-sided signs, the S-Series flatbed prints stunning special effects, including textures and embossed effects with Eco-UV white and gloss ink.

Expanding Footprints, Adding Possibilities: Unique Sign



Mohammad Ali, Managing Director, Unique Sign Innovations

THE NEW AGE PRINTING TECHNOLOGIES ARE BRINGING REASONS FOR THE PRINTING STAKEHOLDERS TO SMILE WITH GREATER BUSINESS OPPORTUNITIES ON THE FLOOR.



Installed YSL G5 2513 UV-flatbed printer - Mohammad Khalith, KK Industries, Mysore

Unique Sign Innovations is continuously charting out success stories. The company has recently introduced a couple of wide format printers, sourcing one each from Xuli and Yaselan. Both these machines are of high standard and offer quality output besides bringing in various other attributes allowing PSPs to explore possibilities in varied industries, thereby helping themselves enhance their business quotients.

Xuli X6 2000XE Inkjet Printer features 2.5pl, two Xaar 1201 industrial printheads and four-colour options (1~8 heads optional). The printer is capable of printing draft quality up to 110 sqm/hr over 1800mm wide media with resolution up to 720 x 1800dpi. Xuli is the product from Guangzhou Xucheng Electronic Technology Co. Ltd., a well-known digital inkjet printer manufacturer in China for more than 16 years. The company that owns two more brands - Polar & Dika - offers a gamut of high-quality printers including digital textile printer, sublimation printer, solvent & eco-solvent printer, roll-to-roll UV printer, UV flatbed printer, etc.

According to Mohammed Ali, Managing Director, Unique Sign Innovations, the highlight of Xuli X6 2000XE is Xaar 1201, wherein the new variable droplet control technology achieves eight grayscale to make the printing more delicate and accurate, and can output the perfect printing effect with VSD technology in both high speed and low resolution situation. "The industrial grade circuit design of Xaar 1201 helps the performance and quality to achieve super high stability with very low failure rate," he added while speaking to Sign & POP World.

Xuli comes with human-centric design as its automatic high precision feeding system supports constant tension feeding without wrinkles, while the automatic infrared drying system quickly sets the ink. The printer also comes with Ink Supply Shortage Auto-Alarm System, which alerts the user when ink is lower than one-third of capacity. It lights up the ink cartridge indicator, thus guarantees smooth printing.

"Moreover, it is equipped with professional RIP Colour Management Software that ensures accurate colour output. This model can be compatible with large format photo production, can match the high quality and large capacity demand from clients, and is a tool to upgrade the industrial standard. Integrated all steel frame structure ensures a reliable output quality and high precision while continual use, with less noise," he elaborates.

Ali further informs that Unique Sign has



recently sold out two flatbed printers YSL KT3020 and KT2513. While the former has ben installed at Dhanvatrari Enterprise of Kolhapur in the state of Maharashtra, the latter has got installed in Mysore-based KK Industries. Both these are engaged in wood panel door manufacturing. Last year, USI had installed YSL KT3020 to door manufacturer of Ahmedabad in Gujarat, while YSLG5 KT2513 had gone to almirah makers from Cuttack in Orissa.

Speaking on why it is picking up fast, Ali insists that all because of the features. The Pioneer Series of Yaselan, True UV flatbed KT3020 and KT2513 printers come escorted with RicohGen5 printheads (4 or 8 heads featuring 1280 Nozzels/head) to offer high speed and best quality output. Moreover, KT3020 printer comes in two options - either with RicohGen5 printheads (2-9pcs) or Konica 1024i (4-8pcs).

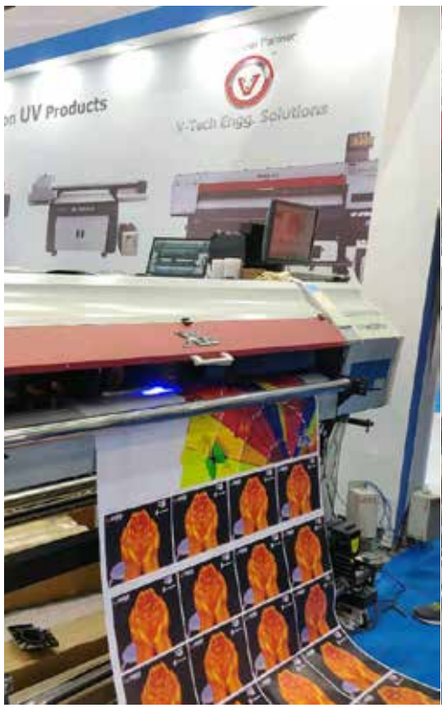


Installed YSL G5 3020 UV-flatbed printer - Hasmukhbhai Patel Dhanvantrari Enterprise, Kolhapur

"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/cm^2."

With highest speed of 25sqm/h with Ricoh Gen5 or 30sqm/h with Konica 1024i, the other features include imported high resolution metal rafter 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," Ali says.

Ali expects more to come from the world of wide format digital printing as it is yet to evolve to uncover numerous possibilities. Speaking on the diversity of usage, Ali insists that the wide format printers have been finding new horizons with added applications. "Signage is not the limit as our printers are now being used for a variety of new applications. It would further widen the window of opportunities for us. We are happy with this change which in turn is indicating more diversifications and more businesses in time to come."







Xaar 1201 Continues to Print Success Stories

XAAR 1201, THE PIEZOELECTRIC DROP-ON-DEMAND INDUSTRIAL PRINTHEAD, IS BECOMING THE CYNOSURE OF THE WIDE FORMAT DIGITAL PRINTING INDUSTRY STAKEHOLDERS.

It's been around two years now that the UK-based leader in the development of inkjet technology and the leading independent manufacturer of industrial inkjet printheads had come up with Xaar1201. The objective was to strengthen its business in the wide format printing arena, which it has been successfully meeting. The company is reaping the benefits of its dedication to the technology as the 1201 printhead is taking long strides.

Carrying forward our responsibility to keep the industry stakeholders updated on the happenings, we at **Sign & POP World** met a few print service providers/printer suppliers/ manufacturers to find out if Xaar1201 is actually adding to their bottom lines. They unanimously agreed that this industrial printhead has brought the smoothness and the speed in printing. All thanks to it being priced intelligently, which otherwise makes it a cost-effective solution with the ability to address many other issues that were left unsolved in the world of wide format printing.

The Xaar1201 is a Thin Film Piezo Silicon Micro Electrical Mechanical System (MEMS) technology printhead for printing wide-format graphics (WFG) and textiles with dye sublimation, eco-solvent, UV or aqueous inks. It has 1280 nozzles arranged in four rows printing either one or two colours at 600 dpi or 4 colours at 300 dpi native resolution.

There is hardly any doubt that the technology giant's new range of printheads has already made a significant impact across the wide format industry. As highlighted by **Namrata Sharma - Commercial Account Manager, Xaar India,** "This is the perfect printhead for OEMs who are looking forward to design graphics printers for banners, signage and POS applications. This is simply because it delivers a high quality of print combined with high productivity. Besides, it is easy to integrate which minimises the time-to-market."

The line of success continues, which is well supported by the number of new printer launches with Xaar1201 that were witnessed in the recently concluded Mumbai edition of the Media Expo 2019. Printer manufacturers as well as PSPs have been keeping their belief in Xaar's abilities owing to its past records. The big name this time was that of Monotech Systems Ltd., which showcased its latest indigenously manufactured printer with Xaar printhead. The printer attracted many technology lovers, leaving numerous potential queries for the manufacturer to turn into business.

"We are associated with the technology leader right from the time it had introduced Xaar Proton. Now it has come up with Xaar 1201, which is actually bringing a wow effect in the final output, especially when being used for white along with varnish. While other print heads usually face clogging, Xaar 1201 is not facing any such problem and the operation is quite smooth for any printing applications," said **Manoj Kumar Garg,** National Product Manager – WFG for Monotech Systems Ltd.

Garg opined that Xaar had already proved its worth in India more than a decade back because of its technology. It's time now to reap the benefits and make the most of it. "Not only us or other wide format printer manufacturers, but leading solution providers worldwide, in sectors ranging from ceramics, wide-format graphics and labels to packaging and decorative laminates, are opting for Xaar printheads," he suggested adding that this is because these printheads are apt for bulk production."

The compactness as well as the versatility of Xaar1201 enables it to deliver high level of quality and performance. Featuring 1280 nozzles, the printhead can jet variable drop sizes to produce high-quality graphics on a wide range of substrates at an apparent resolution. The extremely precise, incredibly reliable, and developed specifically for high-volume production, this printhead has been continuously marking its footprints across the wide format printing arena.

Another printer manufacturer, which has incorporated Xaar1201 head in its new 'Made In India' printer, is Lisco Systems Pvt. Ltd. "We have developed the UV technology for the first time. We opted for Xaar 1201, because of it being multi-purpose that goes on to facilitating various other applications.



Manoj Kumar Garg, National Product Manager – WFG Monotech systems Ltd.



Yatinsinh Vaghela, Director, Lisco Systems Pvt. Ltd. standing in the middle with his team



Mohammad Ali, Managing Director, Unique Sign Innovations is leading his team from front

For now, we have two printers with Xaar 1201 printheads – one is UV roll to roll and another is eco-solvent. Both the printers are performing well without any trouble. Also, the printhead has helped improve the final output on various fronts – print quality, speed and vividness," said **Yatinsinh Vaghela**, the company's director.

On what made him choose this specific printhead, he said, "It is cost-effective that makes it affordable. It's sturdy and needs little maintenance and is compatible with solvent, eco-solvent, sublimation or latex. The most important part of it being a success is the end-customers' trust on Xaar. All this has increased our belief in Xaar1201 so much so that from now onwards, we are planning to push machines only with Xaar heads." He informed that Lisco's new printer is four-colour with pocket friendly price tag which will facilitate an easy entry for those willing to start their future with UV technology. "We are happy being associated with Xaar1201. The company is offering full support as far as business and its promotion is concerned."

Meanwhile, the company claims that Xaar1201 gives OEMs an assured supply and reputable, quality printhead for the WFG and textiles markets. High print speed, high accuracy and reliability are achieved by the MEMS technology making the Xaar1201 printhead suitable for either static or multi-pass scanning applications. Its rapid adoption by printer manufacturers is because of it being escorted with features like a highly productive printhead that is capable of jetting multiple ink types. Further, its unique and easy to align attribute facilitates to have multiple printheads on a single head plate.

No different were the views of **Mohammad Ali,** Managing Director, Unique Sign Innovations, who feeds the market with his select quality imported stuff. "We started with UV very recently in November last year with my first installation in Coimbatore and then we launched our new printer Xuli Roll to Roll with Xaar here in this edition of the Media Expo. Response is very good. Although major portion of the market is still unaware about Xaar 1201, but yes, we are pushing it harder. We keep explaining the features of this relatively new printhead from Xaar. Feature such smaller pico litter which in turn brings high quality imaging is only adding to its market standing. We are also receiving good support from our customers," he said.

Ali added that he opted for Xaar owing to it being cost-efficient industrial printhead which reduces the maintenance of the machine when compared to others. Also, the applications can be further expanded with Xaar technology because of its compatibility with UV that goes on to cater to the fabric & textile printing which is catching up fast across the country. We have full faith in Xaar as it promises and meets the warranty/ guarantee which the other technology suppliers are least bothered about. Meanwhile, the company itself is very aggressive to promote its technology to unrepresented geographies, which is nothing but a good help for us in extending our reach. In all, these people are really cooperative when it comes to supporting the customers' call."

Concluding the talks, Sharma once again insisted upon the unmatched attributes of Xaar1201. "This is the perfect printhead for OEMs who are looking forward to design printers for different applications using Eco Solvent, UV & Dye Sublimation Inks. This is simply because it delivers a high quality of print combined with high productivity. Besides, it is easy to integrate, which minimises the time-to-market," she signed off.

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OEMs Reinstate Their Belief in Xaar Technology

XAAR 1201 PRINTHEAD ENABLES SHORTER PRODUCT DEVELOPMENT CYCLE FOR OEMS IN CHINA, WHILE INDIA IS NOT LAGGING



Xaar's 1201 printhead has seen debuts at two recently concluded exhibitions in China – the DPES Huaqiao 2019 Print Expo at Huaqiao International Expo Center and the 27th Shanghai Ad & Sign Expo (APPPEXPO) at the National Exhibition and Convention Center in Shanghai. Both the shows witnessed a number of OEMs that put forth their Xaar 1201-based printers, demonstrating a wide range of applications including UV flatbed, UV roll-to-roll, eco-solvent and textile printing.

The Xaar 1201 is a Thin Film Piezo Silicon MEMS technology printhead suitable for a wide range of industrial applications, including graphics and textiles. With 1,280 nozzles and a capability to produce print with an apparent resolution of over 1,440 dpi, the Xaar 1201 delivers high print speed and high drop placement accuracy.

As a versatile printhead compatible with different ink types, such as UV, eco-solvent, and aqueous inks, it perfectly supports customers' different printing applications and requirements. A variety of printers displayed at these shows was based on the Xaar 1201 printhead, demonstrating the confidence of OEMs in the Xaar technology besides proving its versatility across multiple applications.

In addition to offering the latest inkjet printhead technology, Xaar has built an ecosystem of support to facilitate the R&D of its Chinese OEMs and ensuring a shorter product development cycle and time to market. Working with its master distributor in Greater China, Guangzhou HaoCheng International Trading Co. Ltd., this ecosystem includes electronics integrators, ink manufacturers and RIP suppliers.

"Our extensive network of support for the Xaar 1201 ensures that our Chinese OEMs can integrate Xaar's latest printhead technology within their new printers very effectively," says Leon Wu, General Manager of HaoCheng. "The Xaar 1201 printhead now not only provides what high-performance OEMs require, but more importantly has the application expertise and support to deliver even greater business opportunities."

"We are very pleased to see that a number of OEMs have already chosen the Xaar 1201 – placing their trust and confidence in our printhead," says Jason Remnant, Head of Product Management at Xaar. "We have already seen over 30 machines installed with Xaar 1201 printhead on display at the graphics tradeshows this year, and look forward to continuing this growth and development through our OEM support network."

In the meantime, quite a few Indian manufacturers have also escorted their printers with Xaar 1201, the versatility and performance of which ensures the speed and precision for graphics and wide-format media printing. The latest in the league is Pixeljet printer from Monotech Systems. The PixeljetminiRTR 6 printer, which is equipped with Xaar 1201 printheads, can handle a broad range of flexible media for indoor and outdoor applications.

This new printer is available in six colour and four colour plus white varnish versions, with the latter having the capability to print white in different modes. This improves the quality of the printed material while increasing the colour contrast and readability. The PixeljetminiRTR has been designed for customers who want to switch from eco-solvent printing to UV printing. It delivers simple integration for manufacturers looking for a flexible, small four-colour, yet affordable low cost WFG or textiles printer.

Commenting on the company's experience with Xaar 1201, Managing Director of Monotech Systems, T.P. Jain says, "We chose the Xaar 1201 because a single printhead can support four colours at high speed and has the lowest drop size compared to its competitors. The simple and stable cleaning function makes it easier to maintain as compared to other available printheads. Overall, we are impressed with the Xaar 1201 printhead as it delivers reliable, cost effective and exceptional quality print to our PixeljetminiRTR 6 printer customers."

Monotech Systems is one of India's leading manufacturers and solution providers for the printing and packaging industry. Established in 1999, the company is known for delivering innovations to the Indian market and has pioneered the introduction of modern equipment and systems to the industry.

"With its high print quality, robust and industrial design together with the ability to jet a range of relevant fluids, the Xaar 1201 is the ideal printhead for manufacturers looking for a cost-effective solution within the WFG and textiles sectors. We are delighted to see the Xaar 1201 technology deliver for Monotech Systems with the successful launch of their new PixeljetminiRTR 6 printer," concludes Gary Jenno, Senior Product Manager, Xaar.

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Soft Signages Allow More Breathing Space: Right Interior Solutions



Biju Thomas, CEO
Right Group

Established in 2013, Bengaluru-based Right Interior Solutions Pvt. Ltd. has created a name for itself in the field of advertising solutions. The company is involved in manufacturing, exporting and supplying a wide range of advertising solutions in fabric such as flags, umbrellas, hoardings, etc. which are manufactured by using high grade materials. To know more on how the company is taking forward its fabric-based solution, we at **Sign & POP World** got in touch with **Biju Thomas**, CEO, Right Group. Here are the excerpts to follow:

What is the size of country's signage industry as of now? How much does soft signage account for?

In a market for signages all over India which is more than Rs. 2,500 crore, the size of soft signage as of now is only 1%.

What are the new trends when it comes to using soft signage in India? How much is the contribution coming from flags & banners?

As in any other industry, India is the odd one out. In soft signage, other countries have lot of flags, which constitute the majority of soft signage. But in India the flag market is minuscule or non existent. The banner market though has a better faring, and the market for the same is growing fast especially after flex ban in a lot of cities. In the meantime, fabric light boxes and fabric display stands are fast replacing conventional light boxes and displays.

Which all kinds of products do you offer in soft signage?

We are one of the leading organisations engaged in providing excellent quality digital printed hand-held flags, curve top flags, knife flags, magic corner flags, L-banner flags, tear-drop flags, pennant flags, lamp post banners, stadium branding, infinity backdrop, etc. We are known in the market amongst reputed and eminent suppliers of a wide range of digital printed fabric flags in Bengaluru. The offered ranges of promotional flags are manufactured using high grade material.

Also, flags are the best way to showcase our pride. The elegant and colourful curve top flags are easy to install, environment friendly and eye catching. Self standing vertical banners, lamp post banners are not new branding verticals, yet it is easy to convey the brand with a new outlook. Even the trendy and sleek backdrops are stylish and sturdy wherein fabric skin can be changed as per the requirement. So, with all these, we appeal brands to plan their activities with fabric and allow more breathing space.



How do you see the prospects of soft signage with special reference to flags & banners in India in couple of years from now?

As I mentioned, flags don't have a very bright future because of the space constraint besides being non-attractive. Flags in India are neither eye catching nor have enough space to wave in front of the buildings. But at the same time, internal banners are growing as flex is getting banned plus fabric banners provide a better look and feel. Of course, as all things plastic get banned, fabric only has the future.

Which all factors are contributing to the growth of this particular sector? Where (applications as well as industries) is the demand coming from?

The need for business is better quality. Fabric prints are more vibrant than any other mode of printing. Moreover, the fabric being very flexible and foldable, is easy in installation and transportation. So, as the customers see these benefits, they are slowly, but surely moving towards soft signages.

For example, our Oblix range of displays is now selling like hot cakes all over India as skin change of these products is easy, can be done even by any layman, and the skin cost is less than a new display.

For soft signage industry, which new wide format printer(s) are you using? How is UV technology contributing to the growth of flags & banners?

We have two Colorjet 10-feet machines, five paper transfer machines and one exclusive light box printing machine of 10 feet. UV is the only alternate for outdoor usage as sublimation Inks used by soft signage printers cannot last more than 3 to 6 months in the full sunlight.

Anything else that you feel important to be conveyed to the industry stakeholders.

The versatility of fabrics keeps it at winning proposition for sign makers as the kind of products we can make is very vast. It can be used to do branding in showrooms/interiors/ malls/sports venues/auditoriums/ shops/ offices/events/etc.

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OOH Commands Major Chunk Of Poll Campaign Budget

ONE OF THE LARGEST POLITICAL EVENTS IN THE WORLD – INDIAN GENERAL ELECTIONS – IS WITNESSING A CLASH OF CAMPAIGNS IN 2019 WITH VARIOUS PARTIES SPENDING MASSIVE AMOUNTS OF MONEY TO PROMOTE THEMSELVES.







General elections in India, the largest democracy in the world, generate huge interest from across the world with professionals from various fields pouring in to take a peek into the organised chaos of this humongous event. The upcoming elections, scheduled to take place from April 11 to May 19 this year, will play a key role in deciding the course of policies over the next five years. No doubt, all political parties are putting in the best of their efforts to form their government at the Centre. This entails the use of various forms of advertising mediums to put forth their achievements of the past or their attractive promises for the future. The promotional messages of the current ruling party are being targeted at highlighting its achievements of the past year, while at the same time creating a positive image of their top leaders. The advertising by opposition parties is mainly focused on assurances and promises with which they intend to come to power in the coming elections. There are also advertisements urging citizens to exercise their right to vote.

Amidst the regulations imposed as a result of Moral Code of Conduct (MCC), the political parties have been trying to steer clear of any controversies, but a few cases of violation have been seen already. This mainly includes negative portrayal of rival parties and leaders, and personal attacks through hoardings and other outdoor mediums. Therefore, all media agencies are taking extra precautions to not infringe upon the MCC.

Meanwhile, the spending on political advertising during 2019 elections is











expected to double to Rs 3000 crore from Rs 1500 crore in 2014. As per news reports, the ruling BJP is set to spend the maximum amount on advertising at around Rs 2,000 crore focusing on campaigns such as 'Namumkin Ab Mumkin Hai', 'Phir Ek Baar, Modi Sarkar' and 'Main Bhi Chowkidar'. The key opposition party Congress may spend Rs 200-250 crore stressing more on its campaign 'Ab Hoga Nyay'. TMC may spend close to Rs 100 crore. SP and BSP are likely to spend Rs 50-100 crore each. The rest of the parties, such as Shiv Sena and Telugu Desam Party, might spend Rs 30-40 crore each on mass media spends.

For their promotion, most political parties are using a mix of various media such as print, television, radio, outdoor, transit, social, etc., with an aim to be inclusive of all population segments, keeping in consideration the various dimensions of demography. Even though the penetration of digital media is growing phenomenally, the parties have decided to spend a major part of their advertising spend on OOH. This has been done to reach out to people from all strata and regions by putting up hoardings and banners in Hindi and other regional languages. There is also a major focus on transit media and various political parties have roped in auto branding firm Adventure Media for auto rickshaw branding for several states in India. Apart from this, OOH is a more permanent form of advertising medium as compared to digital and social as it stays for a longer period of time and one cannot skip seeing it while passing through that area. Regional parties are likely to spend more on this front.

Inking Outside the Box



If you're a sign shop or large format business, you won't be averse to the idea of driving increased profit, right? In which case, there's a couple of things you can do to achieve this. Either you roll up your sleeves, aggressively promote your existing service capabilities to your audience and hopefully take market share from your competition – or you can mix things up and offer something different, hopefully enabling you to charge a premium in the process.



Bobby Fosson, Channel Sales Manager for North America, SAi
Can be reached at bobbyf@thinksai.com

Of course, your best bet is to do both of the above. But let's assume you're already on it when it comes to the former option and concentrate on the latter. Regardless of the sign and display applications you might be undertaking, the goal with any is clearly to ensure that your customer captures the attention of their end-user audience. That means grabbing their gaze for those few vital seconds and drawing them in. If you have the right equipment, achieving this can often be a lot easier, quicker and less expensive than you – and your customers - might realize.

Take for example the fairly straightforward addition of a clear UV coating that can be applied to a standard retail POS/POS display or poster to give a matt or high gloss finish. Aside from delivering a more premium-level and up-market appearance to the piece, it instantly and quite literally becomes more eye-catching once the light hits it. And the likelihood of customers noticing it increases several-fold.

Another example is the addition of textures. I increasingly see this on specific signage, but an opportunity also lies in decorative products or promotional objects, such as a bag or fabric item. Rather than simply printing something to it, with the right software you can produce the texture of the actual line count or the thread count, thereby giving a true tactile feel to the product.

Better yet, since you're already putting together an estimate or quote for approval of the layout and production of the job, you can easily add a simple check box to say, 'add spot UV' or 'add texture'. Do this and have some pre-printed samples to hand, and you're halfway there to being able to up the value – and the price – of the job.

Making this process even more trouble-free is the level of sophistication that exists within certain sign software solutions. Some all-in-one packages let you manage everything – from artwork design, to the addition of UV varnish or textures, to the direct output on the printing device. This eliminates having to contend with different packages that add time and headache to the job.

As always, the opportunities are a plenty for those who think a little differently in this industry and can demonstrate added-value to their customers.

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Outdoor Advertising Needs More Attention: SOTI

MESSE FRANKFURT BROUGHT TOGETHER THE MEDIA INDUSTRY STAKEHOLDERS UNDER ONE ROOF TO TAKE NOTE OF HOW OOH SHOULD BE TAKEN CARE OF FOR ITS BETTER PROSPECTS.



Dhruv Talwar, Head of Brand Strategy, Godrej Properties

Organised by Messe Frankfurt India concurrent to Media Expo - international trade exhibition for the indoor & outdoor advertising and signage industry - the first edition of Signage, Outdoor Advertising - Technology and Innovation (SOTI) Conference was held this February at Bombay Exhibition Centre in Mumbai. The conference was an exclusive forum for brand custodians, outdoor media players and technology providers to explore emerging technologies in Digital Analytics, Retail Signage, DOOH, MROI and Transit Advertising.

Through this two-day conference, the industry leaders shared their insights regarding the new trends in outdoor advertising. Outdoor has always been the prime mode of advertising and new innovations are providing options to advertisers, which was elaborated by the various speakers present at the conference. It was interactive at various levels where



Sudhir Soundalgekar, Director & Head-Projects, Raymond Apparel Ltd.



Sam Patel, Director, Arrow Digital



Srikanth Ramachandran, Founder and CEO, Moving Walls

audience got the chance to exchange thoughts and speakers from various facets were called upon for varied experiences.

Dhruv Talwar, Head of Brand Strategy, Godrej Properties, talked about 'Future Perspective of Brands on Streets'. He spoke about how real estate has always been inclined towards outdoor advertising and continuous innovations have helped in generating new business.

Sudhir Soundalgekar, Director & Head, Projects, Raymond Apparel Ltd., went on to emphasise on how store presentation helps in increasing the footfall and the sale. He spoke about how 'Experience Design' is the new key and focus on Empathize, Define, Ideate, Prototype, Test, and Acceptance. Digital signage has revamped the look and feel for Raymond.

Sam Patel, MD & CEO, Arrow Digital Pvt. Ltd. elaborated the latest trend and said 3D printing is the next big thing. Taking about the new wonder Massivit 1500 from Massivit 3D Technology, Patel emphasised its relevance in retail industry by creating life-size images in a few minutes and how it can change the way retail POPs are perceived these days. Massivit 3D has become an eye catching product at our Demo Center and is attracting all the customers who are visiting us.

"Massivit 3D is the next revolution in advertising after digital printing. Based on proprietary GDP (Gel Dispensing Printing) technology that enables instant solidification and high-speed printing, Massivit 1500 is a solution that will ignite the market in visual communications with large 3D objects through a variety of markets worldwide. In India 3D technology has never been so huge and creative. We are sure this will bring a revolution and will raise the standards of marketing," he explained.

Shriranga Sudhakara, Founder & MD, Vyoma Technologies, showed his concern and talked about how DOOH is more than just digital screens, and now reaching to the mobiles phones in real time. For better consumer engagement, there is a convergence of digital–social media amplification. According to him, now DOOH has reached to that level where real time customer engagement is of high importance.

Jayesh Yagnik, COO, Madison OOH has been associated with the organisation for many years now. Madison holds outdoor activities of various leading brand like Bajaj Allianz Life Insurance, &Flix, Asian Paints, Tata Salt, etc. He spoke about how traditional medium of outdoor advertising is changing its face. More innovative and customer centric ideas are required. He raised the challenges that outdoor advertising agencies/owners face like changing regulations, Infrastructure boundaries, investment issues etc.

Srikanth Ramachandran, Founder & CEO, Moving Walls, talked about measurement, which has always been a challenge for the OOH industry. He tossed a very important term for the audience i.e. MROI (Marketing Return on Investments). He suggested points on how to catch more attention of your audience, how to know their responses and how to measure. For all this, we need to understand data points about certain specific locations which are accident prone and about those spaces as well which are not.

Ramachandran shared that digitisation is bringing a lot of data points about what is happening in a particular location. "The question is how we can use these data points by understanding who we are engaging with through these physical out of home spaces. And how do we build a model around in terms of making the marketing spends more effective. We are, in a way, building an open platform where a regulator, media owner, agency, client, etc. can understand a location in terms of what is happening. Eventually every thing revolves around data and once we get this system in place, a lot of those questions become easier to answer."



Shriranga Sudhakara, Founder, Vyoma Technologies



Jayesh Yagnik, COO, Madison OOH



Ankit Shah, Marketing Head, Can Image Media

Pradipta Chowdhary, Senior Product Manager, Fujifilm India did an interesting session on 'Emerging Technologies in Inkjet Print Platform'. He pointed out that there has been a continuous improvement and UV technology is the new wonder in the world of printing. It has increased the application of printing services by breaking the barriers by allowing broader range of substrates to be used for direct printing. UV has least volatile compounds unlike solvent and eco-solvent.

"Fujifilm is a pioneer in the printing industry and it was very insightful to learn the innovations. Inkjet printing is the emerging trend in print on a far broader range of substrates. It opens the door to a new world of creative possibilities. It reduces a lot of time-consuming finishing work and enhances looks, life, and vibrancy of the prints. With 3-layer printing, one can differentiate between the day & the night. Thus the possibilities are immense and it's up to PSPs how they want to avail these benefits," Chowdhary summed up.

Ankit Shah, Marketing Head, Can Image Media, talked about why reducing PVC is important in the country. Highlighting concerns over the use of PVC, he emphasised the need to start taking immediate action. "Let's start moving towards, if not a PVC-free world then at least, towards the minimum use of PVC. Let's try replacing the hazardous elements wherever it's possible."

Promoting his environmentally-friendly media, Shah informed that being used largely in rural areas, it is replacing traditional wall painting at a faster than usual pace. "The application though is not restricted and can be applied to any surface – even or uneven. Being compatible with all kind of printing technology it comes gummed with water-based adhesives for pasting purposes. The time is right here and we should avoid giving excuses," he insisted.

Indrajit Sen, CEO, Indian Outdoor Advertising Association (IOAA) highlighted that the importance of outdoor advertising and how it has become the main advertising media in this country. According to him, despite being one of the largest growing media, it still comes last in the list of promotional tools.

Going forward Sen underscored, "Outdoor media is being used increasingly by the latest sunrise industry. The digital industry or the entire internet industry is very much dependent on OOH in a big way. Amidst all this, we definitely need to look at the environment. I am glad that media expo has taken this as an issue, which is very important from the point of view of the number of the industry stakeholders present here."

Prashant Khomne, Director, Alpha Agencies and Global 5 Technologies, while speaking on his topic 'Wide Format Finishing Technologies – Profits Begin Here', lamented that finishing is not getting needed attention. "Almost 12,000 digital PSPs exist in the Indian market. Organisations which have end-to-end setup are meant to provide the perfectly finished solutions are lacking somewhere or the other. We believe that finishing is something that adds value to the existing jobs in real terms, and therefore, it is equally important among other things related to the world of printing."

According to him, most of the PSPs do not take their finishing jobs seriously. "It should be the concern of each PSP that finishing is important to differentiate from the herd, else it would be difficult to survive in this



Pradipta Chowdhary, Sales Lead, Fujifilm India



Prashant Khomne, Director, Alpha Agencies and Global 5 Technologies

highly competitive market. The goal must be to bring forth consistent good quality prints with no wastage, no individual dependability, speed, accuracy & precision, and belief. PSPs should believe in investing a good amount of money in the finishing equipment to deliver better products," he insisted.

The two day conference witnessed the presence of many other known names from the industry like Kinjal Rambhia, Vice President, Xtreme Media; Manish Kumar, Sr. VP and Managing Director, APAC, Stratacache; Sharad Bhaurao Bande, Superintendent - Licensing, Municipal Corporation of Greater Bombay and many more.

Messe Frankfurt India has initiated something which was never done before i.e. diverting the industry focus towards the oldest medium that is outdoor advertising and signage. This was a first kind of an outdoor advertising conference & expo where regulators, thought leaders, service providers and advertisers came together and exchanged valuable inputs.

The conference covered 360 degree aspect of outdoor advertising, which was very insightful. The expo not only gave a platform to the mid-sized OOH vendors to showcase their services but also opened new gates for the small vendors to interact with their potential customers.



Cosign Augments Its Portfolio with Light Box

COSIGN INDIA PVT LTD. HAS ADDED ONE MORE VARIETY IN ITS WIDE RANGE OF MODULAR SIGN SYSTEM. LIGHT BOX IS AN ELEGANT INDOOR SIGNAGE WHICH CAN BE BACKLIT AS WELL AS FRONTLIT.







Cosign has developed the product in two variants- double sided (100 mm) and single sided (75mm). Lightbox can either be mounted on a wall or can be suspended from the ceiling as per necessity.

The hinging frame on top makes maintenance and a quick change of the acrylic panels and graphics extremely easy. The hinging frame comes in 2 versions. One has the typical I-Sign look with the thin edge of 2 mm. The other one has an edge of 12.5mm which allows for the acrylic panels to be fully illuminated.

Light box is convenient as it is easy to maintain. The interesting fact about the product is, the front panels could be quickly altered without removing the entire signage from it's place. The perfect usage of these signages is at airports, metro stations, malls and other public spaces, shop fronts and industries.





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Monotech Introduces BigRep Studio's 3D Printer in India

THE NEXT GENERATION TECHNOLOGY IS EXPECTED TO CATAPULT CUSTOMERS' EXPERIENCES IN SIGNAGE AND RETAIL PROMOTIONS.

Monotech Systems Ltd., one of India's leading manufacturers and high value equipment providers for printing and packaging industry, has recently come up with BigRep Studio, Large Format 3D Printer to add value to the Large Format 3D printing in signage and retail promotions.

Just a few years ago 3D printing was an alien activity in the signage industry. But this technology nowadays has been gaining a new ground in the sector as sign makers want to avoid bidding wars and earn more with innovations. This is the next generation technology that has brought transformation in marketing and advertising as it offers the facility to create large size objects for retail display, channel letters, events and architectural designs. Large-format 3D printing opens a new prospect for big brands to up their game and ensure that their promotional signage campaigns could be more creative and effective.







According to Monotech, from furniture to vehicles to robotics, we think everything is possible. We want you to envision everything from human scale robot parts, sculptural artworks in all their full-dimensional glory, and dream the impossible world-changing designs of tomorrow while enabling you to print them today using one of our 3D printers.

3D printing technically enables sign makers create fantasy creatures that their customers ever dream up. With complete design freedom, this technology creates whole new level of customisation for retail POPs, vehicle promotions and even cost-effective short runs. 3D printing offers the advantages like creative and effective signage solutions, creation of unusual curves and shapes, flexibility and freedom to produce channel letters, reduced production error and it also offers more staying and stopping offer.

BigRep Studio is perfectly engineered for sign makers to create stunning unconventional signage solutions. This workhorse large-format 3D printer brings a new dimension to 3D signage printing. Capable to print volume of 500 mm x 1000 mm x 500 mm, BigRep STUDIO is an industrial-grade 3D printer that has enabled continuous printing of large objects. Dual extruder equipped with two 0.6 mm hot ends of the printer is specially designed for speed and precision. And its direct-drive all-metal hot end allows for printing of a larger variety of high-performance filaments.

BigRep Studio is an ideal printer for premium large-scale 3D print projects. It can deliver high-quality print results around the clock. The size of printer is ideal for fitting any all working and production environment. BigRep STUDIO has bagged the 2018 German Innovation Award, which was conferred on this German-engineered large-format 3D printer in recognition of its ability to bring innovative designs to life. BigRep 3D printers are exclusively marketed and distributed in India by Monotech Systems Limited.

Applications which can be developed from 3D printing are soft signage, illuminated channel letter brandings, architecture and ornaments, interior décor, custom sculptures of mannequins, point of purchase displays, exhibition displays, teasers for exhibition and events, advertising objects and many more.

About BigRep

Founded in 2014, BigRep set sail to transform the 3D printing and manufacturing business. With its 1m3 volume, the BigRep ONE opens the gateway to a new dimension of 3D printing and 3D manufacturing, while the BigRep Studio allows fast and precise large-scale 3D printing.

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10 Diverse Mediums Used by Pepsi to Market Itself

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Zero Sugar Pepsi Marketed Using Vehicle Wrap



Bus Shelter Advertising by Pepsi



Metro Advertising by Pepsi



Augmented Reality Campaign by Pepsi



Billboard in Parking Area Advertising Pepsi



Cluster Advertising by Pepsi



Interactive DOOH by Pepsi to Engage Consumers



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Venue: Chennai Trade Centre, Chennai, Tamil Nadu, India.
Website: http://intelexpo.com/signNmediaExpo/

JUNE 2019
SIGN TODAY 2019
Date: 28-30 June 2019
Venue: Bengaluru, India
Website: www.signtoday.biz

JULY 2019
SIGN INDIA 2019
Date: 5-7 July 2019
Venue: Pragati Maidan, New Delhi, India
Website: http://tradeshows.tradeindia.com/signindia/

JULY 2019
GIFTS WORLD EXPO 2019
Date: 26-28 July 2019
Venue: Pragati Maidan, New Delhi, India
Website: https://www.giftsworldexpo.com/

AUGUST 2019
GARTEX TEXPROCESS INDIA 2019
Date: 10-12 August 2019
Venue: Pragati Maidan, New Delhi, India
Website: https://www.gartexindia.com/

SEPTEMBER 2019
MEDIA EXPO 2019
Date: 6-8 September 2019
Venue: Pragati Maidan, New Delhi, India
Website: https://media-expo-newdelhi.in.messefrankfurt.com/newdelhi/en.html

SEPTEMBER 2019
SIGN CHINA 2019
Date: 18-20 September 2019
Venue: Shanghai New International Expo Centre, Shanghai, China
Website: www.signchinashow.com/shanghai/en-us

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Litcabs, a startup Enters into OOH Advertising

Mumbai-based startup Litcabs is a unique mobile OOH service provider offering advertising solutions for brands on the famous Kaali-peeli taxis in Mumbai. The company has come up with this inventive and feasible solution for outdoor advertising by installing back-lit panels on the top of taxi carriers. This smart move effectively increases the income of taxi drivers.



More than 8,000 kaali-peeli taxis in the city were used with taxi top advertising displays and the first 350 hit the streets of Mumbai in the first week of March.

Litcabs keeps a track of the total kilometres run by the taxis on a daily basis, route taken by taxis, as well as the hours the advertisement was lit up, through their GPS system. Each taxi makes an average of 5,00,000 impressions per day according to MRSS, a market research firm. This database is combined regularly and shared with the client as an ad effectiveness report.

This is an added advantage compared to various other OOH advertising solution providers which fail to provide this kind of service.

Majority of Litcabs fleet consists of shared cabs. These cabs follow a definite route through the day that starts from an office complex/market place and ends up at a railway station. They spend most of their day in a specific area ensuring repeated exposer and hyperlocal advertising which successfully helps in the brand recall value.

Skyrams Installs Multiple Digital Screens at Coimbatore

According to reports from a leading website, Skyrams outdoor advertising has installed digital display screens in Coimbatore city after the Madras High Court revoked the tender cancellation order issued by the local corporation.



Earlier the corporation had cancelled the tender after granting the rights for a few weeks. However, the OOH Company has successfully installed digital billboards only on the corporation grounds. In addition, the boards have been put in accordance with the agreement.

Presently, nineteen single-side display screens are operational in different parts of the city, displaying traffic, weather and other useful content on them, wherein ten or more will be ready for display in coming days.

In order to abide by the safety norms, display screens are showing only static images, including those on electoral public awareness campaigns. Once the network of screens is ready, the company will start pitching to the corporate brands. The digital screens can be used as an powerful medium to popularise brands and drive sales by engaging customers.

NEWSWIRE-NATIONAL

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Mumbai's Flags and Signage Deploys Colorjet Signage Printer



Recently, Mumbai-based Flags and Signage has deployed Softjet Grand, a 3.2-m soft signage printer from Colorjet. Flags and Signage manufacture all kinds of flags and soft signage such as street pole banner, tradeshow table cover, wall screen, banner stand, fabric light box and many more.

The newly installed printer will help the company to fulfill the rising demand for soft signage in the market. Softjet Grand is an industrial soft signage printer, combines digital advantages and is efficiently optimised to replace PVC-based media. It easily prints on polyester-based fabrics, which can be recycled and uses environment-friendly aqueous-based inks.

The direct-to-fabric printer provides four-colour printing, supported with Colorjet AIVC technology for smoother gradation, vivid colours and sharp images. It also gives an ultra-high resolution of up to 1,440-dpi.

This machine is suitable for a range of soft signage applications such as banners, displays, wall decorations, signage, parasols, flags, backdrops and outdoor advertisements. It can also produce fabric signage and backlit fabric signage.

Political Parties Opt for Eco-Friendly Banners in Kerala



According to a leading news website, political parties in Kerala are opting for 100% pure cotton for large and small outdoor formats across major cities, towns and villages as an alternative material to polyvinyl chloride (PVC) as part of their political campaigning for Lok Sabha elections in the state.

Moving from PVC hoardings, banners and flexes and opting for biodegradable materials was done to abide by the directive issued by the National Green Tribunal to the Election Commission, the Central Pollution Control Board and the Union Environment Ministry. Keeping up with the rhythm of biodegradable banners, the move has been intended to decrease pollution arising from the disposal of the flex banners.

Around 25% of OOH players in Cochin have handled political campaign deployed on formats such as mobile digital van displays, backlit, front-lit, billboards, hoardings and kiosk.

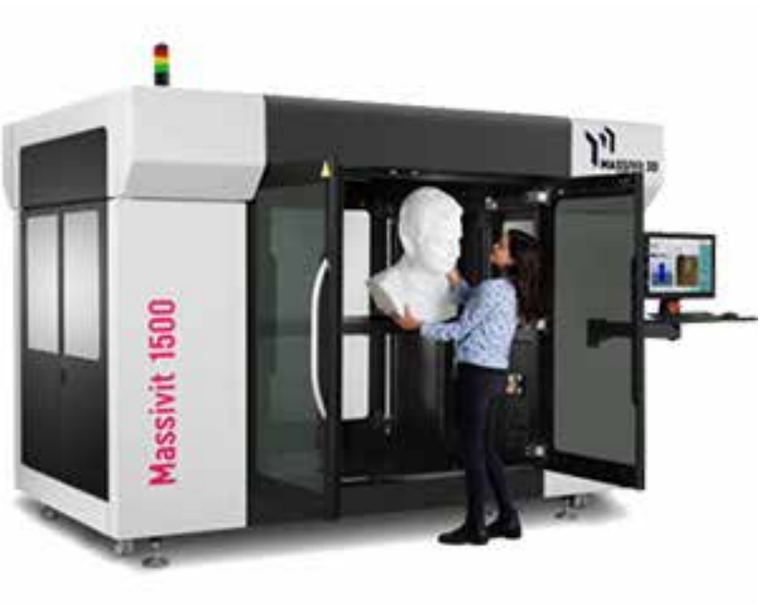
The 100% textile-based fabric used by the Bhartiya Janata Party (BJP) to promote their outdoor campaign makes about 10% of the OOH space, while the United Democratic Front (UDF) holds about 40% of the OOH space. The largest outdoor campaign is by the Communist Party of India (CPIM) of course, which constitutes about 50% in the state.

NEWSWIRE-NATIONAL

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

Arrow Digital Gets Massivit 3D Printer for Better Prospects

Recently, Arrow Digital has installed the largest, fastest and most advanced large-format 3D printer Massivit 3D 1500 at its R&D centre in Ahmedabad. Due to its unique GDP (Gel Dispensing Printing) technology that enables high-speed printing and instant solidification, Massivit 3D 1500 can produce high-quality 3D pieces up to 54 inches (137 cm) high.



As per the company, 3D printer's advanced; patent technology offers a unique, variable resolution capability as well as creation of support fewer structures, ensuring cost-effective production that minimises the labour and material waste.

With geometrical freedom for any curves and customisation, Massivit has more than 100+ applications such as 3D POP displays, props, 2D/3D billboards and signage, innovative window display, 3D molds for thermoforming, channel letters, 3D logos, SEG frames etc.

3D printing technology has made impactful advancements in developed countries like the US, Europe and now thriving in India. With the installation of the printer, Arrow Digital is looking forward to capitalising on the growing 3D printing market in India. Also, the market in India is growing at a rate of 20%.

This technology enables designing without hindrance which further facilitates creativity and innovation. According to general belief, it was thought that 3D printing was a slow process and can only create small objects, however, with the deployment of Massivit 3D, Arrow Digital is preparing itself to change the myth for Indian industry.

Appy Fizz Starts OOH Campaign to Drive Sales

Appy Fizz, the popular apple drink has been promoting itself through TV commercial. However, lately, the fastest growing brand is promoting itself through OOH medium. The latest campaign prompts the consumers to #FeelTheFizz by rising up and following their passion.



The new campaign has adopted hyperlocal marketing strategy with a marketing budget of Rs 75 crores. The campaign consists of various initiatives to connect with the consumers across India.

Multiple OOH billboards and metro wraps advertising Appy Fizz can be seen across Delhi-NCR. The brand ambassador of Appy Fizz is Salman Khan who has been featured on various mediums including Television, Print, Digital, and OOH.

The campaign is targeting the youth and urges people to rise up and feel proud about standing out in the crowd. The brand resonates the current feeling of young, bold and contemporary which defines today's millennial Indian consumers that this campaign seeks to target.

Appy Fizz is already a market leader, although the campaign seeks to further increase visibility and sales for the brand, additionally, enhancing brand recall among consumers.

NEWSWIRE-NATIONAL

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Mark Metro Wins Advertising Rights at 6 Chennai Metro Stations



Recently, Mark Metro has acquired media rights at six more metro stations in Chennai and they already hold rights for 26 Chennai Metro stations. The contract was granted for ten years by Chennai Metro Railway Ltd (CMRL) at newly- constructed stations -- Washermanpet, Mannadi, High Court, Government Estates, LIC, and Thousand lights.

Metro stations are a very platform to advertise brands as a large population prefers commuting Metros. Also, the advertising firm used a diverse range of media formats such as signage boards, and Platform Screen Doors (PSD) media. PSD branding is gaining traction.

Furthermore, other than these media formats, backlit medians, pillar brandings, lift exterior brandings, neon-lit and lit boards are also available at these stations. Also, the company is planning to install digital screens at all the major stations which receive the maximum footfall in the next financial year.

Furthermore, as per the reports, it can be concluded that national brands are being drawn to this media while adding that media at the station at the Chennai airport is particularly in high demand because of the profile of passengers on that specific line.

Popular Video Streaming Platforms Go Old School with Billboards



When it is about advertising, major online streaming platforms in the country are opting for the traditional medium of billboards. The billboards of big players can be seen spread all across big cities advertising latest shows and series.

This year, these big platforms are expected to spend Rs 350-400 crore on OOH advertising alone which is almost the double of last year figure, according to experts.

While massive spend will be done by Netflix, Amazon Prime Video and Hotstar, however, platforms like Zee5, VOOT, ALTBalaji, Eros Now and MX Player will also contribute substantially to the OOH advertising this year.

For instance, Zee5 is expected to have an annual budget of Rs 70 crore for OOH, similar to that of Amazon Prime Video in India. A lot of outdoor advertising spend at Hotstar is expected to go into Hotstar Special, which showcases its original series; it has launched OOH campaigns for its web series Roar of the Lion and Criminal Justice.

The budget for outdoor advertising by various streaming platforms will cross 15% of the OOH industry turnover in 2019. Traditional billboards are placed at strategic and traffic-dense intersections to draw maximum attention.

The big push on OOH is also propelled by the limitation on how much over the top players can advertise on general entertainment channels since they are seen as competitors.

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Tommy Introduces DOOH Division to Build Creative Outdoor Experiences



Established creative agency, Tommy has introduced a new digital division to reform the way digital screens are being used all across the globe. The division will be inclined towards creating interactive and engaging screens to enhance the popularity of brands.

The new division is called OOH Tommy and will display work from Tommy Labs, a digital laboratory, where the agency tests, trials, and innovates for clients. It will be headed up in the Asia Pacific region by Tommy Singapore managing director Guo-You Chew.

OOH Tommy has already collaborated with popular online streaming platform Netflix for its shows like 'Lost in Space', 'The Umbrella Academy' and 'Mowgli'.

In the age of less attention span and digital advertising, out-of-home billboards can be easily skipped. However, this can change with interactive digital screens. The interest of consumers can be piqued by implementing innovation which is where OOH Tommy has been launched.

Go Transit Starts OOH Campaign on New Newcastle Light Rail



Australia based Go Transit Media Group has started advertising on the Newcastle Light Rail which started recently. A lot many popular organisations have taken up this platform to advertise their products.

The outdoor lifestyle of Newcastle ensures that transit advertising is a perfect solution for local, national and international brands wanting to stand out in the clutter of conventional OOH advertising.

Go Transit Media Group was extremely ecstatic to see such a strong uptake for the light rail transit advertising with Newcastle Permanent starting the first campaign in a very short span of time.

Moreover, transit advertising cannot be affected by new technology, as advertised brands can be seen by thousands of commuters and pedestrians every day of the week as the light rail traverses from the Newcastle interchange through to Civic, Queens Wharf and Newcastle Beach. Advertisers have a one-of-a-kind opportunity to dominate Newcastle's OOH space with a large format wrap on the new light rail system and Newcastle Beach.

RMC Digital Print Invests Again in Durst

Recently, RMC Digital Print invested in systems and software from Durst manufacturer of advanced digital printing and production technologies which has definitely revolutionised wide format printing for the printing company. With the latest investment, the company is enjoying unrivalled print quality.

Durst has installed a Rho 512R Plus 5 meter wide 12-picoliter UV inkjet machine with leading-edge Durst Quadro Array printheads along with Variodrop technology and uses multiple impulses for modulating drop sizes. The investment for trade printer RMC Digital Print based in Hull comes after a £1million programme of investment for additional print capacity and doubling production workspace.

The roll-to-roll production printer complements the Durst Rho P10 inkjet flatbed installed two years ago at RMC Digital Print, which included a white configuration to enable the company to continue producing multi-layered backlit work. With the latest double white configuration on the 512R Plus, RMC Digital Print can produce better quality, partly illuminated flex face and textile graphics for the signage and exhibition sectors.

The company is extremely glad about the recent addition as the new 5m wide Durst will revolutionise the way wide format printing is looked at. This printer is an amazing bit of kit and will change the current scenario around flex face skins and soft signage in particular.

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-INTERNATIONAL

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

HP Revolutionises Dye Sublimation Printing with the Launch of Stitch Series



HP has launched Stitch S series and, with the release of the new printers has entered into textile printing for sportswear/fashion, interior décor and soft signage applications.

The newly released portfolio of digital textile printers delivers fast, precise colour-matching, alongside efficient, simplified processes. It is HP's latest innovation designed to ease commercial digital print adoption.

The printers couple HP Thermal Inkjet technology with industry-standard dyes for superior colour durability. The first-ever built-in spectrophotometer enables Stitch's fast and exact colour-matching. The introduction includes three new printers from 64-inch to 126-inch wide: the HP Stitch S300 64-in Printer, the HP Stitch S500 64-in Printer, and the HP Stitch S1000 126-in Printer.

The HP Stitch S300 Printer includes the first user-replaceable printhead, resulting in decreased down-times and service costs. The new printer was designed specifically for new-to-dye sublimation professionals, prototyping departments, and growing print providers.

HP Stitch S500 Printer enables predictable dye sublimation colour and fewer media waste for production environments. With symmetrical 2xCMYK printhead configuration and Optical Media Advance Sensor, this 64-inch printer allows for saturated and reliable one pass mode for true top speed. The HP Stitch S500 Printer was designed specifically for high production sites.

The digitally printed textiles market is experiencing double-digit annual growth, forecast to reach $5.5 billion by 2023 and with the launch of HP Stitch S more digital print transformations will come into effect.

Roland DGA Launches TrueVIS VG2 Series Wide-Format Printer/Cutters



Roland DGA has announced the release of its next-generation TrueVIS VG2 series 54-inch and 64-inch wide-format eco-solvent inkjet printer/cutters. The new TrueVIS VG2 series offers extensive colour choices, enhanced efficiency, and increased print-and-cut accuracy for true unattended production. These unique features enable meeting rising demands of sign and graphics professionals.

VG2 series uses Roland's new specially formulated TR2 ink, available in three different configurations with CMYK, plus additional Light Cyan, Light Magenta, Light Black, White or Orange. The ink choices, including new Orange ink, allow for a wider colour gamut and also help in more colour control than before.

Roland's VG2 printer/cutters also feature a new Multiprocess Color Function that enables the use of Orange ink as a process colour, plus a new True Rich Color preset which allows the vibrant colour to be combined with neutral greys, smooth gradations and natural skin tones for stunning graphic output.

TrueVIS VG2 printer/cutters with TR2 ink are certified for long-lasting results by the 3M MCS Warranty providing assurance of the quality and durability of graphics on qualified 3M materials. The VG2 with TR2 ink has also earned Avery Dennison's ICS performance guarantee and is certified GREENGUARD Gold for safe indoor graphics applications. Moreover, for unrivalled image quality and printing precision, VG2 printer/cutters are equipped with Roland DG FlexFireprint heads that produce neutral greys, vivid colours and smooth skin tones, even at high speeds.

NEWSWIRE-INTERNATIONAL

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

Siris Capital Group Acquires EFI at $1.7B

Electronics For Imaging, Inc. (EFI), a world leader in customer-focused digital printing innovation has announced that it has entered into a definitive agreement to be acquired by an affiliate of Siris Capital Group, LLC in an all-cash transaction valued at approximately $1.7 billion.

Siris is a leading private equity firm focused on investing and driving value creation in technology companies that provide mission critical solutions and are facing technology transitions.

Under the terms of the Agreement, which has been unanimously approved by EFI's Board of Directors, an affiliate of Siris will acquire all the outstanding common stock of EFI for $37.00 per share in cash.

The transaction is expected to close by the third quarter of 2019 and is subject to approval by EFI's shareholders, along with the satisfaction of customary closing conditions including antitrust regulatory approvals. The transaction is not subject to any financing conditions. Upon completion of the acquisition, EFI will become wholly owned by an affiliate of Siris.

Furthermore, Siris looks forward to supporting EFI's strong team to help the company foresee evolving customer needs and drive new opportunities for innovation and growth.

Kellogg's Begins Outdoor Campaign for Pringles



Kellogg's Australia collaborated with Melbourne-based independent agency Akkomplice to create an out-of-home campaign for their popular potato and wheat chips, Pringles.

The work celebrated the Australian launch of a new mini version of Pringles, sold in multi-pack bags and is considered to be the brand's first locally created campaign from parent company Kellogg's.

The outdoor campaign created by Akkomplice and Mindshare is fresh, bold, fun and engaging. This is what the iconic brand was looking for when they decided to launch the marketing campaign.

The brand is committed to TV as a medium for its impact and reach; however, this is the perfect approach to launch this particular line within their portfolio of brands. The launch is also promoted from in-store and social media, as well as to consumers throughout home channels, via Kellogg's media partner MindShare, with a comprehensive mix of APN Showcase, Commute by Ooh!Media street furniture and rail panels and Moove Media Supersides.



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

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202, Shri Sai Corporate Park, Plot No. B/8,
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Estate, Off. Link Road, Goregaon (West)
Mumbai - 400 104.
Tel.:022-28787804 / 9322515809

Apsom Technologies (India) Pvt. Ltd.
12/36, Site IV, Sahibabad 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



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Mob: 8802105000
Email: tejindersingh@astrojetindia.com

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

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

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

Colors Digital India
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Mo.: +91-9911192205
Email: dakshenterprises@hotmail.com
Web: www.dakshenterprises.com

Epson India
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Nehru Place New Delhi-110019
Tel-011-46585444
Website-www.epson.co.in

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

Hewlett Packard India (P) Ltd.
Hewlett Packard's India Sales Pvt. Ltd.
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DLF Cyber City, Phase II,
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Tel: 011-25107345-46, Mob: 9811022325

Keith Electronics Pvt. Ltd.
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6 Bikaji Cama Place, New Delhi-110066
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Website: www.macartworld.com

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Tejinder Singh
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Apsom Technologies (India) Pvt. Ltd.
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Email: marcom@monotech.in
Website: www.monotech.in, www.
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VINYL CUTTING PLOTTERS

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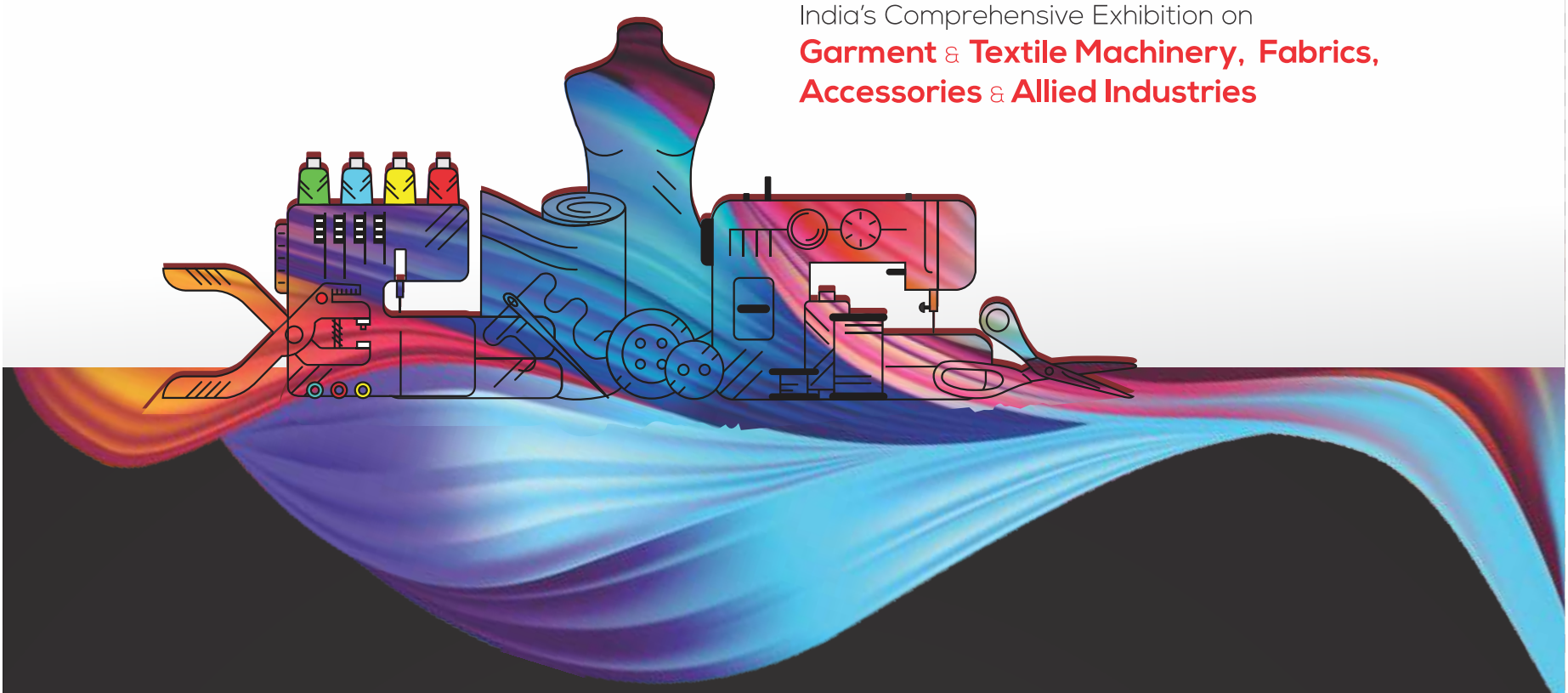
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