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SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.15 Issue.3 May-Jun 2019

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In view of competitive environment in retail industry, brands are investing huge amount on product marketing. Thus, adoption of aggressive product market strategies by brands is driving the demand for POP merchandise. Rising importance of creative and interactive POP merchandise can clearly be observed as these are strategically placed to entice customers in trying out new products. The cover story discusses the same in detail.

In order to supplement our cover story on POP merchandise, we have included a series of exclusive interviews of some select POP solution providers. This is followed by an article on how 3D printing is making inroad into Indian POP market thereby creating far more attractive and attention seeking POP merchandise, which the brands have also started embracing.

Emphasis has been given to major breakthroughs in FESPA 2019, held this May in Germany, where leading brands showcased major innovations in the world of wide format printing. These apart, a couple of innovations have also been included from recently concluded ITMA.

Meanwhile, Gartex Texprocess 2019 has announced that the focus would remain on digital printing technology keeping in view the rapidly expanding footprints of soft signage where exhibitors are gearing up with their latest offerings in terms of technologies & trends.

The issue also has articles on a couple of interesting topics as how compact LED drivers are becoming the need of the modern day digital signage and why should you step out of the comfort zone. Besides, there is a guest column insisting that learning is a journey, not a destination.

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

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

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

Happy reading!



SIGN & P.O.P
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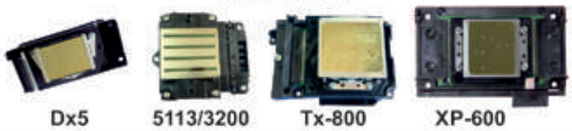


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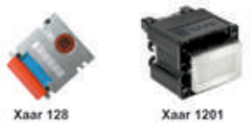
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Boxi Truck Advertises an Insurance Company



Big trucks can be seen going around the city promoting Mercury Insurance. Putting advertisements on the truck already on the road for other companies are successfully creating a space within burgeoning out-of-home (OOH) advertising industry. Boxi is a California based company which offers the largest independent network of billboard ready box trucks. These help brands share their stories and grow their businesses through an alternative form of advertising that is both cost-effective and successful. Moreover, the trucks drive consistent routes through the geographic markets as selected by the brands.

JCDecaux Introduces Live Music Content On Digital Billboards



JCDecaux has collaborated with Southern Cross Austereo (SCA) in a digital out-of-home billboard campaign for the radio network, delivering live music prompts of songs currently playing on SCA's Hit network in key commuter locations. The campaign makes use of innovative technology combined with SCA's broadcast data to deliver a live music prompt for drivers who may not already be listening, to switch stations to SCA. The collaboration highlights the inventive capabilities of data-driven live content and is a first for the SCA network.

McDonald's Billboard Features Iconic Landmarks



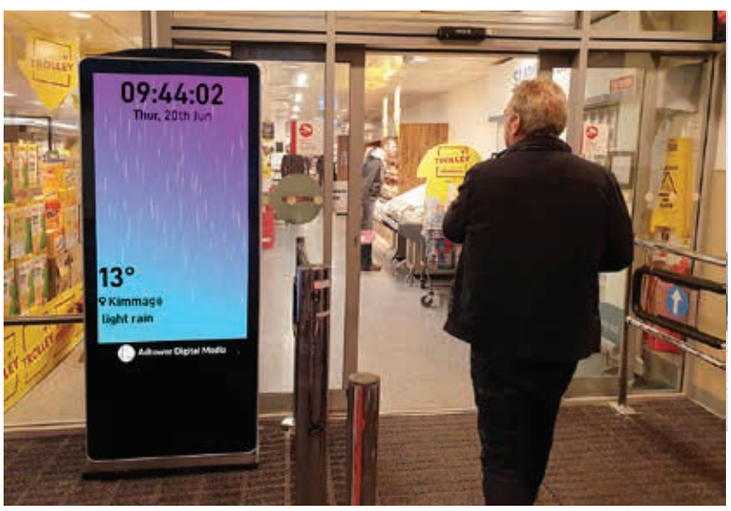
McDonald's launched an OOH campaign depicting Malaysia's popular landmarks. These billboards are part of OOH advertising celebrating famous sights and sounds which are unique to each location. The visuals are constructed using McDonald's food items such as fries, burgers, nuggets and ice cream The innovative billboard depicts a billboard with two sundae cones joined by a single fry depicting the Petronas Twin Towers with the caption "Semoga kita berjumpa lagi di Kuala Lumpur" (May we meet again in Kuala Lumpur). Other locations include the Penang Bridge, Sunway Pyramid, turtle nesting in Terengganu, and Batu Caves, were also showcased on different billboards all across the city.

Chase Distillery Starts OOH Campaign at Heathrow



Chase Distillery has started a travel retail out-of-home (OOH) advertising campaign at London Heathrow Airport Terminal 2 in collaboration with JCDecaux and world of duty free. The campaign titled 'All in the Chase' is aimed to build awareness through Chase's field to bottle messaging. The strategically placed adverts have been installed as clusters to draw the attention of key demographics at the airport. Heathrow airport as an advertising platform was used to launch a brand as fresh and exciting, Chase where the brand had created advertising content to communicate with a key audience such as passengers en route to China.

Adtower Starts DOOH Network in SuperValu Stores



The digital OOH Company Adtower Digital Media has collaborated with Musgrave-owned SuperValu to launch a national network of DOOH units in hundred stores around the country. The national digital network featured large fifty-five-inch full-motion HD screens, which were placed in strategic locations to enhance audience engagement as shoppers start their in-store path to purchase journey. The SuperValu Digitowers, which are powered by Broadsign CMS, showcased reactive dynamic and contextual campaigns, countdowns, day-part or weather-related activations to effectively attract and engage the audience.

Dating App Bumble Launches an Advertising Campaign



Bumble, a newly launched app has started an OOH advertising campaign titled 'Find Them on Bumble Bizz'. The campaign features brand ambassador Priyanka Chopra and covers all kinds of marketing mediums such as bus shelter, billboards, press and print campaign located at key locations which draw high traffic and youth population. It features around 25 inspiring women in India who have carved a niche for themselves and is aimed to generate awareness about the community which could help connect the user with a potential mentor, client or a job opportunity. The app is known to help users connect socially with other interested people based on locations.

POP Merchandise: The Game Changer for Retailers & Brand Owners



POP SOLUTION PROVIDERS ARE USING INTEGRATED TECHNOLOGIES TO HELP BRAND OWNERS SHAPE COUNTRY'S TRADITIONAL RETAIL SECTOR AND CREATE STORES OF TOMORROW THAT CAN OFFER SEAMLESS SHOPPING EXPERIENCE TO NEW AGE SHOPPERS.

Introduction

While online shopping is breaking all the boundaries when it comes to influencing new age shoppers, it is still quite an experience to shop at a departmental store or at what we call, the modern retail. The fact is that the brick and mortar stores haven't lost their charm yet, and the reason is simple - the touch and feel experience - which the online ones can't afford to make available to their shoppers.

Passing through various phases, the stores kept getting transformed to fit in that particular timeline of their existence. People still love to walk through aisles, glancing the latest arrivals, and getting a feel of the products before actually buying them. We can pretty well observe the bustling activities in today's stores, where people look for products of their respective usage, children try to divert their parents' attention to confectioneries, teenagers check out the latest stuff in store, etc. On such an inviting turf, why wouldn't retailers or brand owners use means to lure customers in buying their products!

Increasing Importance of POP Merchandise

Here comes the importance of Point-of-Purchase or POP Merchandise, the colourful and creative displays, which are strategically placed to entice customers in trying out new products. We have all seen them for long and we have seen them evolving with time. No wonder, these POP merchandise are of increasing significance to marketers with each passing day because of it being more productive than advertising and promotion otherwise. As a result, retailers' interest in manufacturers' POP programmes is continuously on the surge.

Adding fuel to the fire is rapidly changing consumers' shopping patterns and expectations with each passing day. The testimony of the fact is an upsurge in the impulse buying behaviour, which further instils the belief that POP is playing more important role in consumers' decision

making than ever before. To grab the opportunities, the POP solution providers are trying their best when it comes to bringing innovation. Options like talking standees and dancing ad dolls are getting unparalleled attention, while incorporation of video screen in POP solutions is also becoming a trend.

It won't be wrong to mention that new investments, strategic partnerships and world-class technologies are revolutionising POP advertising, store fixtures, signage, props, lighting, etc., which are going to be the leading contributors to the exponential growth, shaping the stores of tomorrow. For all these to happen, retailers are becoming increasingly receptive to manufacturers' offers of POP merchandising programs. Stores, however, typically tailor their displays according to specific consumer needs.

Online vs Offline

In spite of the pace at which online shopping is picking up, with some even predicting the demise of brick-and-mortar retailing, the latter is still going strong. The testimony of the fact is a recent survey by TimeTrade, a Massachusetts-based software company, which suggests that approximately 85% of all purchases worldwide still take place at the physical retail store, and not online.

There are tangible reasons for the same as product interaction before the purchase remains the overriding factor driving sales through physical retail store wherein POP merchandise are inevitable. As one of the major platforms, these POP solutions not only draw consumers' attention, but also pass them important information on product benefits, thereby ensuring product interaction and inducing impulse purchase.

However, the fact that online stores are making the products available at a very reasonable price to their customers, brick-and-mortar stores are under constant burden of charging low from their customers to safeguard their existence for a little longer period. This has led the latter to increasingly use POP displays as a sustainable merchandising solution and remain competitive.

Designed with integrated advanced technologies, contemporary POP displays allow customers to try or interact with a product on their own, thereby eliminating the need for a sales executive and eventually helping the retailers to cut short the overhead cost.

In view of competitive environment in the retail industry, brands are investing huge amount on product marketing. Thus, adoption of aggressive product market strategies by brands is driving demand for POP merchandise. However, with advancements in technology and consumers becoming more accustomed to shopping online, demand for POP merchandising may witness a slowdown in times to come.

Creating Competitive Edge

In a bid to differentiate themselves from competition and help brand owners in promoting the products far more aggressively, POP display manufacturers are striving to improve aesthetics and are also introducing displays with innovative product designs. In addition to it, the intensifying competition in the retail industry and resulting use of POP merchandise for enticing customers to purchase have encouraged retailers to demand different custom-made displays capable of serving specific needs across different retail facilities. Customisation offered in terms of aesthetics, capacity, and mobility will have a huge impact on the company's brand identification.

This exercise is not limited to retailers or brand owners as the POP solution providers

TYPES OF POP MERCHANDISING

POP Displays

The more customers notice the products, the greater the chances they'll buy. POP displays can include everything from designing labels with eye-catching colours to building elaborate end of aisle configurations. More than half of all final purchasing decisions are made in the store, even if someone has researched a product online, so increased visibility during this decision-making time frame is invaluable for increasing sales.

In addition to simply calling attention to a product, POP displays can make it easier for customers to reach for that particular product by placing them in accessible locations, and creating scenes or configurations that show how this product can be used.

Hands-on Experience

Giving customers a direct experience of using products makes them more likely to buy. This strategy is a way of attracting attention, but it's also useful for placing the offerings in a context where customers can actually visualize owning them.

Dressing rooms in stores give customers the opportunity to try clothing first hand, and even something as simple as a mirror next to a jewellery display can make the possibility of owning a particular item seem more real. Food demos give shoppers the opportunity to taste products the customers might otherwise choose based on the product's label, and bottles of lotion and cream dispensing in-store samples enable shoppers to smell and touch these products.

Cross Marketing

It's a kind of POP strategy that makes visual marketing suggestions by placing items that consumers use together in close proximity to one another. It costs retailers nothing to put corkscrews next to bottles of wine, lemons next to fish, or sun screen next to bathing suits. Customers may not necessarily be thinking about these additional products when they're in the vicinity, but seeing them there is a reminder that they might need the product on their list and the product that goes along with that product.

Location of POP Merchandise

Giving careful thought to where the POP merchandise is to be placed in the store is an easy way to increase sales, especially of items with high profit margins. It can help the brands increase sales of impulse items such as candy and magazines by placing them near the cash register, where customers must bide their time as they wait in line and are most likely to notice and be enticed by these items. Items placed at eye level are more noticeable than items shelved higher or lower, and items that appeal to children can be situated at the child's own eye level.

Some of the useful ones are:

Shelf Talkers

We usually observe the bright and eye-catching, hanging tags or signs that tell us about a product on the shelf. According to the POP display experts, shelf talkers are mostly placed in the food and beverage counters, to educate people about different brands offering the same product, or to announce a new combo or offer. Bright colours and pictures pop out of the shelves, while fun words are added to capture the attention of the customer.

Free Standing Displays

Easy to place, these free-standing displays let the brand owners or retailers decide the product location within the store. The material used is cardboard, which makes it is easy to come up with incredible shapes and designs, even a giant version of the product itself.

Floor Graphics

3D floor graphics seem to be catching on these days. Brands place them in front of shelves where their products are stacked, to draw customer attention. These graphics are quite a lot of fun and can be used in interesting ways. There are a number of methods which are being used nowadays for the purpose, like embossing, de-bossing, die cutting and foil stamping to create beautiful graphic designs with 3D effects that the brands are effectively using to enhance impulse purchase.

End Caps

Have you ever noticed the displays on the end of aisles facing the far walls or at the meeting point of two shelves back-to-back? These are nothing but a clever form of marketing, and can be quite attention-grabbing provided these are designed creatively with a purpose to generate and boost sales. These exposed short blocks of shelves are often called Gondola ends.

It is amazing to see how brands try to capture customers' attention.

feel same level of pressure when it comes to creating difference, especially in terms of experiences which remains in the minds of customers to remember and recollect the brand. Keeping in view a market which has turned global, each passing day is only adding up to the competition where war among the brands to remain differentiated is touching a new high. This, in turn, keeps pushing the POP solution providers to invest more in their research and development wings and remain innovative in their designing capability.

Branding & POP

POP merchandise are a specialised type of promotion, which is often found next to the checkout counter or at the end of an aisle of a retailer's floor. These are aimed at drawing customers' attention towards products that are new, or are on special offer, or used to promote special events. Most of the brands today keep POP in their list of vital promotional activities, as these merchandises provide greater visibility and boost sales through impulse purchase. Also, POP merchandise help manufacturers to supplement their packaging and strategically place their products so that these can catch the customer's eye, and allow retailers to merchandise the products and target impulse buyers.

POP displays can be as simple as a sign or as elaborate as a display carton. For example, a retailer may use a shelf talker (a sticker stuck to the end of the shelf to draw attention as the customer walks down the aisle of a store), which is a small visual item. Or he may create a full display where the vendor's products are merchandised inside it. There are many free-standing displays with the vendors' branding on it, with only their respective merchandise on display inside. Even the vendors/ manufacturers go on hiring a shelf at retailers' point to especially highlight/showcase their respective merchandises.

The POP display market is expected to expand at a significant growth rate due to the increasing trend of product branding with the adoption of POP displays, which play an important role in branding and promotion of the products. POP displays attract customers at the point of purchase or point of sale. The solution providers are continuously enhancing their research and development expertise to design creative and portable POP displays. Also, the increasing demand from retailers to sell and display their merchandise items is expected to augment the POP display market.

Customised POP Solutions

POP displays nowadays are designed for a particular type of store and often for a specific store department, which make it an important tool for trade support. Industry experts feel that for such a situation, the display is designed keeping in view the exact space availability and requirement of the store, else it will not generate the retailer's required level of inventory turnover. Therefore, customised displays are made that can match the given parameters, fit in the specified space, and accommodate new products easily. Manufacturers, of course, keep their own interests in mind when they design displays, while other innovative displays are being developed to supplement the efforts of salespeople.

New Materials

Fabric has been introduced as an eco-friendly media to be used as the basic material for creating the POPs. The ones with solutions of such kind are pushing it hard to their target customers and are finding handful of takers for the same, while quite a few solution providers don't believe in its success because of its own limitations on certain parameters. At the same time, corrugated sheets have made a full-fledged entry in this burgeoning POP solution industry, wherein this relatively new material is embraced by almost all the major players, especially those with needed infrastructure and availability of base material.

The latest trend also includes 3D printing, which is expected to be emerging as the next big thing. The newly introduced wonder Massivit 1500 from Massivit 3D Technology has been emphasised by many retailers for its rising relevance in retail industry simply by creating life-size images in a few minutes. Experts believe that it has the ability to change the way retail POPs are perceived these days. With this technology, retailers and brand owners can start offering their existing customers the benefit of super-size, 3D displays that help capturing attention and make their marketing more impactful. The Massivit 3D printed elements can turn any store, event or show lively and will do pops up, engage and entertain customers.

The Global Scenario of POP Displays

According to a market research report titled 'POP Display Market- Global Industry Analysis, Size, Share, Growth, Trends, and Forecast, 2018–2026' published by Transparency Market Research, the global POP display market is expected to reach US$ 16,963.4 million by 2026, expanding at a CAGR of 5.6% from 2018 to 2026. The report suggests that the global market is expected to be influenced by a range of macroeconomic and industry-specific factors. North America is likely to continue to be at the forefront of global demand, with the market in the region expanding at a CAGR of about 5.3% in the coming years. The evolution in the retail trade sector is anticipated to significantly drive the POP display market.

The growth of POP displays market is attributed to the growth of the retail industry, which has evolved significantly over the past few years, thereby serving as a lucrative opportunity for manufacturers to reach out to their target customers. High demand for processed food products is yet another factor responsible for the growth of the POP displays market. Emerging nations such as China, India, Japan, and Brazil, among others, are expected to play a significant role in the point of purchase displays market in the coming years, due to the growing retail industry in these countries coupled with a high demand for processed food products.

High demand for processed food in the U.S. has resulted in North America capturing the lion's share in the POP displays market. Europe also captured a major chunk of the market over the past few years. However, the Asia-Pacific region is expected to grab the spotlight in the coming years.

Changing Retail Panorama

With all these around for more than a decade, the shoppers' experience in India is at the cusp of a revolution highlighting the potential for the retail solutions industry, which is seemingly slated to scale up to Rs. 20,000-crore from the existing Rs. 12,000-crore in the next three years. Industry experts feel that the ongoing momentum will certainly shape the future of traditional retail (80% of Indian retail sector) allowing retailers to provide the much needed boost to Indian economy.

The Boston Consulting Group and Retailers Association of India report predicts that India's retail market is expected to touch $1 trillion mark by 2020 from $600 billion what it was in 2015. The momentum is driven by income growth, urbanisation and attitudinal shifts. Adding more to this big transition is the ever evolving Rs. 70,000-crore advertising sector, which only promises an unprecedented growth in the retail solutions providers industry.

Conclusion

Amidst the ongoing debate around online and offline, most of the players opine that they are in the business of customer experience, which comprises various journeys, connects and moments of truth that the customer interacts with the brands, companies and products. With all these, they suggest that the aim is to have clear positioning in the minds of customers, for which, the pressure is also on retailers to carve out distinctive positioning of POP merchandising.

The promising retail solutions provider industry of the country is soon going to witness an unprecedented growth backed by innovations in store design, visual merchandising and in-store marketing. In this phase of transition, where Phygital (physical plus digital) being the game changer, offline is emerging as the new online. Newer avenues at the bottom line of retail industry will soon catapult the fate for the sector by revolutionising consumer experiences and touch points.

With all these in mind, we at Sign & POP World met with a few leading POP solution providers like VD & POP Display, Brandmark, Firefly, Mermaid, and Ace Retail to know how they are leveraging their new and innovative solutions and ideas to capture the rapidly emerging potentials in sectors such as retail design technology, POP display, visual merchandising and in-store marketing.



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We Help Create Brand Recognition: VD POP & Display



Ravi Pawer, COO
VD POP & Display Llp

VD POP & Display Llp. is the newest firm under the Mumbai-based digital printing solution major Vijas Digital Group, which has celebrated its silver jubilee, recently. For all these years, the Group has continuously been making its presence felt in the printing business catering to a wide cross-section of customers that include corporates, outdoor media owners, specialist agencies, POP producers, and the like. The Group, which has been one of the leading names specialising in indoor-outdoor digital printing solutions, sensed the void in POP segment right in time. Accordingly, it forayed in the segment five years back in order to gain the rapidly increasing opportunities.

With firm belief that strict adherence to good quality standards alone will deliver sustainable business growth, the company has traversed through an elongated journey starting with pre-press activities. In 2003, the firm forayed into digital printing for the indoor and entered the outdoor space in 2007. In 2009, the firm broadened its activities with offset packaging and started commercial offset printing in 2011-12. It was in 2013-14 that Vijas Digital entered the POP space. We at **Sign & POP World** met **Ravi Pawar**, the company's COO to know more on what made it to diverse in POP segments and how is it fairing in it. Here are the excerpts to follow:

What all constitute the infrastructure at Vijas Digital?

We started as a pre-press processing unit in 1995 and travelled a long way to become a pretty diversified solutions provider in the world of large format digital printing. In order to further expand portfolio of services by strengthening our production & quality, we have recently augmented our infrastructure by giving a kind of reincarnation to the entire setup. As far as our versatility goes, Vijas Digital has long been providing an array of services to its clients starting from designing to prepress, printing to post-press, short-run digital printing, offset printing and everything one can think of, under one roof. We are known as a 'One Stop Shop' for all digital solutions.

What made Vijas Digital enter into POP & Display?

It is around five years back that we started discovering the art and the value of point of purchase and point of sale. Following which, we have started specialising in FSUs, that is POP Printing & Fabrication and are looking forward to fulfilling innovative advertising needs through the same. We then moved on to setting up a special production unit for designing, developing and delivering POP solutions on a large scale. It was in 2015 that we setup VD POP & Display Llp., a separate firm under Vijas Group, which is focussed on POP/POS solutions.

What synergies did you find in POP with your existing set of services?

The addition of POP/POS solutions in the portfolio of VD's offering is a strategic escalation of the services that we have been offering since last two and a half decade. We have added base to our infrastructure recently by installing Esko Kongsberg XL 44 table, which is meant for processing corrugated sheet especially to serve the POP needs. With this installation, we are now able to serve our highly valued clients with better and improved POP/POS solutions for their rapidly escalating branding and promotional requirements. Our area of focus now also includes 3D designing, fabrication and merchandising, wherein we will keep adding newer technologies as and when announced by the technology giants.

What constitutes the infrastructure at VD POP & Display?

Our dedicated facility for POP solutions is in Nala Sopara near Vasai. Spread across 35,000 sq. ft., it is well-equipped with advanced machines from reputed manufacturers like Felder, Esko, HP, EFI VUTEk, etc. The facility boasts of state-of-the-art machinery infused with latest technology fulfilling 3D designing, pre-press, digital & in-house offset printing, which helps us deliver complete solution in-house, right from ideation to execution. We are very much focused in POP fabrication and are looking forward to fulfilling innovative ideas through the same.

Which all POP & Display solutions do you offer?

We have been designing and executing POP units for brands in various forms which include - floor standing units, counter-top displays, gondola cladding, CATMAN primary bay branding lit / non-lit, activation kiosks, end-cap dressings, etc.

How VD POP & Display is positioning itself?

We understand the uniqueness of brands. Hence, we strive hard to make distinct POP solutions for every brand that can turn memorable and help boost its sales. We want to be a progressive retail partner in providing turn-key solutions to our clients in serving their needs for integrated marketing communication solutions such as design, point of purchase, visual merchandising, signage, store rollouts and project management.

We help create brand recognition with our eye-catching displays. We offer purposeful









creativity that includes semi permanent to permanent display units for our clients using different types of materials like metal, acrylic, wood, corrugated sheets, etc. We envision becoming the only destination for our clients for their complete retailing needs.

How do you see the market readiness when it comes to highly advanced innovative POP solutions?

Indian retail atmosphere is not yet ready to accept all these developments as the market is still in its initial phase. In the first year of our foray in this segment, we started with standard POP solutions. Then in the following years, we kept adding something more from our side based on our experience and expertise in designing and development of new concepts. But as you know retail is the most happening industry and accordingly the trend keeps changing in almost no time. Nowadays, clients ask for short term high level of POP/POS solutions with enhanced customer engagement, which can have better takeaways for customers in terms of experience.

How is the demand helping VD POP & Display to innovate?

When the customers ask for something new there is always a kind of provocation for us to develop something unique that can help our valued clients to enhance customer engagement at the retail stores. At the same time, they do not demand any particular POP solution in big numbers as the requirement of such premium POPs differs with the stores' location and the target audience in the vicinity. This is because a retail store is primarily meant to serve the need of people residing in that particular locality. Even the renowned brands keep changing their POPs according to region.

What is the current trend in POPs?

They want something different, each single time they require POP solution. This forces us to keep innovating and inventing things at our end so much so that POP innovation has become a constant feature at VD POP. Moving in the fray, we have recently started integrating digital screen with the POP solutions. We have also done a couple of tie ups with Software Development Company for new software that can help us bring innovation in our designs. The trend is also that POPs are not common. Nowadays, customised POPs are asked by the brands under which they show us the space and ask us to give the solution. Corrugated sheets have also made an entry this year allowing us to develop eco-friendly POP solutions in various shapes and sizes. This is because advertising brands and specialist agencies now insist upon the use of environment-friendly materials.

Where do you get the ideas for innovative POP designs?

We have a very strong and highly experienced design team which is capable of transforming concepts into tangible things. Further, we keep travelling abroad to observe what is trending in developed economies and its viability when it comes to bringing the same in India.

Where is the potential coming from?

Vijas Digital largely caters to the western part of the country with particular focus on Maharashtra and Gujarat. However, with the addition of POP & Display solutions in our portfolio, we are now serving brands which not only have national, but also overseas presence.

Transforming Innovative Ideas Into Visual Reality: Brandmark



(L-R) Yogesh Chawan, Saad Memon & Nabeel Khan Brandmark Solutions

Mumbai-based Brandmark Solutions comes with a decade of experience in providing innovative POP and POS solutions to the retail industry. The company boasts of its expertise in the domain which has made its clients keep high expectations for path breaking retail branding solutions. With 7 Gold, 2 Silver and 5 Bronze Trophies, the company was the highest number of awards winner across various categories during the 7th edition of the POPAI OMA Awards held in Mumbai.

Known for its range of innovative retail branding solutions, the company was started in 2011 by a team of three individuals **Yogesh Chawan** – heading Design, **Saad Memon** – heading Operations, Finance & Marketing and **Nabeel Khan** – heading Strategy, Planning & Production, bringing together their respective expertise in the retail market. We at **Sign & POP World** got hold with the trio to know their success mantra. The excerpts are here to follow:

What does Brandmark specialise in?

We specialise in POP setup and offer end-to-end solution right from scratch to deployment. However, we are majorly into product launches. So, whatever the client plans to launch in the market, it comes first to us. Basically, it's for our customers' customers. We suggest the display or the packaging according to the dimension of the product based on its features. Till date, we have been instrumental in launching more than 500 products for our valuable clients. We are the winners of 57 POPAI OMA Awards and 2 Printing Awards till last year, which is the testimony of our success. As of now, we are working with a lot of renowned MNC's including Unilever, Himalaya, Citibank, Raymonds, Nivea, Park Avenue, ITC, Britannia, Godrej, Mattel Toys etc.

What's the frequency of launch?

Most of the brands usually have high frequencies when it comes to launching new products. They keep introducing new product every two to three months. Whatever brands create or imagine, we have to bring that into experience with which we try to create a connection for customers.

What process is involved in product launch?

We try to give a solution to the brand, which can be in the form of design, functionalities, and planogram. The complete process of developing a product starts when a client or customer steps in with a brief about their new product for which they want a brand campaign. We study and articulate on the given brief that involves a brainstorming session, following which we come up with the concept; perform competitive analysis, and also provide a value addition.

In the next stage, we prepare sketches based on the concept, which are then shown to the customers for their comments. Understanding the customer feedback, changes are incorporated and a 3D prototype is developed. Customers do have a confined budget for the end product. Accordingly, we analyze with the production team to come up with a material combination that fits in the given cost limit. Finally, after the approval of the prototype, the project goes into the production. The whole process involves 3-4 times of reworking before getting in to finalize the design and move into production.

Please share some details about a few of your most recent POP solutions.

As discussed, we are busy all through the year working simultaneously on around 70-80 projects. One of our recent projects is the Lifebuoy Sanitiser FSU, which is a larger-than-life replica of the actual product created in fibre, with niches in the centre. In the same way, the Lakme 9 to5 Aloe Vera glorifier highlights the use of aloe vera in the beauty segment. Offset-printed on acrylic, the fluorescent green aloe vera sections have been fabricated in injection moulding for meeting high quantities.

The structure for the Beer Shampoo Barrel FSU has been crafted out of pinewood in a beer barrel shape. The highlight of the job is pinewood with polish and digital print branding, of which 100 pieces have been created. Similarly, the idea behind the sample Marinekoat glorifier was to demonstrate the application of the newly launched Pidilite product, which protects woods from water and seepage. The highlight of the job is pinewood finish in offset.

Of late, what new have you added to your offerings?

We have now started incorporating customer interaction with our solutions. You can see our recent solution in particular the Lux POP unit. In this, the front panel of lotus petals gets lit up as and when someone passes by, and the fragrance of the displayed product is dispensed from the POP unit. This could become possible by using sensors along with other technologies. This feature helps brands grabbing the attention of greater number of eyeballs. More we are able to capture the senses, more is the visitor attention towards the product.

Further, we are moving towards incorporating more gadgets and digital mechanisms and are focused on bringing in more interactive solutions using sensor and touch in the POP units. As social media has become the first source of information for the millennial, we are trying to include this aspect also into our designs.



Do you follow any set standard for offering these solutions?

The industry that we are engaged in mostly deals in customised solutions. There is no set standard, design, substrate, etc. So, everyday is new, everything is new, and every product is new for us. Each project requires a fresh idea to start with, and hence, the cycle goes on right from conceptualisation to deployment. This is how our journey goes on with the only thing constant being change. We usually work for 70-80 projects simultaneously. So, if you go to any mall, superstore, Grocery store anywhere in the country, rural and remote areas, you will find something from us.

What all constitute your infrastructure?

We are based in Mumbai with an office in Malad (W) and a fully equipped state-of-the-art-manufacturing facility in Goregaon West that houses HP Latex, HP Designjet 5500, fully automatic thermoforming machines, laser-cutting machines, CNC routers, panel saw, edge banding machines, paint booth, powder coating plants and many other fabrication machines used for various substrates like wood, metal, acrylic, solid surface, FRP, HIPS, etc. where our skilled craftsmen bring to life our innovative designs.

Our expert handling of turnkey projects from design to fabrication and arranging for logistics to the final implementation at the stores gives us an edge over our competitors. Collectively, we have around 100 professionals associated with us. We have set up hubs at various locations mostly in metro cities with people for deployment. We usually take turnkey solution projects from conceptualization to execution at one go.

How does Brandmark help its clients in making most of its solutions?

There are many ways. We work closely with our clients, ensuring great designs, functionality and durability. Our retail branding solutions such FSUs, shop-in-shops, product display units, kiosks, etc. have been continuously writing success stories for the brand owners. For example, our custom-designed shop-in-shop programs helps the brands attract eyeballs in a designated space within a multi-brand store. We know that creating an attractive retail branding tool or product display can draw customers towards the brand, pushing them for impulse purchase thereby bringing a surge in the sales.

How responsible is Brandmark for the environment?

We are committed towards green printing, and use HP Latex printer. The inks we use are water-based, preventing the release of hazardous fumes from the solvent and eco-solvent printers. Furthermore, the materials that we use are environment friendly, bio degradable, recyclable, and mostly pinewood.

Why should retailers or the brand owners rely on Brandmark?

We are now capturing the senses. For instance, this Lux unit that we have delivered recently comes equipped with sensors that senses someone's presence, gets illuminated and after a while, also sprays fragrance of the same Lux that has been displayed therein. So, we have started using sensors in many such innovative concepts.

Where do you people get the design inspiration from?

The inspiration for design comes from many things. In our business, in terms of POP and retail, we need to think from the point of consumers. For instance, if I am the customer, what kind of a display I would like? What kind of display can grab my eyeballs? It's about experiencing a product for which we closely study the product, its design, its structure, its colour, its dimension, etc.

These apart, POP material designing is not just creating a unit but has a complete story behind it. Like how we would put this out? Who is the target group (TG)? What is its age and segment? If it's for kids then it has to to remain in the reach of the TG. For women's zone, we need to keep the height at 3-3.5 feet.

Also, there are certain guidelines from the brand owners themselves. It usually takes one week to conceptualise the POP for a product. We then also take follow-ups on our POPs in the market to know if they are writing success stories. Our aim is to entice the customers with our creations in such a way that it can push them to go for purchase. In short, our motto remains as to promote impulse purchase.

While delivering these innovative solutions, what are the major concerns at Brandmark?

Industry is continuously evolving with new technologies coming in. However, the cost has been the most challenging part of the retail industry. To match the quality expected with the cost of the project has been the toughest challenge so far. It is very unfortunate that the cost expectation from the client is going down. Brands need to understand the costs of the material used in the product. People are not conforming to the prevailing standard and are tricking with the specifications to get the projects.

Most of the clients fail to identify these wrongdoings due to the huge volume of the project. This is a very serious concern and the brand owners or retail market need to understand this and take corrective measures. Meanwhile, the implementation of the end product in the market is critical and really a daunting task. On ground level, there are difficulties related to installation, which needed to be addressed for a viable solution.

What are Brandmarks expansion plans?

North America is likely to continue to be at the forefront of global demand and we at Brandmark are now seeking to launch its US operations which we strongly believe will be a significant step in the growth of the company. The company's US office will be headed by Saad Memon. The company plans to recruit more people locally in the coming months while expanding its local operations there.

Changing Panorama of Retail Branding: Firefly



Shahzzad Damania, Partner
Firefly Outdoor Media Solutions

Established in 2011, Firefly Outdoor Media Solutions is occupied in manufacturing of floor display stand, advertising canopies, counter display, exhibition stalls, etc. With a team of 50+ professionals, spread out in 20,000 sq. ft. of production area, the company boasts of its knowledgeable team that develops products and offer solutions using the best grade materials and advanced techniques. The company believes in the near exploding levels of curiosity, fresh ideas and techniques, which are the ultimate necessities needed for delivering creative solutions to meet the fast growing needs of retail environments. We at **Sign & POP World** met **Shahzzad Damania**, Partner, to discuss the philosophy of innovation, quality and creativity in retail. Here are the excerpts of the interaction:

What made you select this 'name'?

We are committed to revolutionize the retail communication for brands all across India. Just like Fireflies are known to light up the darkest of swamps, we at Firefly provide eye catching retail solutions that help brands stand out from the clutter. Although we started commencing professional solutions in the year 2011, I have been in the signage, display and graphics industry since 2005. Over these many years, we have emerged as a prominent name in manufacturing, supplying and distributing high quality, cost effective and customised retail display solutions of all kinds.

How has been the journey so far?

It was in 2011 that I started as a designer. Then I used to outsource my fabrication works. With passage of time, as and how business grew, I set up a small workshop measuring only 400 sq. ft. in Goregaon in Mumbai. After some time, I shifted to a larger space of 5,000 sq. ft. in Nala Sopara. The time kept passing by with success stories as our footprints, following which, this year we have further expanded our workspace to shift over to a 20,000 sq. ft. area in Thane. We have an in-house digital printing and fabrication unit equipped with the latest machinery and resources, which enable us to offer economies of scale to our valuable clients.

How has this increase in space support Firefly's objective?

Since all processes like Laser Cutting, CNC Routing, Printing, Vacuum Forming, Press-Brake, Spot, TIG & MIG Welding, Powder & PU Coating etc. are in-house, we are able to give complete end-to- end solutions at development and production stages at a fast turn-around time. In short, we can now cater to complete corporate identity solutions, which include main brand elements, ancillary brand elements (both external and internal) and also complete VM requirements that involve both graphic as well as structural elements.

Which all solutions do you offer?

We provide retail marketing and branding solutions over various media with operational efficiency spread across the nation. However, when it comes to specialisation, ours is in fabricating customised FSUs, POS and POP displays, signages, mall kiosks, shop-in-shop displays, etc. Our solution is 100% customised and need special skills to meet specific requirements of our extremely varied clientele. Over the time, further customisation has been added following the rapid evolution of the retail industry and introduction of various formats of modern trade that includes malls, supermarkets, multi-brand retail outlets, and of course, general trade.

How the requirements of these varied formats differ?

There is a lot of difference in retail fixtures. If it is permanent fixtures then it has to be made or developed as per the space available in different stores. Otherwise, the display stands are pretty much of standard size. This is because customisation doesn't remain possible if the number of POPs or retail branding solution is bigger, say, 500 pieces or more. It's very difficult to customise them as per the stores' requirements.

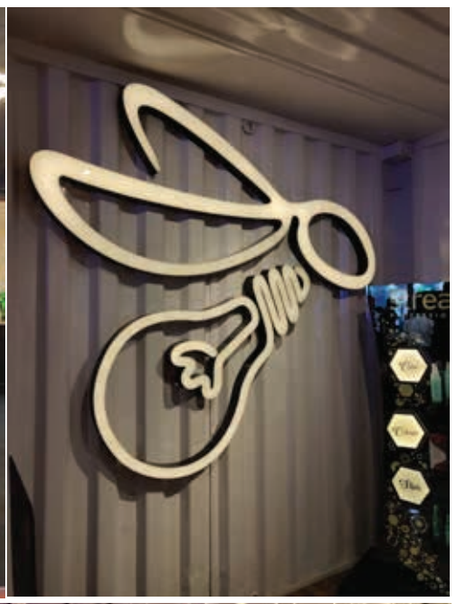
What major changes in retail branding have you observed over the years?

See, using backlit LEDs and all are a decade-old trend. The changes come with different kinds of materials that are being used for making POPs. These days, premium acrylics have come out as an option. We also use premium adhesive films which were not there in the recent past. Besides, the substrates have also been added with variants such as high-quality plastic surfaces that come in different finishes like metallic, wooden, and stone (marble). When these kinds of substrates are backlit, they actually offer premium looks.

What sets you apart from the league?

I am a designer by profession that's why my designs are quite unique. And this, we have set as one of our goals because we have to break out of this clutter. We always try to be unique keeping in view that we are a small player of this larger market space and we have to set ourselves apart from the competition. However, the trend is pretty different as the one with greater focus on production capacities, which in a way, does help especially when one needs to roll out larger projects. But, what I believe is that capacities can be met at any point in time,












while designs and creativity are the ones that set us apart from the herd. All this truly assimilates with our punch line - we are young, we are bold, we are hungry!

With rapidly increasing scraps, how do you plan a sustainable growth for Firefly?

We're passionate about sustainability and how we as a business can make a difference. We know that the best way to achieve sustainable growth is to respect the natural environment, employees, our business partners, as well as all stakeholders. We're passionate about sustainability and how we as a business can make a difference. We know that the best way to achieve sustainable growth is to respect the natural environment, employees, our business partners, as well as all stakeholders.

Where do you get the inspiration on designs?

As I said, we offer solutions that starts right from identifying to conceptualising to producing and then to delivering. All this involves a great deal of design capabilities. Designing is just an observation and it's a continuous learning process under which one can draw the inspiration from anywhere may it be the internet, travelling, self imagination, etc. I head a team of designers that include graphics & 3D. They are very creative guys and I feel lucky to have them in my team. It's our designs that lead us to receiving numerous queries which we are continuously converting in to big ventures. All thanks to our diverse team of creative professionals from various disciplines. Working together, we create and produce imaginative solutions across different sectors and markets.

How do you ensure quality of your branding solutions?

The quality testing unit of our company is well-equipped with highly advanced along with all the modern machines which are easy to use and is managed by us with precision to leave no chances of defects in our offered collection. Being a quality conform organization, we assure that we maintain utmost quality of our products right from the procurement of raw inputs till the final delivery. Besides this, the inputs we use on the production process are also sourced from one of the genuine and certified vendors of the market after strict quality examinations. Additional to all our offered facilities, we offer these products in a variety of customizations at reasonable rates.

Where does Firefly aim to reach in near future?

There is a Polish company called Wilson & Brown, we at Firefly want to reach that level, say, in around five years from now.

Possibilities are Limitless in Fabric Display Systems: Mermaid Digital



Praveen S.B., DGM
Mermaid Digital

Mermaid Digital is 14-years young and claims to be the first digital fabric printing company in GCC. The company caters to advertising, fashion and interior industry to which it offers branding services through digitally printed media like fabric and vinyl. Headquartered at Dubai, Mermaid's registered office is in Bangalore that boasts of high-quality international infrastructure including the HP Latex capable of facilitating 5-meter wide large format printing along with others.

Established in 2005, Mermaid Group facilitates organisations with end-to-end solutions in creating their indoor and outdoor branding materials across various verticals like events & exhibitions, retail, hospitality, office, sports, etc. The company offers best suitable options in digital printing, signage, graphics, arts, interiors, art production, installation and related services so as to help its clients manage their brand building needs more efficiently and effectively. We at **Sign & POP World** met **Praveen S.B.**, the company's DGM, to discuss the penetration & acceptance of fabric as media for POP merchandising in retail. Here are the excerpts:

WE OFFER 100% CUSTOMISABLE MODULAR FABRIC DISPLAY SYSTEMS TO CATER TO THE REQUIREMENTS OF RETAIL AND EXHIBITION INDUSTRY

How is Mermaid Digital positioned?

We pioneered into digital fabric printing in 2005, and today, we are the largest digital fabric printing facility in the Middle East with production houses in Dubai and India. Backed by a strong technical team comprising people with 25+ years of experience driven by the zeal to excel, while ensuring complete client satisfaction, we have grown to be one of the largest digital fabric printing companies in the world.

Moreover, with our ingeniously developed technology and printing capacity of 4,000 sqm. per day, no undertaking is too small or big for us. We have two expanded facilities, one each in Dubai (45,000 sq.ft.) and Bengaluru (25,000 sq.ft.), wherein 300+ skilled technicians and artists are working in tandem. All thanks to the synergies of our highly competent team that ensures a perfect eye to every detail, which eventually adds a critical competitive advantage to our valued customers.

Which all services do you offer?

Embracing the 'Go Green Go Fabric' initiative, we offer a range of services including design consultancy, colour matching and ancillary services. Apart from our extensive product line, we also cater to customised products to enliven our clients' imagination. The cycle starts right from project conceptualisation to management and then to production.

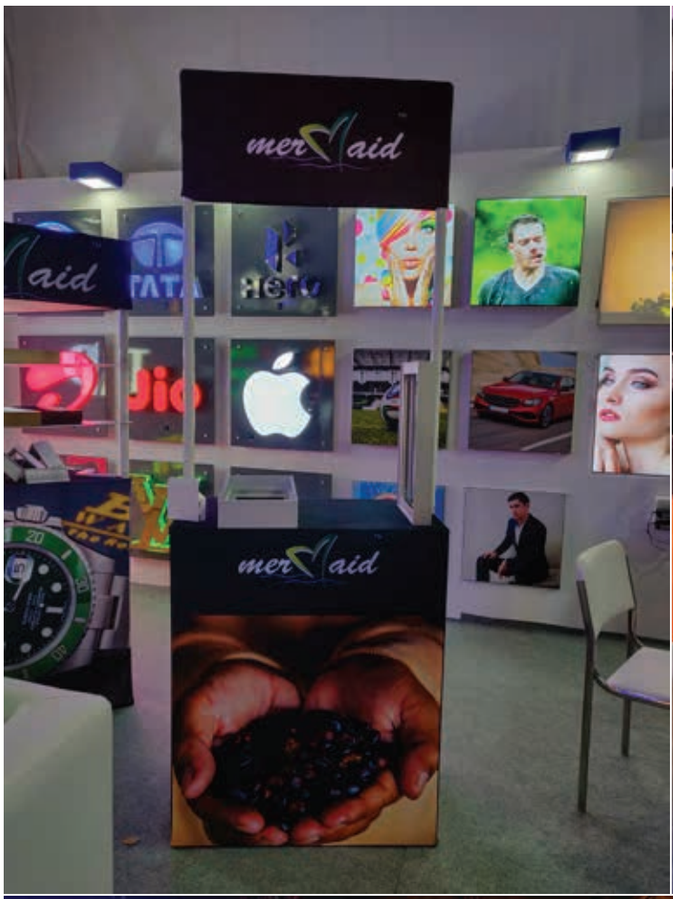
When did you start offering fabric-based POP/POS solutions?

As you know, we already have the vivid world of digitally printed fabric solutions under which we offer explicit graphics solutions, signage and exhibit products, arts and interiors solutions. Augmenting the list of offerings, we introduced M Display, comprising POP/POS products & solutions, which is our new product line that we have added to our portfolio only recently. There are limitless possibilities in fabric display system. Under this category, we offer 100% customisable modular fabric display systems to cater to the requirements of retail and exhibition industry.

The components are plywood that goes inside, followed by aluminium pipes and plastic joineries. Then come fabrics, which are of course, wrinkle-free and dust-free, and can go up to being fire retardant. The inks used for printing purposes are all water-based making it more eco-friendly. These are simple, easy to install, portable & reusable solutions. It's a step towards bringing eco-friendly solutions in the burgeoning retail industry.

How has been the response so far?

The response is good as expected. All our POP/POS are in fabric and modular. We are supplying quite a few renowned brands. It won't be wrong to mention that we are converting or replacing the contemporary POP/POS systems with the ones made of fabric. Initially, it was only to replace the







existing standees and the backdrop systems, for which we introduced tubular ones with which we did quite a few numbers of replacements. And then, we thought about replicating the same for retail also, else we could have got stuck only with the exhibition industry. This is because the tubular products are majorly for events and exhibitions.

It brought to us a very good response while we started creating something for the retail industry. We can even accommodate a digital screen to add value to the brands. As of now, we have developed a comprehensive showcase of our esteemed projects that we have completed with perfection.

How has the incorporation of fabric changed the scenario at POP /POS level?

Introduction of fabric has not only added the aesthetics appeal, but has also made life a bit easy by facilitating easy transportability. The system, as I said, is modular and can be packed in a bag for easy commutation. There is no limit of designing and dimensions as we can create any kind of structure. Quite a few brands are really frequent when it comes to serving the demand in number.

Who are your customers for now? Where is the potential coming from?

We have been serving over 1000+ loyal customers across varied industry verticals - exhibition, events, hospitality, BFSI, government sector, reality, retail, healthcare, IT, ITES, manufacturing, education, etc. Our clientele includes EMAAR, Nakheel, Global Village, TECOM, Dubai World Trade Centre, DTCM, Done Events, Aldar, RTA, ENOC, ADNEC, Emirates NBD, TVS, Wizcraft, Tata Motors, Sheraton, Mumbai Indians, etc. to name a few. We have been associated with them for long.

How do you market your solutions?

With strong qualified presales, post sales and sales teams spread across Middle East and India followed by a workforce of over 300 skilled workers, talented artists, designers backed by high-end machinery, we facilitate direct operations in UAE, India, Qatar and Oman for any theme of requirements across palaces, luxurious hotels and residences.

Why should one opt for Mermaid Digital?

It is because we are a one stop solution for project conceptualisation, production and project management. Further, with 14+ years of experience, we are a market leader in this segment. As far as India is concerned, there is hardly any other player offering POP/POS solutions in fabric. Further, we follow a completely customer-centric approach in a very systematic manner. Moreover, we have state-of-the-art machinery and stringent quality control, when it comes to meeting the customised requirements of our varied clientele. We even go extra mile for customer satisfaction. We believe in partnering with our customers progress by empowering appropriate value-based business solutions, and not business for value.

Display System is in Complete Transformation: Ace Retail



Rushabh Shah, Owner
Ace Retail Display & Packaging Llp

Ace Retail Display and Packaging Llp, an award-winning retail solutions company, ranks among one of the top POP/POS developers in India. It's a family-owned business and has been operational from last 30 years. The company boasts of a state-of-the-art infrastructure which is capable of delivering any level of POP/POS solutions irrespective of industries.

"At Ace, we are an integrated team of designers, manufacturers and distributors of POP displays and store branding units," says **Rushabh Shah**, the company's owner while having an hour long discussion with **Sign & POP World**. Here are the excerpts of the conversation to follow:

ONE NEEDS TO KEEP A CHECK ON THE GROUND REALITIES FOR A SUCCESSFUL VISIBILITY.

How has Ace been doing in the market?

Since our inception, our goal has been to maintain high quality standards. Our skilled & trained workforce has enabled us to achieve such standards in all processes, starting from manufacturing to distribution. We are driven by creativity, and offer unique retail display solutions to every project by providing out-of-the-box ideas. Our world-class in-store retail displays lead to an increase in brand sales and clients' loyalty for Ace. Indian retail is an ocean of opportunities, wherein we offer a variety of services and solutions like printing, followed by retail displays and POPs. Slowly, we are also moving towards packaging.

What is the process that you follow in a retail display system?

We start with a customer brief - an introductory stage of discussion, where the client and our team converses about the agenda and provides required details of the product. This is followed by ideation or design of what the customers have asked for. A team of experienced enthusiasts brainstorm strategies and give shape to the knowhow about the client's plan with a pinch of creativity and imagination. It takes a few rounds for finalising the design.

Later, it goes for prototyping wherein we get a try-in, first preliminary version of the display unit created on the basis of client's imagination and our expertise. Once it is approved, we incorporate the suggested changes into the prototype. The final version is then pushed to the production section, where our workforce, along with automated machinery at our fully-equipped factory, strives to manufacture quality-checked retail display units. The final stage is packaging and delivery, and our easy to carry & compactable displays enable efficient packaging process and smooth distribution.

What are the areas of concerns before opting for a display solution?

Client-supplier engagement is the first and most important change that I personally feel should happen before planning to opt for any retail visibility, which requires an experienced eye for detail. One needs to keep a check on the ground realities for a successful visibility. Right from the time of initial discussions wherein the ideation takes place, supplier partner should be involved in the briefing to have clarity about certain parameters like budget and timelines along with other quality requirements. Further, the sales plan can be an important tool for the supplier to gauge the market depth and to use correct products for successful visibility in this diverse Indian retail space.

Which all materials do you use in your retail display solutions?

Under retail displays and POPs, we have been offering solutions in a number of











materials like metal, corrugated, wire mesh, and acrylic. The market is changing drastically as everyone wants to have new solutions that are cost-effective, eco-friendly, easy to assemble, and come with least wear and tear. Thus, we came up with these new age retail solutions in paper corrugation as base where recycling, availability and storage are easy.

Are these sheets available in India? Why did the industry take time to make this shift?

Yes, the indigenously developed or rather manufactured corrugated sheets are already there in the market. As far as usage of these sheets in our retail displays are concerned, these were not possible in India till some time back because of the non-availability of the material, especially of that quality which can easily handle the wear & tear that was very frequent earlier. Now that there are such materials wherein wear & tear can be restricted to some level, it gives us a viable option to make use of these eco-friendly, light weight materials in such applications.

All these have pushed the retail display systems towards a complete transformation.

So, have these sheets been tried and tested for wear & tear?

Yes, they have! Today, with the same corrugated sheets, we are making a gamut of furniture that includes chairs, tables, sofas, etc. These are neither simply prototypes nor meant for small events or promotional purposes but are being used in our offices nowadays. The call for environmental awakening has forced many companies to switch from plastic to paper, wherein application of corrugated sheets like this clearly evinces that this material is not only eco-friendly but durable too.

Why should one opt for Ace?

We have the ability to transform our clients' ideas and concepts into reality ensuring high quality service on time and within budget. We assure to deliver most appropriate advertising and display solutions leading to increase in their sales that can help strengthen the company's image both in the market and in the minds of customers.

We, at Ace, offer everything in-house, and we have our own plant for manufacturing corrugated sheets. The time taken in creating a solution depends on the design and requirement of the clients. These solutions can go anywhere and can fit into any retail requirements, including lifestyle.

We have observed video integration in a few retail display options. How do you see this development?

As far as video integration is concerned, we have not yet used in any of our displays. This is simply because we perceive that the market is not yet ready for such POP/POS solutions. However, we are not in a state to ignore this concept as options like these are always welcome which have the ability to enhance the engagement of customers in the store and pushed them for impulse purchase. It would certainly add to the sales.

Arrow Digital Goes 3Dimensional with Massivit 3D Printer

ADD A LITTLE 3D IN YOUR RETAIL STORES TO BRING MORE TRAFFIC TO YOUR BRANDS; SEE THE PRINTER IN ACTION OR CREATE EYE-CATCHING SAMPLES FOR YOUR NEXT PROJECT.





Sam Patel
Director
Arrow Digital

Arrow Digital recently installs Massivit 1500, the largest, fastest and most advanced large format 3D printing solution for visual communications, based on Massivit proprietary GDP (Gel Dispensing Printing) technology that enables instant solidification and high-speed printing. This 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.

The Massivit 1500 is a super-fast large format 3D printer, which is set to transform the way high-level marketing, advertising and themed projects are created. With output

Arrow Digital Executes 3D Project for Etude House



The company created large size 3D lipstick props for Korea's specialised make-up brand to mark its entry in the Indian market.

Arrow Digital, India's foremost distributor of digital printing and cutting equipment, recently concluded a launch event for Korea's specialised make-up brand Etude House. The event was held to mark the entry of the brand in the Indian market, for which Arrow Digital 3D printing created large size lipstick props. The company took up the idea of large size products suggested by the brand as the latter had done something similar internationally, and then used 3D printing to execute it.

Talking on the Etude House launch, Patel says, "3D printing helped to execute large size lipstick props for the event. It was the perfect solution for what the client was looking for. The overall experience was nice and the light weight was an added advantage. The large format 3D printing is a brilliant tool to execute complicated models which can't be made with our normal products, and it has a great scope in the event and entertainment industry."

Arrow Digital had recently installed the largest, fastest and most advanced large format 3D printer Massivit 3D 1500 at its R&D center in Ahmedabad that can produce high-quality 3D pieces up to 54 inches (137 cm) high.

Giving an overview of the 3D printing in India, Sam Patel, MD & CEO, Arrow Digital, says that large format 3D printing is a disruptive technology that has immense potential to change our lives in various ways. "It is especially true for retail clients who need some new innovation every day to stand out amongst rivals, and Massivit 3D makes it easy for them in the form of large size 3D props at affordable prices for Window display, POP, POS, Signages and Channel Letters etc."

"India is adopting this large-format 3D print technology for marketing and brand campaign and in no time the industry will start switching to 3D print technology with better pricing, finishing and solutions," he adds.

The trend of online retailing is slowly taking over offline market and thus, retailers have to be even more innovative as to how to attract customers. Here, large size 3D printed products come into play, and apart from enhancing the in-store experience, they also lead to increased consumer spending. With 3D printing, retailers can be creative with the designs, and can experiment with the technology at low cost.

speeds incomparable to anything else in the 3D printing industry, the Massivit 1500 printer can produce high quality 3D pieces up to 54" high. Massivit has another Model Available which is Massivit 1800, which can produce high quality 3D piece up to 70".

Print providers seeking to dramatically extend their product portfolio beyond 2D printing, now have the access to a profitable new and unique application capability, and an important business differentiator to enhance their competitive edge and secure their future. Massivit 3D offers a portfolio of large format 3D printers that leverage patented, high-speed additive manufacturing technology to serve multiple industries including visual communications, entertainment, events and exhibitions,interior design, and concept prototyping.

The Massivit 1500 printer also utilises techniques that allow it to print non-vertical walls and ceilings, without the need to produce a solid object or intensive support structure. So in printing less to achieve the same result, the Massivit 1500 is able to dramatically increase print speed, while also reducing material costs and product weight – crucial for additional materials handling, transportation and storage benefits.

The Massivit 3D discovers new revenue & opportunities that integrate seamlessly with the existing large-format printing capabilities of PSPs. It can facilitate them in offering the benefit of super-size, 3D displays with the Massivit 1500 solution to their existing customers making their marketing more impactful.

According to Sam Patel, Arrow Digitals Director, the Massivit 3D printed elements will turn any booth, event or show lively and will dopops up, engage and entertain viewers. "Enjoy the freedom to create complex forms, and hollow and internally illuminated objects. Start personalizing and localizing objects. Make accurate copies while still enabling variations and much more. You can even usethe 3D printed objects as your master for mould-making for thermo forming or for use as a mould. Massivit is truly an ultimate solution for all your 3D needs," he emphasises.

Breakthroughs in Digital Printing at FESPA 2019

SEVERAL LEADING PRINTER MANUFACTURERS UNVEILED THEIR LATEST MACHINES AND TECHNOLOGY AT FESPA GLOBAL PRINT EXPO THAT WAS HELD AT MESSE MUNCHEN THIS MAY.

FESPA Global Print Expo, world's leading exhibition for speciality print and signage, was successfully held from 14 – 17 May 2019 at Messe München in Germany. Over the course of four days, the event saw about 20,780 visitors from 137 countries, pouring in to witness the innovations in the world of printing. This year's Global Print Expo became the talk-of-the-town as many new and advanced products were unveiled at the mega event. Major printing mammoths such as Durst, HP, Massivit, etc. used this platform to launch their latest innovations in digital printing.



Italy-based Durst expanded its P5 portfolio of hybrid printers by adding to it two new systems – the 3.5m-wide, 120m2/hr P5 350 and 2.1m-wide, 90m2/hr P5 210. The new printers are equipped with Durst software and offer special new features. They are the all-in-one hybrid solution for flexible roll and board printing. Durst also introduced its own modular software solutions – Durst Workflow, Durst Analytics and Durst Smart Shop – to provide customers with an automated production unit from pixel to output. The offering is completed by consulting, training and integration services of Durst Professional Services.



Another biggie that made its worldwide debut was HP's Stitch S1000, a super wide dye sub-production printer designed for high productivity and simplified operation for interior décor and soft signage. It is a 3.2 meter (126-inch) printer that enables fast speeds, high uptime, and unattended shifts. HP's flagship machine in its new range of Stitch dye-sub printers found its first customer in Berlin-based Bannerhero.



EFI launched its new flatbed printer, the Pro 30f, which has a 3x2m bed and can print full bleed on media of that size. It can print on media of up to 10cm high and 180kg in weight. Like other EFI printers, this too is fitted with Ricoh Gen5 printheads, which print variable drop sizes from 7-12 picolitres for 1200 dpi resolution. There are 12 heads, two per colour, for CMYK plus two whites. It uses UV inks with LED curing and can produce up to 210 sqm/hr.



Mimaki chose FESPA 2019 as the platform to debut their new flatbed printer, JFX200-2513 EX. It is the successor to the JFX200-2513 and is a large format flatbed UV inkjet printer that combines high-value-added printing and high productivity, while being an entry model.



Epson expanded its SureColor SC-S range with the addition of two new industrial output models, the SC-S60600L and the SC80600L. These 64-inch printers are an extension of the award-winning SureColor SC-S Series printer range and will offer high productivity to its customers at a relatively lower total cost of ownership. The SC-S Series printers continue to offer diverse applications with access to the Epson Edge Dashboard with over 250 EMX profile downloads for a wide range of media manufacturers and media types. Featuring Epson PrecisionCore TFP printheads, these printers will be supplied with Epson Edge RIP software and the LFP Accounting Tool.



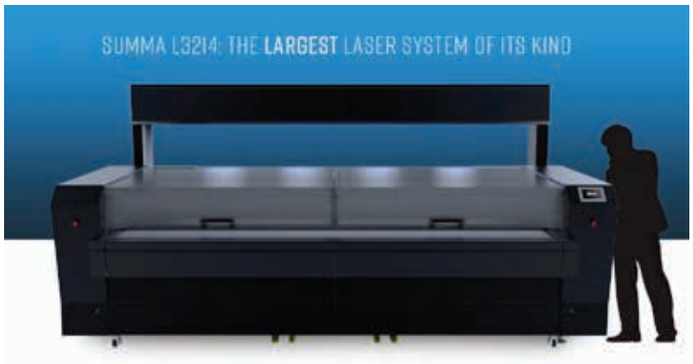
Inkcups unveiled its X5 digital UV flatbed printer to the European market. The company claims it to be the industry's fastest and most productive direct-to-shape UV inkjet printer. The machine features up to four Ricoh Gen 5 print heads for on-demand, full-colour prints on flat and slightly curved hard goods up to six inches tall.



Massivit 3D Printing Technologies, the leading provider of large format 3D printing solutions, has expanded its portfolio of solutions with the new Massivit 1800 Pro that offers brand-new features including a ground-breaking, patented Variable Resolution capability, new advancements optimizing durability and resolution, and remote-operation options to significantly enhance operation efficiency & convenience. Designed to serve the visual communication, entertainment, concept prototyping, and interior design arenas, the Massivit 1800 Pro 3D Printer is capable of producing super-sized, captivating signage, displays, and props at high speed, high resolution, and with perfect repeatability.



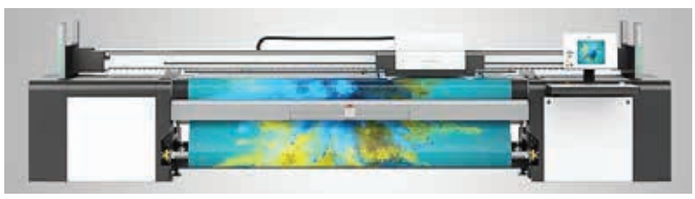
Mutoh debuted its 1.6m-wide ValueJet 1627MH hybrid inkjet printer in Europe for the first time. The five-colour machine prints at speeds up to 12.1 sqm/hr in CMYK with resolution up to 720dpi. The device can run either CMYK or CMYK plus white as standard and uses Mutoh's own MP-31 resin-based inks that get dry immediately.



Belgium-headquartered Summa premiered what it said as the 'fastest cutting system in the world' with the unveiling of the L3214, a 3.2m- wide flatbed laser cutting system that cuts at up to 1.5m/second.



The exhibition also saw the launch of some innovations in roll-to-roll printing with the unveiling of Océ Colorado 1650 by Canon and Karibu by swissQprint, which is its first roll-to-roll printer. Océ Colorado 1650 introduces a new flexible ink and Océ FLXfinish, which is a new approach to LED curing that allows user to choose between matte or gloss modes for each individual print to achieve different aesthetic finishes, without the need to change inks or media. It works with a new version of Canon UVgel ink, designed for maximum flexibility by increasing the stretching properties of each cured ink droplet. The output from the printer can be folded for soft signage applications without the risk of cracking.



swissQprint's Karibu is a UV inkjet printer with a maximum print width of 3.4 meters. Karibu features a Light Box right next to the printing area, for immediate and continuous quality control of backlit prints. It incorporates ingenious features aimed at high efficiency and reliability as well as huge versatility.



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National

Redmi Begins Ambush Marketing to Increase Popularity





Xiaomi has started an ambush marketing campaign to advertise Redmi K20 Pro, its latest offering. The billboards highlighting the new mobile series were placed strategically next to already existing OnePlus hoardings.

The new phone boasts features such as Qualcomm Snapdragon 855 chipset, a pop-up camera, an all-screen notch-less display in vibrant colours which are similar to the latest flagship from another Chinese company: the OnePlus 7 Pro.

The Xiaomi Redmi K20 Pro OOH billboards go straight after OnePlus with a tagline of "Starkly superior to the latest one" written in the same font as the OnePlus logo. Moreover, the billboard of OnePlus, featuring Robert Downey Jr. was overshadowed by newly installed Xiaomi Redmi billboard.

The Redmi billboard uses several "classic" OnePlus design trends to further enhance its attack and make a dig at the competitor. The red-and-white colour scheme is a OnePlus hallmark and the "flagship killer" branding has been used by OnePlus ever since it launched OnePlus One.

Lately, a lot of mobile brands have started using outdoor advertising to drive sales and increase their reach. The youth of today spends more and more time outside their homes, henceforth, OOH is playing an important role in generating awareness about newly launched products.



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Adidas Originals Launches Innovative OOH Campaign





With the advent of technology, most of the brands are switching to Digital Out-of-Home (DOOH). This transition is rapidly gripping the nation; however, brands are still opting for traditional mediums of advertising.

Recently, Adidas Originals made use of OOH billboard in an innovative way. A virtual GIF of a person skating through the night, in a newly launched Nite Jogger was placed strategically on around twenty metro pillar hoardings.

This new marketing gimmick generated quite a buzz and is considered to somehow disrupt the OOH medium because of the revolutionary concept of GIF. In the west, many popular brands have implemented the use of GIF but this idea is entirely new for the Indian market.

The execution for the Adidas Original's Nite Jogger drew a lot of positive attention as it replicates a flipbook-like experience in an outdoor setting. It is being predicted that the GIF trend is soon going to get popular in OOH in the country amongst brands.

Although it will be seen as a premium because of its uniqueness over a period of time it will become common. The cost of implementing GIF is going to be costly but the implementation of GIF will garner more attention and increase visibility for the brands.

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Excluding the use of VOC (Volatile Organic Compounds) in the UV curable ink.
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IDS Revotech Konica 512i /1024i Head Digital Solvent Printer Option with UV Inks Also

Technical Specification

- Option with 4/8Print Heads
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- 512i/1024i Print Head Printer
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Technical Specification

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- With brushless Adjustable-Speed DC-motor applied in various materials.
- With Closed-loop detection System to assure material measurement precision tolerance within 0.1mm, it can match the acrylic panel perfectly. It can make endless words.
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Mimaki LED UV Print & Cut Inkjet Printer



Technical Specification

Max. Print Width:	1,610 mm (63.4 in)
Max. Media Width:	1,620 mm (63.8 in)
Print Resolution:	300dpi, 600dpi, 900dpi, 1200dpi
Droplet Size:	Min. 7pl, Max. 28pl
Ink Type/Color:	LED-UV ink LUS-175 I 4C (CMYK) I 7C (C, M, Y, K, Lc, Lm, W)
Media Thickness:	1.0mm or less
Media Roll:	40kg or less
Cut Speed:	Max. 300 mm/s (420 mm/s in 45 degrees direction)
Cut Pressure:	10-450gf
Interface:	USB2.0 / Ethernet 1000 BASE-T
Power Supply:	Single phase (AC100-120 / 200-240V±10%, 50/60Hz±1Hz)
Power Consumption:	AC100V: 1.44kW / AC200V: 1.92kW
Operational Environment:	Temperature: 20-30 oC / 68-86 oF
Dimensions (W×D×H):	2,900 x 776 x 1,475 mm (114.2 x 30.6 x 58.1 in)
Weight:	188 kg (414.5ib) I 183 kg (403.4ib)

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International

Adomni Begins Largest Programmatic OOH Campaign Starring Kylie Jenner





The new advertising campaign for Kylie Skin, skincare range by social media influencer, Kylie Jenner launched by Adomni is the largest ever Programmatic OOH. The ad campaign stars, Kylie Jenner's face, glowing and larger than life as the centrepiece of the billboards. However, behind this marketing strategy, programmatic technology has played an important role.

The campaign used around 5,800 screens in more than 1,000 cities for Kylie's new DTC skincare line, Kylie Skin. The idea was conceptualised by DOOH ad-tech company Adomni along with 22 publishers in the OOH space, including Lightbox, Clear Channel Outdoor and Lamar. The campaign was seen across billboards in various places such as shopping malls, along roadsides and anchored in a metropolitan hub like Times Square.

What makes this campaign one-of-a-kind is the fact that access to the various mediums such as large-format billboards, shopping mall screens was made possible through an online buying platform. It is a known fact that launching a campaign as big and widespread as this would involve months and expenditure of hundreds of dollars. Although in this campaign the programmatic screens are bought for only the time that a brand needs them, it is cheaper than ever.

With that hurdle out of the way, out-of-home is available to more media buyers than ever before. According to recent reports, DOOH sales have been growing by 16% over the past five years, reaching nearly $6 billion dollars in 2018 alone. Moreover, the number of digital ad units bought out by marketers has almost doubled—from 160,000 to 300,000—over the past four years.

Cannabis Company Elixinol Advertises on London Underground





Australian cannabis company Elixinol Global Limited has started a first OOH campaign using digital signage and video boards across key London Underground railway stations.

The campaign is created to cash on Elixinol's status as one of the world's most influential Cannabidiol (CBD) brands. The billboards were displayed across three main underground rail stations in Euston, St. Pancras and Charing Cross, Cannon Street, Kings Cross, and Fenchurch Street.

The campaign spans digital escalator panels, 65inch vertical format digital displays and across five Transvision screens at eye-level with train information boards, leveraging the high dwell time and high depth of engagement of rail commuters.

The two-week campaign expected to garner over 2.1 million views across the London commuter demographic. This is the first instance where CBD or Hemp products have been advertised through London Underground Rail digital media platforms.

The rise in global demand for CBD products continues to accelerate at a rapid pace, which has triggered the use of OOH raise consumer awareness for the Elixinol brand across key markets.

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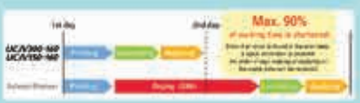
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Compact Drivers are Need of The Hour: Infinity Reflex



AT INFINITY REFLEX, THE EXTENSIVE PRODUCT RANGE COMPRISES BEST QUALITY INTERNATIONAL BRANDS LIKE E-POWER, RIKO, TAM AND YOU-YI. IN ORDER TO EXPLORE HOW THE COMPANY IS FAIRING IN A MARKET WHICH IS FLOODED WITH CHEAP SUB-STANDARD SOLUTIONS, WE AT SIGN & POP WORLD MET SUGUMAR, THE COMPANY'S CEO, AND HIS INTERNATIONAL SUPPLIER GRACE KO. ALSO PRESENT THERE WAS ABHIJIT BOSE OF SATYAM TECHNO WHO IS THE DISTRIBUTOR FOR NORTH & EAST INDIAN REGION.

Infinity reflex is a trade based company aimed at providing high-quality automation components in major sectors like LED lighting, industrial and retail sectors. The company claims to be one of the well-known importers and distributors of wide range of automation products which include a variety of LED drivers (i.e. waterproof, non-waterproof, CV, CC, etc.) and power supply (rainproof, video wall, switch mode, etc.) along with LED strip drivers. The company claims that these high quality and innovative components help enhance the productivity of various plants, adding excellence in performance & reliability thereby

guaranteeing high level of results. They spoke at length about their plans for India. While Sugumar talks mostly about Infinity Reflex's positioning in India, the product portfolio that it offers, USP and of course, about the marketing strategy; Grace Ko adds on her company's manufacturing strength and quality that it offers. Bose shares as how the inclusion of E-Power drivers in his portfolio has increased the footfall and hence, his business.

Speaking about the company's presence, Sugumar says, "We are the prominent distributors of the products of many internationally known brands. All our products are sourced from proven manufacturers such as E-Power and You-Yi. With their products, we cater to the demands of total driver solutions for LED lighting and automation industries. Our quality range enables our clients to avail international products at very cost effective prices."

When explaining about the products that they supply to their Indian clients, Sugumar elaborates, "We are sourcing a wide range of E-Power products like water proof & non-water proof LED drivers. E-Power is one of the leading driver specialists from Korea. Apart from that, we are also offering an extensive range of LED power supply both for indoor and outdoor applications. We are sourcing these from You-Yi, which is the specialist manufacturer from China. All these products are in high demand due to their performance, efficiency, fine finish and competitive prices."

The company has recently added the ultra compact size LED driver from E-Power to its portfolio. "This new range of EP CV series products can deliver up to 500W of output power in the smallest package size available in the market today. These waterproof IP67 Class-II LED drivers offer the industry higher efficiencies of over 93%, and are ideal for space critical applications including commercial refrigeration, retail and office lighting as well as environmentally harsh outdoor and urban lighting," he asserts.

"For signage, we have high-performance LED drivers which are meant for large video screens that require video-display-driver dedicated technologies for vivid imaging, while enabling large simple text/character only displays. Backed by design resources and technical support, TI's signage LED display drivers get your designs to market faster."

He informs that the portfolio also includes specially-developed drivers for outdoor applications, which have been designed, developed & manufactured by E-Power to operate and improve the reliability of LED lighting applications outdoors. "Featuring IP67 & IP68 ratings, these drivers are resistant to ingress from water to the level of low pressure jets and totally protected against dust; making them ideal for the majority of outdoor lighting solutions."

Explaining further, he says, "This compact range of drivers measure 30 x 25 mm and is mainly aimed at display board and other signage solutions, which have now become slim with little space to accommodate drivers. Benefits of using this driver are many including the price, which is 25% cheaper



Sugumar & Grace Ko



Abhijit Bose

than those available in the market for now plus the efficiency which has gone up to 93% against the 82% of the conventional drivers. Another very important feature of this driver is the inclusion of LED indicator that tells about the functionality of the drivers, which other suppliers provide additionally."

According to him, lots of people are now looking for the compact sized drivers, which are not in India with many suppliers. This would bring an ease to the signage makers as they can fix it anywhere in the signboard and they would get higher efficiency. This would also facilitate them in planning the exact wattage for their LEDs, which isn't possible with those they are using currently. Overall, they can save 20-30% on their total cost of making a signage.

"With five years warranty against any manufacturing defect, these drivers are available in the range of 60W to 600W, the ones in aluminium case is far more viable than those in PVC, because former gets cooled easily and faster," he states adding that 60% of his drivers go for LED sector while rest 40% goes in industrial applications.

Adding more from the manufacturer's side, Grace Ko informs that E-Power has been the OEM for more than 10 companies, supplying LED drivers for several years. "This is why we know the market as well as design and the technology that goes in to manufacturing quality drivers. Our expertise provided us the needed strength to foray with our own brand. We know that we are a late entrant but we see a very prospective future in India for our drivers."

According to her, E-Power is not new to the drivers market. "Everybody knows us because of our quality. We are into manufacturing and marketing of our own brand of drivers for two and a half years. For the first year, we supplied only to Korean market, where we are dominating now. I believe that we are the number one in Korea for signage market because we are the sole suppliers to the country's number one signage material making company," she elaborates.

She further adds that the company is not very big as of now. "We have the capacity to produce 1,00,000 drivers, and are currently selling 40,000 units. We have just received the BIS which means that we are now fully authorised to market our products in India. This will certainly lead us to up the production as the demand here is really progressive. Meanwhile, we have got the patent for our design."

The technology major has been catering to its customers in many overseas markets including England, Netherlands in Europe, Saudi Arabia, Kuwait, Oman, Qatar, UAE and Lebanon in the Middle East, while Malaysia, Singapore, Vietnam and India in the South East Asian region. She shares that there's not much difference in India and other overseas markets because quality is asked everywhere. "We do three times QC testing within the factory to get the perfect product to the market."

As far as India is concerned, E-Power considers it as one of the most potential markets among its overseas destinations. Sugumar informs that the company is already catering to its customers on pan India basis. "As of now, we are covering quite a few cities including Chennai, Coimbatore, Pondicherry, Bangalore, Hubli, Hyderabad, Vizag, Mumbai, Bhiwandi, Delhi, Pune, Noida, Faridabad, Ghaziabad, Gujarat, Baddi, Indore, Surat, Ahmedabad, Vadodara, Vapi, Kolkata, Udaipur, Jaipur, Punjab, Silvassa, Ludhiana, Kashmir, Goa, etc."

Infinity Reflex has two distributors and 20 dealers for marketing its drivers to these many cities. For North and East India, we have Abhijit Bose, Satyam Techno as our distributor. To which, Bose says, "I have been associated with this company for around a couple of years now. The products are really very good and no complaints from our customers have been registered in the last two years. We hope that with the ultra compact sizes, the drivers will only pull the demand to remain in line with the trend of slim display boards. It perfectly fits in to the requirements and also offers the stated benefits to the signage makers."

Bose further explains that being in the market for so long, he has seen the market growing and has very well observed the changing trends with the passage of time. "As the demand for LED signage is picking up the pace, we look forward to a very prospective market for these drivers, which for now only a few suppliers in India are offering that too at a relatively higher cost."

Adding the concluding remarks, Sugumar says, "We can very well observe the shift from hoardings to LED display boards, not only in the retail shops but also on corporate side. Further, there is rapid increase in the usage of LED signages across the boards irrespective of industries. LED signage, either in its current format or in some other, will remain there as innovation is continuously happening. Even the LEDs that have, of late, been introduced in Korea, will take time to reach India. We have registered 25% growth over last two years, and expect that it will be doubled in the next couple of years."

What is an LED Driver?

In electronics, an LED circuit or LED driver is an electrical circuit used to power a light-emitting diode (LED). The circuit must provide sufficient current to light the LED at the required brightness, but must limit the current to prevent damaging the LED. The voltage drop across an LED is approximately constant over a wide range of operating current; therefore, a small increase in applied voltage greatly increases the current. Very simple circuits are used for low-power indicator LEDs. More complex, current source circuits are required when driving high-power LEDs for illumination to achieve correct current regulation.

What is a Power Supply?

A power supply is an electrical device that supplies electric power to an electrical load. The primary function of a power supply is to convert electric current from a source to the correct voltage, current, and frequency to power the load. As a result, power supplies are sometimes referred to as electric power converters. Some power supplies are separate standalone pieces of equipment, while others are built into the load appliances that they power. Examples of the latter include power supplies found in desktop computers and consumer electronics devices. These come BIS, CE, RoHs certified and carry 2 to 5 years warranty.





Mimaki, X-Rite showcase latest offerings at ITMA 2019

THE COMPANIES PUT FORTH THEIR ADVANCED TECHNOLOGIES IN DIGITAL PRINTING AT THE SEVEN-DAY EVENT WAS HELD AT BARCELONA.

Considered as the 'Olympics' of textile machinery exhibitions, ITMA has a 68-year history of displaying the latest technology for every single work process of textile and garment making. This year, the seven-day event was held at Barcelona in Spain, and the organisers claim that 1,717 exhibitors participated from 45 countries, the largest gathering of exhibitors in its history.

Amongst the various new launches at the show were digital printers by Mimaki and X-Rite. Mimaki Engineering, a leading manufacturer of inkjet printers and cutting systems, had announced the first global technology demonstration of a brand-new hybrid digital textile printer from the TX300P series. "It features both direct-to-textile and direct-to-transfer print capabilities, and achieves unparalleled flexibility in ink combinations and substrates," says a company press release.

The new printer by Mimaki is an evolution of TX300P-1800, with the added capability of printing direct-to-transfer. Equipped with Mimaki's Total Solution Provider approach, the printer is compatible with Mimaki's full range of pre-treating, steaming and washing equipment. It features Mimaki Core Technology including a Nozzle Check Unit and Nozzle Recovery System.

Apart from Mimaki, X-Rite Incorporated and Pantone LLC, global leaders in colour science and technology, also announced their new i1Pro 3 Plus. According to the company, it is a spectral colour measurement solution with advanced calibration and colour profiling capabilities to support today's wide-format and industrial printing applications. The i1Pro 3 Plus has been optimised for digital printing on a range of materials and surfaces, including ceramics, textiles, glass, metal, wood, vinyl, plastics, thin films, cardboard, paper, etc.



There are some new features in the i1Pro 3 Plus such as larger aperture of 8mm to support new materials and substrates used in digital printing applications, new polarisation filter that reduces specular highlights and shadows on fabrics and ceramics, longer ruler for measuring the wider charts used in grand-format printing, and a new LED illuminant that improves device reliability.

The i1Pro 3 Plus allows for four measurement conditions (ISO 13655 M0, M1: D50, M2: UV Excluded, M3 Polarised). It supports transmission scanning for backlit film and materials used in signage, and measures high brightness of up to 5K NITs for ultra-bright displays.

In addition to this, X-Rite had also unveiled a new i1iO Automated Scanning Table that supports the i1Pro 3 Plus. This hands-free test chart reader offers automated colour profiling on a variety of substrates with reduced risk of colour measurement errors. The new i1iO table can be used with a variety of industrial materials including textiles, ceramics, corrugated, etc. and supports materials up to 33mm thick, with the optional z-axis spacer. It also supports transparencies and backlit materials.

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Stepping Outside Your Comfort Zone: Small Changes for Big Gains

INJECTING A LITTLE CREATIVITY INTO YOUR APPLICATIONS OFFERING AND SPICING THINGS UP WITH NEW TECHNIQUES CAN SURELY DO YOU NO HARM IN AIDING CUSTOMER SATISFACTION AND RETENTION. HERE, BOBBY FOSSON, CHANNEL SALES MANAGER AT SAI LOOKS AT HOW HAVING THE RIGHT SOFTWARE CAN HELP ACHIEVE THIS EFFICIENTLY AND PAINLESSLY, WHILE ALSO IMPROVING THE BOTTOM LINE.

When the going is good and your sign shop or large format business is doing just fine, it's all too tempting to stick to your mainstay service or application offering. Why change what's not broken, right?

Fair enough, but isn't it sometimes healthy to mix things up a little and offer customers something a bit different? This needn't involve changing your core business offering, but simply adding services that are attractive to the client and enable you charge a premium.

For me, customers of signs shops and large format businesses broadly fall into three different types. First, there's the high-end client that may already have a marketing department, a certain style or a set of branding standards that they need to follow. Then there's the more local businesses – those customers that are always looking for some sort of advantage to differentiate themselves from the competition. Thirdly, there are those customers wanting something more unique that nobody else can provide or nobody else has. These are the ones who are willing to spend more money to ensure they stand out.

In each case, regardless of the type of customer, the goal with any large format application is to capture and hold the attention of their respective audience. For POP/POS applications, that means producing the type of signs and displays that will grab their target markets' gaze for those few vital seconds, draw them in and then encourage an action/purchase. If you have the right equipment, achieving this can often be a lot easier, quicker and less expensive than you – or your customers - might realize.



Bobby Fosson, Channel Sales Manager SAi International

Photo finish

For example, the fairly straightforward addition of a clear UV coating to a standard retail POP/POS display or poster enables a matt or high gloss finish. Aside from delivering a more premium-level and up-market appearance, it instantly and quite literally, becomes more eye-catching once the light hits it. Importantly, the likelihood of customers noticing it increases several-fold.

For customers who have UV printers, there are other reasons to use varnish or clear ink. As some materials don't accept UV inks well, printing the image first with a matt finish varnish (which has no pigment in that material or ink), provides a better base layer on which to then print the full color graphic. It also increases the breadth of substrates you can print onto. As necessary, you can then go back over it again with a clear varnish.

Getting a feel for it

Another useful added-value technique is the use of UV clear ink for the creation of textures in the decorative or packaging markets, as well as promotional products like keychains, pens and USB sticks. For items such as a foam core or rigid substrate for example, rather than simply printing a flat logo, copy or graphic onto the substrate, with the right software and equipment, you can even produce a textured pattern, thereby giving a true tactile feel to the product.

Another customer I know prints onto the surface of Mahjong tiles, before adding texture over the ink for a different feel. Such print techniques also continue to prove popular for prototyping. Experimenting with textures in very short-runs on behalf of customers, enables cost-effective product testing and evaluation of look and feel before going to full production.

Better yet as 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 to demonstrate the effect, and you're halfway there to being able to up the value – and the price – of the job.

Ain't no mountain high enough

Of course, while it's easy to see the

benefits of leaving your comfort zone and differentiating your offering, there are factors that, for some, may present a barrier to doing this right away. That said, these are by no means obstacles that can't be overcome.

Indeed, unless you're already equipped, this could require capital investment ranging from as little as $15K to several times that. In terms of applicable devices, there are many on the market from leading players, among them Mimaki's UJF Series, Mutoh's ValueJet 426UF, as well as several different machines from Roland. Alternatively, if investment isn't possible, there's always the option to outsource projects to fellow sign shops or print providers.

In other cases, it might simply be a question of education that dissuades some companies from exploring these techniques. Ensuring operators are properly trained to set up files correctly can be daunting if they are unfamiliar, or they've been told to do it out of Adobe Illustrator.

Indeed, while they might provide users with the necessary workflow to undertake these applications, certain printer manufacturers push the use of Adobe Illustrator to create different types of patterns, as well as overflood fills and suchlike. Meanwhile, those users might be unaware that their existing software, in this case our own SAi Flexi software, can to do the same thing.

In fact, Flexi also offers another extremely time- and cost-efficient capability when it comes to printing promotional items like pens or USB drives. As you may be aware, with many small format (up to 30-40 inches wide) desktop UV printers, it's not just a case of putting such items down on the table and printing directly to them. First, you need to create a jig or fixture to drop these pieces into an item that has been pre-cut.

The good news is that, Flexi allows you to easily design the fixture around the product. You can then export the EPS file and send it to your router, laser engraver, or vinyl cutter to cut the jig or template to put on the table of the printer. Better yet, you now know exactly where to place these items and – in some cases – hold them in place for perfect registration.

Clearly, using just one software for the design of the jig and artwork, to the addition of UV or textures, as well as the direct output to the device, is more beneficial. It saves a lot of time, reduces the file size and decreases costs - along with overcoming the issue around familiarity with multiple-packages. Indeed, the need to handle various software packages and ensure different designers at each stage are fully conversant with each, is a major bugbear for sign shops.

Stand out in 2019

To that end, I would encourage you to take a look at the various software packages available on the market. Consider how they might help you to explore some of the techniques I've mentioned, and of course, others not discussed.

By fully exploiting their potential and pushing the envelope with new print substrates, techniques and applications that currently fall outside your area of focus, you're better placed to both secure repeat business from existing customers and attract new ones.



Learning Potential

EXPANDING YOUR SKILL SET AND DEVELOPING YOUR EXPERTISE IS A JOURNEY, NOT A DESTINATION



If you're running a business, the decision-making process around a new investment can be tricky – especially if the solutions you have in the frame appear to be fairly evenly matched. I would recommend that, in such situations, it's worth considering what the vendor is offering beyond the sale itself. After all, a partner who values your custom will consider the initial sale merely the beginning of a relationship and commit themselves to ensuring you get the most out of your investment over the long-term.

When researching vendors, I would encourage you to explore the types of training and educational support they offer– if indeed they do. Establish how extensive this support is. How regularly is this provided? Is it free of charge? These are all important questions to consider.

The worthy providers are ahead of the curve; constantly adding to their catalogue of informative content to deliver an array of production-enhancing tips and tricks and troubleshooting solutions. These come in many forms including insightful videos addressing frequently asked questions and tutorials that highlight how to get the most out of specific tools as well as showcasing functionalities that you could be leveraging for the benefit of your business.

The great news is that, in some cases, this online content is available to access indefinitely and free-of-charge. Usually delivered in short segments, they do not require huge investments of time. You can watch the videos on-the-go, at your convenience outside of the working day or during quieter periods.

The foremost suppliers continue to set the standard and even organize country-wide classroom or workshop-based training in key locations. Our own EnRoute roadshow is a good example and gives users hands-on, project-based tuition on all aspects of their software with the goal to improve their hardware proficiency and productivity. Our customers often comment that these provide them with fantastic networking opportunities with likeminded professionals and equip them with the tools to optimize their design-to-production workflow.

Beyond this, webinars are also a firm favorite of many leading suppliers and are very convenient for the time-challenged business owners or operators who may struggle to fit in face time. Typically free-to-attend, these informative sessions are often delivered in multiple languages and allow attendees to still benefit from the comprehensive insight of product experts as well as the opportunity to ask questions specific to their business. Suppliers will often share a link to the webinar with attendees who can refer back to this or share with their colleagues for internal training.

So, regardless of whether it's for hardware, software or consumables, next time you're looking to invest in a provider, remember it's worth looking at the opportunities for ongoing training and learnings. After all, as the adage goes, 'an investment in knowledge pays the best interest'.

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Digitex Show 2019 Gears Up For Another Milestone

DIGITAL TEXTILE PRINTING TECHNOLOGY WILL TAKE CENTRE STAGE AT GARTEX TEXPROCESS INDIA 2019 - THE 3-DAY GARMENT & TEXTILE MANUFACTURING TECHNOLOGY EXPO.

DIGITEX SHOW @ GARTEX texprocess INDIA 10 - 12 AUGUST, 2019 Pragati Maidan, New Delhi

India's leading trade show, dedicated completely to garmenting and textile manufacturing solutions and technologies, Gartex Texprocess is scheduled from 10-12 August 2019. Spread over 1,50,000 sq. ft. of the exhibit area, the show will be held across six halls in Pragati Maidan, wherein more than 200 companies will display over 400 brands.

The 4th edition of the Show is gearing up incorporating DIGITEX Show highlighting the developments and innovations taking place in the digital textile printing technology, which is eventually picking up fast in the signage industry across the country. More than 20,000 enthusiastic visitors are expected to witness the latest developments during the three days of extreme business activities. The visitors would not only take a glimpse of what new has hit the turf in the textile industry, but will also experience the newest technologies through live demonstrations that the leading brands catering to the solution for soft signage and sublimation printing would put forth.

The transformation in digital technologies over the past few years has been tremendous. The advancement in technologies and increase in knowledge has brought it a revolution of sorts. Digitex hopes to become a one-stop solution hub for showcasing the latest machinery, inks, software and services to serious buyers and decision makers of the digital textile printing industry. The Show would also witness renowned brands offering live demo of their respective machines to let the visitors feel and appreciate the development taking place in the digital printing arena wherein soft signage is slowly but steadily picking up.

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The extensive exhibit profile ranging from new printers and inks to upcoming techniques will explore new and exciting opportunities offered by digital printing for home furnishing & interior decoration, apparel & fashion and corporate interiors. On the display will be digital textile machinery, digital textile printing machines, dye sublimation process, screen printing machines, t-shirt printing machines, transfer printing process, digital textile printing chemicals, digital textile printing inks (disperse, reactive and pigment inks), heat transfer machines, sublimation paper, software & many more.

It's a great opportunity for digital printing companies, signage industry stakeholders, screen printing industry people from graphic arts industry, merchandisers and other industry players to interact with the leading digital printing technology suppliers and to witness the latest range and innovations in the sector. This is because following the advent of digital printing solution, the applications of fabric or textile is not limited only to the clothing and home furnishing, but has gone far beyond to include signage, flags, posters, back-lit, front-lit, etc. to bring forth a wholesome idea that where all digital textile printing technology can be used.

Points to be noted are numerous benefits of soft signage. Textile or soft signage presses are very eco-friendly, run over water-based inks with little to no odour and low power consumption. Soft signage facilitates customers save on shipping because of being much lighter in weight than other materials used in the signage and graphics industry. Also, fabric-printed signs fold up to create smaller packages, again decreasing shipping costs. But overall, the Show would be a win-win for business visitors as it has much more than focusing on digital printing technology, bringing entire value chain of garmenting and textile printing manufacturing solution under one roof.

Organised by the MEX Exhibitions Pvt. Ltd. in association with Messe Frankfurt India, Gartex Texprocess, this year, will have three more shows apart from the Digitex. These are namely, FABRIC & TRIMS SHOW: A focused area to source all embellishments & fabrics, DENIM SHOW: A zone that aims to bring together the denim supply chain under one roof, and INDIA LAUNDRY SHOW: An ideal platform offering a wide range of business and networking opportunities



to manufacturers, suppliers and service providers in the laundry and dry-cleaning industries.

Apart from these, there are a couple of focus areas i.e., EMBROIDERY ZONE highlighting the significant evolution that has been taking place in the invention of new technologies and machinery for embroidery. The top variants of embroidery machines, software & allied products will be highlighted in this dedicated segment.

Another focus area is GARMENTING & APPAREL MACHINERY that would showcase technological developments in the Garment & Apparel Manufacturing Sector.

Broad exhibit categories at Gartex Texprocess 2019 include embroidery machines, cutting and sewing machines, fabrics & accessories, needles & threads, laundry & washing equipment, finishing equipment, laser cutting machines, digital textile printing machines, automation and software.

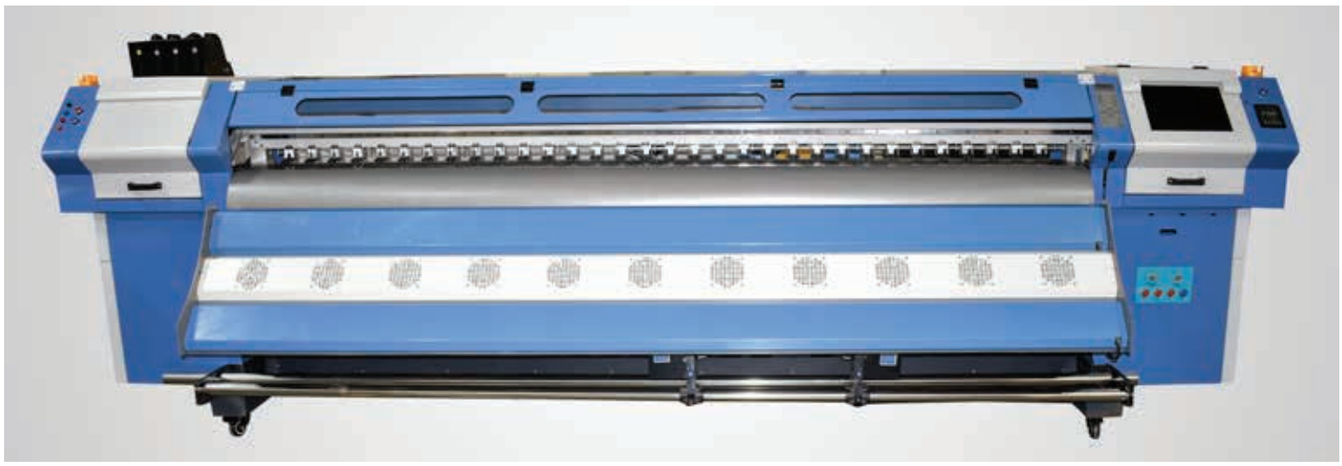
About The Organisers:

MEX Exhibitions Pvt. Ltd. *is an international exhibition company with a strong presence of over four decades in the advertising industry, over 21 years in publishing & 17 years in exhibitions. The company has produced more than 100 market-leading trade exhibitions for various segments in addition to publishing various magazines & advertising trade directories of repute. Successful exhibitions are conducted all over India, Dubai, Singapore, and Thailand.*

Messe Frankfurt *is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €715 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).*



CDI Sells 125 Printers in 6 Months, Introduces 10-Feet MegaJet



Colors Digital India has recently added 10-feet eco-solvent/UV printers to its portfolio. Available in two options of 2 & 4-heads, this wide format printer sports Epson DX5 and Epson XP600 printhead, facilitating high speed and best quality output. According to Tejinder Singh, the company's director, this new printer is competitively priced. "Affordability along with quality is our USP. By launching this new machine, we are making the entry easy for new comers so that they can avail the opportunity and make the most of it."

These printers have been manufactured indigenously in the company's facility located in Kasna Industrial Area, Greater Noida in the state of Uttar Pradesh. The manufacturing site is right in the national capital region and is capable of meeting all the demands for solvent and eco-solvent printers not only in the vicinity but also across the north-western region of the country. The 10-feet MegaJet Eco-Solvent/ UV is the new addition in the company's portfolio.



Singh suggests that in the last six months, the company has manufactured and sold as many as 125 printers (UV + Eco-Solvent). "The performance is extremely good, so is the response from the market. This is because despite we use genuine parts and high-quality components in our printers, these are pretty affordable and inviting for those who want to make their future in the world of printing. For instance, we use HIWIN mute rail guide, Ultraprint/Photoprint – RIP Software Germany IGUS Power cable and JYY Ink Suction Pump. The printers also sport rear-bed-front-heater, Infrared heater, LED lights at cleaning position- and printing bed lift type carriage."

Speaking on the responses from the market, Singh suggests, "We understand the importance of responding to an individual especially when it comes to building and maintaining relationship and showing concerns to him being a valued customer. Not anyone can just do it. For this, the ability to understand the issues and corresponding corrective measures without any delay is always vital."

He further adds that to complete specific demands of customers, CDI has a dedicated helpline. "Our specialists take calls and quickly answer customer's enquiries over phone. Having an elongated standing in the industry, we have developed a very good relationship with our clients and try to provide fast and accurate service," he asserts.

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

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

Sharing his manufacturing experience, Singh says that Colors Digital diversified into manufacturing only last year with promise to meet all the needs of its valuable customers who were heavily relying on imports. "With a capacity to produce more than 30 printers a month, we offer three models of eco-solvent printer - SuperJet, MegaJet and PowerJet, sporting 512/512i/1024i and Panasonic/ Lithium 400W along with select UV printers."

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

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

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

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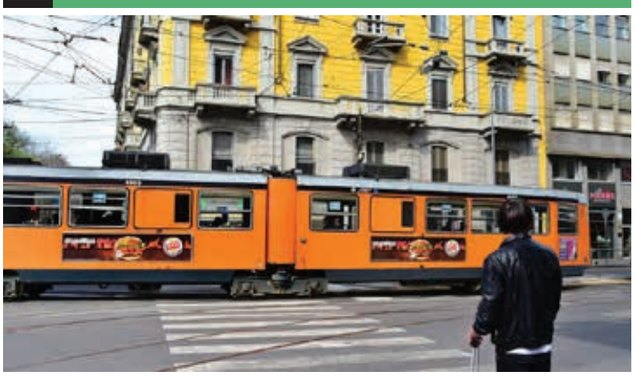
10 Smart Moves by Burger King to Increase Popularity

BURGER KING IS A GLOBAL CHAIN OF FAST FOOD RESTAURANTS WHICH HAS BEEN TREATING PEOPLE WITH DELICIOUS HAMBURGERS. FOUNDED IN 1953, BURGER KING IS FAMOUS FOR ITS MOUTH WATERING WHOPPER AND FLAME GRILLED BURGERS. IN ORDER TO POPULARISE THEIR FOOD ITEMS AND DRIVE SALES, THE CHAIN HAS IMPLEMENTED AN INCREDIBLE MIX OF STRATEGIES RANGING FROM GUERRILLA MARKETING TO TRANSIT ADVERTISING.

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Burger King Advertising Using a Tram



Transit Advertising to Promote Whopper



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

JULY 2019
SIGN TODAY 2019
Date: 19-21 July 2019
Venue: Chennai Trade Centre, Chennai, India
Website: www.signtoday.biz

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/

AUGUST 2019
TAIWAN INTERNATIONAL 3D PRINTING SHOW
Date: 21-24 August 2019
Venue: Hall 2, Taipei Nangang Exhibition Center, Taipei, Taiwan
Website: www.chanchao.com.tw/3DPRINTING/en/

AUGUST 2019
DPES SIGN EXPO CHINA - AUTUMN
Date: 26-28 August 2019
Venue: Poly World Trade Center, Guangzhou, China
Website: www.dpes.com.cn

AUGUST 2019
SIGN & DISPLAY SHOW
Date: 29-31 August 2019
Venue: Tokyo Big Sight, Koto, Japan
Website: www.tokobi.or.jp/sds

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

DECEMBER 2019
FESPA EURASIA 2019
Date: 5-8 December 2019
Venue: Istanbul, Turkey
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Big Billboards in Goa to be Replaced by Uniform Signage



Recently, the Goa government has announced that there will be a special policy to maintain to keep the outdoor signage uniform.

The Heritage Committee of State Town and Country Planning (TCP) Board which met has decided to come up with a comprehensive policy on the issue of uniformity in signage within coming weeks. According to the State TCP minister Vijai Sardesai, the existing hoardings placed across the landscape of the state look like a blot which needs to be replaced with uniform signage.

The suggestion on the same has already been submitted by the Heritage Committee of TCP which would be taken into consideration while forming a policy.

After the meeting and discussion, it would be referred to the Indian Institute of Architects and other stakeholders. Furthermore, the models adopted by other states while deciding the signage will also are considered before finalising Goa policy. Chief Architect of the State Public Works Department has submitted certain guidelines for conservation areas. Also, special guidelines will be given for areas covering all over Goa.

Uber Begins OOH Campaign Raising World Cup Spirit



Uber, the official sponsor of the ICC Men's World Cup 2019 has launched an outdoor advertising campaign with "Way-O Way-O" slogan. The brand is aiming to promote the spirit of cricket using versatile media formats.

Virat Kohli, the Brand Ambassador to Uber in India, is the centrepiece of Uber's 'This World Cup, Every Fan Wins' campaign. The first-ever World Cup slogan was also launched alongside large scale presence on advertising mediums such as transit media, bus shelters and billboards & unipoles.

With the present population spending more and more time outside their homes due to various reasons such as heavy traffic, commute to work etc., it is apparent that OOH is playing an effective role in raising awareness about brands and driving sales. Therefore, outdoor media has turned into an obvious choice for the campaign, given the audience connect and engagement is more. In India, the campaign was predominantly seen across key locations in big cities like Mumbai & Delhi.

Aarkay Signs Collaborates with Companies for Digital & Soft Signage

Aarkay Signs

Bengaluru-based Aarkay Signs has recently joined hands with a local high-tech electronic company for digital signage and with Mumbai-based flags and signage firm The Flag Company for soft signage.

According to Aarkay Signs, to move forward and grow big in the current market it is important that collaborations are made. Joining hands with other established companies will help them succeed and achieve higher turnover and businesses. The company tied up with the local high-tech electronic company because they are good in technology and marketing, which is going to benefit them in the long term. Moreover, Aarkay Signs buy signage from these companies and they modify as per their client's requirements. They also take care of the installation and power supply of the sourced digital signage.

The company is also looking forward to joining hands with a few Chinese companies for digital signage. Furthermore, elaborating about the collaboration with Mumbai-based flags and signage firm The Flag Company for soft signage, they worked for a multinational company called Axon in which part of the work is done by Aarkay Signs and other parts by The Flag Company. The flags were acquired from the Flag Company and the installation on the poles was done by Aarkay Signs, which proved beneficial for both the companies.

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Origins Advertising Opts Edge1 OOH Software to Automate OOH



Lucknow-based Origins advertising has implemented Edge1 outdoor advertising software platform to automate the business operations of its increasing number of OOH advertising media sites.

The company has opted for Edge1 Platform, prominent outdoor advertising media management software, to aid in the automation of its growing number of outdoor media sites in Uttar Pradesh which includes both static and digital sites.

The implementation of Edge1 will help in reducing all manual efforts while effortlessly driving the organization system, with the help of automation.

Origins will use Edge1's Platform, media owner's web-based software to deliver reliable and efficient campaigns to their clients.

The company will be able to manage media planning and buying, campaigns, operations, landlords and finances with business analytics on their hoardings, digital screens and facade it operates in all across Uttar Pradesh.

Origins advertising is not only the biggest, however, it is known for its full-service, and as an advertising solutions agency with a strong foothold and successful projects across various domains such as digital, print, indoor and outdoor advertising, events, radio, and other services.

Opposition To Survey Illegal Hoardings & Flex Boards



In a unique initiative, CPM-led opposition in the council has decided to set out on a journey across 74 divisions to identify the actual number of illegal hoardings and flex boards in the city. The opposition's move to start the journey came after the corporation failed to present the list which they had been asking for the last two years.

According to the leader of opposition in Kochi, K J Antony, the major chunk of revenue to the corporation comes through advertisement tax, following the building and property tax. "But in Kochi, the revenue received through advertisements has touched an all-time low. This is because, anyone is installing advertisement and flex boards without paying a single penny," he said adding that the corporation failed to present the actual number despite being asked several times. "We have a commitment towards the public."

For accomplishing the survey, the opposition will be helped by councilors, Kudumbashree workers, NGO associations and retired engineers. "We have already constituted a team headed by councilors. Each team will be entrusted with the task of collecting the data from the assigned area, which will be divided on the basis of zones such as Central, Vyttila, Edappally, Fort Kochi and Mattanchery. We have also approached the hoarding and flex boards associations which erected the boards after completing all formalities," said the opposition leader.

According to him, the journey will start after the upcoming council session. "We have given a final chance for the Mayor to table the number of illegal flex boards and hoardings in the upcoming council meeting. If they failed to do so, we will start our journey to find out the actual number of illegal hoardings and flex boards," said Antony. Earlier, the opposition had carried out similar protests when the corporation failed to present the actual number of the vehicles it was using for transporting the garbage to the Brahmapuram plant.

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Moving Walls Introduces Outdoor Advertising Measurement Solution in India



Around 50 Indian brands have signed up to get their billboard campaigns analysed through the 'Three Billboards' challenge. The campaign is started by Moving Walls, an advertising technology company that is bringing transparency and automation to outdoor advertising across Asia.

Moving Walls are setting OOH audience measurement standards in multiple Asian markets including Singapore, Malaysia, Indonesia, and the Philippines.

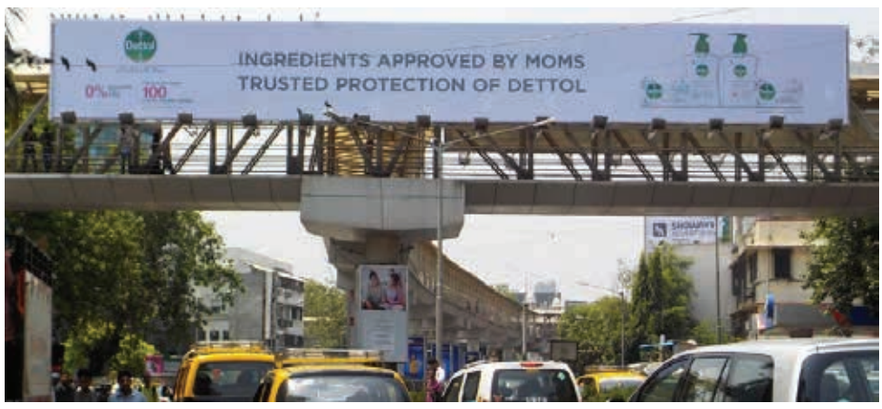
OOH is the fastest growing conventional media channel worldwide. However, this medium lacks measurement to help marketers evaluate and improve their campaigns. Recently, the company has expanded to India; the tech company is working alongside Rapport WW (IPG) and Outdoor Advertising Professionals (OAP), two of the leading outdoor advertising agencies, to launch similar audience measurement technology.

Three Billboards looks to drive transparency, increase advertiser confidence. Additionally, marketing leaders are invited to find out the impact of their installed billboards which is a post-campaign Analysis. All they have to do is share the billboard locations. The campaign was also launched in Malaysia, where 100 leading brands have signed up for their analysis.

Moving Walls is working with every OOH stakeholder including media agencies, research firms and industry associations across the region to standardise outdoor advertising measurement.

The company aggregates multiple sources of location-based data, including the use of smart IoT sensors to understand audience movement around billboards. They are actively measuring more than 20,000 billboards in India, APAC (including Singapore and Malaysia), MENA and the USA.

Dettol Launches New OOH Campaign



According to a leading website, Dettol from Reckitt Benckiser (RB) started an outdoor campaign for their newly launched product range named Mom Mandate. The campaign was also promoted using celebrity and various social media platforms.

The brand made use of billboards to launch the new range, highlighting its features such as being free from parabens, dyes and talc, as asked by about 800 moms who were involved in the research behind the product development.

It was a multi-agency pitch campaign which was bagged by Glo - Out of Home Division of Lodestar Universal McCann.

The OOH campaign has also been rolled out in two phases. The outdoor formats were designed to build curiosity with just the line 'Moms have Dettolvoted', alongside a bottle and soapbox without any Dettol branding. The theme of the advertising campaign was to highlight the brand's positive features of cleanliness and trust.

The second campaign sequentially splashed the brand name and proposition, while highlighting the trust earned from moms.

The campaign was carried out for almost two weeks across various regions such as Delhi, Gurgaon, Mumbai, Kolkata, Bangalore, Hyderabad and Chennai, the campaign was well communicated with widescreen formats including billboards, unipole, mall façade etc.

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Monotech Systems Introduces Pixeljet miniRTR Printer



Recently, Monotech Systems, a manufacturer and supplier of products and solution for printing, packaging and publishing industry, has launched Pixeljet miniRTR.

The printer is equipped with Xaar printhead and is a dedicated roll-to-roll LED UV - curable printer, which comes in a six-colour and a four-colour plus white and plus varnish version. It handles a broad scope of flexible media for indoor and outdoor applications.

The miniRTR also includes UV LED lamps that enable the user to print on a wide media mix and to save energy, costs and time. The newly introduced printer has been designed for printing firms who are planning to shift from Eco-Solvent printing to UV printing on a limited budget.

With miniRTR, companies can have the leverage of offering digital enhancement with embossing effect. Moreover, one of the important features of the printer is its four-colour plus white varnish version that enables printing white colour in different modes, improving the opacity of the printed material as well as increasing colour contrast and readability.

Indore Based Perfect Scan Opens Manufacturing Facility



According to a leading website, Indore-based print service provider, Perfect Scan has recently opened a new manufacturing unit in Indore spanning across 20,000 sqft.

Over three decades old, the company specialises in digital printing, soft signages, POP material and textile printing. Earlier the company has a smaller unit spanning 9000 sqft area in Indore which has been closed and now shifted to a bigger space to increase their soft signage and POP material making business.

The smaller unit was proving to be a hurdle due to lack of space which was turning into a problem for soft signage, textile printing and POP making business. Printing and executing the final product properly was becoming difficult. The new facility is expected to help in delivering products as fast as possible.

Perfect Scan has also installed a Skyjet UV Back to Back printer in its new unit. As flexes are getting banned in states like Bangalore, Kerala and Madhya Pradesh, the company thought of shifting to soft signage. Skyjet can print on both sides of the cloth.

Besides Skyjet UV machine, Perfect Scan Indore unit is equipped with large format machines like HP XI jet, HP Latex, Konica eco-solvent printers, Roland Spectra solvent printers and two machines for cut-sheet digital printing. For finishing purposes, the company has router and laser cutting machine.

In 1999, Perfect Scan ventured into print business. The company also has a unit in Ahmedabad and Vadodara.

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Mimaki Bags Dual Awards at FESPA Global Expo 2019



Mimaki, a leading manufacturer of inkjet printers and cutting systems, won two of the EDP Awards, given by the European Digital Press Association, for the Mimaki Tiger-1800B MkII and Rimslow TR Series. At the FESPA Global Expo 2019 in Munich held between 14th and 17th of May, Mimaki's Tiger-1800B MkII earned its first award in the category of 'textile printer roll-to-roll more than 100 sqm/h', and the second for its Rimslow TR Series complete solution, in the category of 'pre- and postpress-treatment solutions'.

Tiger-1800B MkII is a part of Mimaki's Tiger Pro Series, and is a high-volume textile printer for direct printing or paper transfer with a print speed of up to 385m2/h. This versatility and speed paired with the printer's ability to print at up to 1200 x 1200 dpi enables users to produce extremely high-quality products without the need to compromise on production and throughput. Capable of handling all kinds of fabrics and papers, the printer can be used for a wide range of applications including tapestries, interior decoration and fashion & apparel.

Mimaki's booth at the show created a futuristic atmosphere with the theme of 'Imagine the Future of Print'. The company expanded its range of UV LED printing with the unveiling of JFX200-2513 EX high technology machine, which enables 2.5D expression using multiple layers.

QPS Installs Roland Texart XT-640 Printers Running Nazdar NDT600 Inks



Quality Print Services (QPS) has announced that it has installed two new Roland Texart XT-640 printers at cycle jersey specialist EventureWorks. The company is a wide-format print specialist, key reseller for Roland DG and the main UK distributor of Nazdar digital inkjet ink products. Both high-speed dye sublimation devices are running Nazdar's NDT600 Series bulk ink systems.

Replacing five older models, the two new Roland XT-640 machines were installed in May 2019 and will enable Falkirk-based EventureWorks to expand its product offerings and speed up turnaround while reducing its footprint. It is ideal for businesses needing a robust solution for dye sublimation transfer printing - including sportswear, fashion, soft signage, interior decoration and promotional merchandise. The Texart XT-640 has been designed to combine superb quality, productivity and value with ease-of-use.

The new printers have been installed with Nazdar NDT600 Series high-quality, alternative inks in bulk ink systems, also supplied by QPS. Designed for use on any printer platform using Epson printhead technology, Nazdar NDT600 Series inks deliver high print density, meaning customers can expect strong, vibrant prints, with less ink required to achieve these results. Less ink also means less bleed when used for direct-to-substrate applications, while prints dry faster, allowing end users to use lower weight, and therefore lower cost heat transfer paper. Quicker drying inks are also essential as printers get faster, helping to accelerate workflow. Moreover, Nazdar inks are typically up to 30% less expensive than those offered by the original equipment manufacturer.

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HOT Graphics includes HP Indigo 12000 Digital Press in its portfolio



Tennessee-based offset house HOT Graphics has launched high-volume digital colour printing services with the acquisition of a 29 inch HP Indigo 12000 Digital Press. The press has been installed at their Memphis headquarters in January, and it is printing high volumes of direct mail, reaching higher than anticipated run sizes of 10,000 sheets.

HOT is also using the HP Indigo press to improve cost efficiency versus large format UV printing for point of sale signage for the retail industry, including for static clings and posters.

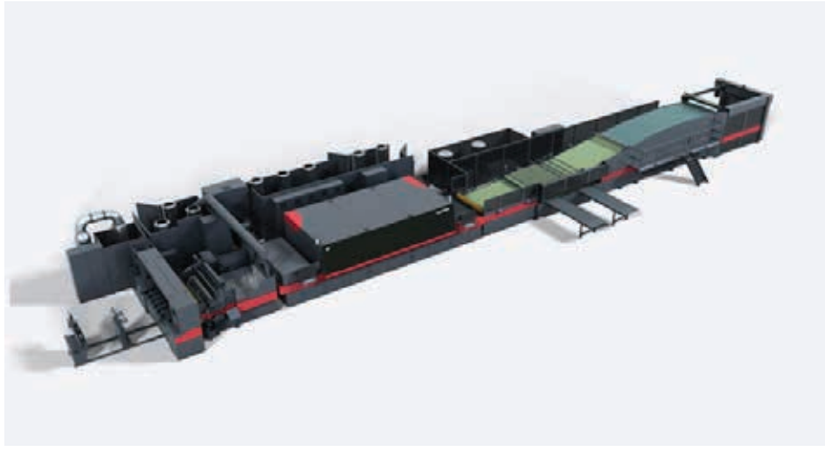
The 29-inch format HP Indigo 12000 Digital Press offers high-volume production speeds of up to 4,600 20 x 29-inch sheets per hour. An unmatched range of media capabilities includes synthetic, metalised and canvas using One Shot technology. Advanced colour capabilities include up to 7 ink stations and special inks such as HP Indigo ElectroInk White and fluorescents.

Durst wins EDP award for P5 350 printing system



Durst won a European Digital Press Association (EDP) award for its P5 350 printing system for large format specialists. It was launched at FESPA in Munich and based on the P5 technology platform, the Durst P5 350 emerged a winner in the 'EDP Flatbed/Hybrid Printer < 250 sqm/h category'. EDP Technical Committee said that developmenin reel loading and material handling of this production printer that runs at speeds up to 120 sqm/h are noticeable. According to a report, Andrea Riccardi, head of product management at Durst, said that the P5 printer offers patented quick printhead change, fast media reel loading by two positions for single and dual rolls and foldable roll tables. It also offers automatic detection of media-wide and thickness, an intelligent multiboard infeed for up to six boards simultaneously.

UK's Durham Box buys EFI Nozomi Corrugated Board Press



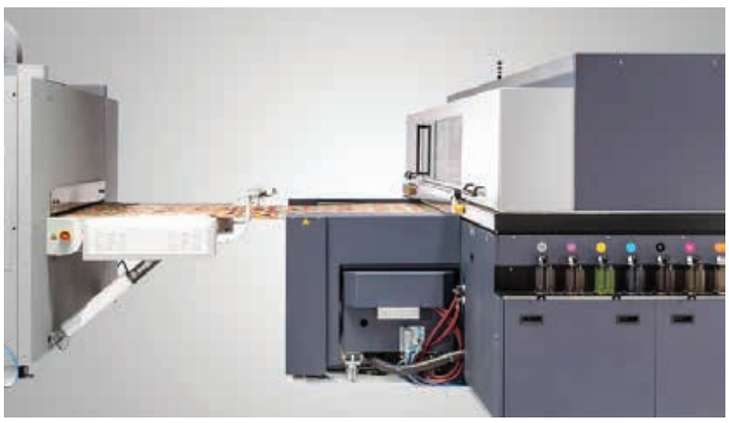
UK-based corrugated packaging manufacturer Durham Box has purchased EFI Nozomi C18000 single-pass, ultra-high-speed LED inkjet corrugated packaging press from Electronics For Imaging, Inc. This has been done by the company to optimise its production process and provide superior-quality imagery for customers. The 1.8-meter wide Nozomi press operates at speeds up to 246 linear feet (75 linear meters) per minute and will offer more application possibilities for its customers. It will help in saving time significantly in production, outstanding image quality and the ability to create personalised prints. Moreover, it provides the company the capability to increase productivity on short- and medium-run jobs.

The new ultra-high-speed Nozomi inkjet press is part of a complete ecosystem for corrugated production available from EFI, with leading edge inks, EFI Fiery digital front end technology and an EFI Corrugated Packaging Suite manufacturing execution system workflow. Durham Box is one of the UK's leading manufacturers of corrugated packaging, servicing large scale accounts across multiple markets, particularly within the FMCG sector. The company comes with years of experience within the sector and ensures that all packaging projects are successful.

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Durst showcases Alpha platform at ITMA



Durst, a manufacturer of advanced digital printing and production technologies, will be showcasing its Alpha comprehensive technology platform at ITMA in Fira de Barcelona, Spain, from 20-26 June. Headlining will be the fifth generation Alpha printing systems delivered with Durst's new software to meet increased demands of textile digital printing. The new Alpha Series 5 190 and 330 printing systems being unveiled at ITMA feature improvements in material handling, efficiency and material diversity.

The technology platform offers sustainable, flexible and scalable solutions for every application, even enabling waterless one-step production with the new Durst Advanced Digital Pigment ink.

The Alpha Series 5 printers, including dual roll, are all equipped with the new Durst Workflow Print and the monitoring tool Durst Analytics to become a production unit from day one. To integrate e-commerce businesses, Durst offers a scalable solution with Durst Smart Shop.

Backed by consultancy and seamless integration provided through Durst Professional Services, the new workflow software gives users access to key functions in production such as colour management and RIP. Expansion modules are integrated with the printing system to create a production process 'from pixel to output.

The new Alpha 190 / 330 Series 5 with SuperMultipass provides 30% better performance than comparable systems. This next generation of high performance printing systems integrate new technologies in the printheads, inks, drying units, and in the interaction of software. The Alpha Series 5 can also have a patented SwiftJet Pretreatment System positioned upstream of the Alpha printer. Digital pretreatment is particularly valuable for short-run and fast-turnaround jobs.

For the Alpha Series 5, Durst offers environmentally friendly water-, acid- and reactive-based ink systems. Its Advanced Digital Pigment is the world's first ink system that enables a one-step process with soft touch and brilliant colours. Universally used in textile applications, it also has excellent light fastness and wet rub fastness, and can be used on all types of fabric. In addition, the ink family includes Durst Disperse HD, which is a first choice for polyester applications and also regularly used in home textiles, apparel, fashion, flags, banners, outdoor signage and other POP applications; and Durst Reactive HD where common applications are home textiles, apparel and fashion. All these inks are Oekotex 100 and GOTS 5.0 compliant.



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Global Digital Signage Market to reach $29.8 billion by 2024

A report by Research and Markets titled 'Global Digital Signage Market (2018 - 2024)' says that the Global Digital Signage Market size is expected to reach $29.8 billion by 2024, rising at a market growth of 8.6% CAGR during the forecast period. The growing awareness among consumers considering the drawbacks and complexity of conventional advertising like short-lived print marketing is instigating the adoption of digitised advertisement.



Furthermore, the efforts of display designers, researchers, and advertisement companies are making more expenditures on the display technology of a product. Thus, all of this is expected to lead to a spurt in growth.

Based on end user, the market is segmented into retail & corporate, hospitality & entertainment, infrastructural, institutional, and others. Over the past few years, the commercial sector around the globe has experienced significant changes due to rapid technological advances and digitisation. Therefore, well-established competitors as well as latest market participants are presently investing in product development, brand enhancing, and customer retention and leadership, leading to enhanced rivalry among them. As a consequence, all these businesses are investing to improve the image of their products and services by advertising them through internet marketing, exhibitions and personalised display installations in their indoor and outdoor advertising campuses.

On account of all these factors, the development of digital signage has been the most substantial. It has evolved from a simple marketing medium to an efficient strategy for retail engagement. Rapid technological advances and digitisation in the business industry are thus pushing the digital signage market.

This report covers the analysis of key stakeholders of the market. Key companies profiled in the report include Samsung Electronics Co. Ltd., Omnivex Corporation, Panasonic Corporation, NEC Corporation, Sony Corporation, STRATACACHE Inc., Leyard Optoelectronic Co., Microsoft Corporation, Delta Electronics Inc., and LG Electronics Inc.

Next-Gen Outdoor Digital Signage Displays by LG

LG Business Solutions has launched next-generation outdoor digital signage displays that it claims to be slimmer, lighter and higher-brightness than conventional outdoor displays. The 55- and 49-inch LG XE4F displays are optimised for displaying dynamic digital content outdoors and are certified to withstand the elements.



As per a company spokesperson, the slim form-factor, filter-less sealed cooling system and HDBaseT connectivity make LG XE4F displays the ideal solution for an array of outdoor applications, from restaurants and retail to transportation and corporate.

Displaying brightness of 4,000 nits, the LG XE4F displays are designed to provide clear, vivid picture quality, viewable from any angle even in direct sunlight. The screen brightness is automatically adjusted depending on ambient light, increasing during the day for better visibility and decreasing at night or in the shade for efficient power management.

Quarter Wave Plate technology enables clearer visibility even when the viewer is wearing polarised sunglasses. LG XE4F outdoor displays are IP56 certified as waterproof and weatherproof, guarding against the effects of the sun, rain, snow, dust and wind. And they are IK10 certified helping to assure protection from external impacts. Designed for excellent reliability in various climates and seasons, the LG XE4F series features a high operating temperature range from -22°F to 122°F.

The XE4F series is designed to deliver a user convenience with LG's webOS Signage 4.0 smart platform. The new 55-inch model 55XE4F and 49-inch 49XE4F join other LG outdoor digital signage displays, the 75-inch 75XE3C and 49-inch 49XEB3E models based on the LG webOS Signage 3.0 platform.

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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

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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

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105-107 Gagandeep Building, Rajendra Place,
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E mail: info@pashupatiad.com
Web: www.pashupatiad.com

Sawhney Signage
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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
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Southern Agencies
343/5, Ground Floor, Munoth Centre Triplicane
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Ph.: 044-2859 1890, 044 2841 5592
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Pitampura Delhi-110034 (INDIA)
Ph.: +91-11-45871014, +91-11-27020349
Mo.: +91-9911192205
Email: dakshenterprises@hotmail.com
Web: www.dakshenterprises.com

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

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

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

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

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

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B&R Digitals
A-66, Kailash Industrial Complex,
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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

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info@uniquelaser.net
Website: www.uniquelaser.net

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Email: monosign.t@hotmail.com

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

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Email: flangewala@gmail.com

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www.pashupatiad.com

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Website: www.sibco.co.in

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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
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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

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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

SIGNAGE MACHINERY

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

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

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

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

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



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

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

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

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

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Email: dakshenterprises@hotmail.com
Web: www.dakshenterprises.com

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

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

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

Infinity Digital Solution Pvt. Ltd.
5/7, Kirti Nagar Indl Area, New Delhi-110015
Tel: 011-25107345-46, Mob: 9811022325

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

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

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

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

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

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

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

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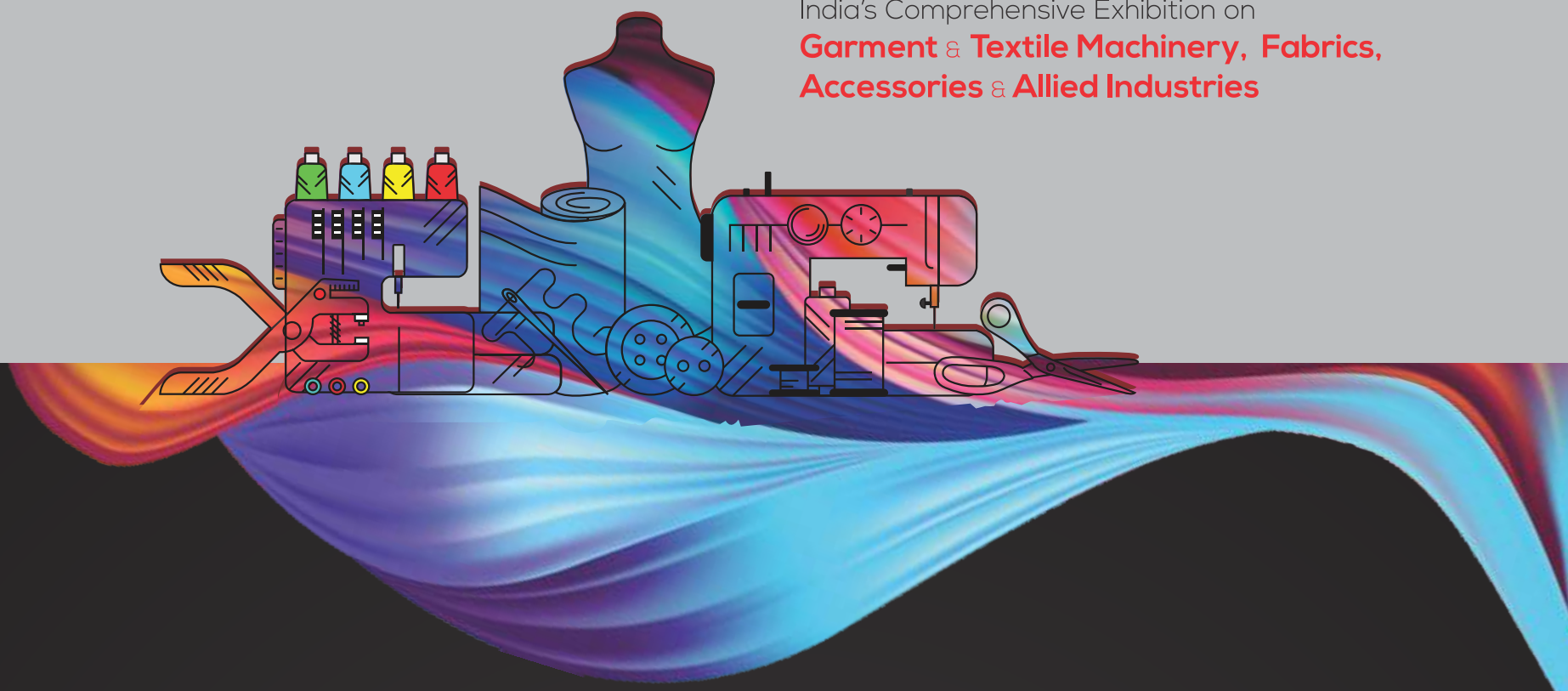
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