QUALITY COMES AT A PRICE: NEGI SIGN -40 | 10 MARKETING GIMMICKS BY MERCEDES TO BOOST POPULARITY -76

SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.15 Issue.4 Jul-Aug 2019

Price: 100RS.

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STORE FIT-OUTS: Vital for Creating Brand Image

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Brands have become cautious and are tending more towards exclusivity, especially when it comes to enhancing visibility and creating a unique identity. This has inadvertently enhanced the focus of the brands towards store fixtures, which has now been becoming more product-driven than utility-based. The aim is to add to the product's appeal in the eyes of customers so as to lure them and in turn gain surplus sales.

Adding further impetus is the introduction of intelligent fixtures integrated with other modern elements that are slowly gaining momentum. This is more so because each product is different from the other and needs special/ distinctive fixtures to highlight specific attributes. The cover story this time is more like an extension of what we discussed in our last issue. Most of the store fit-outs solution providers strongly insist that not only products but even for the placement of POP materials, retailers need perfect fixtures.

Going forward, Digitex Show, organised concurrently with Gartex Texprocess India 2019 finds expanded space in this issue. As the country's digital textile industry is picking up and more players are foraying into this segment, a platform like Digitex becomes a must for the stakeholders to congregate, network and put forth their innovations. The technology is most commonly used for garments, textiles, and of course, the rapidly emerging soft signages.

Apart from these, there are extensive interviews of a couple of industry leaders like AT Inks and Negi Sign & Supplies Co., followed by an interesting interaction with Daksh Enterprises, which has recently announced its own brand besides being the distributor of a few renowned Chinese technology leaders such as Sky Color. There's one more interview of an Assam-based PSP, which is a must read.

The newly launched HP's Stitch S Series and Roland DG's Texart RT-640M in India have been given dedicated spaces. Further, there's a Guest Column from the US-based software technology giant SAi where the expert explains as to how a signage maker can save time by using faster software for designing purposes. The company's new software is aimed at enhancing designing efficiency of PSPs.

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.



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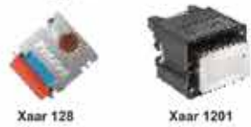
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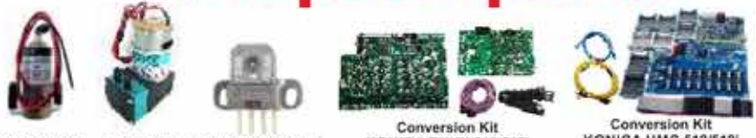
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Singapore Grand Prix & Moove Light Start an Innovative OOH Campaign



Recently, Singapore Grand Prix organisers have collaborated with Moove Media to install five illuminated 3D cars on the roofs of buses using lighting technology LumiWerkz as part of its out-of-home (OOH) campaign. This campaign is a first-of-its-kind that showcases an innovative spray paint lighting technology in a 3D OOH campaign for Formula 1 Singapore Grand Prix 2019. LumiWerkz is a spray-on paint that uses an electro-luminescent coating system. The special paint produces light and can be turned on and off by reacting to an electrical charge, allowing for pulsating light effects. It can be applied to any surface as well as a 3D object and looks like regular paint when not charged.

Gin Brand Launches Berry-Infused OOH Campaign



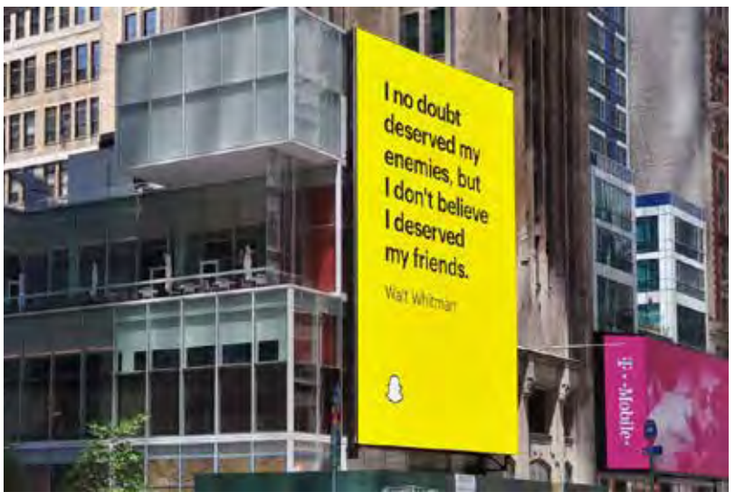
Havas won the advertising right for Corby which includes brands such as Polar Ice, Jameson and Beefeater. The campaign was aimed at putting together something eye-catching and inventive to accompany the launch of gin brand -Beefeater Pink. The OOH was driven to "paint the town pink" to stand out against all the other spirit advertising in the summer. The conventional mode of advertising usually means billboard-centric OOH installations, however, Havas went for wild postings on hoarding and other walls in the downtown Toronto core, featuring a unique twist. Besides the bold pink graphic, the ads were adorned with a three-dimensional strawberry. The berries were more than pretty – they also pumped a strawberry scent into the immediate surrounding area to trigger the senses and also engage the consumers.

Tubi Takes a Dig at Competition in a Cheeky OOH Campaign



Tubi, the ad-supported video on demand service (AVOD) has launched a quirky outdoor campaign. The installed billboards have content taking cheeky shots at paid services such as Netflix and Hulu which is a part of its largest out-of-home campaign, across New York, Chicago, Los Angeles and Detroit. In July, Tubi announced it has over 20 million monthly active users, the highest count among AVOD services. The OOH campaign has been launched to cut through the competition and enhance Tubi's reach and its free offering. This is the largest out-of-home inventory Tubi has ever purchased. In the coming months, the company has plans for more activation which would include connected TV, taxi TV, digital out-of-home, geo-fencing, digital homepage takeovers and social.

Snapchat Launches First Major Global Advertising Campaign



Snapchat launched a global advertising campaign which included installing billboards in New York City, placing ads on Spotify and Pandora—and even infiltrating Instagram with an influencer campaign. The campaign was aimed at giving a push and will help maintain its momentum of user growth. The OOH billboards placed all across New York City features quotes on buildings from famous people talking about friendship and the campaign was titled "Real Friends". One from Marlene Dietrich reads: It's the friends you can call up at 4 a.m. that matter. Snapchat even paid Instagram users to post similar quotes on the rival platform. According to Snapchat, the global advertising campaign would first focus on the U.S., Australia and India, before targeting Europe in the fall.

Co-op Starts Dynamic Digital OOH Campaign



UK based grocery chain, the Co-op, has started a nationwide dynamic digital out-of-home campaign that uses weather, time of day and location data, along with major events, to trigger contextually relevant advertisements for over twenty of its summer food products. The DOOH campaign has been conceptualised by location marketing specialist Posterscope, in collaboration with Carat. The campaign is aimed to connect to people looking for delicious food as they plan to entertain friends and family at important moments throughout the summer months. The engaging campaign is activated through Posterscope's Dynamic Scheduling platform, Liveposter, which will also include directional messaging to the nearest local Co-op store.

Food App Ritual Tests AdQuick's Performance-Based OOH Format



The food ordering app Ritual beta tested the OOH solution offered by AdQuick, outdoor advertising solutions provider through a six-week SMS campaign running on street benches in downtown Los Angeles. AdQuick has launched a service called Performance Based Marketing that adopts the cost-per-engagement (CPE) model popular in digital advertising. Moreover, the machine learning algorithm helps to determine the feasibility of campaigns and to optimise them around factors like media type, geography, duration and call to action. The OOH promotional campaign, which offered a $20 welcome credit for buying food and drinks in nearby neighbourhood venues, was focused on driving app downloads and proved extremely successful.



Store Fit-Outs: Vital for Creating Brand Image

WITH CHANGING CUSTOMERS' PREFERENCES, RETAILERS/BRAND OWNERS ARE REVAMPING INTERIORS WITH SLEEKER AND STURDIER FIT-OUTS FACILITATING PROPER PLACEMENT/ARRANGEMENTS OF PRODUCTS INSIDE THE STORE.

Introduction

Passing through various phases, the brick & mortar stores are continuously on transformational mode with sleeker & sturdier fit-outs, which does not only segregate the sections for neater placements of the stuff, but also adds to the aesthetics at the same time. Despite rapid strides that the online stores are taking in attracting customers, the existence of brick & mortar stores is expected to continue its reign owing to the unparalleled features which these stores offer. No wonder retailers are using various means to attract customers' attention and try maintaining the footfall which in-turn will help grabbing sales.

It can be pretty well observed that the bustle of activities in today's stores are rapidly pursuing the retailers and brand owners to transform the looks and feel so that when customers step-in, they find it convenient to touch and feel the products of their choice. This will, in turn, help the retailers and brands to convert a window shopper into an actual buyer. At a time when retailing is expected to touch new heights, why wouldn't retailers and brand owners make use of every possible way to make their customers' shopping experience better!

Modularity is Key

As modularity is slowly becoming a necessity in the country's rapidly expanding retail footprints, customisations are creeping in to define the trend of what retail shop fittings should look forward to. This is further fuelled by elements like digital signage and technology, while introduction of LED in lighting has only been seen aiding to the capacity of retail shop fittings solution providers. Together these factors are not only enhancing customers experience but also helping the industry giants to define the trend in times to come.

The industry experts believe that soon customisation would take the centre stage, which will only amplify the modularity and productivity game not only for brands but



also for store fit-outs solution providers. Further, new options of developing or manufacturing racks like mix of wood and metal – UPVC and other wood-hydrocarbon-based materials are picking up fast for their durability as well as their unparalleled aesthetic appeal. Standard shop fittings are slowly becoming a thing of the past, and hence, organised and established players are making inroads easily, fortifying the trend even more, adding to the other retail experiences.

Customisation is the New Normal

Most of the players in the industry are either vying for international clientele or exploring ways to attract home-grown bigger brands, which are looking to create or enhance their branding and increase their visibility amidst the rapidly expanding trend of organised retailers. Experts opine that the combined art of modularity and customisation would soon take centre stage as the retail display requirements for each product is different. Moreover, the competition to offer solution in shorter span of time is picking up faster than ever before.

In the meantime, with brands speeding up their network across the geographies, the biggest trend that has been observed in fixture design is that it has been becoming more product-driven and hence customised which earlier was mainly utility-based. Adding further impetus is the introduction of intelligent fixtures integrated with other modern elements, which are slowly gaining momentum.

In fact, the brick and mortar stores are still going high against the online stores, wherein the former has an edge over the latter in providing touch and feel experience to its shoppers.

Destined to Grow

While exploring the development in India's retail shop fitting industry, we came across various articles and industry reports that have been published in the last couple of years - all predict a sustainable growth for the industry in near future. This fact is further cemented if we go with Deloitte Report, which depicts that Indian retail industry is poised to touch a new high i.e., US $1.1 trillion by 2020, following a CAGR of 8.79% over a period of last two decades. This is not only securing the future of India's retail industry, but also showing way to fit-out suppliers & manufacturers and POP solution providers.

This formidable growth can be attributed to the growing young population of the country, rise in disposable income, change in lifestyle and most importantly, digitisation and connectivity. These factors together have put the Indian retail sector on a growth trajectory which is faster than ever before, making it one of the fastest growing sectors in the world. No wonder, brands are investing heavily in traditional retail despite the growth of online shopping. This shows that the brick & mortar store continues to be the core focus for many brands, which would only escalate the demand for quality shop fitting suppliers and manufacturers.

Physical Presence is Vital

Experts believe that the last couple of years were crucial to the country's rapidly changing retail landscape, which has also increased the role of retail fit-out manufacturers. According to some media reports published recently, the year 2018 witnessed huge investments irrespective of investors being international players or from among the M&As. The year also saw the downsizing of physical stores by traditional players to investing in physical stores by ecommerce players. In short, it was a redefining period for the Indian retail industry which came across notable changes.

While experts continue exchanging views on the relevance and profitability of brick-and-mortar stores, quite a few brands continued investment in physical stores and are only improving the shopping experience for customers. At the same time, the age-old traditional, one-size-fits-all store formats are slowly losing their sheen with more customised concepts of store fit-outs started making inroads. This is also because companies and brands are seriously working towards incorporating creative concepts so as to rejuvenate the look and feel of the stores. This will help them to remain relevant and keep attracting their respective target customers.

Store Helps Create Brand Identity

Notably, every brand has developed its own way of presentation. In order to create an identity, each brand takes different approach when it comes to designing retail outlets thereby changing the store fit-out requirements. For example, a clothing brand store for infants and children keeps its fittings and fixtures at lower height so that kids can come and select what they want. Further, they use popular animated characters all over the store to lure their tiny customers.

In the same way, a sportswear brand prefers to have spacious interior in its exclusive store so that it can accommodate relaxed furniture for seating, while placing minimum products on shelves to offer customers a clutter-free picking up of items. It also uses eye-catching digital signage or display cut-outs of famous sportsperson(s), who can be the ideal for customers stepping in to and hence can work as a very strong influencer in the process of purchase decision making.

Similarly, when it's a jewellery store, the retail store automatically becomes luxurious in its look and feel owing to the prior perception. Many such stores keep the items covered under glass boxes so that it can remain visible to the customers coming in while keeping them secure at the same time. Some spare space is used for fixing poster(s), signage, etc. featuring female celebrities showcasing the ornamental beauty to grab customers' attention.

All these are instances where the expertise of shop fitters comes into the picture. The store fit-out manufacturers always play a very important role in building successful retail brands by planning, designing and manufacturing store fit-outs as well as fixtures that reflect the brand's real ethos. In most of the cases, both the brands and the store-fixture manufacturers work closely to execute a successful branding exercise with their specific designs and ideas for a targeted breed of customers using visual merchandising.

Online Vs Offline

Industry experts opine that amidst the brands continued focus on integrating online and offline shopping for their customers, the concept of experiential stores



will keep gaining momentum with rather enhanced importance each passing day. Further, every surge in the online demand will push the numbers up for physical stores so as to help process the online orders. These physical stores will obviously be needed to work as fulfilment centres for the online customers. In some cases, brands working on the principle of buy online, pickup in-store (BOPIS) provide its online customers with an option to pick up the product from the nearest store.

As brands are finding ways and taking these steps to enhance customers' shopping experience with engagement, the purpose of physical stores becomes more crucial. This is why brands are expected to regularly invest in store design, interiors, shop fit-outs and new concepts just to differentiate themselves from their competitors. A well-designed, accurately-measured and perfect store fit-outs raises a brand's profile as well as efficacy thereby creates a positive perception about the brand image in the minds of customers. So, there can't be a denial of secured growth opportunity for shop fitting industry.

The Import Factor

Many international brands have entered into the burgeoning Indian retail industry to grab their chunk of the pie. No doubt, they have come with their own concept of presenting themselves in specific colour and store design; it doesn't seem viable for them to continue importing their store fit-outs to replicate the look & feel of their international identity. After all, they are in a market which has expanded geography and to cover it widely, they would need local solution providers. So, those with extreme professionalism and expertise are finding their businesses easily.

Moreover, imports need a stock to be maintained here in the local market and hence add extra cost to those international brands. And in case, they want it to import in time of expansion, it may not be viable for them again as it takes longer time than usual. In this scenario as well, they would need some solution providers here in India to feed them for their requirements as and when there comes such a need. Even for national biggies, which consider themselves one amongst the global brands also need services and solutions from an expert local but reliable player.

Current Scenario

According to Anarock Retail Report, India's organised retail is growing significantly at a CAGR of 20-25% annually. Similarly, a study by JLL suggests that the country is expected to see the highest mall supply during the three year period from 2018 to 2020, touching 19.4 million square feet. Due to the radical shifts in the consumption pattern of new-age consumers, brands see tremendous untapped potential in small towns and cities including tier II and III cities, they will expand their footprints in these geographies and are expected to continue to invest in physical stores.

When we explored about current market scenario, experts opine that 50% international brands are still importing fixtures especially for their stores in the initial phases. Later they turn to Indian vendors to reproduce designs. Meanwhile, Indian vendors are strengthening their international partnerships and embracing tech-oriented manufacturing. However, full automation is still not available in the fixture industry in India whereas, India still stands out in terms of craftsmanship and expertise. The Indian fit-outs solution providers have also speeded up their delivery time from the existing 45 days to now just about 30 days. Further, after-sales support and long term maintenance are two crucial reasons to choose Indian fit-outs partners.

Growth Avenues

While organised retail continues to grow in India, the trend of solo entrepreneurs (single-brand retail shop) which have already entered into the market along with small scale traditional retailers (gully shops) who wish to revamp their businesses are also moving on a fast-paced track. Amidst all this, there is a great opportunity for the store fit-outs manufacturers and suppliers as both the formats rely heavily on the overall expertise of these solution providers in retail store design that not only includes store fit-outs but also floor planning, lighting, etc. Together, this will only offer a boost to the store fit-outs makers.

No doubt many brands are downsizing the store formats which may hurt the fit-outs suppliers' business and profitability, but at the same time there is definitely a significant growth trajectory as more brands are now looking to establish their physical presence by increasing their visibility across various markets. In addition to this, with the new rules regarding single brand retail ownership, many new foreign brands are entering into the Indian market.

Despite all this, it is also a fact that the fit-outs will remain an allied industry of the retail sector. It can only grow with the retailing business, which is slated to ride high and will keep experiencing the boon in time to come. This is because of the ongoing trend wherein brands continue to invest in visual merchandising and store design for grabbing enhanced business through expanded footprints. And they would rely heavily on experienced and quality-focused store fit-out manufacturers as well as solution providers to partner with them.

In totality, the role of these allied industry partners cannot be understated in offering the retail brands the resource and platform to help build their identity, differentiate them from their competitors, and more so to attract footfall in the stores by installing innovative designs and store concepts. Keeping all these in view, the store fit-outs is an important investment for retail brands and when executed properly, it can translate into improved performance, and hence increased toplines. Overall, the outlook for these fit-outs makers is quite positive.

We at Sign & POP World met with a few leading store fit-outs solution providers including Balaji Metal Crafts, Propus Inc., West Wind Concepts and Gibam India to know how they are leveraging their innovative ideas to help brands creating an image among their target customers by propagating newer retail design which are now getting integrated with visual merchandising and in-store marketing. Respective interviews are here as follows:



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‘Customisation Key to Indian Retail Fit-outs’



Rajesh Nair, Vice President – Marketing
Balaji Metal Craft

Balaji Group consists of Balaji Enterprises, Balaji Trading Co., Balaji Engineering and Balaji Metal Craft. While all the other have a long cumulative history of around two decades, Balaji Metal Crafts is a two-year old start-up. Through these companies, Balaji Group has already demonstrated competencies over the last decade and a half in several areas. Its chronology of existence starts with 1996, when it started offering high-quality powder coating services under Balaji Enterprises, and flagged off powder trading from Balaji Trading Co. The group also boasts of being one amongst the very few indigenous manufacturers of gas springs and dampers since 2001 under Balaji Engineering banner.

It was in 2010 that Balaji Metal Craft was established as a part of the Group’s backward integration plan. The focus was then pretty clear that the unit will be dedicated to manufacturing sheet metal finished components such as racks, cabinets, kiosks, ATMs, fuel dispensers, etc. The company is now specialising in retail visual identity, POS display, control panels, furniture items, amongst others. In order to know how this relatively new corporate member of the well-established Balaji family is meeting the needs of the rapidly transforming country’s retail industry, we met **Rajesh Nair,** the company’s Vice President – Marketing. Here are the excerpts of our interaction:



What made the company enter into store fit-outs segment?

This particular division is about a year and a half old. We initially started off by prototyping some of Star Bazaar’s products, and delivering smaller quantities that were not feasible to be imported. Once we started manufacturing for and supplying to them, we realised that there exists a huge market for this segment. Now, it looks like as if we entered into it by default. As far as quality is concerned, ours speaks for itself. Moreover, we are exporting various products for electronic manufacturers, sound companies, etc.

How are the requirements in India different from those in other countries?

Indian environment is different, store sizes are smaller, colour and placement of store fit-outs are also very different than what we see overseas. Here, the positioning is different as people like to touch and feel unlike what happens abroad. The change in tastes and preferences forces us to create a lot of designs. It takes us only 48 to 72 hours to create samples for our customers.

What enables you to produce with such rapidity?

This rapid sampling is due to the fact that we have everything in-house. Our facility is well-equipped with latest CNC routers, bending machines, powder-coating machine, and others. We also manufacture our own powder for the process. Most of our fit-outs are in metal i.e., MS or SS. See, for instance, we have designed and developed a small unit for displaying fruit samples in a retail store. There are a few fruits, which are actually expensive and people love to taste them before purchasing.

Which all machines are there in the facility?

Our set of equipment includes servo-driven Amada CNC Turret Punch Press (AE225NT), Amada CNC Press Brake (RGM2 8024), Hydraulic Press Brake, Mechanical Presses, In-house Powder Coating Plant, Nitriding & Oxidation Plant, Resistance Welding Machines, Automats, Thread Rolling Machine, Riveting Machine, Rubber Moulding and many more.

Where does Balaji stand when it comes to pricing?

Our prices are not substantially higher than Chinese as most of the stuff nowadays comes from China. But we are not cheap for











sure, and are placed amongst the slightly higher side.

What is Balaji Group's USP?

We are young, lean and hungry. Therefore, we try harder and go the extra mile to deliver so as to address the unique requirements of the rapidly emerging modern retail. With over 15 years of experience in the engineering industry as the Balaji Group of Companies, we can proudly say that we have been very closely associated with the numerous successes of our customers. And we would be privileged to be associated with many such prestigious organisations in time to come.

Which all services do you offer to your clients?

Operating on the philosophy of fabricating the future, we offer our expertise in domains like designing, rapid prototyping, value engineering, manufacturing, in-house powder coating, fulfillment & dispatch. Through our manufacturing set-up in Chandivali, Mumbai, we deliver value to our customers using the expertise of our 130 employees and by investing in the finest equipment.

Why should one opt for Balaji Metal Crafts?

The biggest thing here is that customers want faster solutions. Like for example, if one buys from China then the purchase has to be at least one container load. However, the requirements usually are pretty less, just for two or three stores only. For meeting this level of requirement, import can't be the solution. The sizes required here are not standard like in foreign countries. Also, here the customers need last minute finishing or customisation. In fact, customisation and rapid prototyping is the basic need of this industry.

What constitutes Balaji's key to success?

As a fast growing business, players like us are constantly challenged to innovate. This can be done in many ways such as by cutting costs, reducing time to market, and more so, by being competitive. While our in-depth R&D and marketing help us fight the battles in the marketplace, we play the role of a trusted partner which at the same time is responsive to deliver at the manufacturing back-end. That's where we at Balaji Metal Craft come in.

How long does it take for you to execute a particular project?

The execution of any project depends upon the complexity or simplicity of the store structure and the requirements of the fit-outs. There is no standard time. Even a simple thing can take months when this slips down in the list of our customers' priority. However, since we can control the variables, we can deliver within the stipulated time.

Where can we see Balaji Metal Crafts in a couple of years from now?

As an organisation, we endeavour to be at the leading edge of technology and are committed to making future investments in processes, software, technology and people to meet your requirements. Also in line with our anticipated growth plans, we have already made significant scalable investments in land and infrastructure at Vasai and Palghar.

‘We Offer Complete Retail Solutions’



Namisha Arora, Director
West Wind Concepts Pvt. Ltd.

West Wind Concepts Pvt. Ltd., a company that has been engaged in defining retail design, started its operation in New Delhi in the late 90s. With experience in the industry spanning over three decades, it has grown from a small factory of light engineering to one of the most modern plants in Manesar, Gurgaon. To reach this level, the journey for the founders Mr. Ajay Arora and Mr. Rajeev Arora began with independent manufacturing and fabricating of furniture and fixtures for retail outlets across India and abroad.

With growing opportunities, the company adopted global practices, cutting-edge design and in-house product development, along with store built-outs/turnkey projects. To explore more on this front, we at **Sign & POP World** caught up with **Namisha Arora**, the company’s young & energetic Director. She spoke to us at length while sharing about the company’s facelift, its operations as well as its plans to expand its footprint. Here are the excerpts of what she shared with us:

IT HAS BEEN ABOUT 15 YEARS WITH ADIDAS AND OVER 10 YEARS WITH LEVI’S. WITH SUCH AN EXPERIENCE, WE ARE ASSOCIATED WITH A NUMBER OF INTERNATIONAL AND NATIONAL BRANDS LIKE ZARA, ROBERTO CAVALLI, H&M, VERSACE, ADIDAS, REEBOK, LACOSTE, RAYMOND, W, SPEEDO, JOCKEY, ETC.

How is the company placed in the industry?

West Wind Concepts is ideally located to serve the burgeoning retail sector and is closely working with reputed national and multinational brands in India. The present format of business includes retail store fixtures, turnkey contracts for design coordination and goes on to fit-outs of stores across PAN India for numerous brands. Therefore, it is not surprising, West Wind Concepts is recognized as one of the largest manufacturers of Retail Outlet Furniture and Display systems in India and abroad.

West Wind also undertakes turnkey contracts covering GC & MEP site executions, including installations of above products for any size of project at any given location in the country or abroad. Apart from that we also assist the industry stakeholders and professionals such as designers, engineers and architectural services in the process of planning, budgeting, drawings and execution of their products.

Further to explain, we have three legs of our business. One is the manufacturing part of fixtures, second is the civil turnkey project store fit-outs and signages, and the third is we ourselves are franchisees for leading brands in India. For Levis and Adidas, we are master franchisee in north India wherein we have 50-60 shops of our under the Name of West Wind retail.

Where is the plant located? What about infrastructure?

We have our plant in IMT Manesar, Gurgaon, which is spread across 65,000 sq ft area where we have the whole production line from metal to powder coating, Wood manufacturing line, Finishing and Painting line, Defined Quality check area, Packing and warehousing. We use all sorts of metal including mild steel, hard role steel, stainless steel, aluminium, etc. in our projects. Plus, we also have a 7-tank phosphating and powder coating plant process installed in the premises which facilitates us to meet specific requirements of our varied clientele.

We have a wooden production area where we have panel saws, CNC router, edge binding machines, robotic paint machines - all German and Italian. Further, we have about 150 workers in the factory, and the whole group has about 500 + employees.

Which all brands are you associated with for store solutions?

Interestingly, when Reebok and Adidas started their Indian operations, we were there with them. They, in fact, started their Indian operations with us and are still associated with us for their retailing solutions. Notably, it has been about 15 years with Adidas and over 10 years with Levi’s. With such an experience, we are associated with a number of international and national brands like Zara, Roberto



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Cavalli, H&M, Versace, Adidas, Reebok, Lacoste, Raymond, W, speedo, jockey, etc.

Despite being operational for all these years with so many successful projects, why did we never hear of West Wind Concepts on the Social platform or the internet?

We have been very lucky to get work without doing any PR for our company, but with the growing world and era it is important that we do. It's a kind of revamp of our existence, the way the company appears now. Earlier, we were too conservative in terms of PR and marketing, but now we have moved forward and taken a step ahead in this area as we plan to grow as a company. We thought that the industry, its stakeholders and the people around should know that there exists a total retail solutions provider here in India to serve national and international markets. We have also relocated to Manesar recently with having one of the most organized and best factories in the industry.

How did you market your solutions before this revamp?

In the past, it was through word of mouth only.

Which kind of projects does your company undertake?

We are open to anything that we can construct from metal or wood irrespective of applications. It depends upon the kind of clients and things that they require. Since our experience is so vast, and of course, it's first hand, we can make anything out of a picture. I mean, the expertise is much higher as we have our founders start with welding and doing all the work themselves once upon a time when they started the business. And we have had workers working with us since the business's inception. It's personal expertise to that extent.



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Propus Inc. Ready For Bigger Orders



Vikas Jha, Vice President
Propus Inc.

Propus Inc. boasts of its expertise in design, engineering, and manufacturing, promises to provide with the most cost-effective solutions for POP or store fixtures. Specialised in customised solution - be it POP or store fixtures - it offers the quality not only that its clients expect, but also the quality they deserve. The company's portfolio of solutions includes customised retail fixtures, displays, shop-in-shop, kiosk, visual merchandising, window display, events & brand activation and exhibition architecture.

"We are now a recognised name and reliable source for any temporary or permanent business displays and fixtures," says **Vikas Jha,** the company's Vice President while he was in discussion with **Sign & POP World's** team. He spoke at length about Propus' strengths and USP along with other things. Jha has recently joined Propus with greater responsibilities of revamping the company's stature in retail solutions. Here are the edited excerpts of our candid conversation:

What all does Propus' bouquet include?

For over two years now, Propus Inc. has gained the knowledge and experience needed to provide the highest quality products specifically tailored to our clients' needs. Our flexibility, versatility, and expertise allow us to develop various custom and stock products ranging from point of purchase displays to store fixtures and the things in between.

As you know, we are the solution providers for retailing industry; our job starts right from conceptualisation to initial design through to the process engineering, and then to delivering final products. Throughout the process, we do every possible effort to make sure that the final product must reflect the vision of our clients.

Considering that every customer is different with his/her own individual needs, goals, and vision in mind, we serve our clients with the best in custom displays and store fixtures. Further, we aim to develop a long lasting relationship with our clients, and to maintain this, we ensure that the partnership so created is nurtured with utmost attention and care.

Which all kinds of store fixtures do you offer?

We offer store fixtures for any kind of retail outlets. For example, we have created a shoe rack, which is unique in concept. The clothing hangers can help the retailers or brand owners to showcase shirts, T-shirts, or any kind of apparel merchandise, while our casks have been created for our liquor clients.

In the renowned exhibition InStore Asia 2019, our entire stall was prepared using prefabricated modular panels which were manufactured at our factory. It took us a week to complete the production part, while the assembling got done just in one day. Amidst a healthy mix of wood and metal, we maintained a rustic look with some level of stain all across the setup. Apart from these, we do offer our services to exhibition, events, and promotions.

There are quite a few international clients who have their own existing style and brand statements. How do you deal with them?

As you know, we offer solution in retail fixtures which includes not only store fit-outs (in MS, Wood and Acrylic), but also the designs if customers ask for. In our list of clientele, we have some renowned international brands or brands that have international presence. For them, we follow their respective designs to execute the project. However, few of the clients ask for our design and drawing support. For example, we have Samsung as our client. It's a Korean brand and they are very critical about the quality. So, they do proper QC for each and every process and components.

What new have been added to the Propus Infrastructure recently?

In addition to our 25,000 sq. ft. facility in Gurgaon, we have recently started a new unit spanning across 75,000 sq. ft., which is equipped with all the latest technologies and machinery including CNC, Amara tare tincture and bending machines. We also have a special facility for the most modern powder coating machine with seven time processes and a 4kW laser cutting machine capable of cutting up to 25mm of MS sheets. With all these, the new unit is capable of producing both wooden and metal fixtures.

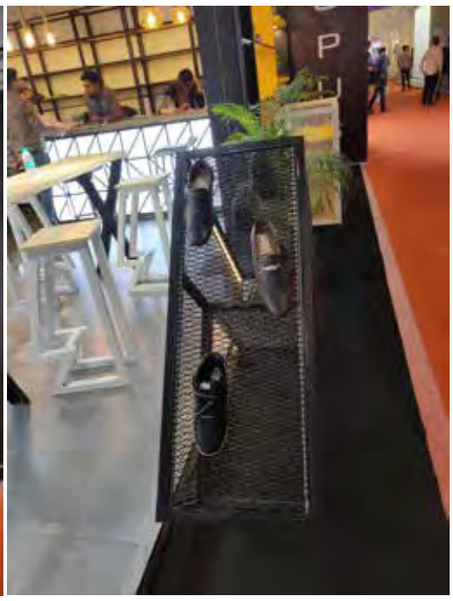
How is this going to benefit Propus Inc.?

The idea was not only to augment the facility, but also enhance production. Our existing smaller plant is equally equipped and we are dedicating it to cater to our clientele in liquor brands. As we are poised to take up bigger orders and plan to widen our customer base, the new facility is planned to take up bigger challenges. For now, we cater to brands like ABFRL, Samsung, Nikon, PMI, Casio, Pernod Ricard, Madame and more for their respective retail fixtures and POPs requirements.

With the capacity expansion, we can now handle any custom display project regardless of the size or scope as being equipped with the most advanced machinery, our facility is now capable of delivering the exact kind of display that our clients want. Our engineers and designers can be instrumental in creating a custom display that is not only stunning, but also practical.

What made you succeed despite rising competition?









The origins of our success stem from the most important part of our business, i.e., the customer. Maintaining and sustaining our customer relationships throughout the years has been our main catalyst, and it has really driven us forward and made us stand out from other companies in the market.

How has been the journey so far?

We aren't very old in this segment. When we started, it was really tough getting clients and knowing their exact needs. It was challenging to align with their requirements. But eventually with time and experience, we got to learn the key points and tried concentrating on the same. Now, we know and can truly understand what our clients want.

How do you see the competition gearing up?

Competition is increasing with each passing day. On daily basis, a lot of technological advancements are getting introduced in the system, be it in terms of design, technology or kinds of items. Nevertheless, we are open to embrace these advancements. And whatever is introduced in the industry, we try to incorporate the same in our system. For all these to cope up, we keep training our workforce on a regular basis. For instance, using mesh wire is part of the contemporary design as it adds to beauty and aesthetics.

Where do you see Propus Inc. after a couple of years from now?

Growing by leaps & bounds, we are recording double the revenue year-on-year since last two years. If we could somehow maintain the momentum, we see ourselves one among the country's top five players in the industry.

Is there any threat from Online or Web-based store? Where is the potential coming from?

Online system is not affecting our business at all. Indian customers are habitual of touch & feel, especially when it comes to household things and this is only possible in a showroom. And we all know that new mall is coming up almost every month as many of our cities are yet to see this format of retailing. This shows that retail has its own value. Take for example, Metro Cash & Carry are opening small stores across the country's major cities, which in turn are offering opportunities though smaller ones to change and upgrade the existing setup of their shops.

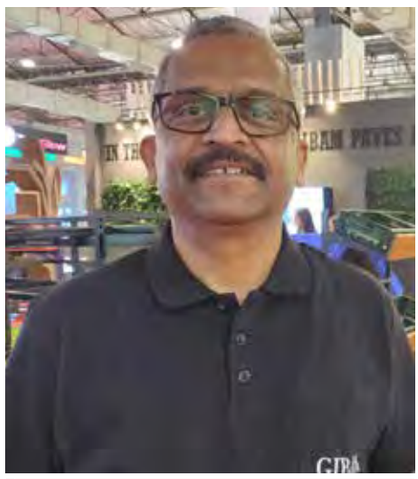
What makes Propus different from the league?

We have a list of strengths like a full-time team of creative designers and structural engineers available for consultations and prototyping with customers, in-house display manufacturing capabilities, which allow us flexibility during the entire process, top of the line software giving us the ability to render specialty drawings and designs for all retail display systems, and a dedicated project management team that helps the clients through the display manufacturing process which is capable of developing and manufacturing a variety of display solutions.

Why should one opt for Propus in display solutions?

At Propus Inc., retail display systems are made of every imaginable material. Our engineers are highly knowledgeable about combining materials, and we can offer clients as many options as they like. If any of our clients is not sure about the suitable material, we help them to choose the best fit according to their merchandise. We know that it's common to determine the display's structure during the design process.

‘We’re Trained to Deliver Perfection’



Sudhir Balakrishnan, Managing Director
Gibam India Pvt. Ltd.

Established in 2007, Gibam India Pvt. Ltd. is a subsidiary of Gibam Shops SpA, an Italian global leader in the business of shop-fittings and shop design. The company is engaged in manufacturing & assembling of all types of retail stores furniture, shop fittings, office furniture and designs made in wood, metal, glass, and acrylic. The company also manufacturers and supplies MS powder-coated accessories, SS accessories, LED panels, checkouts and food processing equipment. To know more about Gibam’s Indian operations, we at **Sign & POP World** met **Sudhir Balakrishnan**, the company’s Managing Director. Here are the excerpts of what he shared:

What all Gibam India does?

Gibam India Pvt. Ltd. is a 100% subsidiary of Gibam Shops SpA, the Italian giant in the design and manufacturing of shopfittings for the retail industry. The company has its manufacturing facilities in Italy, UAE and India. We take care of its Indian subsidiary, which is based in Mumbai. Manufacturing in India has started just five years back. Here, we manufacture one-of-its-kind cash counters that come equipped with conveyor belt. Based on Italian design and technology, the product is sought after by supermarkets and cash-n-carry stores. We also design, develop and manufacture customised stores in accordance with the clients’ specific needs. Apart from these, we offer an extensive range of office furniture for both workstations and cabins, based on the long Italian tradition in office furniture design.

Which all solution does Gibam has for its Indian clients?

We offer shop formats under which we develop interior look & feel, dedicated furniture and technical solutions, metal accessories that include browsers, racks, hooks, bars and arms, made with steel. For supermarkets, we offer checkouts - static or with conveyor belt - from the simplest small counter to several meters long models for cash & carry. We offer reception counters for all kinds of store, where design meets with durable and special materials like corian, stone and solid wood. Our fruit & vegetables furniture is developed with attention to practical needs; is anti-rust, strong but sleek, and flexible. We have also developed stylish and functional modular changing rooms. Apart from these, our portfolio also includes a complete range of office furniture, covering workstations, storage, manager’s office, reception and meeting rooms.

What new has been added to Gibam India’s portfolio recently?

We have recently added three solutions to our portfolio. We are offering adjustable shelves which can be shifted according to the need. Next is pillar cladding, where one can even fix shelves, corner covering, mirror fixing, branding, etc. The third is the multi-sector gondola that the market was waiting for! Available in two heights, Effy has a tube structure made of powder-coated MS, and is therefore, customisable in endless colours. The four sides can be easily equipped with shelves (in glass, metal, wood, other materials), with the help of racks, metal arms and wire hooks for any kind of product. Further, it is protected against friction on top with a stylish, thin layer of SS. Thus, gondolas are available in various colours like red, blue, black, yellow, etc., and can be customised as per the clients, who can change the accessories and display everyday.

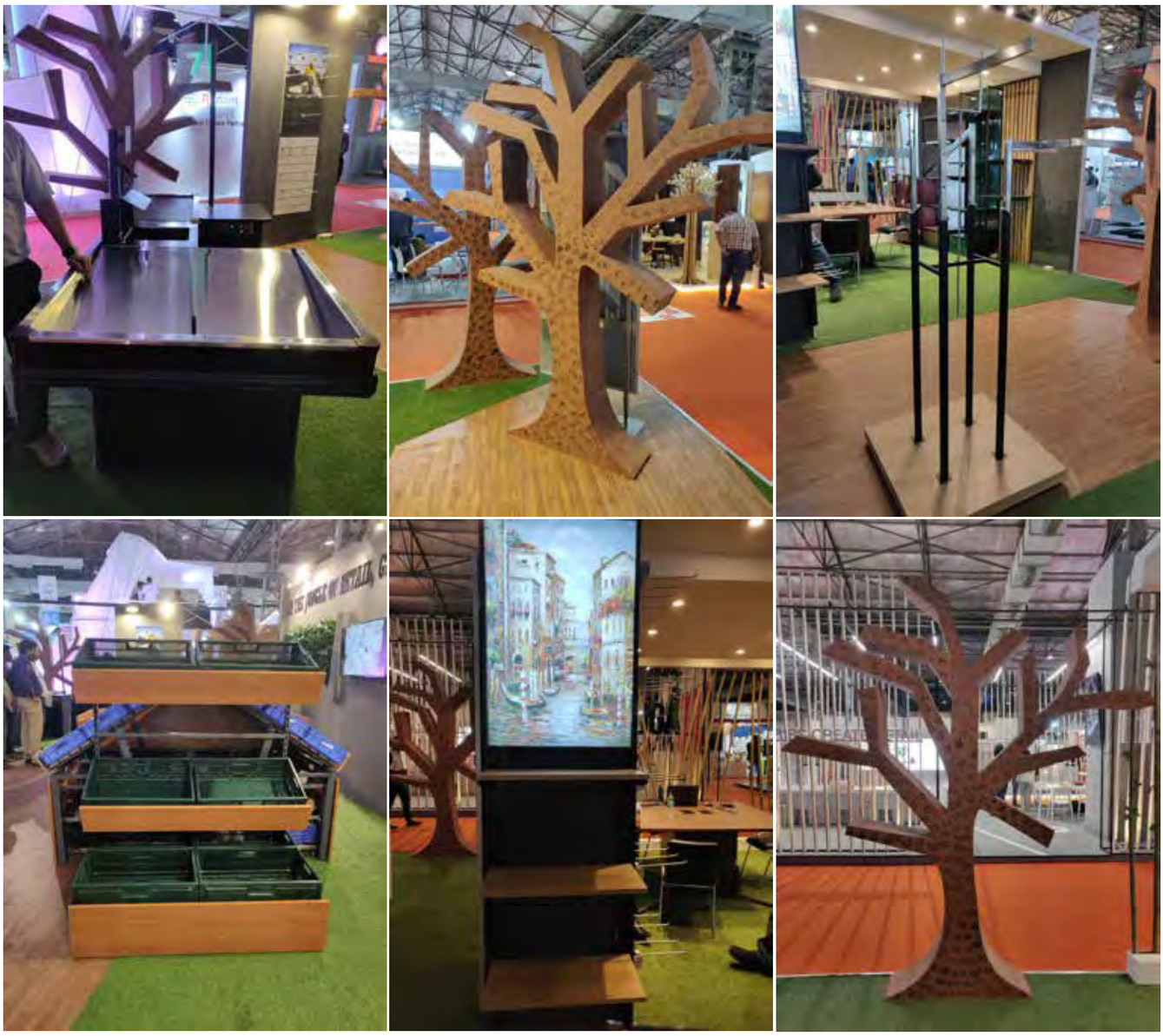
Which all steps are involved in bringing the retail solution?

We follow three steps when it comes to retail concept development and execution. The first step involves drafting a clear image of client’s goals and expectations. For this, we do extensive market research, brand comparison, its positioning in the market, analysis of retailer’s ideas and information. In the second step, based on the information and guidelines agreed during the first step, our designers develop retail concept keeping in mind the aspects of store concept, its look & feel, shop-in-shop and pop-up design. Along with all these, we also consider interiors with proposed materials, in-store graphics, signage & way-finding and in-store digital integration.

In the third and final step, based on the client’s feedback on the store concept presented and amended during the development and creation phase, we go for implementation. Here, we transform visual ideas into products through technical drawings, 3D visualization, real prototyping, and covers. In all, this step includes ideal layout, layout applied to an existing store, listing of shop-fittings & furniture, digital view of a store, prototypes, mock-ups, etc. It ends up with quotations.

How is the company placed in the industry?

As I mentioned, Gibam India is the Indian arm of Gibam Shops SpA, the Italian designer and manufacturer of shop-fittings and commercial furniture for hotels and public spaces. Based in Maharashtra, Gibam India takes roots in the know-how and expertise of the mother company, but



manufactures all its products in India with full commitment in order to provide Indian clients with quality furniture at Indian prices. In a short span of just five years, we have become the point of reference for retailers and interior designers who need quality modular furniture for commercial areas. We also take charge for full project execution of complete store solution, particularly in west and south India.

What all constitute manufacturing infrastructure at Gibam India?

We have our factory at Bhiwandi near Mumbai having approximately 45 employees, including field people, enabling us to expand our reach to pan-India level. This perfectly fits the definition of the word manufacture, which comes from ancient Latin, and means 'to do with the hands'. Well, there are a lot of hands involved in what we do in our factory, but nowadays a big part of the work done is through machines. The production of modern wooden furniture and of metal counters made by Gibam India comes from a factory equipped with a set of advanced machinery including panel saws, boring machines, post-forming machines, hot press for lamination, CNC routers, edge-banding machines, laser router for acrylic sheets, PU coating plant, welding and polishing machines, and metal bending machine. Keeping production under one roof ensures control of time and quality, and gives the flexibility required by today's market.

What is the USP of Gibam?

Other than being a solution provider with international experience, we follow advance planning and right execution methodologies. While executing a project, we usually keep our focus on design and material planning. Further, we have maintained being a reliable partner when it comes to adhering to and meeting delivery and installation deadlines. Adding more to it is our exceptionally dedicated execution team, the members of which are trained to deliver perfection in their art of installation.

In fact, we at Gibam India are instrumental in developing fixtures for Parx, a renowned clothing brand from Raymond. The successful project execution makes us their permanent vendor for a couple of more brands. Our association with brands like Raymond (Parx), Peter England, Titan, Park Avenue, Color Plus, DMART, TRENT, Lifestyle, Studio West, Lakeland, Landmark, Samsung, etc. is nothing but the testimony of our successful journey so far.

Why should one go with Gibam for retailing solutions?

Gibam India has the ability and the experience to develop a complete retail concept, be it work that defines the concept of a new brand, or reincarnation of an existing brand. We take up challenging tasks! We at Gibam India are a one-stop solution with competent retail designers, retail equipment technicians and a well-equipped advanced manufacturing facility, which together enable us to complete the job efficiently. Further, the direct involvement of Gibam Italy, if required, gives an added value to the work and can include the support of designers of international stature.









ColorJet Extends Overseas Boundaries

COLORJET IN ASSOCIATION WITH DIGITAL HIRES CAPTIVATES VISITORS FROM ACROSS THE WORLD AT DIGICOM 2019 AT MADRID IN SPAIN.

ColorJet India Pvt. Ltd. in association with its partner Digital Hires for Spain and Portugal markets, participated in Digicom 2019 at Madrid in Spain from 11th to 13th of June. Digicom Madrid is about digital printing and visual communication dedicated to sectors, such as advertising, retail, decoration, publishing, textile prints, fashion and distribution among others. Digicom positions itself, after this first edition, as the great innovation fair of digital printing for Southern Europe. More than 10,000 visitors came in to explore the innovation put forth by over 200 exhibitors, representing 500 brands.

Digital Hires taken ahead ColorJet's leadership position in this segment at the event and demonstrated its superior quality, innovative technology and an exquisite range of products from UV, Eco-Solvent









and Soft signage solutions category. The company displayed SoftJet Grand 3.2 Mtr. Grand Format, POLO HQ - an Eco-solvent 3.2 Mtr. Grand Format and LED- Flatbed printer under its umbrella.

Angel Jimenz - CEO & General Manager, Digital Hires, said, "From this excellent launch event, Digital Hires has helped ColorJet achieved a place for itself on the Spanish and Portuguese printers map, giving the whole sector the possibility to know about the ColorJet printers, demonstrating their high capabilities. Based on its high versatility of printing on various mediums, Colorjet has a powerful entry to the Iberian Peninsula's market, positioning its brand to be taken into account in face to face competition with other brands that led the market until now. ColorJet is a ground-breaking company in the textile market with its wide variety of machinery that provides speed, quality and great performance. Besides that, the UV printers that Digital Hires showed during the event had a great acceptance by the visitors walked-in.

Binoj Antony - Head, International Business, ColorJet India, said, "Digicom 2019 did help us cut fine roads to the markets in Spain and Portugal partnered with Digital Hires. This season of Digicom was a kick starter for us to these markets where competition in the industry is already prominent. I am overwhelmed by the feeling of having such great response to our fleets displayed in eco-solvent - POLO HQ, soft signage - SoftJet Grand and UV - Verve LED machines. I also experienced a sound quantity interest towards our machines that were put on the display. As a first timer in Digicom with Colorjet, I am indeed happy with the outcome and the response we received. We do look forward to work closely with Digital Hires to explore the business possibilities here in these highly competitive markets. We were also there in ITMA 2019 exhibiting our textile wows in Barcelona this year."

Needless to say for ColorJet and Digital Hires both, Digicom 2019 was eventful and worth mentioning the visit to the Digital Hires booth of important and eminent personalities from the world of business and politics in Spain, among them was the current Minister of Industry and Commerce of the Government of Spain, Reyes Maroto, who had the opportunity to see at full performance of the exhibited ColorJet machines.

We Make Sure to Be in Sync with Time & Evolution: AT Inks



Neerav Goswamy, Director
AT Inks

AT Inks that claims to be the largest solvent inkjet ink manufacturer in the world and the largest inkjet ink manufacturer in India, is a registered trademark and brand name of the products of Rex-Tone Industries Ltd. The company is a specialist in producing various grades of solvent inks, eco-solvent inks, ceramic inks, dye-sublimation inks, UV/LED curable inks, water-based inks and coatings (pre and post).

AT Inks is a Xaar Ink partner, Sacmi, EFI Cretaprint-approved, and is Fujifilm Dimatix (Spectra)-certified. Rex-Tone is an ISO 9001:2015-certified company, having a vast and varied experience of over 50 years in colour technology. Headquartered in Mumbai, the company's production and R&D facilities are located in Vadodara, Gujarat. AT Inks is a specialist in manufacturing of inkjet inks for the past 17 years.

We at **Sign & POP World** met **Neerav Goswamy**, the company's Director, to know various phases of evolution in the inks for large format and how the company is coping up with the rapidly changing market requirements. Excerpts of the conversation are here to follow:

INTERVIEW

For inks, how has the scenario changed over the years?

Inkjet inks evolve around the technological changes that happen in printheads. Today, piezo inkjet printheads are available such that provide greyscale capabilities as well as small drop sizes, which in itself is a remarkable technological change over the past 5-6 years.

Along with this change in printheads, printer manufacturers have adapted to and improved printing speeds, ink delivery system reliability and dot accuracy leading to practically very little differentiation between indoor and outdoor quality of printing.

As an ink manufacturer, we need to continuously evolve with these changes. Accordingly, we bring out inks, almost parallel to the launch of a new printhead in the market. We are bringing out newer inks for newer printheads and printers almost every quarter. Nowadays, most of the printheads are developed with compatibility quotient and can work with UV, solvent, eco-solvent and water-based inks – all in one.

Solvent inks are now well established in the market, while eco-solvent is struggling with both latex Inks and UV inks which together are squeezing its installation base. UV inks are actually evolving to more universal choice of substrates with one ink printing on almost all substrates with good to decent adhesion. At the same time, dye sublimation and direct disperse inks are exploding in the textile industrial printing arena, while reactive inks are now a common component in a cotton textile printing unit.

In today's world, printing quality is no different for indoor or outdoor. Earlier, indoor application needed more specialised printing as higher print quality and resolution were required because of the placement of these signages at the eye level. All these concerns have now been addressed with the technological innovations.

What changes does the technological evolution bring?

Over time, there has been continuous evolution in technology, under the effect of which outdoor also has become as high in resolution as indoor. One printhead now can manage almost all kinds of chemistries.

Inks are becoming more and more common for various printheads. AT Inks has two inks, Quattro Grade which can run on 4 major printheads Xaar, Spectra, Konica and Seiko Printheads with drop size larger than 35 pl and it has Hexxa Grade, which is a common ink for 6 different printhead types i.e. Xaar, Spectra, Konica, Seiko, Toshiba and Ricoh with drop size larger than 6 pls.

Please comment on the uptake of eco-solvent inks in the market.

As we all know, eco-solvent is more expensive and slower than regular solvent. This emerges as the biggest bottleneck in the growth of eco-solvent technology. For instance, if someone is already running with one solvent machine of 5 pico litres, he would not really want to buy another machine of 2 pico litres. This shows that lot of people have stopped buying eco-solvent. However, it is also a fact that this technology is not dying, but doing well. Eco-solvent is not limited only to flex printing, but there are also quite a few textile manufacturers who are using this technology in their industry with Epson printhead for dye sublimation printing.

Overall, how this scenario has impacted the market for eco-solvent?

The role of eco-solvent as a concept is slowly but steadily changing. This is because nowadays the inks which are prevalent in the market offer almost all the features of eco-solvent. This has also changed the scenario for outdoors. Earlier, there used to be stronger solvents with much higher odour because faster drying and outdoor resistance were the need of that hour. Now, all that has been addressed as the new formulations come with minimal odour such as our PoColor Grade of inks. This is better termed as mild solvent, which has even improved the printing speed when compared with eco-solvent. All these developments are a barrier to the growth of eco-solvent.

What impact does it bring in the outdoor applications?

Over time, the customers' needs have changed especially when it comes to outdoor printing. Earlier, outdoors were long lasting for up to few years because of which not only highly concentrated inks were needed, but also high-quality laminated media were developed so that it can withstand the external forces and stay longer than usual. Contrary to this, today's customers want outdoors for a rather shorter period, may be, a few weeks or months. This is except for shop fronts/names, which are there for longer duration. All the hoardings or outdoor signages have now moved towards use and throw.



AT Inks' facility in Por near Vadodara in Gujarat

How has this shortening life for outdoors impacted inks business?

This shortening life of outdoors has led to a drastic change in perception of the people. They are not eager to spend more on this front. The matter of fact is that the inks that were present 15 years ago have become redundant over time and that kind of concentration is not needed now. Even people will not agree to pay for that quality. That cost has now become unaffordable as people now want cheaper solution.

Accordingly, costs have come down as the formulations/combinations have changed, which has automatically brought down the lifecycle of the inks.

What lifecycle does AT Inks offer?

Lifecycle of Inks is a very subjective question and depends on various factors such as temperature of exposure, latitude, longitude, direction of the print installed, angle of print installed, wind velocity, type of substrate used, lamination or no lamination, duration of exposure, density of printing, printer drop size, number of passes and finally the inks used.

Thus there are no easy answers to this question. Having clarified the above, AT Inks' portfolio is very large. We have multiple formulations in our bouquet, 80% of which comes with a life time of less than one year, while rest 20% are of above one year. This is about outdoor print life. Shelf life of our inks is one year from date of manufacturing.

How do you see the introduction of UV inks?

UV is coming in fast despite certain limitations. For instance, the product or the media that are to be used should be UV-resistant because of it being exposed to UV light for curing purpose. However, UV is becoming a faster substitute, where longer life is required. Therefore, many printing applications which people want to keep for years are eventually shifting to UV. At the same time, backlit signage is rapidly picking up the pace wherein UV provides opacity adding vibrancy to the print, while solvent or eco-solvent offers transparency due to which the density of the print varies during day and night making it less appealing to the consumer.

How has this been impacting the cost of printing?

This question has to be linked to not just the ink cost, but the fact that UV Inks print directly on the substrate that is to be





Ink samples from AT Inks

installed. So, there is an inherent benefit of no pasting costs in case it is to be printed on SAV and pasted onto a substrate for mounting purposes. This cost of pasting itself makes the UV printing economical when the substrate to be mounted is printable. This is because UV gives the option of printing over numerable surfaces that were earlier not available even for pasting and using.

However, it is true that as an ink to ink price comparison, depending on the OEM, manufacturer as well as type of Ink that is being used, UV is 6 to 15 times more expensive in when compared with solvent inks and 1.5 to 3 times more expensive to eco-solvent Inks, while print-wise the cost escalates by 4 to 5 times compared to solvent inks and similar in costs to eco-solvent OEM inks. But UV enhances life of the print. So, whosoever needs longer printing life, finds it affordable, while for rest it remains expensive as the cost of solvent is as low as 50-60p per square feet as compared to Rs. 2.5 to 4 per square feet of UV inks. Therefore, those customers who look for long lasting print, opt for UV ink as to them, cost doesn't really a matter of concern.

Is this changing mindset help in defining the trend?

This is a very big change in the philosophy. It's a change in the trend of systems. For outdoor/hoardings, which are front-lit for night visibility, the quality doesn't matter to that extent.But when it comes to backlit, which is placed at the eye level, better quality printing with high quality illumination is required. Now, this high-quality illumination would become possible because of the invasion of LEDs into the world of signage. There is no doubt that rapidly increasing use of LEDs has further pushed the requirement of high-quality printing for backlit signage.



AT Inks' facility in Makarpura, Vadodara in Gujarat

How is AT Inks coping with this changing scenario?

We are continuously evolving. We are the only manufacturers in India for UV inkjet inks. We have full range of UV products for the signage industry. We offer our ultra elite range of inks for roll to roll, flatbed and hybrid machines with common inks for UV/LED curing systems. Our Credence range of ink is for flexible roll to roll and stretchable substrates.

We have a capacity which we believe is large but if whole industry turns into UV tomorrow, we can't feed the demand. Nevertheless, we keep increasing the capacity as the industry grows. We already have plans to escalate newer areas for which newer production capacities are being created so that as and when the market reaches to that point, we can be in a position to cater to that increased need.

How does AT Inks ensure the quality of its inks?

Our highly qualified and experienced team has been involved in multiple aspects of the colour business. Owing to our long standing, we have acquired in-depth knowledge and experience in both impact and non-impact printing on various substrates like Paper, Textile, Flex, PVC, Vinyl, Backlit, Frontlit, Clear Vinyl, Reflective Media, Wet on Wet printing on ceramic glaze tiles and so on. This knowledge and experience is reflected in the quality of our products.

Besides this, we have a state-of-the-art standalone R&D centre wherein we employ a team of more than 25 highly qualified people, including 8 PhD's who work only on development of Inkjet inks for various businesses that we cater to or want to cater to in the future.

We have a rigorous testing facility in our factories, wherein each batch of ink is physically printed to verify if the ink quality is adhering to the set standards. We have 15 in-house LFP printers for this specific purpose.

We have also back integrated into manufacturing some of the pigments for our inks. This we have done in order to have the best control on the quality of the raw material we use.

Apart from that we follow best practises and world-class systems to ensure each product that we manufacture goes through detailed, multi-levels of testing before it is sent out to our customers.

How do you see growth prospects for UV inks?

Literally speaking, the current state of UV is same as what the solvent market was in 2004. But if UV would reach to that point at which solvent has reached today, only time will tell. However, it seems that UV is growing and going the same direction.

What major changes are required if someone wants to use UV inks?

One of the biggest change while moving from solvent printing to UV printing is to understand the limitations of what you can print on and what you cannot.

In solvent, you print mainly on PVC substrates, whereas in UV you can literally print on any surface. However, the adhesion of the print on the surface depends on the type of Ink to be used. Thus, education on the adhesion results of the printer and the ink the printer is going to use is very important.

Another aspect is to understand the resolution need of the application. One should not go for the lowest resolution printhead and printer as the print quality will be better, but need to understand if the application for which these are bought really requires the lower resolution or not.

UV inks are more hazardous as inks and thus proper care should be taken while handling these inks. Also, various other factors including the printing machine's speed, quality of print, curing time, over curing, adhesion, gloss, etc. should be looked at.

And lastly, for the use of UV inks, printing machines have to be changed as none of the solvent machines can be upgraded to UV.

What changes in the existing setup are required when it comes to producing UV Inks?

UV ink requires a whole new setup in terms of handling raw materials, equipment used, and even the disciplines, because the process of manufacturing UV is quite sensitive. UV is actually a reactive system. It reacts with light. So, we have to be careful during the entire process. Storage of raw materials at the correct temperature, which are mostly import-based, is challenging as its shelf life is very short. So, the major concern for us is the planning/scheduling of production which, of course, is demand-driven.

What is the current capacity of AT Inks?

Total production is 5 million litres, and we believe that it will grow with a million litreeach year as time goes by owing to our huge capacity. We have our facility at Vadodara in Gujarat. In the same city, we are also manufacturing our own pigments, which we started in 2015 as a step towards backward integration. We even make our own bottles to help ourselves control the costing of final output so that customers can be at ease.

What is AT Inks' growth mantra?

We often travel abroad for week-long conferences to speak to our customers, partners and distributors. This helps us gather feedback to improve our products and keeps us abreast of the best practices. Today, we work with the world's top OEMs. As we believe that we can't do everything ourselves, which is why we grow when our partners grow.

Where can we see AT Inks in a couple of years from now?

Two years from now, we would be having our 20% of total production shifted to UV, which today is only 3 or 4%. We believe that UV will grow substantially.





Gartex Texprocess India Leads the Way with Solutions for Product Innovation within Textiles and Garment Sector

BIGGER AND BETTER THAN EVER BEFORE, GARTEX TEXPROCESS INDIA WITNESSED INTENSE NETWORKING AS IT BROUGHT TOGETHER 180 EXHIBITORS FROM FOUR COUNTRIES AND 10,390 TRADE PROFESSIONALS FROM 290 CITIES AND SIX COUNTRIES UNDER ONE ROOF. MULTIPLE ZONES AND FOCUSED BUSINESS SEGMENTS ON THE SHOWFLOOR ENSURED THAT THE FOURTH EDITION BROUGHT TOGETHER STAKEHOLDERS OF TEXTILES AND GARMENT INDUSTRY FOR CROSS-SECTOR, CREATIVE AND COLLABORATIVE INTERACTIONS.

GARTEX texprocess INDIA

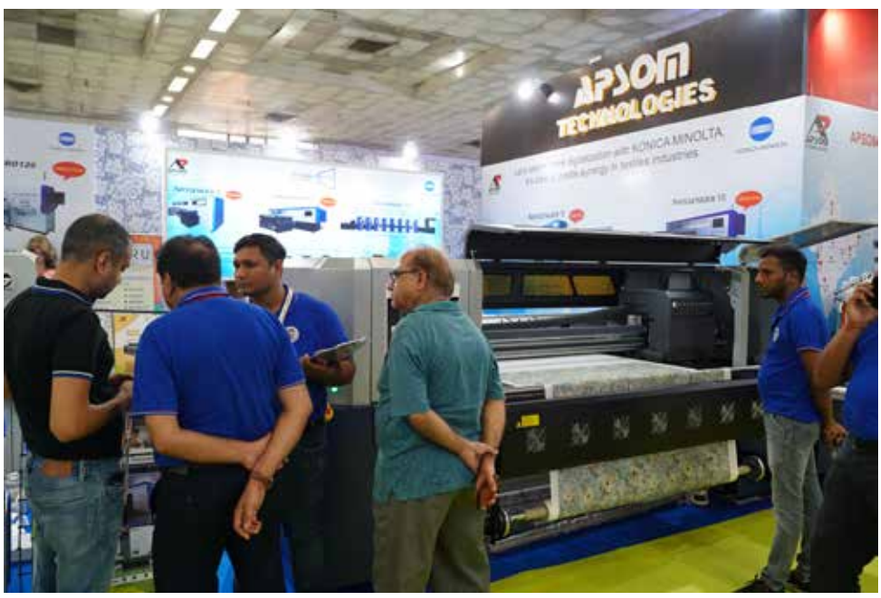
India is among the world's largest producers of textiles and garments and garment & apparel manufacturers, while embracing the change, are focusing on product innovation. The dedicated segments at Gartex Texprocess India ensured dynamic synergy on the showfloor and proved to be vital in highlighting the latest tech-advancements and trends that the textiles and apparel industry is moving towards.

While smart and recycled fabrics, sustainable alternatives, advancements in digital textiles, elegant embroideries and trims were among some of the highlights on the showfloor that help manufacturers differentiate their products in the market, seminar sessions alongside the exhibits were tailored to provide insights on high-potential business segments.

Garmenting & Apparel Machinery

From the latest in sewing machines, fusing







machines and finishing to laser technology and cutting room solutions, the Garmenting & Apparel Machinery zone covered technology that was futuristic and can enable manufacturers to experiment with product designs. Mr Vinod Krishnamurthy, CEO, Fortune Colours & Prints LLP shared: "This year we are showing the new four-head machine for Xaar 1201. It's a 100 sqm machine. The idea was to indigenously build machines in India and come with more innovations. Gartex Texprocess India proved to be an excellent marketing opportunity as our clients were able to witness this new technology demonstrated here. We are certainly happy with the response and will continue to participate in coming editions too."

Embroidery, Fabrics and Trims Zone

Embroidery has evolved significantly with the invention of new machinery and brands such as Madeira India, Madura Coats, Aura Technologies, Textile Technologies and several others showcased the best of embroidery techniques along with machines and allied products at this special zone which was a hit among designers at the show. The Fabrics and Trims Zone, on the other hand, brought to light latest and exclusive fabrics, textile trims and embellishments that will go on to define the 2019 trends of the industry. Founders of Madura Coats - Ms Anu Dogra & Mr Rajesh Lakhanpal shared: "Madura Coats has been in India for a very long time and is the largest thread manufacturer in the world. Like any other year, this edition has been fantastic too. Gartex Texprocess India is one of the largest platforms we have in India and attracts a lot of manufacturers. So for us, this is the biggest marketing platform that exists."

Digitex Show

With individualism and customisation emerging as one of the strongest trends globally, the Digitex Zone was packed with inquiries for machines for digital textile printing, screen printing, t-shirt printing, transfer printing, digital textile printing chemicals and innovations in inks. From the big-guns like HP, Colorjet India Ltd and Mimaki India to innovative brands like A.T. Inks and Epson India, this zone paved the way for digital textile transformation. Mr Mandhar Nalawade, Country Lead, Textile Business – HP Inc. shared: "HP has introduced the new Stitch series in Gartex Texprocess India after introducing the same at some of the international shows recently. For the Indian market, we found this to be the best platform to launch this series and were able to meet a lot of key customers from the industry. We are hoping for good business after the introduction of the Stitch technology here."







Denim Show

From a denim-wrapped car to a denim-wrapped guitar, the Denim show demonstrated how this unique fabric can have diverse applications through specially-curated features like Denim Application, Denim Talks and Denim Trends. Out of 51 mills in India, 34 mills including industry majors like Raymond UCO, Jindal Worldwide, Arvind Mills and Oswal Denims were present at the Denim Show making it the largest denim industry show of its kind. Mr Amir Akhtar, CEO - Arvind Mills remarked: "We really love coming to this show as it is full of energy just like denim which symbolises fun, youth, rebellion and freedom. This platform offers good business opportunities as most of the important people from the industry such as traders, partners, distributors, brands, retailers and manufacturers are here. I would like to congratulate the organisers as it has become a big annual event for everyone, and the whole industry looks forward to it."

While the exhibition area and trend zone highlighted upcoming designer collections and product innovations, Denim Talks proved to be an insightful gathering of the who's who from fashion and denim industry stakeholders sharing views on how the industry can get in line with circular fashion.

India Laundry Show

Featuring a new parallel segment this year was the India Laundry Show, which was designed to specifically target the needs of laundry, dry-cleaning and textile care stakeholders. With leading brands in the segment including Ramsons, Fabcare, Stefab India, Xcel Stiro etc showcasing best-in-class equipment & tools, cleaning chemicals as well as new garment & textile cleaning technologies, the Laundry Show played an important role in highlighting processes for institutional textiles and apparels. Mr Abhinav Arya, Director – Planning, Fabcare said, "This is our second edition and we have expanded our footprint in comparison to last year since we are getting very good response from the market. After Texprocess joined Gartex, we have seen enquiries coming from around the country regarding our participation in the fair. We have launched four new products in this exhibition and are excited with the response. We have already assured our presence in the next edition."

As a one-stop selling and sourcing platform, the event lived up to its promise of a truly business-oriented platform for India. With high quality visitors and decision makers walking in over all three days, the trade potential at Gartex Texprocess proved to be strong for the sector as over 25% exhibitors already re-booked for the next edition which is slated in March 2020 in the fashion-capital – Mumbai.

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Digitex Show @ Gartex Texprocess India Giving a Fillip to the Industry

AS DIGITAL TEXTILE PRINTING INDUSTRY PICKS UP IN INDIA AND MORE PLAYERS MAKE THEIR FORAY INTO THIS SEGMENT, TRADE EVENT SUCH AS DIGITEX SHOW PROVIDES A DEDICATED SPACE TO ALL STAKEHOLDERS TO CONGREGATE, NETWORK AND PUT FORTH THEIR INNOVATIONS.

DIGITEX SHOW @ GARTEX texprocess INDIA

Digital Textile Printing is picking up in a big way in India, slowly replacing the conventional method of screen printing. According to a report by Markets and Markets, the global digital textile printing market is expected to reach $2.31 billion by 2023, at a CAGR of 5.59% during the forecast period. It is evident that a major proportion of this growth will come from the Indian market as the country is one of the largest manufacturers and exporters of textiles. The high uptake of digital printing is driven by a lot of factors such as tilt towards sustainable printing, increase in the demand for customised printing, reduced wastage, shorter print cycles due to elimination of unnecessary steps, fast-changing fashion, rise in online shopping and technological innovations in inks and printers that lead to higher output at lower costs.

Roll to roll printers are most commonly used for digital textile printing processes for both garments & textiles as well as soft signage.



Apsom Technologies Showcased Nassenger Pro Series



Negi Found a Perfect Platform to Launch its New Digital Printer



Mimaki Showcased its JV300 Series

They can print on a variety of materials including silk, cotton, wool, rayon, polyester, etc. and thus can be used in a range of applications such as upholstery, scarves, ties, shoes, bags, sportswear, footwear, clothes, etc. They are highly useful for soft signage industry too and are used for making banners, flags, posters, vehicle wraps, POP/POS displays, etc.

Giving his comments on digital textile printing, Neerav Goswamy, Director, A.T. Inks, said, "Digital textile printing is having a fast and steady growth to become the defacto only form of textile printing as it offers, variability, innumerable color options, small run options, reduced water consumption, reduced effluent treatment costs and ease of use for the customer. More high speed machines are being launched and good quality ink manufacturers are getting into this industry to support the future of the growth of digital printing."

"Digital printing may bring about a revolutionary change in printing at the point of sale. Though it is easier said than done, this may be the only technology that can actually provide this option. If it can evolve to the level where a retail shop could print textile on its own and sell it to the customer, then, a large volume of inventory issues can be addressed and it can completely change how business is done today. In India, DTP will bring about a decentralisation of business from its usual pockets of textile business and spread it all across India. It will help reduce effluent streams as well as help bring in newer designs and a wider variety of colours in each design to the market, while at the same time help in reducing inventory at all levels of the business."

In such a scenario, it is imperative that the entire industry should be brought together on a common platform so that ideas and thoughts are exchanged, and industry could flourish. Comprehensive trade shows such as Gartex Texprocess India act as a stepping stone for a lot of players in the industry, and help them represent themselves as a key stakeholder in the garment and textile manufacturing value chain. The 4th edition of the Show concluded last month after three days of high-rush activity that saw 10,390 visitors attending the event to witness the latest innovations in garment & textile manufacturing technology.

A key attraction at Gartex Texprocess was the Digitex Show, which was a segment dedicated to digital textile machinery and solutions. It was bustling with activity as most of industry's biggest players participated in the event and showcased the latest developments in machinery, inks, software and services in digital textile printing. The Show offered a chance to visitors to experience technologies first-hand through live demonstrations that helped them understand the benefits of these machines, especially in the soft signage and sublimation printing segments. Some of →



DCC Print Vision Displayed Integrated Printing Solutions



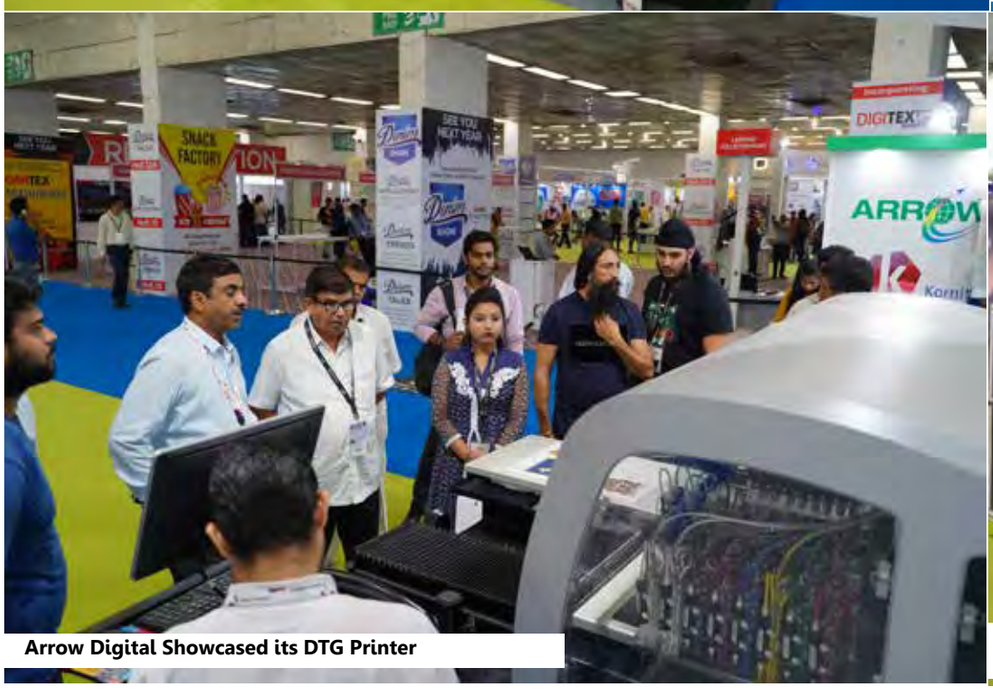
EPSON Put Forth Nex-Gen Dye Sublimation Technology



Digital Textile Machinery Highlighted by True Colors



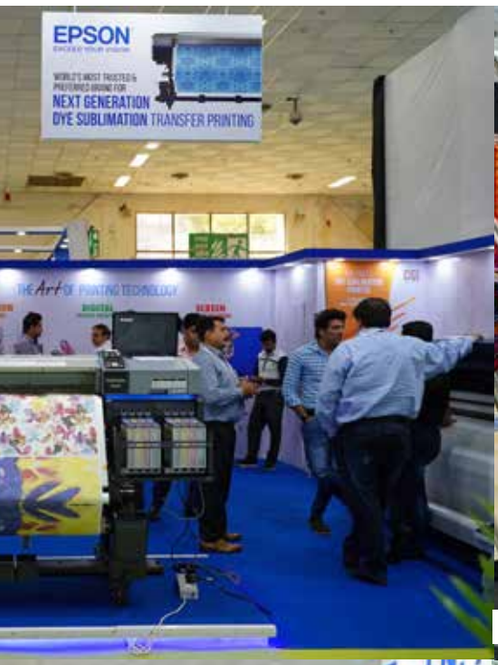
JN Arora Banked on Digital Printing Technology



Arrow Digital Showcased its DTG Printer



JISL Presented Digital Sublimation Textile Paper Printer





HP Launched Stitch S Series DIgital Textile Printer in India





Digital Printing Technology was Live at DTI





VeeKay Displayed Wide Format Digital Printers



Colorjet Demonstrated Vastrajet's Capabilities



Britomatics put forth InkTec inks & Allwin's Digital Printer



Coltex displayed digital textile printer

key players who participated in the Show include Apsom Technologies India Pvt. Ltd., Arrow Digital Pvt. Ltd., AT Inks, Britomatics India Pvt. Ltd., Colorjet India Ltd., Cosmic Trends Pvt. Ltd., DCC Print Vision LLP, Dupont Advanced Printing, Epson India Pvt. Ltd., Fortuna Colours & Prints LLP, HP India Sales Pvt. Ltd., J.N. Arora & Co Pvt. Ltd., Mimaki India Pvt. Ltd., Negi Sign Systems & Supplies Co., Orange O Tec Pvt. Ltd., Mehta Cad Cam Systems Pvt. Ltd., amongst several others.

Digitex Show at Gartex Texprocess also proved to be a promising platform for new product launches as some leading companies chose this event for unveiling their latest solutions for the Indian audience. HP Inc launched a new portfolio of digital textile printers under Stitch series - HP Stitch S500 and HP Stitch S1000. As per a company press release, these printers are equipped with HP Smart Printing capabilities powered by cloud-based technology, applications and services designed to maximize uptime, provide exceptional line-of-sight and simplify production processes. Vitesh Sharma, Head of Sign and Graphics, HP Inc. India, said, "The introduction of this breakthrough innovation in the textile printing industry will enable businesses to increase their production at a relatively lower cost and time. The new HP Stitch printers will redefine the dye sublimation printing market and pave the way for more digital print transformations in the future."

Negi Sign Systems & Supplies Co. introduced Negijet Textile Printing Machine – TXR-1900. The machine is designed



Fortuna Highlighted TX802 Model



AT Inks Reinstated its Leading Position in Ink Manufacturing



KMB Displayed its Range of Sublimation Papers

especially for high-quality, high-productivity and high- performance, and opens a new possibility of textile printing with state-of-art digital technology and customer-focused approach of daily smooth operations and reliable printing. Bundled with Professional Textile Rip Softwares for better colour reproduction and Print Quality, it comes equipped with Ricoh Gen5 printheads. Commenting on the participation and launch of their printer in Gartex Texprocess, Girvir Singh Negi, MD, Negi Sign Systems & Supplies Company, said, "I remember that when we started offering sublimation printers, there were only a few suppliers in India. Then digital printing technology was introduced, which changed the scenario altogether. Further, with the introduction of DTG printers, the stakeholders in the garment & textile industry are getting new avenues and opportunities. Gartex Texprocess India is instrumental in giving the required push to the speed of innovations in the digital textile printing technology by providing a platform of this stature. This year, we have introduced sublimation printer. Along with that, we have also put our DTG printers on display which has been attracting many visitors. We look forward to being a part of this exhibition next year as well,"

Apsom Technologies too introduced two printers, one of which is Nassenger PRO 120. It comes with high-density 1024-nozzle independent-drive inkjet printheads and is capable of high speed printing upto 120sqm/hour. Vir Vikram Bhatia, Managing Director, Apsom Technologies India Pvt. Ltd.,



BABA introduced Atexco Printing Machine



DGI Showcased Sublimation Printing Technology



Wenli Showcased Digital Printing & Ink Solutions



Unix Demonstrated Its Technology



Orange Presented its Colorix Range



Dupont Showcased a Range of Inks

said "We just launched two machines here at Gartex Texprocess – one is for printing on polyester and the other is for printing on cotton and other natural fibres. Nassenger PRO 120 is based on Konica Minolta printhead and is reasonably lower priced."

The extensive exhibit profile at Digitex ranged from new printers and inks to upcoming techniques offered by digital printing for home furnishing & interior decoration, apparel & fashion and corporate interiors. On the display were 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 & several others. Moreover, 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.

Organised by the MEX Exhibitions Pvt. Ltd. and Messe Frankfurt India, Gartex Texprocess India is aimed at taking the country's textile and garment manufacturing industry to the next level. The next edition of the Show is set to take place from August 21-23, 2020. The organisers are now also taking the Show to Mumbai and the inaugural edition will be held in March 2020.



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Quality Comes at a Price: Negi Sign



Girvir Singh Negi, Managing Director
Negi Sign Systems & Supplies Co.

Negi Sign Systems & Supplies Co. is a manufacturer and exclusive distributor of Mutoh large format printers for pan India. It claims to be the first to introduce Japanese technology in India owing to it being associated with Mutoh for over 24 years. The company is one of the leading suppliers of large format printers with solvent and eco-solvent technologies. Apart from that, it also offers textile printers, sublimation printers, DTG printers and UV printers along with all kinds of Inks. Over the years, the company boasts of its success in building the trust and faith of its customers reposed in it.

Located at Dehradun in the state of Uttarakhand, the company has setup multiple branches across major cities in the country to cater to the needs of printer services and solutions through a team of highly qualified engineers and technically skilled sales staff. In order to establish close relations with customers and supporting them to achieve great business propositions with their clients, the company provides product training and skills transfer to its customers and ensure that they become self-sufficient in the needed technical expertise.

We at **Sign & POP World** met **Girvir Singh Negi**, the company's Managing Director, to know his vision on the evolution of UV technology and the signage market. Here are the excerpts:

INTERVIEW

How do you see the evolution of UV technology?

Under signage, the focus now is on UV technology irrespective of media type - rigid or roll to roll - wherein the latter is basically for fabric that is meant for backlit. This drive for UV is getting faster as now the PSPs, engaged in eco-solvent printing, are shifting to UV machines and are catering to the needs of both roll to roll as well as backlit. However, when it comes to flatbed, UV technology has found diverse applications covering quite a few segments.

This is because smaller machines measuring 2'x2' or 2'x3' are catering to the needs of gifting solutions while bigger machines measuring 4'x8', 5'x10' or 10'x5' are catering to the needs of metal, glass and wood printing. In fact, whatsoever goes inside the machine is printed and accordingly the customers are served.There are various segments like door & almirah that have entered the world of direct printing because of the introduction of UV technology.

How have you seen the signage industry evolving?

Signage industry started in India with the availability of flex printing. It was the time when only flex was available as the media for signage application. The industry then was wide open with least competition wherein any layman could enter as no specific qualification – be it educational or technical – was required. The business at that time was working on simple mathematics, that is, bottom-line. Industry, however, still remains the same with a few high-end branded players ruling the roost.

The older guys, who were looking for more avenues, have now entered into IN-STORE graphics which stands as a premium segment as more technicalities are involved and more service-oriented with corporate approach is a must. This segment doesn't have much competition as those without complete infrastructure i.e. with the right printing equipment and client servicing approach, cannot experiment here. Accordingly, whosoever entered into this segment, grew like anything. At the same time, flex could open growth avenues for those PSPs, who had bigger customers and capacity to produce huge volumes.

What factors are driving UV technology?

As I mentioned, in-store branding is only for those who have bigger and better brands in their clientele because this market is now expanding and growing rapidly with the introduction of UV technology. At some places, PSPs have fear in the back of their minds that flex may get banned in coming days, so they are planning to switch over to UV technology and are looking for better deals to install UV machines.

How do you see the life for solvent or eco-solvent?

When we introduced flex printing machine in India, no other player was there in the market. Later a couple of reputed companies jumped onto the bandwagon. Today, there are around 500 plus sellers comprising all those who initially worked with printing machine manufacturers or suppliers like us and then found it lucrative enough to turn entrepreneur. This is why solvent machines are nowadays available at reasonable rates, which these suppliers are sourcing from gully manufacturers of China. Most of these suppliers have their regional customers and are happy catering to the needs of that particular region.

On the other hand, there are few players like us who have been the suppliers of reputed international brands for decades and are catering to the high-end segment of the market. We are known for our quality products, favoured by our clientele which does not bother about price. I remember the condition was pretty different when we had started a decade back. There were only a few like 2-3 players. Now every third person, who was sometime back working as an engineer, technician or as a sales person, has turned to become a supplier.

In this highly competitive market, where does Negi stand?

We are a very old name in the market. Over the years, we have created a brand value for ourselves. So, people who are older in this industry usually know us and they



Negijet UVF (UV Flatbed)



Docan UVR (UV Roll To Roll)



Brother GTX (DTG)



Negijet K3300 (Solvent)

recommend our names. Also, we are the suppliers of reputed brands, which eliminate the possibility of failure which is a permanent feature of other cheaper machines available in the market. We know that our products are actually costlier, but quality comes at a price. Take for example the sublimation inks, which are easily available at Rs. 500/litre, while ours start with a premium at Rs. 3000/litre. This is because our inks are certified for reliability.

Which all inks do you offer?

We offer a wide range of printing inks under the name PZO Inks. These solvent / eco-solvent inks are compatible with various printheads Epson, Xaar, Konica Minolta, Spectra, Polariz, and Starfire. We also offer inks for textile such as reactive dye, acid dye, disperse dye and textile pigment inks. We are also the distributor of UV inks from Nazdar, USA.

How tough is to sell quality products in a price-sensitive market?

It is actually tough to sell quality imported stuff which comes at a premium. But we are managing it from the last so many years. Thanks to our customers who believe in us as well as in the quality that we deliver which along with the service support, brings them the satisfaction. Even people, who for years worked with cheaper machines, are now opting for ours which could be on a higher side compared to others. This shows that there's an inclination towards quality, which is only the prerogative of high-end brands like us. Also, there is something that comes with brand i.e. customer satisfaction.

Why there's a shift in approach of PSPs?

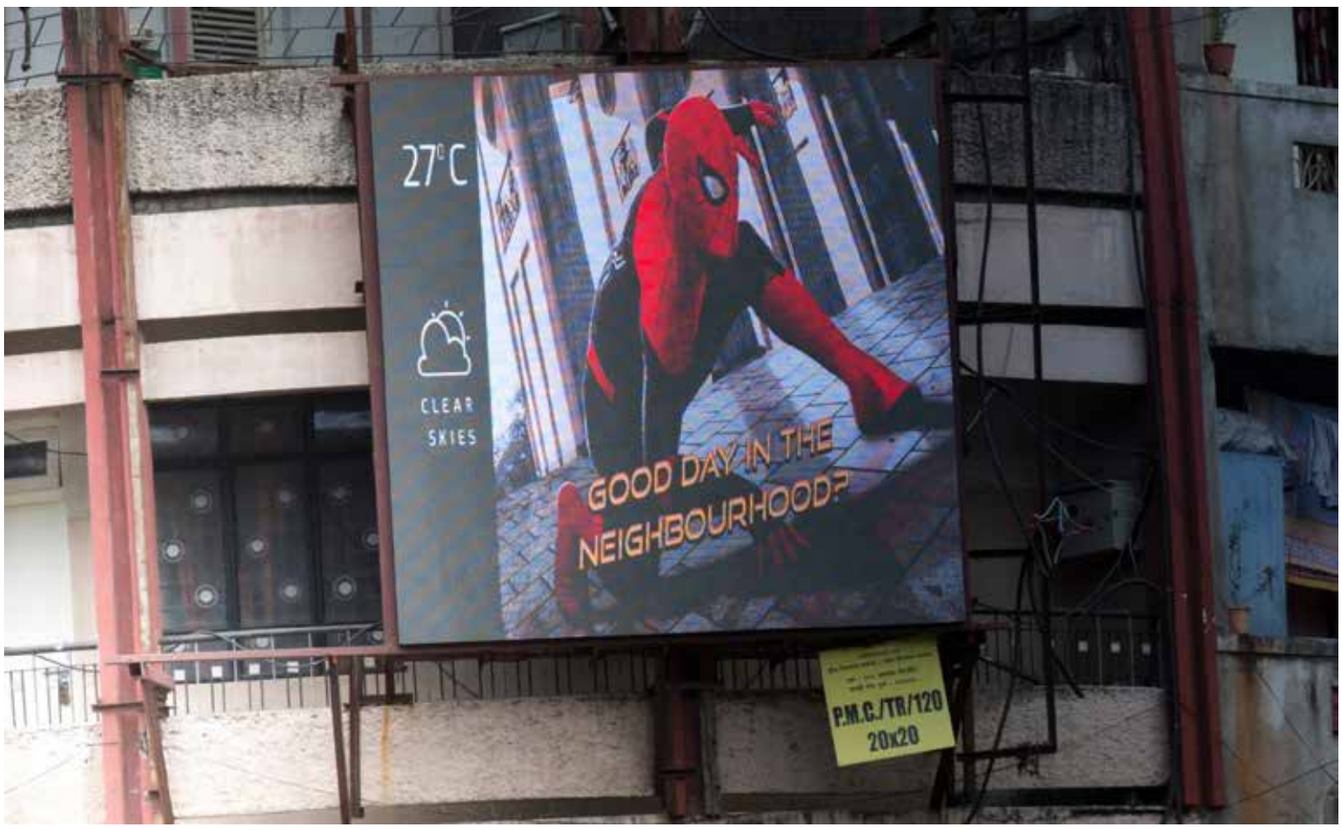
See, it's a demand-pull market and is based on what customers are asking for. We can't change this to an extent that it can influence the market trend. Quite a few international brands have taken this initiative that they would not use flex for their signage or promotional stuff. These brands represent big corporates which understand their responsibility towards environment. They take such initiatives and push for a drive towards this. They have made us to shift to fabric from flex. Recently, Bihar government has banned the use of flex for promotional activities.

Being one of the pioneers, what steps are you taking in this regard?

We too are doing our bit. For instance, the machines that we had sold a couple of decades back are now becoming outdated because of the evolution of technology. So, showing our environment-friendly gesture, we are recalling those machines and contributing to e-waste, in turn, we have received a certificate from an e-waste organisation. We are also using this to promote our brand. These are some of the steps that leaders take to initiate something good for the environment and then for the society. To promote this further, we are sending mailers to our customers for which we can say that the response is very good.

National

Sony Pictures Launches India's First Ever Programmatic OOH Weather Billboards





Recently, Sony Pictures in collaboration with Dentsu Webchutney launched real-time dynamic digital out-of-home campaign. The outdoor campaign was programmatically driven to advertise the release of the much-anticipated Sony Pictures movie, 'Spider-Man: Far from home'.

In these busy times, when the attention span is declining tremendously conventional OOH advertising, which is either stationary or pre-set to rotationally run of digital screens fails to engage passersby.

To rectify this situation, brands are coming up with innovative ideas to create engagement. The latest and unique OOH initiative by Sony Pictures Entertainment India is a recent example. The company launched innovative weather OOH for 'Spider-Man: Far From Home', as it's going to familiarise audiences with the most unique villains in the Spider-Man Universe - The Elementals, in an exciting way.

The campaign makes use of the real-time weather conditions to show Spider-Man fighting them, on an OOH billboard. Using artificial intelligence, changes in the weather conditions and temperature were tracked real-time on the billboard. With every change, Spider-Man fights the relevant elementals - Water elemental while the on-lookers themselves were dealing with the rains, wind elemental when the breeze raced by in clear skies, and Fire elementals when the temperatures soared, all in dynamically changing motion graphic.

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We Follow Customer-Driven Approach: Daksh Enterprises



Sanju Bamel, Managing Director
Daksh Enterprises

Established in the year 2005, Daksh Enterprises claims to be one of country's leading suppliers of an extensive range of high quality laser cutting & printing machines, inkjet printers and eco-solvent printers. The company has recently added UV technology in its portfolio of offerings. For more than a decade, Daksh has maintained an impeccable record of feeding the country's signage market with quality products and spare parts. In order to create its own unique identity in the market, the company went on to introduce its own brand.

We at **Sign & POP World** met **Sanju Bamel,** the company's Managing Director to know what made him start his own brand and how has his journey been so far. Excerpts of our conversation are here as follows:

Which all products do you offer? What provision do you have for after-sales services?

We are catering to the signage industry since 2005. Today, we are one of the leading organisations engaged in offering a huge portfolio of printers and allied machines including CNC Router, Laser Machine, Eco-Solvent Printers, RTR UV Printers, Flatbed UV Printers, Inkjet Plotters, spare parts and inks. All our machines are sourced from reliable and certified vendors, which assures that quality of printing machines is always maintained. Further, all these are backed by an expanded service network. In our team of service personnel, we have technical experts who are pretty experienced and capable of handling after-sales service. We also supply customised printing solutions as per the specifications given by the clients.

Where are you sourcing these products from?

We do not have many brands to sell under Daksh umbrella now. This is because we have started selling in our own brand name except for the eco-solvent machine that we are still taking from SkyColor and selling under their brand name. We are sourcing rest of the machines from various other reputed manufacturers from China. They are our trusted vendors and supply high-quality machines in our own name as per the specifications we prescribe. To maintain the printing or the output quality, we prefer to use Ricoh Gen5 printheads in all our printing machines.

What made you introduce your own brand?

We were sailing quite smoothly with SkyColor for more than 10 years. We were their sole distributors in India. But a couple of years back, suddenly we found out that there are a few other suppliers who are dealing in the same brand that too at a bit cheaper price. When asked, the company didn't take any note of our complaint and let the situation prevail as it was seemingly going in its favour.

This episode broke my confidence as the brand that I created, nurtured and grew along with, cheated with my sense of security in selling products from other brands. It showed me the way and made me shift my focus from being a campaigner of different brands to a harbinger of my own brand. At this point in time, I am pretty much thankful to peers and our customers who maintained the belief in us and preferred buying our products.

Why one should rely on Daksh?

There are two options - either go for high-end machines from manufacturers like Mimaki, Mutoh, Fujifilm, Epson, etc. or opt for the one available at pocket-friendly price. But the latter is a dicey preposition as the quality is not guaranteed. Even the after-sales service is not offered with regard to a fault or complaint. However, in India, people are actually obsessed with pricing, and prefer to compromise on quality. You can't expect the combination of cheap machines + quality + service in one bundle. Our products are of high-quality, but price-wise these are reasonable when compared with those of big players. Over the years, we have developed a clientele which is quite loyal and appreciative of our products and the follow-ups.

Moreover, we have our firm belief in setting up a long-term and mutually beneficial relationship with our patrons by providing them with high quality printing machines. For this, at Daksh Enterprises, we follow different customer-driven approaches. We have a team of highly skilled workforce to take of the after-sales service & support. Further, keeping in mind the budget constraint and convenience of our customers, we offer them with multiple modes of payments.

What sets Daksh apart from its peers?

We care for our customers. We meet promises. These apart, the printing machines that we supply are designed keeping in view the international quality standards, and are made using quality assured materials. These machines are appreciated for easy installation, longer operational life, seamless finish, excellent printing quality and low power consumption.

We also offer customised solutions, wherein we develop products in compliance with the requirements and specifications provided by the customers. We deliver the machines within the stipulated time frame. We use high resolution printhead in our machines that enhances the picture quality and improves efficiency. Together all this has



Eco Solvent Printer from Daksh



Flatbet UV Printer DM-6090



CNC Router with Water Cool Spindle Heavy Table

brought us many accolades, and hence, appreciation from our esteemed customers.

Can you please share a couple of such instances?

One of my clients from Rohtak in Haryana is using my machine from last many years. He keeps complementing me till date for the machine that we have installed in his premises. Another instance is from Delhi itself. It was in 2008, when he purchased one inkjet from us. We had just started dealing in SkyColor brand as its sole distributor in India. In those initial days, when the technology was not proven, few machines that were installed failed to meet the promises. But it was good luck for us that the machine is still functional and our client is making good business out of the same.

How has the market response been, especially in the last few years?

Just before a couple of years, it was going very well as we were able to sell more than 150 machines in a year. But then, the market suddenly got scrambled as now we are able to manage only up to 60 machines a year. We are facing this problem from last couple of years and the reason is availability of cheap machines from China, but not from quality manufacturers.

Quite a few newcomers who do not have very rich experience except for being employed as service engineers have also jumped on to the bandwagon, and claim to be the master of wide format printing technology. People like them have become traders, and are now finding it easy to go, source from China and supply to an all new league of customers.

Even the end-users have started buying not only the machines but also their spare parts directly from China. They do not need middlemen like us. In fact, they are price sensitive, and hence, never care or consider the quality of product. Their belief gets shattered only when they finally figure out that they are being cheated. All of this is harming our trade. People like us are not happy with all this. However, this is part and parcel of a market like this which looks so lucrative from outside.

How have demonetisation and GST impacted the trade?

These two were major policy reforms in the Indian economy. Although, the steps were taken to upgrade and improve the trade practices, but the outcome is not very good. While demonetisation brought about the county-wide liquidity crunch in the market, GST put the trade at a halt. Quite a few businesses were forced to shut down. However, it's not that these are not good, but the awareness about these fiscal instruments, especially about the GST, is not up to the mark. Customers are not willing to pay GST, which is not good for the industry. The government should introduce some centres through which it can make people understand the positive points of GST and how it would bring them a guaranteed bottom line by giving their trade practices an order.

How do you speculate the future shaping up for Indian signage industry?

For us, there's no plan to manufacture here in near future. We will continue the way we are. Anything else can't be predicted as the market doesn't fit to speculation, especially after demonetisation, which has changed the market drastically. Still we can anticipate that since price is destined to go up, those with good numbers in their sales can make guaranteed business in the future.

At the same time, we expect a lot to happen in line with the policies of the current government. Most of the trade practices would become genuine as transaction records are to be maintained mandatorily following the implementation of GST. The gray part still exists and keeps hindering the trade from time to time. Nonetheless, these issues will soon be taken care of and good times are expected to come back.



India Gate Basmati Rice lures the audience with JCDecaux Street Furniture

Delhi, the food capital of India witnessed Biryani on the bus shelters in the recent days! Yes, guessed it right! We are talking about the recent outdoor campaign by KRBL on JCDecaux Street Furniture in the city. Starting around the season of Eid, India Gate Basmati Rice was promoted vividly with impeccable planning & execution by Rapport.

The campaign has once again unleashed high frequency & elevated reach with JCDecaux's residential network. Covering all the major housing areas in Delhi, the campaign reached the audiences through a combination of a hundred bus queue shelters. Further enhanced by the booster network, India Gate Basmati Rice campaign was spread across the city via the nifty Pole Mounted Mupis.

Strategically running the campaigns at the time of Eid, JCDecaux media was spruced with a clear brand message – YE EID BANAO CLASSIC along with striking creative that grabbed the attention of on-lookers effortlessly.

The brand successfully attempts to lure the Rice lovers on Delhi streets with the exotic basmati rice. Besides the classic, India Gate's range of rice is a delight for every epicurean to explore.

"As the biggest Rice Brand of India, India Gate Basmati Rice felt the responsibility to share the true message of sharing in Ramadan to crores of Indians. In this direction, we have started a 360-degree campaign "Yeh Eid Banao Classic" across all media channels, Radio, Outdoors and all social platforms. The key messaging in all these mediums being sharing a meal. We are targeting around 1 lakh meals to be donated within the Ramadan period to these people. We have shared the campaign video on social media channels and for every share, India Gate will share one meal to someone who needs it most. We are thankful to lakhs of Indians for partnering us in this noble cause of eradicating hunger from India and motivate people to "#ShareAMeal". Leaving no stone untouched, we needed a stronger platform to reach out to the masses. Thus, we chose JCDecaux Street Furniture networks for our outdoor campaign which has given us better reach & visibility of the brand on the streets of Delhi." said Mr. Ayush Gupta, Business Head of KRBL Limited.

Raheel Amjad, Deputy MD, JCDecaux India says, "We are thankful for Rapport's association that has once again given us the pleasure to work with KRBL. The brand has been repeatedly advertising for the enhanced exposure it gets with JCDecaux

Explore New Landscapes of Graphic Art with Mimaki and Docan Printers

Docan UV Flatbed Printer H3000



Technical Specification

- UV flatbed printer with roll-to-roll printing option.
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- Kyocera / KM1024i / Ricoh Gen5 print heads.
- 4-8 color print heads options available.
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Docan Roll to Roll UV Printer S3200

Technical Specification

- **Printing size:** 3.2 m
- **Media thickness:** 1-2 mm
- **Print Technology:** Drop-on-demand piezo Electric inkjet
- **Ink type:** UV Curing Ink
- **File type:** TIFF, JPEG, Postscript 3, EPS, PDF
- **Color mode:** 4 colors (CMYK) or 6 colors CMK LC LM), White can be optional
- **Medias:** Wall paper, Flex Banner, PET, Backlit Films, Vinyl, PP etc.



Mimaki UCJV 300-160 Print & Cut LED-UV Curable Inkjet Printer



Mimaki Green Technology

Technical Specification

- **Print Head:** On-demand Piezo head
- **Print Resolution:** 300dpi, 600dpi, 900dpi, 1200dpi
- **Max. Print Width:** 1,610mm (63.4 inch)
- **Max. Media Width:** 1,620mm (63.8 inch)
- **Ink Type:** LED-UV ink LUS-175
- **Ink Color:** 4C (C,M,Y,K) 7C (C,M,Y,K Lc,Lm,W)
- **Media Thickness:** 1.0 mm or less
- **Cut Speed:** Max. 300 mm/s (420mm/s in 45 degrees direction)
- **Cutter Type:** Eccentric cutter, Blade for small character, Blade for reflective sheet, Blade for fluorescent sheet, Blade for PVC with low pressure

IDS

Infinity Digital Solutions Pvt. Ltd.

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JCDECAUX MEDIA WAS SPRUCED WITH A CLEAR BRAND MESSAGE – YE EID BANAO CLASSIC ALONG WITH STRIKING CREATIVE THAT GRABBED THE ATTENTION OF ON-LOOKERS EFFORTLESSLY.

networks. This time again, the campaign leveraged JCDecaux's some of the best networks – Residential & Booster, with which widened reach & high frequency is definite. Targeting the right audience at the right time, the campaign added to the festive vibe in the city which grabbed people's attention effectively."

About India Gate

With a 130-year heritage and an existence since 1889, KRBL Ltd. is India's first integrated rice company with a comprehensive product chain. As a responsible corporate, the company continuously engages itself in the uplift of the communities it is involved with. In view of the criticality of farmers to its operations, the company works closely with them to constantly improve their lives, and those of their families, through regular and focused measures. The collaborative, partnership approach has been the cornerstone of the company's CSR focus in recent years, emerging as a strong pillar of mutual growth for both, the farming community and the company. The company today realizes the dire state of the country in terms of hunger and food sustainability and vows to take progressive measures to improve the lives of many in need.

About JCDecaux India

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

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

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National

Gulf Oil Lubricants India & RoadAds Collaborate For Fleet Branding Campaign





In an innovative outdoor advertising campaign, thousand of truckers were a part of the Truck Branding Campaign designed by brand Gulf Oil and RoadAds. It is a known fact that truck driver and single truck operators are very difficult to reach as they are always on the move, and truck drivers being the target audience, it gets important to get their attention.

Therefore, Gulf Oil Branded Trucks were used to create visibility amongst the target group covering important national and state highways, dhabas, driver meeting spots and transport hubs.

Around 225 branded trucks travelled on national and state highways and halted at popular driver assembly points. A large number of Gulf Oil Dealers and Distributors were reached out to alongside boosting their confidence to sell and vouch for the product. The routes covered by the branded trucks were Mumbai to Delhi/ Chandigarh, Ambala to Kolkata, Mumbai to Kolkata, Mumbai to Hyderabad, Mumbai to Chennai, Chennai to Kolkata, Rajasthan Local, Andhra Pradesh and Telangana Local.

Moreover, as the target audience is spread across India and belongs to different cultures as well as speaks diverse languages, the creative was created in local languages like Hindi, Kannada, Telugu and Tamil that were used to connect easily with drivers highlighting facts about the product.

This helped in the generation of queries from truckers, retailers and mechanics related to product price, dealership, grade, km change, nearby distributors, etc.

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Bengaluru Airport Becomes an Advertising Hub for OTT Players





SACRED GAMES, THE BLOCKBUSTER SERIES OF NETFLIX IS BACK WITH SEASON 2 & ITS PROMOTIONS ARE LIVE AT THE IMMACULATE MEDIA ASSETS AT THE KEMPEGOWDA INTERNATIONAL AIRPORT BENGALURU.

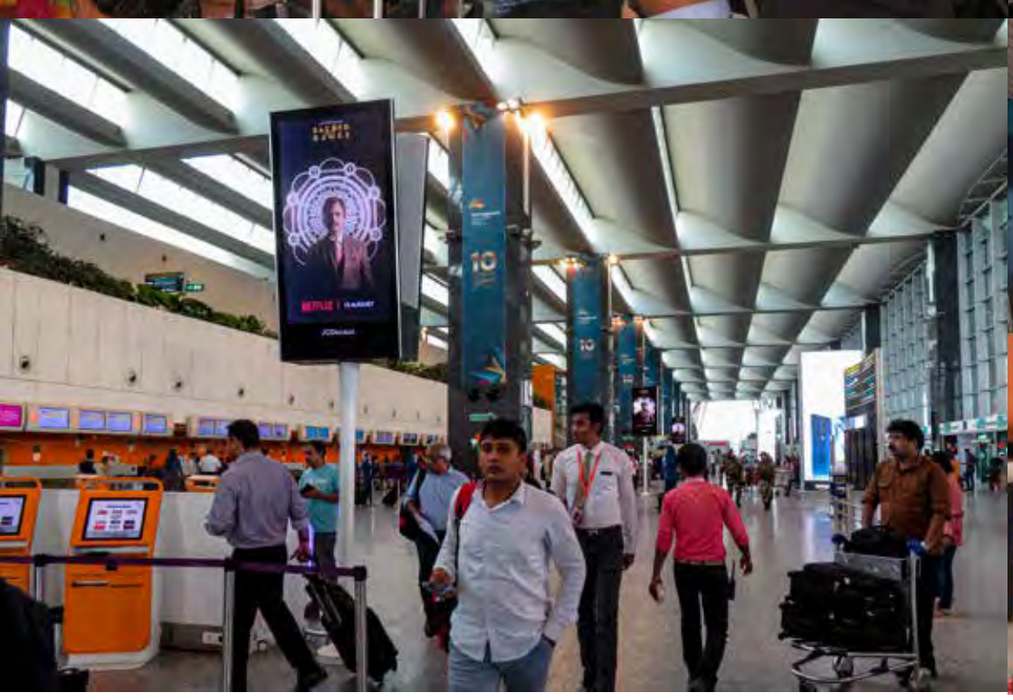
Ever since the new-age entertainment platform – Over the Top Segment penetrated deeper in India, outdoor has been an active catalyst for its promotion. With these web series romancing the static & digital assets of the country, it's not wrong to say OOH has become their favorite medium of advertising for the obvious reason of harvesting maximum eyeballs.

OTT promotions at the airport have been quite popular lately for its well-known reason of engaging passengers during their long dwell times. Many OTT brands have landed at KIAB, Bengaluru to broadcast the applauding web series & movies that recently went live on the various OTT apps stocking on everyone's devices. JCDecaux, the world's leading outdoor advertising company holds exclusive advertising rights for Kempegowda International Airport Bengaluru.

Sacred Games, the blockbuster series of Netflix is back with season 2 & its promotions are live at the immaculate media assets at the airport. Advertising on the newly installed LED Screen, digital MUPIs, suspended screens network spread across the departure & arrival at the airport,









Netflix also broadcasted the start of the new season of "Stranger Things". Along with this science fiction series, the media-service provider also promoted their new show "Typewriter" on JCDecaux assets for enhanced visibility & exposure.

Amazon Prime's Comicstaan, that gained immense popularity in its first season is here on KIAB to advertise the new season of the show. The strategically located JCDecaux media at the airport serves the brand's requirement of impeccable targeting, which brings these channels repeatedly for touting their new shows every now & then.

Many other OTT channels such as Hotstar, Eros Now, MX Player & Zee 5 have also been active in advertising their original series on Bengaluru Airport.

Bengaluru, the Silicon Valley of India makes KIAB a hotspot for a dynamic audience. KIAB has the highest passenger growth rate amongst the top five airports in the country, catering over 29.5 million passengers annually. From business to leisure, travelers at the airport are looking for something to interest them while they wait for their flights.

"The time spent in the terminal at the airport, as we know gives travelers the space to explore & engage in their leisure time. While many like to shop, there is an audience in today's time that likes to binge-watch their preferred shows online during their free time. Using this as an excellent opportunity, OTT brands have a keen interest in airport advertising to garner maximum viewership & add value to a subscriber's entertainment." Says, Raheel Amjad, Deputy MD, JCDecaux India

Infiniti Launches Dynamic DOOH Campaign to Target Car Brands





In the race to outrun competitions and stand out in the clutter, brands are launching the OOH campaign to get the attention of the distracted commuters. Recently, automobile manufacturer Infiniti launched a dynamic campaign in Russia to directly target potential customers.

DOOH companies are constantly competing with each other to create engaging content to attract consumers. Russ Outdoor, an outdoor advertiser based in Russia, collaborated with JCDecaux, an outdoor advertiser, to deliver the DOOH campaign, which would respond directly to a commuter's car brand.

Cameras were installed above digital outdoor displays which would identify the particular car brand a user was driving and then show different advertisements. Different creative for each car brand was broadcasted for a given target audience. The content would feature videos of a specific Infiniti car as well as videos of luxurious locations. The displays would also show the latest deals on various Infiniti cars. As commuters generally use regular routes while driving to work, so campaigns like this one can become redundant as the users see the same content over and over. However, this campaign resolved this issue to increase commuter's engagement.

Also, if the billboards detected that a certain car has seen the advertisement five times, it would display a different creative to attract the passersby's attention.

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Aamar Graphics: One-Stop for All Printing Needs in East India



Ashutosh Dey, Proprietor
Aamar Graphics

Started as an employee with Malaysian Healthcare Company Klink Sdn Bhd., a Mathematics graduate from West Bengal, who at one time aspired to become a top level public servant, went on to be an entrepreneur in the country's signage industry. 16 years back, he established Aamar Graphics in the state of Agartala - the north-eastern part of the country, **Ashutosh Dey** found this opportunity at a place where he traveled as part of his KRA. Surprisingly, this is not an offshoot of any family-run business, but an all new enterprise started from scratch.

All these years, Dey remained busy strategising his marketing and branding activities in setting up a one-stop-shop for all printing solutions in that region. In his endeavour, he came across a series of challenges not only of the typical topography owing to its location, but also of the mindset which never thought of exploring ways to enhance business. We, at **Sign & POP World,** tried digging in the passion behind locking down an opportunity that Dey keeps boasting of. The edited excerpts of what we received from him are as under:

INTERVIEW

Please tell us about the start of your journey in this world of Signage.

To talk about how it began, well, entrepreneurship was not a frequent word used for every new business 16 years ago. During that period, business usually started either out of basic resistance to challenges from life or a strong urge for survival of passion. The same story was with me too. I was chasing my dream of being an established business man someday. After completion of my graduation in Mathematics, I was preparing myself for higher studies. Simultaneously, I got associated with a part-time job as a Product Training Manager & Motivator with Malaysian Healthcare Company Klink Sdn Bhd., for which I had to travel to various parts of the country especially in the eastern region including Assam, Meghalaya, Mizoram and Tripura. This is how the initiation of my journey to this world of signage began in Tripura.

How did you convert this opportunity into a business prospect?

Somewhere in between training and frequent travelling, I observed that there is a great opportunity for a successful business in the field of digital printing in Tripura. At that time, soft copies of the design were sent to Kolkata and the printed materials used to arrive 2-3 days later via flight back to Agartala. I was a Kolkata-based guy, and I grabbed this opportunity instantly and started working as a liaison agent by taking the charge of sending the creatives or soft copies to Kolkata and delivering the printed materials back to Agartala.

It was the time when digital printing was one of the newest technologies in market and I had the opportunity to earn a good margin out of this assignment. It was from this earning that I was able to hire a desktop computer and a shop on rent. Thus, my journey with designing took me to present day 'Aamar Graphics', where we have the best and the most sophisticated technology to offer signage jobs at any level. We have enough potential to hire the best creative designers to make big difference to the quality of work we deliver to our customers.

Being in a remote location, how did you establish your signage business?

Our business started with customers of retail showrooms and other businesses since there were no corporate customers available initially. To promote the usage of better signage to the retailers and its impact in their respective businesses was indeed a tough job since the concept was entirely new to them. As a result, we opted for having a wide range of display of signage technologies in our showroom and also long counseling of our customers with patience, giving elaborate description about the technology and its utility. Along with this, we kept informing our customers about all the new signage installations in the city. Together, all these created a positive environment for our business and also added to the trust factors of our customers.

Which all tools do you use to promote your brand?

Different social media and personal after-sales calls are various modes through which we connect to our customers.

Where is your unit located?

Our unit is located at Agartala, the capital of Tripura in the country's north-eastern region. Initially, it was a start with a very small amount, but with each passing day, we kept investing in modernising the unit with latest tools and machineries to meet the customers' varied needs. Till date, we have invested about Rs. 1.8 crore in procuring the tools, plant and machinery.

Which all machinery do you have in your facility?

Our unit is well-equipped with a gamut of latest machinery including digital colour printer, sublimation printer, T-shirt printing machine, PVC ID card printer, photo printer, plotter, three solvent printing machines, two eco-solvent machines, laser cutting & engraving machine, and a CNC router.

With all these equipment in your premises, which all signage printing solutions do you offer?

We offer flex printing, digital colour print, eco-solvent print, large photo print, photo frame, eco-frosted, sparkle, canvas print,



Work in Progress at Aamar Graphics



Adoption of Five HIV Positive kids taking lifelong responsibility



Distribution of Sanitary Napkins as part of CSR

one way vision, clear film, translite, plotter cutting, glass sticker, colour vinyle, roll-up standee, outdoor fabrication, glow sign board, sun board pasting, mementos, trophies, promotional gifting, corporate gifting, customised gifting solutions, T-shirt, coffee-mug, key chain printing, PVC ID Card, nameplate & advertising accessories. We also offer LED epoxy signage, LED super signage, LED neon signage, LED pixel signage, LED pixel letter, LED acrylic/metal letter, LED message display, LED clip-on & crystal, LED scrollers & video wall, ACP fabrication work & more.

Who are your target customers?

Considering the wide basket of products that we offer, our customers belong to a wide spectrum from roadside shops to sophisticated boutique showrooms in posh malls. We have products for all types of customers and are competent enough to cater to each one of them as per their specific needs. We actively work on customer segmentation and provide solutions and upgrade to each and every customer on time to time basis.

What strategies do you follow to market your services?

Our strategies keep changing from time to time. Presently, for signage industry, we rely purely on customer connect, after sales services, and immediate exposing/ showcasing to our existing customers of any newer versions or upgrades. Besides this, we too have a dedicated team, who on a regular basis, visits retails and work on updates like the deliveries are ensured and taken care of to be strictly on time for all our customers including corporate customer.

We pay special attention in informing our customers about any/all competitors' updates which they may find interesting or like to fofollow A cordial personal visit to the customer, (either regular or once in a while, depending on the delivered work) allows us to understand the customer better. For govt. customers we work with the stakeholders and keep them updated of any new technology or need of replacement of any work or signage.



Announcing Annual Felicitation & Award Ceremony to felicitate 10 best women

What challenges did you come across in your way?

We came across several challenges. Major ones include coping up with the constant newer entries which keep on trying to disrupt the market by offering cheaper rates for inferior quality work standards remains a big challenge for us. A huge inventory of supplies needs to be kept in stock keeping in view the region's limitations. Since we work in remote locations, a steady transport chain has to be maintained always.

Even our guaranteed timely services and regular visits by engineers also become costly because of the topography of the state. Availability of creative designers was an issue which we have addressed by giving performance-linked bonuses and thus for last 3 years, we have not faced any attrition yet.

We got to know that you also contribute to CSR. Can you please share a few instances?

For Aamar Graphics, CSR is not always about writing a cheque in favor of someone. We take responsibility towards society in every step and truthful decisions are taken by us to ensure that our working is done in strict compliance to the existing pollution norms. Apart from this, we take active interest in promoting new businesses and also participate actively in various socio-cultural events which deserve to be supported.

In June 2018, when we completed 15 years of Aamar Graphics' establishment, we marked this occasion by adopting five HIV kids. We took over lifelong responsibility of their wellbeing with a promise to offering them a quality life.

In the same year, we organised a year-long health awareness programme with rural tribal women and children, of the Khamtingbari village in Tripura, wherein we also distributed sanitary napkin throughout the year.

Going forward, we have recently started the Annual Felicitation & Award Ceremony to felicitate 10 best women of the state in 10 select fields like Education, Sports, Culture, Music, Journalism, Politics, best Women PS, Literature, Social Work, and Blood Donation on 8th March each year to mark the International Women's Day.

For all these to happen successfully, I want to thank my wife Mrs. Nabanita Ghosh Dey, whose support and presence keeps me encouraging. She remains vital when it comes to organising social activities of this stature.

We also welcome, appreciate and are always open to support any ideas apart from our domain and help them achieve their goal. In future, we look forward to participating in campus interviews and hire fresh talent and make them industry compatible.

How do you see the prospects of your signage business in time to come?

This industry has an immense scope and a promising future in Tripura, just like in other parts of India. With the newer technologies being launched into the country, and more of global and home grown brands shifting focus and putting big budget allocation for brand showcasing, we find ourselves committed to develop these best practices and induct newer technologies to ensure every customer's satisfaction in this part of the country. Additionally, we also remain optimistic towards small retail businesses. Apart from these, government tenders from various departments in Tripura also keep adding to our top-line where we predict increasing amount of money to be allocated year on year.

What is your expansion plan?

We have numerous active clients in our master database, including government, corporate and retail business owners. We plan to further increase our database within the next financial year. We also plan to expand our network through third party liaison and want to increase our footprints to tier 3 cities in the surrounding states including Assam and nearby areas.

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UV Printing Technology Unlocking Avenues for PSPs



LOKESH GOYAL, WHO SHARED HIS EXPERIENCES WITH US, IS USING ROLAND DG'S LEF

Lokesh Goel of Pioneer Digital is a proud owner of two machines of Roland, LEF & XF. He started his business in the year 2005, which entered into a rapid expansion mode after his association with Apsom Infotex Ltd. – the exclusive distributor of Roland DG in India.

He has been a true believer in technology, and therefore, his association with Apsom Infotex proved its worth bringing out the best for his business following the latter's best technical support and sound advice in the right machine selection. Goel bought LEF in March 2017 and since then he has been churning out bulk as well as specialised projects with ease.

"LEF's own textured and colour library makes me have an edge on quality and clarity which is reflected in each and every print. It has an intuitive distance mode with a height tolerance to ensure outstanding consistency on irregular and curved objects. Matte & Gloss effects can be used for Spot UV and jewellery highlighting in print. With LEF, I can take special 3D effects with gloss inks. I emphasise on technical superiority of the LEF and its software which while even on standard mode, is able to produce perfect quality output. This wonderful machine has opened avenues of business from many industries."

With this association with Apsom, Goel learnt the importance of maintenance of the machine. "It's hardware as well as software. To get the best out of your machine, both the software and hardware should be up to the mark. The extended service support has helped me create specialised design wherein profiling is necessary as more colours in the print reflects less clarity."



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Customised MDF Gift Boxes - This is a perfect application in gifting industry especially during festive seasons like Diwali, Christmas, Wedding and in bakery industry as well.



Cushion Cover/Sports Industry - LEF comes with Universal inks featuring 220% stretchability. So, there is no need to switch from rigid to flexible inks, making printer more versatile and profitable.



This is a fusion of laser cutting and digital printing on MDF. This application can be promoted to other laser users.



LIC Carves its Name on Shivaji Stadium Metro Station





Life Insurance Corporation of India (LIC), the largest Indian State-owned insurance company announces its onset as the new branding partner at the Shivaji Stadium Metro Station. JCDecaux owns the advertising rights for Delhi's Airport Express Line, the first Airport Link services in India.

The façade of Shivaji Stadium metro station decked up with brand creatives is a larger-than-life example of impeccable outdoor advertising. LIC Shivaji Stadium is bound to become the new iconic landmark of Lutyen's Delhi which garners eyeballs of the vehicular & pedestrian traffic.

With branding inside the Shivaji Stadium station, LIC builds a positive brand perception which reaches its right audience daily. The swamping of Visa Facilitation Services at the station increases footfall at the station exponentially, including many influential personnel in the rest of the affluent audience.

The inauguration of LIC Shivaji Stadium Metro Station was graced by Mr. Anoop Kumar, Zonal Manager, North Zone, LIC of India along with their esteemed colleagues.

"Acquiring semi-naming rights is a famed concept in the Indian OOH industry for a few years. Along with elevated brand recognition, this unique branding venture that comes with station branding is attracting many brands these days. We are happy to have LIC's trust in JCDecaux media for positive brand recognition & elevated reach. The presence of global offices in the vicinity of Shivaji Stadium metro makes it a worthy spot for advertisement." Says, Raheel Amjad, Deputy MD, JCDecaux India.

About JCDecaux India

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BOOK YOUR BOOTH NOW

HP Introduces HP Stitch S series for Textile Printing in India



HP Inc. has announced a new portfolio of digital textile printers, HP Stitch S500 and HP Stitch S1000, to reinvent the textile printing industry in the country. These printers deliver fast, precise colour-matching, along with efficient and simplified printing processes and are designed to accelerate commercial digital print adoption.

HP Stitch series printers are equipped with HP Smart Printing capabilities that can enable businesses to achieve better control of their print operations. HP Smart Printing is powered by the cloud-based technology, applications and services designed to maximise uptime, provide exceptional line-of-sight and simplify production processes.

HP has partnered with leading companies in the dye-sub industry, from RIP vendors to thermoprocessing manufacturers, to provide customers with a holistic workflow solution that works seamlessly with HP Stitch.

Designed specifically for high production sites, HP Stitch S500 Printer enables predictable dye sublimation colour and produces fewer media waste for production environments. With symmetrical 2xCMYK printhead configuration and Optical Media Advance Sensor, this 64-inch printer allows for saturated and reliable one pass mode for true top speed. The cost-effective printer saves up to 50 percent floor space with frontal media loading and a spindle-less system. The key features of the printer are: It automatically detects when a colour is out of gamut and get the closest visual match with PANTONE emulation, big ink supplies, larger rolls, and HP's Tension-Sensing Winder allow unattended operations—even overnight, complete with HP Services and cloud fleet management tools as well as saves 50% floor space with the first dye-sub printer with front media loading.



The super-wide dye-sub production printing technology of HP Stitch S1000 produces high quality prints in 1.200 native dpi, deep black, and vivid colours. With the printing speeds up to 220 m²/hr, the device easily prints high density direct-to-fabric prints, with the Drop & Dry system. HP Stitch S1000 printer offers easy operation with minimal manual intervention. The key features of the printer are: Reliable image quality with the Smart Nozzle Compensation system and the latest Optical Media Advance Sensor, maximises uptime with user-replaceable printheads, and preventive maintenance from HP Smart Services as well as accurate colours over time, even as environmental conditions change, with the built-in spectrophotometer.

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IT'S ABOUT TIME: HOW TIME EFFICIENCIES HAVE A POSITIVE KNOCK-ON EFFECT ON PRODUCTIVITY





Michelle Johnson, Director of Worldwide Marketing at SAi can be reached at michellej@thinksai.com

As we transition into the second half of the year, I find myself appreciating time as a precious commodity. I believe this is particularly the case when it comes to business. In my opinion, the key to success is not spending time but investing in it.

If you're running a large format print business or sign & display company, you'll be well aware of the numerous processes that consume vast amounts of time. The design stage is one of them. Have you ever calculated the number of hours needed to create just one job? If the answer is yes, then you've probably explored ways of reducing this. After all, time is money.

The good news is that there are software solutions available to alleviate this and streamline your design-to-production workflow. The foremost suppliers continue to introduce feature-rich products that fully address your end-to-end needs. Some even offer powerful 64-bit RIP engine, delivering unparalleled speeds. This horsepower combined with a haul of time-saving and hassle-free features, grants you unprecedented functionality, especially at the design stage. From a business perspective, this means you can exceed customer expectations for job turnarounds and maximize throughput, thereby adding to the bottom line.

The time-saving solutions don't stop there. Forward-thinking suppliers continue to look beyond their mainstay offering to provide added-value solutions that save even more time across your design-to-print workflow. These come in many forms including databases that provide an extensive catalogue of existing sign and display templates. Designed with efficiency in mind, you can quickly locate and download high resolution logos, fonts or vehicle wraps, to name a few. Jobs get designed and out the door faster and you're ready to start the next one quicker, so you and your customer are smiling.

Perhaps you're already smiling having saved time with such tools? That's great, although with time – or lack of it – certain to be an ever-present issue, I would encourage you to keep a watchful eye on certain breakthrough technologies that may help alleviate this problem.

Increasingly, we are seeing technologies like augmented reality (AR) and artificial intelligence (AI) make progressive steps into the sign and large format sector. Although unlikely to be available in the immediate future, AI has the potential to revolutionize how signs and displays are designed. This might include the ability to aid sign designers by making suggestions on best practice fonts, images and layouts, which in turn could help automize the design process and enhance productivity for large format print / sign & display businesses.

So, if you think that unnecessary time is currently being spent in design time, perhaps it's time for change? At the end of the day, you can't make up for lost time, you can only do better in the future.

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



APPRECIATION AWARD (NGO - SOCIAL)



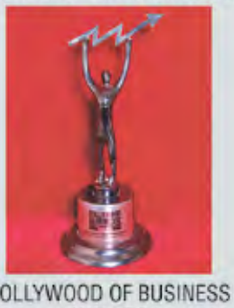
GUJARATI SCREEN & STAGE AWARDS (SINCE 5 YEARS)



PROMISING ENTREPRENEUR OF THE YEAR



GAURAV AWARDS



BOLLYWOOD OF BUSINESS AWARDS



INDY'S EXEMPLARY ENTREPRENEUR AWARD



SANSUI TELEVISION AWARDS



BHARAT RATNA DR.AMBEDKAR AWARD



DADA SAHEB PHALKE AWARD



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



GIANTS AWARDS



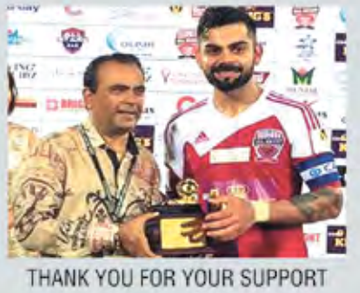
ASIA'S MOST PROMISING LEADER AWARDS - DUBAI



LION GOLD AWARDS 2015 (SINCE LAST 4 YEARS)



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



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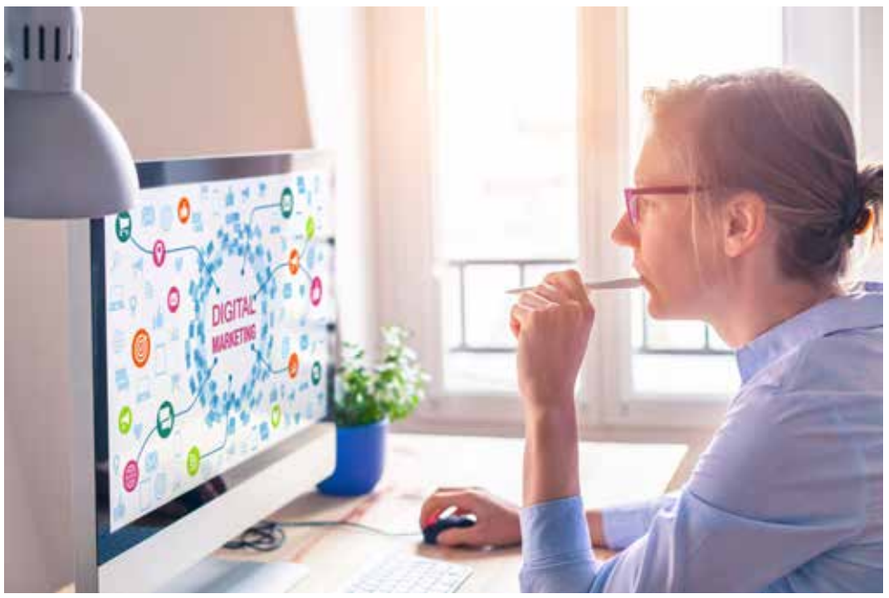
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SAi Launches More Powerful Flexi Signmaking Software

SUPER-CHARGED SOFTWARE SOLUTION INCLUDES POWERFUL NEW 64-BIT RIP THAT DELIVERS MORE THAN 30% INCREASE IN SPEED FOR USERS, AS WELL AS SUITE OF PRACTICAL NEW TOOLS



SAi has announced the introduction of Flexi 19, a more powerful and feature-rich update of its flagship signmaking software, engineered to meet the demanding design to production challenges of sign & display and large format print providers.

Central to the super-charged Flexi 19 is a faster and more high-performance 64-bit RIP engine. Thanks to an increase in speed of more than 30%, the new solution delivers significantly more thrust to greatly improve the production capabilities for sign & display and large format print businesses.

Created as an all-in-one solution for design, print, print-and-cut and direct-to-vinyl production workflow, Flexi 19 also comprises a host of invaluable, easy-to-use features and tools – some of which will be available free-of-charge to SAi subscription-based customers. These include more than a dozen brand new additions, each geared towards improving the design, production and business aspects of users' operations.



Find my Font automatically detects the font or the best match of that used in various image files

From Design...

Among the convenient new tools introduced to ensure a more efficient and hassle-free design workflow, is Find my Font. This lets users open different photo files – including Bitmaps – before automatically detecting the font or the best match of that used in the file.

Another new addition is a PANTONE® Fine-Tune Spot Color Matching Tool. Particularly useful for sign & display companies that regularly use Pantone books, this tool allows users to measure charts and make manual adjustments to achieve precise color matching from ICC profiles – not only saving time, but also ensuring color accuracy.

And Production...

Within Flexi 19's suite of production tools is a newly-introduced Cut by Layers or Colors tool, which allows users to expand their ability to cut intricate designs based on the layer. This builds on Flexi's long-standing use of colors to distinguish between the different vinyls to be cut. For added convenience, SAi has also enabled layers for those users that work with other software, but who can then take the job into Flexi. In addition, Flexi 19 includes a handy printed Ruler along artwork to let operators know where they left off.

To Business...

Flexi 19 also comprises a raft of business-enhancing tools, including five completely new additions. Among them, Pulse, delivers 'data in a dashboard'. This allows sign and display users to track production and media usage of projects in progress via graphs and pie charts. In addition, Sidekick lets users create quotes, manage customer accounts, and ultimately implement a CRM workflow so jobs can quickly and effortlessly be exported into the invoicing process.

Other highlight tools include:

- Improved Spot Color Mapping – a particularly useful feature that empowers users to rapidly and accurately map spot/corporate colors in the design file to exact output values. This ensures the printer matches the desired output color for each new job. Using Custom Spot Color Mapping enables sign and large format print providers to easily build their own custom library of spot colors, ensuring such colors



Sidekick lets sign & display businesses conveniently manage customer accounts, create quotes and implement a CRM workflow

are precisely replicated every time they are printed.

• An enhanced Profile Wizard – designed to make it easier when setting ink limits and alleviating the invariably complicated process of splitting ink. The automated Profile Wizard lets users obtain such information from measuring charts, taking away the manual guess work required when creating profiles visually.

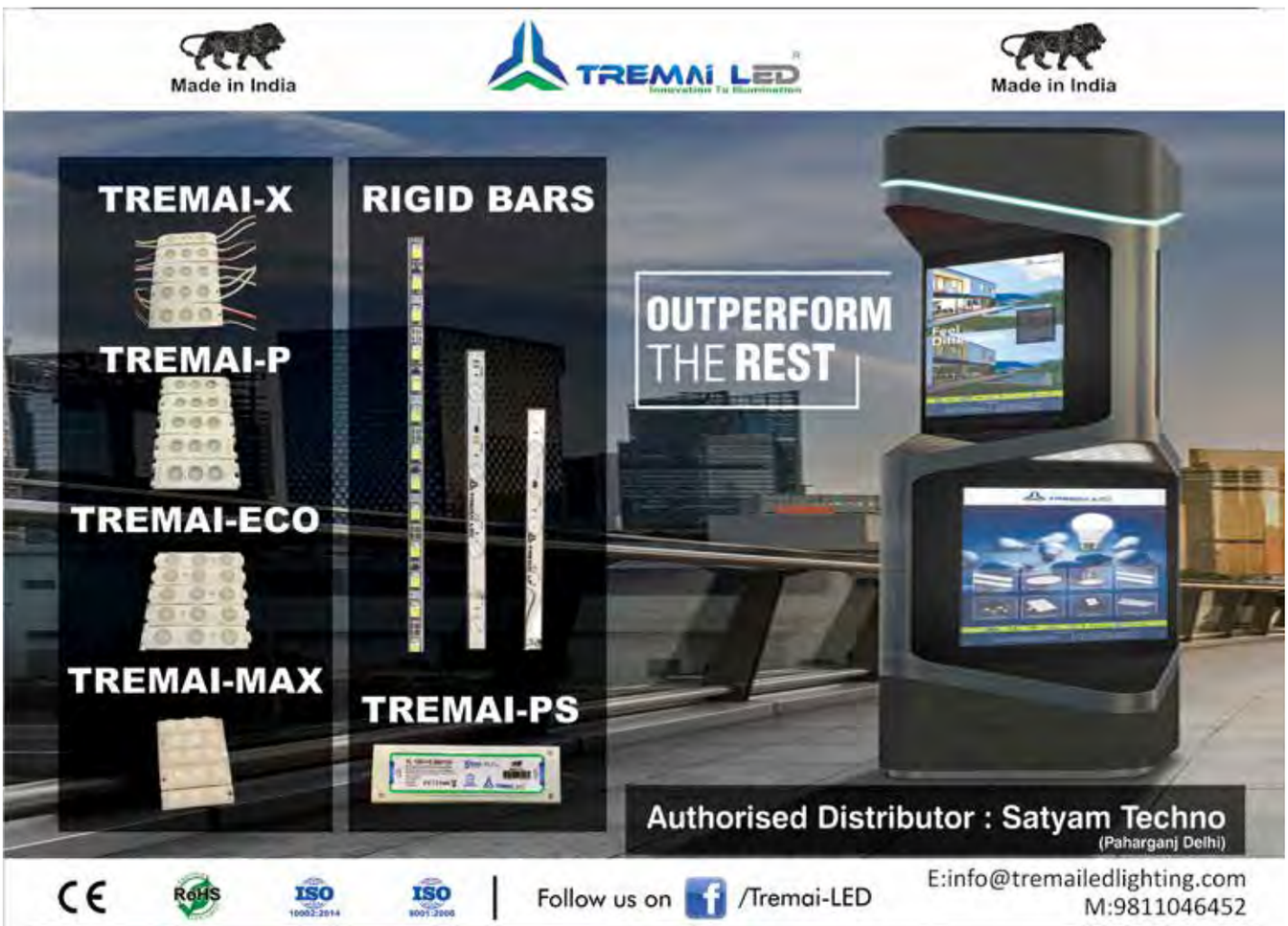
"As the largest ever upgrade to our all-in-one signmaking solution, Flexi 19 packs an extremely hard punch in catering for the varied and sometimes intricate requirements of those operating at the coal face of today's sign and display industry," says Gudrun Bonte, Vice President of Product Management, SAi.

SAi has unveiled this Flexi 19 at the ISA International Sign Expo in Las Vegas, USA, from April 24 – 26 (Stand #3047); and at FESPA Global Print Expo 2019 in Munich, Germany, from May 14-17 May (Stand A5-F31).

About SA International (SAi)

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

SAi has a loyal and well-distributed network of resellers around the world with over 200,000 customers in more than 150 countries and enjoys strong OEM relationships with industry leaders. As well the USA, SAi has offices in Brussels, Belgium; São Paulo, Brazil; Pune, India; Shanghai and Hong Kong, China; and Tokyo, Japan.



Apsom Unveils Roland Dye-Sublimation Multifunctional Printer Texart RT-640M at Media Expo 2019

APSOM INFOTEX LTD. THE SOLE DISTRIBUTOR OF ROLAND DG CORPORATION, A LEADING PROVIDER OF WIDE-FORMAT INKJET PRINTERS AND PRINTER/CUTTERS IS INTRODUCING NEW DYE-SUBLIMATION MULTIFUNCTIONAL PRINTER TEXART RT-640M AT MEDIA EXPO TO BE HELD DURING 6TH TO 8TH SEPTEMBER 2019 IN NEW DELHI.



Apsom Infotex Ltd., the sole distributor of Roland DG's range of printers in India, has plans to unveil Roland's Texart RT-640M - a dye-sublimation multifunctional printer - at Media Expo 2019, which is scheduled during 6-8 September 2019 at Pragati Maidan in New Delhi.

Introduction of this new multi-functional printer is another step in strengthening and establishing company's extension of its product line into the burgeoning textile printing for sportswear, fashion, interior décor and soft signage applications.

The intelligent, affordable and versatile dye-sublimation printer, Texart RT-640M offers outstanding graphic results and gives you the freedom to print onto both ways – through transfer paper or direct-to-fabric, using the same specially-formulated Texart SBL3 sublimation inks.

This multi-functional printer is the best fit for those who are exploring business propositions in custom sign, graphics, décor and apparel business. With newly added unique capabilities to expand and simplify dye-sublimation, RT-640M can print directly onto coated polyester fabrics as well as dye-sublimation transfer paper, the class of which no other contemporary device can match.

The RT-640M is available in 4-colour (C,M,Y,K) 8-colour (C,M,Y,K,Lc,Lm,Or,Vi) and 8-colour fluorescent (CMYKOrViFyFp) configurations. In addition, it is equipped with ErgoSoft Roland Edition-2 RIP software, which has been specifically designed for use with Texart printers. ErgoSoft Roland Edition-2 is widely regarded as the premier RIP software in the textile and dye-sublimation market.

Dependable and value for money, the RT-640M advanced features maximise print quality, productivity, and convenience. The media take-up incorporates adjustable front rollers for no-skew printing, as well as magnet weights for improved tensioning and performance.

State-of-the-art 8-channel printheads deliver unmatched colour and image results on a wide range of materials while optimising ink coverage for lower operating costs. Escorted with brilliant features, the RT-640M printer is designed to bring out the best.

Highlighting the versatility of Texart RT-640M, Deborshi Paul Choudhary, Business Head Apsom Infotex, said, "There is a wide scope for RT-640M printer which is best fit for applications like flags, banners, backlit, indoor POP, curtain, bed cover, tablecloths, scarf, bags, handkerchief, etc. Additionally, its compact appearance and ability to produce high-quality sharp image would make it more profitable investment than any other machine. We are sure that this would be most sought after product in this edition of the Media Expo."

Apart from the Texart RT-640M, Apsom Infotex will be displaying Roland DG's range of printers, which include SOLJET EJ-640 - an eco-solvent printer, the latest UV technology RF-640 UV and Direct to Object UV LED Flatbed Printer -VERSA UV LEF- 300.

Media Expo is the biggest trade exhibition for indoor & outdoor advertising and signage industry in India.

It's a must visit to meet experts and experience Roland's range of high technology products at Stall No. D10 in Hall No 10 of Pragati Maidan, New Delhi during 6th to 8th September 2019.

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Colors Digital Crosses 200 Mark, Introduces Another Eco-Solvent Printer



Colors Digital India, which has reached 200 printers mark in just one year, has plans to unveil 10-feet eco-solvent/UV printers in the Delhi edition of Media Expo 2019. 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 targeted to a segment which was till date deprived of such affordable printers. "All our printers are competitively priced as affordability along with quality is our USP. By launching this new machine, we are inviting those for whom it was tough to break-in. We welcome new comers so that they can avail the opportunity and make the most of it."

Singh further informs that these printers are manufactured indigenously in the company's facility located in Kasna Industrial Area, Greater Noida in the state of Uttar Pradesh. The 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.



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.

For now, the company has expanded its customer base to as many as 20 cities including Amritsar, Amrawati, Bengaluru, Chandigarh, Chennai, Hyderabad, Jammu, Kerala, Kozhikode, Lucknow, Ludhiana, Mumbai, Nagpur, Patna, Srinagar, Vijaywada and Vishakhapatnam. For such a rapidly expanding clientele, Singh believes that his long sanding and networking in the market paves the way and played important role.

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.

Singh suggests that in the last one year, the company has manufactured and sold as many as 200 printers (UV + Eco-Solvent). "Increasing sales are the testimonies of the fact that our printers are well received. The response from the market is extremely good. This is because we use genuine parts and high-quality components in our printers, which are affordable and inviting for those who want to make their future in the world of printing.

Explaining the genuineness of the components, Singh adds, "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, he 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."

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.

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."

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10 Marketing Gimmicks by Mercedes to Boost Popularity

MERCEDES IS A POPULAR AUTOMOBILE BRAND BASED IN GERMANY. THE BRAND IS KNOWN FOR LUXURY VEHICLES, BUSES, COACHES, AND TRUCKS. TO ENHANCE ITS REACH AND CONNECT WITH THE CONSUMERS, THE CAR BRAND HAS MADE USE OF MULTIPLE PLATFORMS SUCH AS BUS SHELTER, BILLBOARDS, AND TRANSIT ADVERTISING. WITH THE USE OF INNOVATIVE OUTDOOR CAMPAIGNS, THE BRAND HAS SUCCESSFULLY ATTRACTED TARGET AUDIENCE, GENERATED A RIGHT BUZZ AND INCREASED SALES OF AUTOMOBILES.

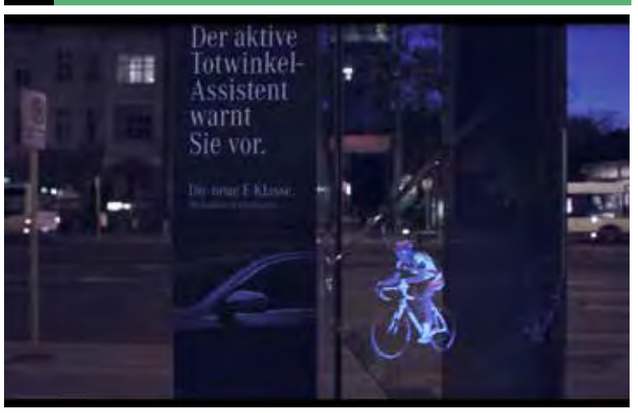
Bus Shelter Advertising by Mercedes



Billboard Extension Used to Advertise Mercedes-Benz



Outdoor Hologram Campaign by Mercedes-Benz



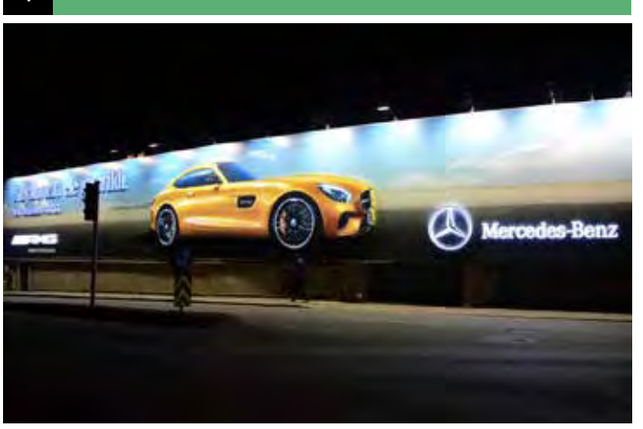
Cluster Advertising by Mercedes to Promote Itself



Pop-Up Gym at the Launch Event of Mercedes C-Class



Massive OOH Billboard Used to Promote Mercedes



Guerrilla Marketing by Mercedes



Gullwing Doors Promoted Through Street Marketing



Visual Campaign by Mercedes to Commemorate Ramadan



Transit Advertising by Mercedes to Advertise





Event Calendar

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
TAIWAN INTERNATIONAL SIGN & LED EXPO
Date: 06-09 September 2019
Venue: Hall 1, Taipei World Trade Center
Website: www.taiwansignexpo.com.tw/eng_index.asp

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

SEPTEMBER 2019
C!PRINT MADRID
Date: 24-26 September 2019
Venue: Madrid, Spain
Website: salon-cprint.es

OCTOBER, 2019
IPRINT 3D EXPO
Date: 17-19 October 2019
Venue: Zhuhai International Convention & Exhibition Center, Zhuhai, China
Website: www.iprint3dexpo.com

OCTOBER, 2019
THEIJC.COM (INKJET CONFERENCE)
Date: 29-30 October 2019
Venue: Dusseldorf, Germany
Website: www.theijc.com

NOVEMBER, 2019
KOSIGN
Date: 28-30 November 2019
Venue: Hall A, Coex, Seoul 135-731, Korea
Website: kosignkorea.com

DECEMBER 2019
FESPA EURASIA 2019
Date: 5-8 December 2019
Venue: Istanbul, Turkey
Website: https://eurasia.fespa.com

MARCH 2020
GARTEX TEXPROCESS INDIA 2020
Date: 19-21 March 2020
Venue: Bombay Exhibition Centre, Mumbai
Website: https://www.gartexindia.com/

JULY 2020
GIFTS WORLD EXPO 2020
Date: 24-26 July 2020
Venue: Pragati Maidan, New Delhi, India
Website: https://www.giftsworldexpo.com/

NEWSWIRE-NATIONAL

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MOMS Launches Innovative OOH Campaign for Colors



Recently, Viacom18 has entered India's biggest regional entertainment market with the launch Colors Tamil. To create awareness about the biggest channel launch of the year, a massive multimedia campaign has been activated across Tamil Nadu.

Viacom has collaborated with MOMS Outdoor Media Solutions to create the required awareness and buzz for the show launch through a big outdoor advertising campaign. The campaign has been created to enhance visibility as well as to garner the attention of the audience and generate the right buzz.

The inventive campaign had 150 houses and almost 15000 sq.ft. were painted with the Colors Tamil brand name on a hillside while driving on the way to Ooty. Moreover, an Mp3 player with speakers was installed on a bus shelter which played the channel's Tamil brand song along with other programmes during peak hours of the day. This format was used to reach a higher number of audience with a never before done innovation.

The marketing drive also included conventional OOH touch-points such as billboards, bus shelters and pole kiosks etc. layered with transit branding to enhance visibility such as LED screens inside the Railway stations and Bus terminus as well as bus back panels.

This strategy was implemented to create a balance between the large and small media formats with transit branding to target people on the move. All these destinations were plastered with the channel launch message to create a high-recall factor.

Zee5 Targets Commuters by Putting Up Real-time Billboards



ZEE5 is a popular Indian video on demand website which has recently launched a dynamic outdoor campaign. By installing real-time, dynamic billboards across Mumbai's Western Express Highway (WEH), the famous online video portal is planning to reinvent OOH advertising.

The dynamic billboard informed commuters about the estimated time of arrival (ETA) to their destination alongside prompting travellers to opt for favourite shows like Kaafi and Rangbaaz to watch on the ZEE5 app. This is an innovative idea to handle the traffic anxiety faced by commuters' every day mainly during monsoons.

To effectively utilise the maximum time of their travel, ZEE5 gives a solution by a perfect blend of content, technology and data. These recommendations of episodes and series were dynamic and changed in real-time along with the destinations en route.

This brilliant Idea was conceptualised by ZEE5 internal brand team and executed by the outdoor agency Laqshya. The billboard went live in July and lasted till the end of August. With this unique campaign, ZEE5 aims to target audience real-time and make the over the top media (OTT) platform as the go-to entertainment destination anytime.

ZEE5 has always been a platform built for the masses and OOH is an important medium to reach out to target audience. It is the brand's constant endeavour to use data and technology to connect with consumers in a targeted manner.

NEWSWIRE-NATIONAL

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Media Expo Delhi 2019 to Uplift Fresh Media Outlooks for New Age Advertisers



Edition after edition, Media Expo as a brand, is recognised to showcase technologies that change the trends in the industry. India's largest exhibition for indoor & outdoor advertising, signage and printing industry will open its doors from 6 to 8 September 2019 at Pragati Maidan New Delhi, covering six halls i.e., 8, 9,10,11,12, and 12A.

The leading exhibition in its sector, currently hosts 219 exhibitors which already accounts to 14% surge, once again breaking records from its previous editions. Spread across 18,102 sqm of exhibition area, the 45th edition also marks a 15% increase in the exhibition space.

Today, advertising has gone beyond just a catchy tagline and an attractive logo. The rat race to make a better impression has led new age advertisers to constantly scout for various unconventional ways to hit the right sentiment of the right target audience. But with the media and advertising industry being bombarded with numerous innovative ad concepts and solutions, it is necessary to find appropriate tools to create a successful brand campaign.

Keeping pace with the current trends of the industry, the latest edition of Media Expo has also organised an insightful workshop that will bring industry leaders and experts under one roof. This knowledge platform is specially designed to focus on the latest trends and opportunities which the advertisers can grab to create an impactful marketing campaigns.

The workshop that will host eminent members from the industry like Santosh Nair, HP India; Rajesh Mrithyujayan, Monotech Systems Ltd; Tejasa Purandare, Cosign India Pvt Ltd; and Akash Arora, Aero Digital Signage will attract decision makers and top management members from the advertising and marketing sector.

The topics to be covered under the workshop would be: Digital Printing: A sustainable opportunity; 3D Printing: A profitable alternative?; Signage planning: An art; Digital signage: Replacing print? Or complementing and enhancing possibilities?

Overall, along with traditional media on display the show will focus majorly on rapidly changing trends in the industry. Media Expo being a pioneer platform for advertisers and marketers, will help both exhibitor and visitor profiles to be in sync with worldwide advancements.

Wavemaker Kinetic Launches OOH Campaign for Cadbury Rakhi Celebrations



Kinetic Worldwide, an Out-of-Home player in the media industry, has collaborated with Cadbury for a topical advertising campaign around Rakhi Celebrations.

Especially during this time of the year consumers are looking for gifting options. Therefore, a brand needs to establish an emotional connection. Cadbury Celebrations has become synonymous with Rakhi celebrations. The brand's trust and goodwill become the prime factors to establish the product as the most preferred gift during festivals in India.

The billboards installed featured message 'Iss Rakhi kuch accha ho jaye, Kuch Meetha Ho Jaaye'. Huge billboards were installed across high traffic areas in sixteen cities. To reach a target audience and express love for siblings during Rakhi, Kinetic also installed Cadbury Celebrations LED networks and mall facades alongside OOH marketing, creating an effective recall.

The campaign is targeted at both men and women in the age group of 16 to 35. To bring out the festive feel, huge handmade rakhis with Kundan and Pearl work were installed at two premium locations in Mumbai – on the highway towards the domestic airport (Vile Parle) and at Worli. These rakhis also had a backlit celebrations packet with lighting that gave it a 3D reality effect.

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Vivo Smartphone Launches Programmatic DOOH Campaign to Connect with Millennial



Vivo Smartphone introduced the new S 1 DOOH campaign on TagTalk - A hyperlocal in-venue live customer engagement platform. A programmatic campaign was introduced to create a buzz as well as connect with millennial during peak hours.

The innovative digital OOH marketing gimmick went live in more than 200 popular pubs and cafes across big cities such as Delhi, Gurugram, Mumbai, Pune and Bengaluru.

The use of technology helped deliver and connect better with the youth. Vivo Smartphone used TagTalk's content optimization tool to amplify content during peak hours pairing with Vivo Pro Kabaddi League 7 pm onwards.

After generating brand engagements in their previous campaigns, Vivo Smartphone once again created a buzz by integrating social media to drive engagements using TagTalk's location-based photo sharing feature. S 1 social media campaign #ItsMyStyle went live across the network on Friendship Day enabling millennial to share their selfie on TagTalk using location-based Instagram.

Innovation has been an important factor for Vivo's growth & TagTalk is one such platform which provides engagement with the right target audience at the same time.

This time the campaign was optimised further through programmatic and ensuring maximum impression while leveraging the recall through another property of Vivo, which is PKL. This further ensured the exponential impact and started a conversation with the key audience.

Times OOH Transforms Mumbai Metro Media Ad Portfolio



Times OOH has brought in a change in its Mumbai Metro media ad portfolio with the addition of impressive digital and static outdoor advertising options at key stations like Andheri and Ghatkopar which is being considered an important move.

Times OOH has strategically placed large video-walls at the busy stations along with a new holographic projection at Andheri station. These two additions to Times OOH's existing network of over 200 digital screens and over 700 media options across Mumbai Metro will offer more flexibility and higher ROI to media planners.

Mumbai Metro is considered to be the most lucrative and effective out-of-home media properties for advertisers across volume-driven sectors like electronics, fashion and FMCG.

According to Times OOH, the change is brought to meet the changing patterns and brand needs. The sole objective of being able to provide an effective and vast range of media options to advertisers.

Based on important parameters like passenger movements, feedback from clients and partners and category trends, the media plan is refreshed. Most of the media options are live and some are underway. Also, good uptake of media categories like OTT, as well as e-commerce, especially video walls placed at high footwall zones like ticket counters and large format static media placed at Bank of Baroda Andheri and VIVO Ghatkopar stations was seen.

NEWSWIRE-NATIONAL

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Cities Adjacent to Mumbai Expected to Witness Growth in OOH



According to the leading website, although Mumbai still retains the top spot when it comes to OOH market, however, there can be seen a gradual shift and rise in OOH in cities like Thane, Navi Mumbai, and Panvel, as well as the entire stretch along the Mumbai Pune Expressway.

All these areas have observed a major infrastructure facelift in recent years, and with burgeoning traffic on the roads, the OOH media assets are attracting a large number of advertisers.

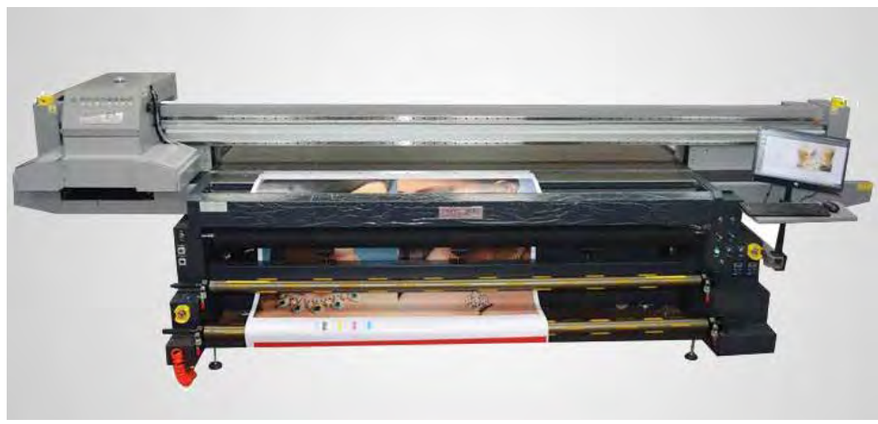
Moreover, these areas have not only traditional OOH media but also transit, mall and cinema advertising media, doing an estimated annual business of Rs 150 crore, which is expected to double in the next 2-3 years.

The demographic changes and the city development is paving the way for vantage advertising sites as well as helping OOH operators attract more advertising business.

Improved transport connectivity is another lever for accelerated OOH growth. It is important to note that the Metro rail network has considerably reduced the commuting time between Thane/Navi Mumbai and VT/Vashi, and that is another reason for people to live in the adjoining cities and work in Mumbai. These large numbers of on-the-go office-goers are target audiences for different advertisers.

Furthermore, the upcoming Navi Mumbai International Airport will transform these OOH markets and help drive its growth.

Monotech Systems Launches Pixeljet UV Wide-Format Series



The Pixeljet UV series from Monotech Systems is the company's latest offering. It has seven varieties of wide-format printers. The classification of these seven variants depends on the web width (six- to 10-ft) and printing speed (100- to 700-sqft/ hour) of the printer.

The new series includes Pixeljet 3218 RMO UV hybrid printer; Pixeljet 2512 RMO UV hybrid printer; Pixeljet 2512 faster; mid-volume UV flatbed printer; Pixeljet 2132 high-volume UV flatbed printer; Pixeljet UVmini true flatbed printer and Pixeljet POWERPRO 3.2M UV LED roll-to-roll printer.

The new series works on digital inkjet printing technology. The printing occurs on DOD (drop on demand) technology for perfect and maximum use of printing ink. Moreover, the printers launched in this series have the potential to print on almost all available substrates in the market for all feasible applications. It prints through its imported Japanese printing heads.

The various substrates it can print are glass, tiles, PVC, laminates, wood, signage, POP and PSP. Furthermore, the new series is touted to be an important printer for every printing firm that wants to produce an enhanced print for beautification and attractive applications.

The running cost of Monotech's products is comparatively low due to the patented Thin Technology. It provides much higher coverage in minimum ink consumption, Thin Technology is an Agfa technology, and since Monotech Systems is its Indian partner, it has access to the technology.

Monotech Systems' machines contain body frame, printing heads, printing ink, software, customised motor drives and other important components. The company also has a dedicated demo centre and a separate team for customised applications.

NEWSWIRE-INTERNATIONAL

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

Darwin International Airport Gets First Ever DOOH Billboard



Recently, Darwin International Airport launched a new outdoor digital billboard in association with leading Media Company, oOh! Media to connect with the target audience.

The introduction of this large format digital Supersite (12.66m x 3.35m) further enhances the advertising suite at Darwin Airport and provides advertisers with an opportunity such as an end to end solution that will reach domestic and international travellers arriving into Australia's gateway to South East Asia.

The new large-format outdoor digital billboard, located on Henry Wrigley Drive, complements the airports already well-established digital advertising sites within the terminal, allowing advertisers to connect with travellers at multiple touch-points across their airport journey.

Among the first advertisers to use the new outdoor digital billboard is high profile local tourist attraction Crocosaurus Cove. They chose this medium because the company identified the airport as a key environment to reach a target audience of domestic and international travellers arriving in Darwin.

Multiprint Solutions Deploys New Océ Colorado 1650 Printer



Multiprint Solutions based in Stockport became the very first company to install Océ Colorado roll-to-roll 1650 printer in the UK.

With new team members joining Multiprint Solutions, the company been investing mostly in new machinery to improve the large format offering to their clients which includes advertising agencies, POS and merchandisers, retail and display/event companies locally and nationwide.

Last month, they invested in the brand-new Océ Colorado roll-to-roll 1650 printer, the very first to be purchased in the UK.

The Colorado UV printer can print onto substrates up to 1650mm wide and because of the unique way the inks are cured they can offer a matt or gloss finished image no matter what substrate is used. For example, one can print a matt image onto gloss paper, which if you have white text on a coloured background gives the appearance of the white text looking as though it has been gloss varnished. And, earlier this extraordinary feature was not feasible without extra lamination.

The machine also offers double-sided printing and can print onto materials up to 800 microns thick. The inks are very flexible and so won't "crack" when creased or folded. According to director Andy Bruce, the quality and speed that Colorado produces graphics and the wide range of substrates it can use are fabulous as it can print onto almost anything.

NEWSWIRE-INTERNATIONAL

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Ainsley Signs Improves Efficiency with Bubble-Free Pro Applicator



Ainsley Signs is a Manchester-based company, which offers a complete sign making service from design, engineer and manufacture to installation from its 2,000sqm premises, has installed Bubble-Free Pro Applicator.

The majority of Ainsley Signs' customers are large blue-chip companies that supply the construction industry with bespoke signage for upcoming housing developments. The business runs Mimaki and Roland DG printers, a Canon Océ Arizona UV flatbed and a CNC router.

The majority of the company's work is a minimum of 2m high and none of the other manufacturers could offer an applicator in the size that the company wanted as per reports. Therefore, they chose Bubble-Free Pro Applicator which perfectly fits their requirement.

The Bubble-Free Pro Applicator has doubled their production speed as well as can get things out the door a lot quicker now which has further helped them save money.

While the 27-staff company invested around £20,000 in a 2.2x7m version of the machine, which is the largest to be installed in the UK to date, the device is also available in widths of 1.5m and 1.7m, with pricing starting from £8,995.

Xaar Marks 20 Years of Xaar 128 Inkjet Printhead with Celebrations



Recently, Xaar celebrated the 20th year of existence of its ever-popular Xaar 128 printhead. In the past, the printhead was conceptualised for use in desktop fax machines, however, later the Xaar 128 proved to be a better fit to other sectors due to its combination of reliability, ease of integration, speed and quality of the print.

This eventually turned it to quickly become a firm favourite in the coding and marking as well as wide-format graphics markets.

Xaar 128 was launched in 1999 and was the impetus behind the first industrial inkjet revolution in wide-format graphics. Its compact footprint and light carriage weight of only 16 grams, combined with its simple electronic interface, enables quick and easy integration into printers by OEMs.

Whether printing outdoor or indoor graphics, barcodes, outer case carton coders or poster printing, the Xaar 128 and its compatibility with many ink types positioned it as the leading 17 mm piezoelectric drop-on-demand printhead.

This has been maintained over the last 20 years and later evolved into new applications. With its ability to handle the printing of fluids with a range of viscosity, reactivity and conductivity the Xaar 128 is also now proving perfect for certain uses in the latest Advanced Manufacturing and 3D market sectors.
With over 1.5 million Xaar 128 printheads in the market, the success of the Xaar 128 was officially celebrated with the cutting of a 'birthday' cake at Xaar's factory in Huntingdon, UK, where the Xaar 128 is manufactured.

NEWSWIRE-INTERNATIONAL

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

Impecca Deploys Jeti Tauro H2500 & Anapurna RTR3200



With the recent installation of an Agfa Tauro H2500 LED printer and an Anapurna RTR3200 LED printer, Impecca of Quebec City, is now able to offer its customers a wider range of high quality and wide-format print products. When it comes to indoor and outdoor signage and exhibition graphics, vehicle graphics and car wraps, new technologies form Agfa combined with Impecca's sales staff's skills will help the company provide complete solutions with maximum quality control – from initial job creation to final delivery.

Moreover, due to advantageous features such as high print quality and proven productivity of the Jeti Tauro H2500 LED and the Anapurna RTR3200 LED along with the ongoing tech support received from the Agfa Graphics' sales and service team, Impecca opted for Agfa. In addition to providing wide-format products such as exhibit graphics, signage, vehicle graphics, POS and POP displays, the company also specialises in document and textile printing, envelopes, promotional items and more. Impecca has been serving Quebec City and surrounding communities for over 25 years.

The hybrid Jeti Tauro LED relies on UV LED curing to offer vivid six-colour plus white or primer prints, exceptional productivity (up to 275 m²/h) and cutting-edge automation. A robust hybrid UV inkjet printer with an integrated roll-to-roll system, it features continuous and automated feeding of rigid and flexible media. Its possibilities for a high-end sign and display printing are almost endless, with prints of up to 2.54 m wide.

ONYX Software to Be Certified for HP Stitch Textile Printers

Recently, Onyx Graphics Inc. announced that its ONYX software is certified for the HP Stitch textile printer line. The HP Stitch S Printer Series is the first widely available textile focused printing solution developed by HP. Onyx Graphics Inc. is a prominent software solutions provider for the wide-format printing industry celebrating 30 years of innovation.

HP's RIP certification program establishes an extensive set of integration, compatibility and performance criteria aligned to the highest performance standards and the one-of-a-kind capabilities of HP printing technologies. The HP Stitch Certification is a process to differentiate HP partners that demonstrate conformance to these criteria to receive HP Stitch Certification status.

For the new HP Stitch S Series, Onyx Graphics designed the driver to include functionality for both direct-to-fabric printing and dye sublimation transfer using paper or film. Furthermore, the ONYX driver provides a custom ICC build option preset specific to the HP Stitch printers as well as ONYX QuickSet options to simplify managing textile and dye-sublimation workflows. Combined with ONYX iccMAX v5 profiling found only in ONYX 19, users of the HP Stitch S300 and S500 printers have an easy way to achieve superior and consistent colour across their entire print production environment. Moreover, it is an easy way to automate complete textile print workflows.



Resource Guide

ACRYLIC LED SIGNAGES

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

BALLOONS

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

BANNER STANDS/ROLL UPS

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

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

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

ECO SOLVENT MEDIA

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

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

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

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

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

EXHIBITION DISPLAYS

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

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

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

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

FLEX

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

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

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

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

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

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

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

INKS

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

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

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

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

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

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

LAMINATION MACHINES

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

LASER ENGRAVING MACHINES

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

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

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

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

LED MODULES

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

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

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

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

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

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

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

Tremai LED
16, 2nd Floor, Rama Rd, Industrial Area
Najafgarh Road Industrial Area, Delhi – 110015
M: +91 99111 11174
Web: tremailedlighting.com

LED STRIPS

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

Tremai LED
16, 2nd Floor, Rama Rd, Industrial Area
Najafgarh Road Industrial Area, Delhi – 110015
M: +91 99111 11174
Web: tremailedlighting.com

MULTI-COLOUR SCREEN PRINTING

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

P.O.P. DISPLAYS

FlangeWala
Mob: 9910236759
Email: flangewala@gmail.com

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

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

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

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

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

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

PROMOTIONAL UMBRELLAS

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

SUBLIMATION PRODUCTS

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

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

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

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

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

SIGNAGE MACHINERY

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

Paras International
4-E, Madhav Complex, Opp- Raipur Building,
Big Bazar, Nr Raipur Gate, Raipur
Ahmedabad, Gujrat-380022
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