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SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.15 Issue.5 Sep-Oct 2019

Price: 100RS.

INTERVIEW

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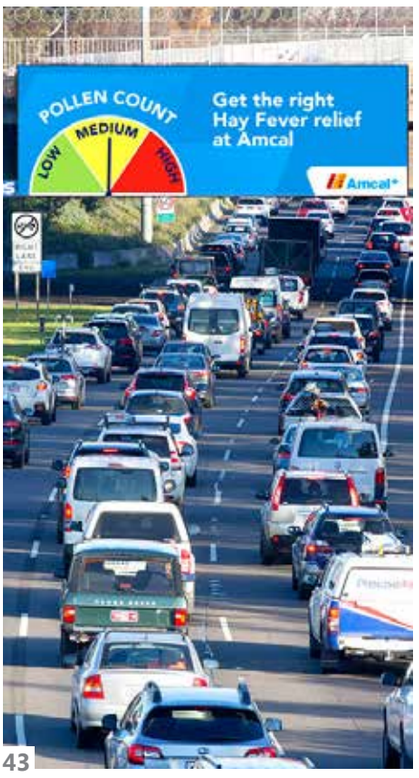
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Rapidly increasing awareness has raised concern towards environment across industries irrespective of products or applications, and signage industry is no different. Initiatives such as ban on the use of PVC-flex by certain states and a push towards eco-friendly publicity materials for promotional purposes are hinting a kind of ambiguity on the appropriateness of printing technology.

Through the cover story, we have tried finding out the trend now and in the near future. The ban on flex in some states has opened up the way for alternate materials, say for instance, polyester–based textile or natural fiber such as cotton or cotton blend. Some of these materials are compatible with all the inks, while others are limited to a particular ink set. Initially dominated by paper transfer sublimation inks, the market has now grown to include direct sublimation or disperse inks, UV flexible inks and latex inks. For all these, we spoke to a few industry experts and have tried reaching a conclusive remark.

Apart from that, the issue also features extensive interviews of a couple of eco-friendly media manufacturers/suppliers – Sun Fabric and Cotex from Cosign. Interview of Nil Dvir, Sales Director of Massivit 3D Printing has made it clear that 3D printing is going to be the next big thing in the world of signage and promotion.

Besides, there is an interview featuring Saurabh Sehdev, Co-Founder, True Color Solutions and an interaction with Anirudhan Vijayaraj, General Secretary of Kerala's Sign Printing Industries Association who is confident of getting the flex ban recalled. ColorJet's BioPrint technology and Operators' Training Programme have also found prominent space in this issue.

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 topics you would like us to cover in our future issues.

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

Vol 15 Issue 5, Sep-Oct, 2019

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

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

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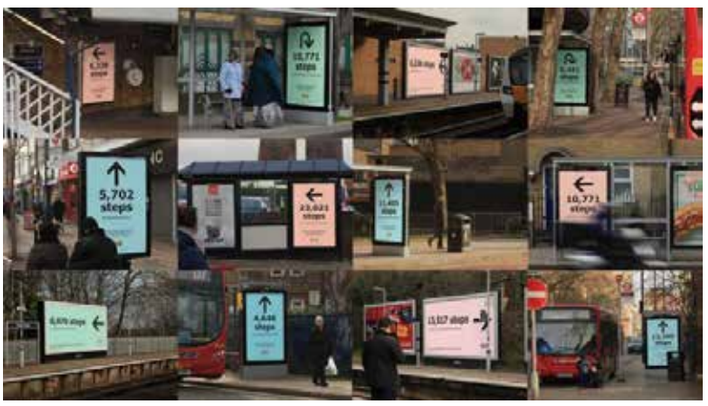
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An OOH That Differentiates Jeep Compass from Other SUVs



The popular SUV brand Jeep has tapped into an upcoming trend in Indian music - hip hop - to create its latest and most-upbeat campaign Under the Hood to talk about the features of Jeep Compass. The digital campaign, that has been conceptualised and executed by Digitas India, comprises a series of seven short videos that promote unique aspects of Jeep Compass and how it stands apart from the clutter. Set against animations, the video rap series simplifies complex engineering concepts to entertain and educate viewers on every feature that a great SUV must have. Urging viewers to look beyond nomenclatures and labels, the series aims to create a new generation of informed customers through head-bobbing rhythm and rhymes.

Billboards Showing Eco-friendly Route to IKEA's Most Sustainable Store



Mother created an intriguing approach with billboard advertising in order to promote IKEA's new Greenwich store, the most sustainable IKEA store ever. The ad agency devised a campaign that was aimed at highlighting the store's eco-friendly credentials. Under this campaign, billboards and posters were developed and installed all over London with an aim to directing the would-be shoppers to the new store, and encouraging them to take the most eco-friendly route either on foot or by public transport. This is why the distance to store has been highlighted in terms of the number of steps and not in the form km.

This Billboard Ad is Unique as It's Painted with Ink Made from Fumes



Graviky Labs has launched a successful kickstarter campaign, which is painted with AIR-INK - an innovative ink made from air pollution. To develop this ink, a device was set up to capture particles of black soot from car exhaust fumes and chimney smoke, which is then processed and transformed into safe, top-quality ink. To promote the project, the team roped in illustrator Kristopher Ho to paint a huge billboard for London's Shaftesbury Avenue, effectively 'recycling' the pollution into artwork. To make the scale of the undertaking clear, and intrigue passers-by, the billboard has a simple slogan: 'This art is painted with air pollution'.

The New Peugeot E-208 Billboard Recycles The Noise, SilencesThe City!



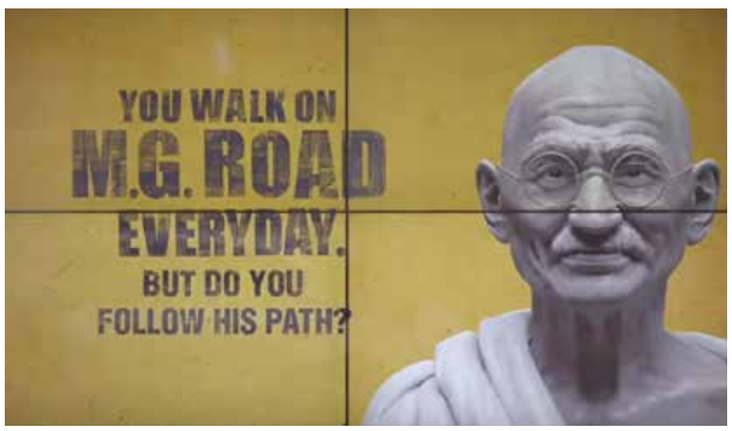
The Peugeot billboard evinces that the future isn't only exciting, it is also quieter. Peugeot, along with agency BETC, designed the first billboard composed of thousands of acoustic sensors with piezoelectric properties, capable of charging electric vehicles using cities' noise pollution. The device absorbs the vibrations emitted by city sound waves to help recharge the new e-208, 100% electric model. To demonstrate their commitment to Unboring the Future, as well as its notable entry into the electrical market, Peugeot highlighted the virtues of a promising new technology: piezo-electricity, which generates an electric current when put under stress-in this case, sound.

CALM Launches A Campaign Against Living Miserably – Call for Help



Suicide has been one of the biggest killers of men in the UK. To deal with this issue, Campaign Against Living Miserably (CALM) launched their Awareness campaign Call for Help recently for those who were experiencing suicidal thoughts. They provide a free and anonymous helpline for these people to reach out. The 'Call For Help' campaign resembles a smartphone on billboards and digital display through out-of-home (OOH) marketing across the UK. The campaign is linked live to their Suicide Prevention Line, and whenever they receive a call, the ads are interrupted with a loud ringtone, which catches the people's attention. They want to show the people who might be scared to make a call, how regular these calls are made, and how immediately the calls are answered to help them.

An OOH To Commemorate Bapu's 150th Birth Anniversary



This Gandhi Jayanti, Tata Salt launched a campaign, let's pledge to walk on Bapu's (Mahatma Gandhi) path and make India clean. It was to mark the 150th birth anniversary of Father of The Nation. The campaign stood out to be a head turner in such a way that it speaks to the passersby and remind them - 'You Walk on M. G. Road Every Day, But Do You Really Walk on Bapu's Path?'



THE FUTURE OF DIGITAL PRINTING IS NOT BOUND TO STICK TO ANY PARTICULAR TECHNOLOGY FOREVER, BUT UV IS EXPECTED TO RULE OVER THE SIGNAGE INDUSTRY FOR NOW.

Introduction

Signage is a traditional promotional tool that has been in the use for ages, especially for the purpose of marketing and advertising in the form of signboards, billboards, hoardings, banners, etc. Over the years, it has seen rapid transition, and now after the ban on flex by few states in India, fabric has entered the signage market as an alternative. Although this change was not sudden, yet it again brought focus on the discussion over the type of printing technology to be used in time to come.

The run for greener solutions has pushed the growth-conscious manufacturers/suppliers to upgrade themselves to a newer printing technology i.e. UV. However, quite a few of them are still indecisive whether to opt for UV or sublimation to stay competitive for longer. This is also because when it comes to printing over fabric, sublimation is being practiced from decades. Many such suppliers/manufacturers of technology are of the view that UV will rule the roost, while some are pushing sublimation as the green printing solution.

Digital Printing & Soft Signage

Digital printing in signage industry has come of age. As there is a very strong push for soft signage or for that matter digitally printed fabric signage, the on-going discussion on the appropriate printing techniques has created a kind of ambiguity. No wonder the ban on flex in some states has opened up the way for alternate materials, say for instance, polyester–based textile or natural fiber such as cotton or cotton blend. While some are compatible with all the inks, others are limited to a particular ink set.

Meanwhile, the use of soft signage is evolving to encompass range of applications, including trade show graphics, backlit displays, retail store décor elements, flags & banners, etc. With this, growing continuously is the number of ink sets. Initially dominated by paper transfer sublimation inks, the market has now grown up to include direct



Pradipta Chowdhary
Senior Product Manager
Fujifilm India Pvt. Ltd.



Shailesh Mehta
Director
Mehta Cad Cam Systems Pvt. Ltd.



Manoj Kumar Garg
National Product Manager-WFG
Monotech Systems Ltd.

sublimation or disperse inks, UV flexible inks and latex inks. Here, it is important to note that UV digital printing has evolved so much that it can print on anything irrespective of substrates.

In our quest to know how digital printing industry is shaping up with special reference to wide format, we at Sign & POP World met with select players – Fujifilm, Monotech, Mimaki & Mehta Cad Cam. All of them insisted that UV technology will continue to dominate for now, while there are also a few voices strongly favouring sublimation technology backed by a subtle reason that this technique is greener than UV.

The Transformation

Pradipta Chowdhary, Senior Product Manager, Fujifilm India Pvt. Ltd., rightly says, "The signage industry has seen a series of transformations especially when it comes to technology. It goes as per the market demand. What we foresee is that not only the contemporary but also the near future era will be of UV technology in all segments including retail, outdoor, backlit, etc. wherever signages are used."

According to him, two years back UV was restricted to places like airport, malls, etc. "Now people have started understanding the application of UV technology and the special attributes attached to it. They know that printing gets improved if done with UV technology. If it's backlit, UV is the best option. If there is a green concern, UV is the only option. If a hoarding is to be printed, UV is the perfect one."

Chowdhary agrees that UV is costly for now. "People start cutting their corners as the alternative stuff is so cheap. Why Apple doesn't prefer its hoarding on solvent? This is because there is a fear of dilution of the brand. And when same hoarding is put to UV, the colours are different. Even the backlit gets improved. So, they stick to a standard technology to maintain their brand image."

Echoing the same sentiments, **Manoj Kumar Garg**, National Product Manager-WFG for Monotech Systems Ltd., says, "Definitely, UV segment of the digital signage market is going very high. For now, the shift is from solvent & eco-solvent to UV. Almost 20-25% has already been shifted in last two-three years. We see a very bright future for UV technology without the implication of any other better technology to come in near future."

Garg adds, "Right now since the economy is not on track, we too are facing some slowdown. Meanwhile, there is a wave of ban on PVC-based media, which is giving a push to the replacement market wherein alternate media is getting introduced. Actually the media is there, but the price is a deterrent. A lot of options have come in the market. Manufacturers like Arvind, Eco-Sign, Sun Fabric, etc. have come up with best possible alternative to flex. Exploration is still on and the market is wide open for any new player to move in."



Fujifilm continues with its Acuity range of UV printers

Shailesh Mehta, Director, Mehta Cad Cam Systems Pvt. Ltd. has almost the same opinion that the market is shifting from low resolution to very high resolution printing quality. "The awareness level has been upped. Big manufacturers, in order to maintain their position, are shifting to higher quality of printing machines and bringing in high speed printers, most of which are in UV for now," he says.

He also maintains that this shift in the digital printing industry is very big in itself as it will push the small players out. "They will gradually go out of business as the sustainability would become a problem for them. Also, the profit margin is getting reduced for them with each passing day as the competition is escalating and bigger new entrants are making inroads."

Talking a bit different from the league, **Yoshimoto Sugiyama**, MD, Mimaki India, along with **Daisuke Yamane**, Sales Manager-North & South India, opine, "Lot of ecology conscious customers are coming now and in some states, plastic or PVC-based media is already banned. Industrial signage material is also using plastic. So, companies are really indecisive whether to invest in UV machines or eco-solvent and other machines. Most of the brands are shifting to UV machines, while the wave is also towards sublimation for soft signage owing to the ban on PVC-based media."

Amidst all these opinions inclined exclusively towards UV printing technology, stakeholders also suggest that soon there will be only eco-friendly printing solutions wherein media is set to be PVC-free, recyclable and bio degradable. This has



Yoshimoto Sugiyama
Managing Director
Mimaki India

Daisuke Yamane,
Sales Manager-North & South India
Mimaki India

further got cemented with the recent order issued by Kerala Government, wherein it is not allowing any material but green. Anticipating further that this drive will turn out to be a nationwide movement, they take it as a clear hint that digital printing industry is taking a stride towards soft signages, sooner than later.

There are claims that the alternative to flex has already entered the market and is waiting for corporates to take the lead. Players like Sun Fabric, EcoSign and Arvind claim that their media is PVC-free and are not only recyclable but also bio-degradable. So, what should those players do who have recently invested in PVC-flex manufacturing units? It is also important to note that switching over is not going to happen with immediate effect. This is despite the fact that change is very much visible.



Mehta has recently introduced a couple of UV flatbed printers

The Expected Overturn

Experts feel that the indicated overturn will take some more time as many states are yet to strategise and impose restrictions on flex to be used as publicity material. However, they suggest that the time is not very far and flex manufacturers should start transforming & upgrading their manufacturing units so as to get engaged in developing eco-friendly PVC-free media instead of going after flex for which there doesn't seem any respite in time to come. This is also because corporates have started shifting to soft signage.

Are all these developments making way for sublimation technology? "See, technologies are meant to move on. Sublimation may become the next stop for green printing solution in signage industry. Although sublimation is an older technology in garment & apparel sector, but it is all new in the signage industry following the invasion of soft signage and introduction of fabric into this segment," says Chowdhary adding that unlike other printing technology, sublimation has its own limitations.

He suggests that the current printer operators' fraternity comes with a background of painting. "These operators don't have any idea of printing on fabric and pre- and post-treatment of the same. They neither know the fabric nor the process. They need proper training of all this, in the absence of which, printing on soft media may not be possible for them. Further, sublimation has a whole lot of stages like pre-coating, printing, transferring, heating, drying, etc. They need to understand the complete process."

Similarly, Mehta also advocates use of UV technology. Not only is that it in demand for now, but also because of its superiority over the conventional solvent and eco-solvent printing. "Right now, we are manufacturing only high quality printers, which the industry is asking for. In our machine, we use controllers from Switzerland for uninterrupted operations, that too with high speed and high resolution. Further, we keep incorporating new technologies and features as and when these are available to the market," he says adding that he is soon going to expand the portfolio by launching DTG printers.

Mehta entered in the wide format printing around two decades ago when it had launched Flora. "Then, we were not manufacturing but sourcing from outside India. Now our strength is manufacturing and we are trying to develop as many new & innovative printers as we can. This doesn't only provide us the opportunity to control the quality of our final products by keeping a constant check on complete manufacturing process, but also allows us to offer two-year warranty on our printers."

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Backlit soft signages

Garg favours the invasion of UV printing for now and eliminates the possibility of signage industry shifting over sublimation in near future. "We all know that the market is extra sensitive these days. With various regulatory measures being initiated from the government side, demand for eco-friendly printing solutions has increased. This made us focus on offering solutions with UV inks, which are eco-friendly. Also, printing on various recyclable medias instead of PVC flex helps reduce environmental hazards," he clarifies.

Garg asserts that the manufacturing capabilities at Monotech are unique. "This is because we have most of the things in-house. This offers us the opportunity to design products that the market asks for.



Monotech has added Pixeljet 3218RMO hybrid & Pixeljet Powerpro UV LED RTR printers to its portfolio

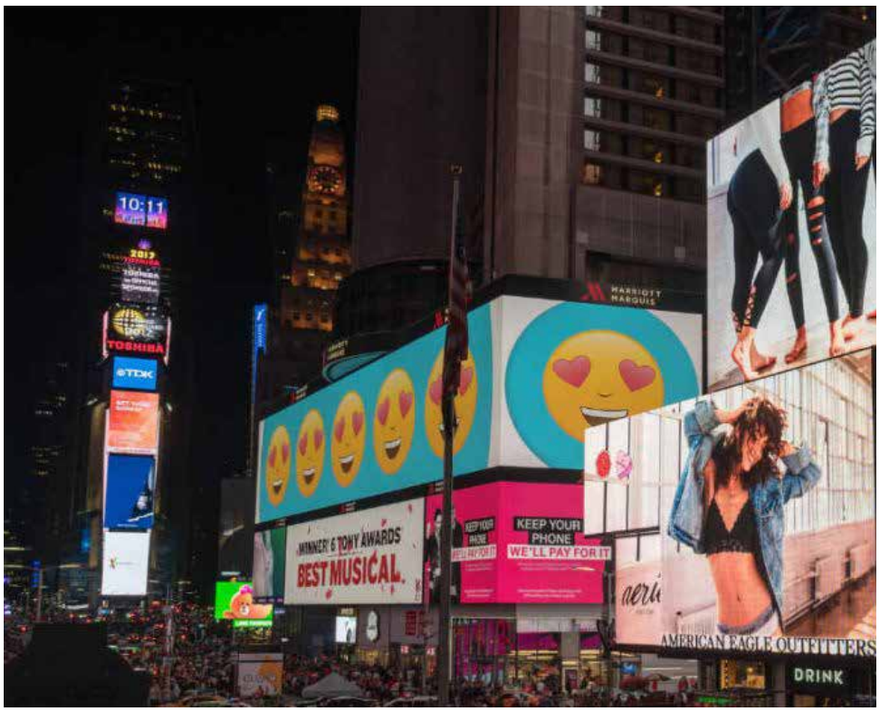
Being a manufacturer, we can understand the market needs better and accordingly develop products so as to perfectly meet the specific requirements. Further, we keep educating the market to drive the eco-friendliness in the digital printing segment. We let them understand the benefits attached to it."

Expanded Options with UV

In the meantime, with the coming up of stringent rules around environment-protection, such as ban on flex by some of the states and the restrictions on the use of solvent technology, there has been a change in the landscape of the signage industry. Drives like this have triggered many PSPs to opt for more sustainable options, to remain on the safer and greener side. In all, sustainability has become a buzz word in the signage industry. No wonder, majority of the printer manufacturers as well as suppliers are pushing eco-friendly solutions.

Monotech has come up with a couple of UV printers Pixeljet 3218 RMO hybrid printer and Pixeljet Powerpro 3.2-m UV LED roll-to-roll printer with Ricoh Gen6 printhead. The Pixeljet 3218 RMO is a UV hybrid printer with high-speed LED UV curable inkjet system which offers the capability of printing a large size on a rigid as well as soft media. Ideal for short- to high-level production of multiple jobs with different sizes of media, it also offers media edge-to-edge printing that eliminates the need of extra finishing step, saving time and money.

"With printing speed of up to 450-sqft/hr, Pixeljet 3218 RMO hybrid printer is designed to deliver exceptional print quality on a wide variety of rigid media including corrugated sheets, plastics, acrylic, glass, foam boards, exhibition panels, wood, aluminium, MDF, etc. and wide range of flexible media," says Garg.





Fabric is on full bloom in the signage industry

The Pixeljet Powerpro is dedicated roll-to-roll UV LED-curable printer, and comes in two versions - 6-colour and 4-colour plus white. Equipped with Ricoh Gen6 printhead, it can print on a wide range of flexible media for indoor as well as outdoor applications and helps users save energy, cost and time. "The four-colour plus white version stands out by its ability to print white in different modes, improving the opacity of the printed material as well as increasing colour contrast and readability," informs Garg.

Mehta Cad Cam has recently added RasterJet RJ1802R LED UV inkjet printer to its portfolio of LED UV Inkjet printers. Equipped with Ricoh Gen5 printhead, the high speed, high precision 3.2 meter wide robust UV LED printer is compatible with a variety of rigid substrates as well as flexible media. Escorted with Linux-based virus-free operating system enables PSPs to process even large file at high speed. Back to back printing (3 layers CMYK-White-CMYK) is possible in single command with RasterJet UV printers.

"Optimum droplet sizes are automatically selected from 6PL to 30PL for each print mode. Moreoevr, RasterJet UV printers can separately control droplet size for process colour (CMYK) and spot colour, which makes it useful for simultaneous double layer printing Small droplets are used for colour printing to present a delicate finish, and large droplet are used for white-base-layer printing to obtain high opacity," explains Mehta adding that being one of the oldest manufacturers, Mehta printers are giving tough competition to the Chinese machines.

Fujifilm India's range of Acuity printers with LED UV technology come in three variants — roll-to-roll for printing on substrates such as flex, vinyl, and fabrics; flatbed printers for printing on rigid substrates, and the hybrid printer which can function as a roll-to-roll as well as a flatbed printer. The latest in the list are Acuity LED 3200R and Acuity EY printers.

The Acuity LED 3200R can produce quality super-wide display and exhibition graphics in the most cost-effective way. With low energy LED UV curing technology, it delivers excellent production efficiency with impressive productivity. Its specially formulated Fujifilm Uvijet inks can print on a wide range of display materials.

The flatbed Acuity EY offers the perfect combination of near photographic print quality, production output and investment cost. With Uvijet inks the Acuity EY can print on to a broad range of rigid and flexible PoP materials up to 48-mm thick and the white ink option provides an opportunity to print high value materials like wood, metal, clear and coloured products.

Acuity EY gained traction for its price competitiveness and has helped Fujifilm gain the maximum installations in the signage and graphics industry. The latest launch under the Acuity range is the Acuity Ultra Series with maximum widths of 3.2-metres and 5-metres.

Shift is Imperative

Four years back, in 2015, only a few UV technology suppliers were around as customers weren't willing to put their bet on UV. Now that the run for environment-friendly green technology is clearly visible, the signage market is looking at UV as one of the possibilities. Although India's signage industry is still dominated by solvent and eco-solvent, UV has definitely got the needed pace. Experts believe that currently, 20-25% of printing is happening on the UV space, which will change to approximately 50% within the next two years. And soon after, 60 to 70% of the printing will be done with UV technology.

"One thing is sure that the market is shifting from low to very high print quality owing to the higher awareness level among the end-users. No wonder, big manufacturers are concentrating on developing higher quality machines. High speed printers are the outcome of the same. With each passing day, these machines are becoming more stable in terms of technology and enhanced features. UV roll to roll printer will also grow in time to come," shares Mehta adding that the current scenario leaves little space for small players as sustainability would become difficult for them owing to their reduced profit margins.

According to Chowdhary, along with the technology, the media will also become more environmental-friendly with many innovative substrates slowly coming into the picture. "We understand that the traditional substrates will slowly fade away. It is quite evident that the change is happening as the fabric is occupying more of indoor applications. And if there is a shift from flex to fabric, it is obvious that the shift in the choice of technology would be from solvent or eco-solvent to UV because the machines, processes, and functionality all are same," he suggests.

Garg implies that the ban on PVC-based media is giving a certain push to the media replacement market. "The shift is there in the market from PVC-based flex to non-PVC material. Quite a few players are coming in with their own respective claims to have compatible media, which are both recyclable and bio-degradable. The market is still indecisive owing to the price-sensitive nature of the Indian consumers. Not only the material but technology is also getting the needed shift from solvent or eco-solvent to UV. And we are offering no different," he avers.





Signages made out of Fabric

UV vs Sublimation

Product branding and versioning enables brand owners to reinforce their brand identity and reach customers on an individual basis. It is not uncommon to see chain stores using wind feathers, mesh and woven polyester banners, wallpaper, and other unconventionally printed substrates for their advertising purpose, although finishing as a whole still remains a crucial element for all soft signage applications. For now, there are a range of vendors providing soft signage systems using sublimation as well as UV inks.

"I really differ. I don't know why someone would pick up sublimation over UV for applications like backlit, which is the major contributor to a PSP's income constituting almost 80%. Sublimation is only restricted for backlit job, while UV can do any job without any restriction. This is why it is difficult to stop the use of UV in the signage industry," says Chowdhary adding that it is not only backlit but also hoardings where sublimation can't take over UV.

"When it comes to hoardings, it will never be sublimation because it doesn't offer the required depth in the signage. Also, when it is a 10-feet hoarding, sublimation becomes an expensive affair with a separate heat-transfer process. In fact, it requires a complete set of machines including a sublimation printing machine, a calendar, a heater and a padding machine. On the contrary, UV machine produces final output in one go without any pre- or post-treatment of the media thereby making it easy for both brands and PSPs," elaborates Chowdhary.





UV LED printers from Mimaki

Conclusion

Digital printing, particularly for soft signage applications, provides an attractive service opportunity for sign printers who are looking to expand their offerings and increase their clientele. It is a fact that the advent of UV technology has lowered the barrier to entry and widened the range of possible printing media. Thus, advantages of UV printing are not restricted only to signage industry, but opening up of the doors of opportunities for PSPs to expand their businesses.

They are now offering printing solutions on other substrates and are catering to the need of commercial entities, especially the rapidly growing retail industry. Besides, UV has also made possible a range of décor applications which include wall coverings, curtains, front-lit tension fabric displays, branded umbrellas, table throws, etc. It is not surprising when industry experts unanimously assert that UV has another 10 years to rule over the signage industry for its quality, specialties and compatibility with variety of materials.

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Introduction

Now that the pace of the work has become faster, it is crucial that learning and development should go hand in hand. In today's competitive business environment, one can't simply undermine the importance of learning and development.

With a very strong purpose of upgrading skillsets of the operators on the latest applications, ColorJet Academy, an initiative from ColorJet India is conducting operator-training programs across the country at various select locations for machine operators of its clientele.

A Unique Initiative

It is an initiative of ColorJet Innovation Laboratories (CIL), which is recognised by the Ministry of Science & Technology, Govt. of India. CIL innovates & integrates digital printing technology that wins world markets by delivering phenomenal business value to the final output.

It is a specialised training program on skill development, which is designed to disseminate technical knowledge amongst the operators in order to hone their skills, in turn, enabling them to know more, get more and earn more out of their printers.

The training is scheduled for the entire day and is imparted in two sessions by













Deborshi Paul Choudhary
Business Head
Apsom Infotex



Smarth Bansal
DGM Product/Brand
ColorJet India Ltd.

well-trained engineers covering all the operational aspects right from productivity, colour management to ink consumption optimisation.

Objectives

The main objectives are set not only to enhance productivity but also thorough understanding of colour management and ink consumption optimisation. By enhancing productivity, it tends to train PSPs staff towards higher productivity, less down time & exploring new applications.

Under the colour management, the aim is to make them understand how to maintain consistent colour reproduction and detail under all applications and geographies.

Last but not the least as how the learning on ink consumption optimisation leads to dramatic cost savings and thus provides a solid ROI to most of the operations.

The Journey

The company is spending heavily on this highly engaging schedule, which is to be held all across the country in order to prepare operators located in various geographies to facilitate faster business growth.

The journey started from Noida Corporate office to various parts of India including Cochin, Ranchi, Patna, Ludhiana, Hyderabad and the most recent one in Ahmedabad.

ColorJet team was ecstatic to see such a great response from the venues all across India. The event could also witness quite a few partnerships forgings and the exchange of ideas. Valuable inputs were put forward across all the venues!

The Game Changer

"Continuing on the tradition of being a game-changer in the country's signage industry, we have started this for our customers," says **Deborshi Paul Choudhary**, Business Head, Apsom Infotex – the sole distributor of ColorJet India Ltd. According to him, consumer insights have helped the company to identify and understand the areas where PSPs can improve the overall operation and productivity.

Choudhary further adds, "But there is no such information in the market and there we decided to take this forward by organising a full-fledged dedicated training program for operators, not in one city but all major

















cities across the country. ColorJet and Apsom Infotex are proud owner of technological advancements and we are happy to share as long as it's adding value to our clients business."

Customers First

Operator Training Program known as OTP is a part of ColorJet Academy, which offers platform to the stakeholders to learn new technologies, applications and trends in the industry.

Smarth Bansal, DGM Product/Brand, ColorJet India Ltd., says, "In print business, we often seem to focus less on skill development of operators However, operators are the ones responsible for making sure that things are done properly and bring maximum output on the table. Owner may bring vision, inspiration, and more Clients, these things count for nothing without the efficient implementation brought by Operator."

Bansal further adds, "ColorJet being the number one manufacturer of wide format digital inkjet printer in India is reinforcing the focus on its 'customer-first' philosophy by organising skill development programme like this.

The Conclusion

All the places Delhi, Vijayawada, Chennai, Cochin, Ranchi, Raipur, Barely, Jaipur, Ludhiana and Patna witnessed the full house. After completion of the training, all the attendees have become certified operator for wide format printing.

Many operators have benefitted from these sequential programmes and many of them opined that they have learnt several new insights and how to enhance productivity & utilise machines for many more applications.

The journey will continue and will reach to other cities of India soon.

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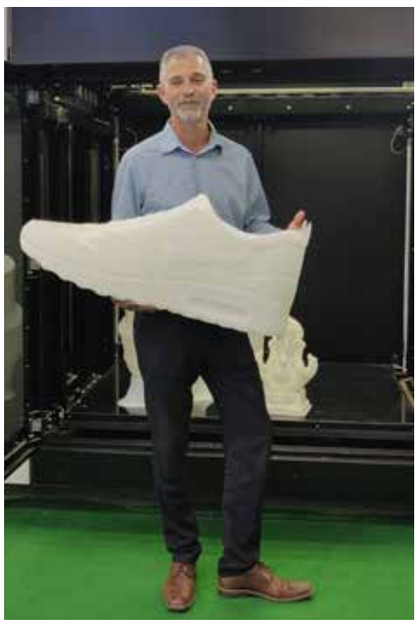


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‘3D Printing is an Evolution of 2D Printing’



Nir Dvir, Sales Director, DACH Region
Massivit 3D Printing Technologies

Massivit 3D Printing Technologies, the large format 3D printing solution provider for visual communication applications, has finally brought its Massivit 1500 printing solution to India market. It was in ‘drupa 2016’ that the Israel-based technology giant unveiled its first ever large format 3D printer, Massivit 1800. Engineered for large format signs & displays, Massivit 1800 empowers its customers to produce attention-grabbing effigies and help them enhance their competitive edge surpassing all expectations, which were neither possible nor even imaginable using traditional methods.

This technology was to be introduced to the Indian signage industry in the very next year i.e. 2017. Arrow Digital Pvt. Ltd. took the onus of bringing the same to India. After an elongated lag of around three years, Indians could finally see, touch and feel the giant printer during its live demonstration at the recently concluded New Delhi edition of Media Expo 2019. It remained operational for all three days of the event. On the sidelines of the expo, the editorial team of **Sign & POP World** conversed with **Nir Dvir**, Sales Director, DACH Region for Massivit 3D to know the plans and provisions for potential customers in India. Edited excerpts of the conversation are as follows:

Which model has been introduced by Massivit in India?

We have come up with Massivit 1500 Exploration 3D Printer, which took centerstage at Media Expo 2019 and proved to be enormously popular with visitors. No doubt it’s the first ever live demonstration of this solution in India, which in turn generated excitement among the PSPs visiting the booth. This model is designed specifically for print shops of all sizes. We showed our potential clients visiting our booth as how Massivit 1500 actually expands their prospects simply by enhancing the accessibility of 3D printing technology to a wider market. They were keen to understand how this printer ensures that small-to-large businesses can benefit from the limitless creativity and new business opportunities enabled by our technology.



Which all specific features does Massivit 1500 3D printer come equipped with?

Massivit 1500 Exploration 3D printer provides the first step into large format 3D printing for visual communication and concept prototyping at an affordable price. It is designed to cater to print production spaces with limited height. Featuring only one printhead, it presents unprecedented linear printing speed at 300mm/sec. It offers 35cm/13.7” on Z axis per hour i.e. printing speed for 1 meter diameter cylinder. There are three modes - normal (1.3mm), quality (1mm) and high resolution (0.8mm). Equipped with integrated software (Massivit SMART Slicer), Massivit 1500 uses Proprietary Dimengel 100 as printing material. The maximum printing volume that the machine can produce is 147cm x 116cm x 137cm or 58” x 45” x 54”.

How do you plan to explore opportunities in a new market like India?

India is a new market for us and when we enter into a new market, we go to our existing customers. Here, our customer is Arrow Digital. Massivit 3D printer is not new anymore and has been in existence from last three years. Till date, more than 100 units have already been sold

worldwide. This shows that the market has started acknowledging the machine, and is understanding its applications and importance in times to come. People take some time to decide as they explore its usability/applications and corresponding opportunities in the market and how it is going to boost their business. They all know that the machine has a very bright future in the graphic art industry, but they only need determination and belief in Massivit 1500, a relatively new graphic art technology in this part of the world.

For which all applications is the machine useful?

It can be useful for more than 100 applications such as giant 3D displays & selfie points, innovative window displays, combined 2D/3D billboards, models for thermoforming in just a few hours, channel letters & 3D logos with total design freedom, customised SEG frames/soft signage, personalised pop-up stores, entertainment props and scenic sets, etc.

For all this, Massivit 3D's patented Gel Dispensing Printing (GDP) technology facilitates rapid production of lightweight, large hollow models and displays without geometric constraints. It does away the need for any complex support structures. Together it leads to reduced time, cost and wastage. Adding more to it, is its flexible level of transparency that allows for illumination, backlighting, a range of finishes, and projection mapping.

What is your assessment about its acceptance?

I believe that the time lag will not be more than two years, as by then, the brands will start asking for something new which is remarkable and has the ability to set them apart in the crowd. Things are actually moving very fast. This makes me confident that in just two years' time, everyone will have to do something with 3D printers.

3D technology is not confined to printing, but opens up the doors of opportunities for graphic art industry stakeholders. Massivit is offering the right tool at the right time in the right place. There are quite a few 3D printers in the market but this one has an edge over all others because of its time factor i.e. its printing speed. When the solution is needed in no time, we believe that there is no other way out but Massivit.

What is its compatibility quotient when it comes to outdoors?

Like many other branding tools, Massivit 3D-printed object is meant more for indoor applications. The same can be equally compatible for outdoors, provided it is made with required extra cover and protection layer to withstand the external factors. One important thing is the environment in India. The geographic area always plays vital role in deciding about the outdoor applications. It depends upon many factors like the sun, wind direction, weather, etc.

Our material is green as it is reusable like tyres. We are not using the materials like other 3D printers are using. Ours is unique and aimed at generating something new. We have an exclusive proprietary gel for our 3D printing technology, which makes it different from all other 3D printers that are available in the market.

What is so unique about Massivit?

You may have heard about ball in a ball. The unique point of Massivit 3D printing technology is that it can literally print a 'ball in a ball' without any sealing on the outer layer of the ball. We want today's graphic art stakeholders to accept it. Massivit 3D printer is not here to replace the existing graphic art market, but to add more value to same.

How do you see the reception of Massivit 3D in India?

I won't call myself an expert in reading through the Indian mentality. But I can say that what is fit for Bengaluru may not be perfect for Delhi. India is a big country and that is the reason behind this versatility. In this show, we can see quite a few small 3D printers. All these don't have the same attributes as Massivit 3D printer.





The **Sign & POP World's** editorial team also got hold of **Ambika Yadav** and **Ujjwala Upadhyay**, the two brand managers with Arrow Digital Pvt. Ltd. The duo spoke to us about Massivit's launch in India, its importance and the benefits for the Indian graphic art industry. Edited excerpts are as under:

What made you bring Massivit 1500 to India?

We brought Massivit to India because we want to be ahead of time. Speed of the printer is the major highlight. Massivit opens up a new market for the world of advertising by offering out-of-the-box applications that brands would love to go for. The company has just introduced proprietary dimengel 90, which is cost effective when compared with the existing dimengel 100. Dimengel 90 doesn't only enhance the speed, but also caps the operational cost.

What's different in Massivit 3D printer?

We know that 3D printing technology is already there in the industry. But those 3D printers are not capable of producing large-sized model in one go, but in pieces. Besides, the average time is more than 24 hours. So, if someone needs to create a 5-feet high model/effigy, he would require 5-6 printers to remain operational simultaneously. While, if he installs a Massivit 3D printer, he would be able to complete the same job in just 5 hours. And since it comes along with a handy scanner, there is no need to install a separate scanner. Further, in case it is a small object, it can be enlarged up to 5 feet after the scanning is done.

What prospects do you offer to PSPs here with Massivit 1500?

With Massivit 1500 Exploration 3D printer, we are here to empower PSPs to propel their business with cutting edge, large format 3D printing. Through this unique 3D printing machine, we want to offer PSPs the opportunity to expand their business by embracing more than 100 applications that the Massivit 1500 is capable of, and serve multiple sectors. It can help them out-speed their competitors with super fast, patented technology. This machine can create giant, jaw-dropping displays and props.

How are you promoting the concept in India?

We are doing hit and trial for now by offering sampling to various brands that they can use for their marketing & branding purposes. We are very happy with the response that we are receiving here for our Massivit. People are actually going mad about it. The footfall is just amazing. The industry that we are targeting with Massivit is advertising, architecture, interior designing, mould making, signages, and last but not the least, film industry.

What are its other benefits?

The other main advantage with Massivit 3D printer is that any object that is 3D printed can be illuminated, which is not possible with any other 3D printers currently available in the market or 3D object created by any other traditional method using POP, MDF, aluminium, etc. The Massivit 3D-printed objects, therefore, become very attractive because of the illumination factor. Moreover, for mould making, especially for thermoforming industry, people generally use metal or wood and create the same through conventional method, which take months, while Massivit can do the same job in a couple of hours.

How will Massivit 1500 help PSPs in India to grow?

It increases the accessibility into growing large format 3D printing market. Massivit 1500 facilitates an affordable, print show friendly solution for the large format 3D printing. By integrating 3D printed models/enhancements to existing 2D applications, printer providers can increase their product portfolio to offer innovative and ground-breaking applications. These include engaging POP/POS displays, illuminated signage and props as well as high endurance moulds for cost-effective thermoforming for the advertising, retail, entertainment, events and interior design markets.

What we are offering for graphic art market today is the solution for tomorrow. We understand that there are a few 3D printers in India, but the speed of those printers is not the same as of Massivit. And therefore, it can't be placed in the same league. We are not doing any revolution in 3D, but bringing evolution to the exiting 2D graphics.

What made Massivit select Arrow Digital as its distributor in India?

We are working with many distributors around the world. The selection of Arrow means we have gone with the best in India. However, it doesn't mean others are not good. Arrow is a pioneer and a market leader in providing the high-technology machines to its Indian clients since the very beginning. For instance, the company is said to be the only point of contact in India for EFI, which is usually highly-priced and is equipped with highly advance technology. And I am sure we will get the success.

How important is India for Massivit and how is Arrow going to support?

I think all markets are important and India falls in the same league. Every customer is important for us. During my stay here in India, I met a lot of interesting people. They understand the point of bringing additional value to their branding activities. India is a huge country and that constitutes a big market, which appreciates Massivit. Every customer here is highly valuable for us. But we will not be able to give them the services they would need. For that, we require a strong support from someone in India who has the understanding not only of the market but also of people, and here, Arrow is the answer for us.

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PVC-Free Fabric for Signage Industry is Our Passion



Deepak Girotra, Director
Sun Printable Fabric Pvt. Ltd.

According to a recent report published in leading daily, each year India has almost 30 thousand tonnes of plastic waste disposed of. And since plastic is non-biodegradable, this extremely large quantity of plastic waste is leading to a hazardous and toxic environment. Although there are many such substances that are made of plastics and hence contributing to this hazardous wastes, but the materials i.e. flex and vinyl that are used in creating commercial indoor as well as outdoor endorsements can't be simply ignored. Noting this, quite a few states have already banned the use of flex while many in the fray are preparing to follow the suit.

Nonetheless, flex and vinyl are the most used ones owing to their cheap price and easy availability. No wonder, the perfect replacement for the same is eagerly awaited. There came many alternatives first imported and then quite a few indigenously developed. Point to be noted is that most of the alternatives claim to be recyclable, but none are supposedly bio-degradable. Amidst this state of ambiguity, we at **Sign & POP World** met **Deepak Girotra**, Director, Sun Printable Fabric Pvt. Ltd., who, while discussing the options with us, insists that the materials that are being produced by Sun Fabric are both recyclable as well as bio-degradable. Edited excerpts of the interaction are here as follows:

What is your product?

We offer Sun Fabric, an eco-friendly product, which is indigenously manufactured by Candor Textiles, a global textile conglomerate having its weaving, processing and made-up-stitching mill in India. Our product is designed by our highly skilled team of professionals using the finest grade materials and the latest technology in compliance with the international quality standards. All our products are environment friendly, sustainable and contains no pollution-causing PVC plastic in its composition.

What goes in developing such product?

We use 100% pure polyester and cotton material to develop our products. We design and develop versatile, highly durable PVC-free eco-friendly material for both indoor and outdoor display advertising. By offering alternate option as a replacement of PVC flex, the company aims to curb the use of pollution causing flex and vinyl. With all these, we want to help India build a more sustainable eco-system.

Why do you think that your products can replace flex?

We offer the best alternative so far for eliminating the use of pollution causing PVC-based materials like flex & vinyl. Sun Fabric's printable fabrics are 100% eco-friendly. We offer PVC-free fabrics for commercial printing purposes. Our range of cotton fabric is biodegradable and that of polyester fabric is recyclable. All these products are pre-treated with a special prime coating which allows bright vibrant colours to be printed using any print mechanisms including solvent, eco-solvent, latex and UV. All our products are quick to dry, easily cleaned and finished at rather faster pace. Similar to banner wielding all our fabrics are seamable, and offer flexibility to create large custom-sized prints.

What are the key features of Sun Fabric?

These fabrics are non-tearable and can be easily pasted on iron frames or others with great elasticity and stretchability. Being light in weight, these are easy to be folded, packed and transported. The high point is that there is no curled-up edges i.e., Sun Fabric remains straight irrespective of where it is to be mounted. Going forward, our fabric is crease-resistant and offers crisp finish. It is also crack-free, and therefore, the graphics printed on it will never be cracked when folded.

Since how long have you been into this fray?

We are here for the last six years. During this period, we got our products tested



Wedding Line company used Eco-Solvent printing on the walls created in AONE Banquet in the Ambience Mall, Gurugram in the NCR. The sizes were 100 ft x 32 ft and 170 ft x 32 ft. All fabric walls were seamed by Leister heat machine with Bond/505 solution.





The company's manufacturing facility

and certified by SGS Lab, a laboratory of international repute. We have all the required certifications as the proof of being 100% PVC-free, recyclable and biodegradable. Today, we have nine types of products, each meant for different application. We develop products for both painting as well as printing applications. We export all those products which we develop for painting i.e. canvas, because we don't see a big market for this product here in India. However, for domestic market, we have products for commercial printing purposes, which are developed using special type of coating making it appropriate for applications such as canvas, outdoor, hoarding, blackout, backlit, etc.

Of late, which all new variants have you added to the portfolio?

When we started, we only had polyester, which are recyclable. But now, we have increased our range by adding cotton variants to it, which are 100% bio-degradable. It's a specialised fabric and has a host of attributes. Like for instance, we can seam it and make hoardings out of it. For OOH purpose, we have especially developed a gray back so that light trespassing can be capped. Our polyester-based fabric is recyclable media, which we have sold to quite a few clients in the states of Karnataka, MP, Tamil Nadu and Delhi. We have also developed fabric vinyl, which again is 100% eco-friendly because of being bio-degradable. It is a self-adhesive fabric and completely resembles vinyl, but offers much better look & feel. So, these are the new products that we have added to our portfolio in the recent past.

How has been the journey so far?

We Indians are reluctant to change, and hence, it was tough to convince people to switch over from flex to fabric. But since there are initiatives from various state governments, we are feeling the change now. Lot of people ask for our fabric. They have suddenly become inquisitive about variety of our fabric-based products. The plus point for us is that we now have a full range i.e. cotton- as well as polyester-based fabric solution, which makes us much smarter than any of our competitors who either have polyester or cotton, but not both or all the variants. We also have fabric vinyl which none of them has. This is mainly because we at Sun Fabric think from printers' perspective. So, we know what they require.

Where is your facility? And what is its capacity?

Our factory is at Shivnagar in Indore. Spread across 8 acres (3 lakh sqft) of land, it is meant for coating and produces fabric for painting or printing purposes. We also have a facility in Surat, Gujarat for basic fabric manufacturing. These fabrics are then transported to Shivnagar for creating canvas and fabric-based media for wide format printing. We are the biggest in India after Arvind Ltd. But again, we have an edge over Arvind because of the variety that we have in our portfolio. See, fabric is not the wonder and can be found with most of the manufacturers. The important thing is coating, which is not available with every fabric manufacturer.

We got to know that an association has been created. Please let us know something on this front.

Yes, we have created an association which is named as All India Printable Fabric Manufacturer Association, wherein there are 10 members for now, and I have been made the association's president for a period of three years. The idea behind the formation of this association is to offer good product, and not make good money.

Let me tell you that the PVC-free fabric for signage industry is our passion. It is evident from the fact that it took only six years to develop nine products/variants in commercial printable fabric that too when there was no such announcements or ban on flex thereby guaranteeing a fail-proof secure future for us.

So, what is the vision of the association's president?

As you know, flex manufacturers are continuously insisting and trying to convince the government that there is no alternative to flex yet. Our aim is to clear this doubt by letting the government and the people know about the existence of a perfect alternative. We are also planning to start sending mailers in order to spread awareness not only among the industry stakeholders or end customers, but also to the concerned government bodies highlighting that we are here with the option you are looking for. We have created profiles on various social media platforms to reach out to as many stakeholders as we can. We want to strongly put our point that like flex we are not restricted with one variant, but have nine variants in fabric. We have even come up with the replacement of vinyl in the form of fabric vinyl.

Amidst all these developments, how do you assess your competition with Chinese stuff?

There are quite a few Chinese manufacturers, who are maintaining that they have come up with fabric but I am very much sure that they must not be having the required certifications. This is because, certified products aren't available at a price they are offering their products to India. This is susceptible and Indians must avoid these substandard products in the name of alterative to flex.

National

JCDecaux Unveils New Digital Pillars at the Bengaluru Airport





In order to offer more to the brands, JCDecaux India unveiled two new Arrival Digital Pillars at Bengaluru International Airport. The Digital Pillars are installed at the baggage reclaim area at domestic arrivals. The pristine media structure, positioned strategically at a high footfall area garners attention from a distance, is giving brands the right recognition & effectively tapping the audiences' minds advertising on it. The world-renowned outdoor advertising company owns exclusive advertising rights for BIAL.

"Adding a new media asset is no good until it adds value to the advertisers. Keeping this in mind, we set up these two new arrival Digital Pillars at the arrival zone, closer to the baggage belts where the dwell time is always high. With this new addition to our advertising portfolio, the brands will be able to leverage maximum viewership in the airport environs. The Digital Pillars is equipped with contextual advertising with which brands can discover new opportunities of pushing dynamic content & targeted communication," says, Raheel Amjad, deputy managing director, JCDecaux India.

"We have established a proven track record of open communication with our principal partners. We work closely with the government authorities to develop valuable services for them & also for the community," adds Amjad.

JCDecaux India is a leading out-of-home player in the market since it was established in 2006. The company is continuously committed to delivering the best & most advanced media solutions in Delhi through the Street Furniture & Airport Express Line, using Metro in Chennai and Airport & The Collection Mall – UB City in Bengaluru in order to meet its clients' various customised needs. The company's 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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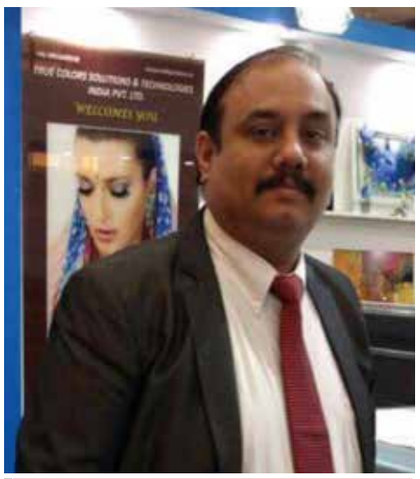
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We Invest in Advanced Products



Saurabh Sehdev
Co-Founder & Sales & Marketing Head
True Colors Solutions & Technologies Pvt. Ltd.

True Colors Solutions & Technologies Pvt. Ltd. was established with the aim of providing innovative, practical, adaptable, applied, service-oriented and technically advanced solutions in the printing industry. The attributes of dynamism, courage, reliability efforts and 20 years of rich market experience of founding members helped the company to touch new horizons.

With strong belief in 'never compromise on product, quality and service', the company has grown multi-fold in terms of product portfolio, breakthrough technologies, geographical coverage and skilled manpower. True Colors boasts of its wide network of clientele spread across the country which is fully convinced and satisfied with its products & services.

We at **Sign & POP World** recently interacted with **Saurabh Sehdev**, the company's co-founder and sales & marketing head. With over two decades of experience, Sehdev truly understands the market dynamics and helps clients keep pace with the ever-changing industry trends & demands. While speaking to us, he divulged over quite a few areas including brand positioning, placement & pricing. The excerpts of our conversation are here as under:

How have you seen the wide format printers market?

We entered into the industry more than a decade back. The market was seemingly bifurcated with a clear gap between good quality and bad quality printers. There was almost none in the middle with quality printers at reasonable price. The printer suppliers were making hefty profits using substandard components in their machines. All was happening in order to meet the basic requirements of only few customers at the bottom of the pyramid. To make the printers available at low price, the manufacturers/ suppliers bring down the manufacturing cost by compromising on the overall quality.

What made you stand out in such a market?

We decided not to go with the wave. We upgraded ourselves and decided to fill the gap by offering quality printers. In fact, we opted to increase the cost, but for improved quality of printers. Accordingly, our target from day one has been quality-conscious customers. They neither look for cheaper machines nor do they compromise on quality, just for the sake of pricing. And we are actually happy that there exist many takers of our printers. However, the industry has matured now. Twenty years back, there were only few players in the wide format industry in 2000. Today, the strength of the industry has grown multi-fold especially in terms of number of players. But we never deteriorate from our path and have continued supplying the quality printers.



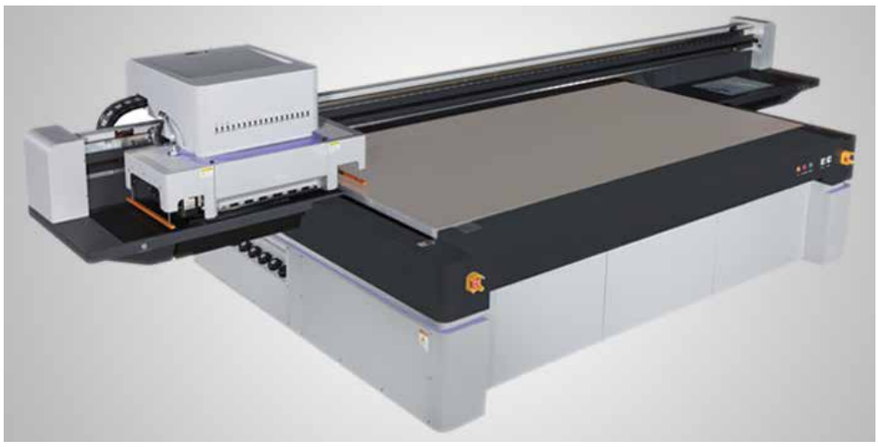
Where does the potential for True Colors come from?

Till now, we have been focusing on quality-conscious clients. We don't want to play at lower price brackets by degrading quality of our printers just for the sake of gaining expanded bottom-line. We do not go for quantity. We are only looking for focused clients, who are into serious business and from where we can get repeat orders. There are many such clients who have installed more than 10 of our machines. We believe in bringing or offering satisfaction to our valued clients. If we have satisfied clients, it will automatically boost our sales through word-of-mouth.

Are you also into manufacturing of printers?

We are not manufacturing but OEM partners,







and are getting these machines assembled in China. But the highpoint is that we take care of the technical glitches that our customers come across. We have our team in China as well. Our warehouse is in Delhi. We are capable of supplying to any part of the country, be it Srinagar, Assam, Kerala, Gujarat or MP. The sales figure, however, is not constant and keeps changing drastically with time. This is because it depends on how we approach our customers, and how eager are we to penetrate and enhance our reach amongst the potential customers in different parts of the country.

What is the USP at True Colors?

The basic USP of the company are 4Ps. 'People' with thorough technical and product knowledge with years of experience help clients in meeting their demand of printing with profitable solutions. Our manpower is trained with basic principles of building good rapport with the clients and providing them timely solutions. The 'Product Portfolio' we offer is the need of the hour and is ready to meet the current market demand. We invest in high quality products of international standards to add value in our clients' current and future businesses. 'Profitability' is the core ability at True Colors by enabling our clients in generating financial gains with the belief that we can grow only if our clients grow. The last is 'Penetration' as we have expanded our footprint with presence in almost every state covering more than 120 districts. We are not limited to geographies, but have worked harder on industry-wise penetration also.

How has been the concern for environment at True Colors?

Generally, average life of the machine, especially those available at considerably low rates is a little more than two years. This is because the components used therein are not genuine and can't withstand wear & tear for long. Hence, people use to scrap their machines after such a short span. By doing this, they constantly add to the e-waste, after every couple of years or so. This has become a kind of trend which has been prevalent in the industry. Therefore, to avoid this, we make high-quality printers for longer lifespan.

Isn't the short lifespan a result of rapidly changing technology?

It again depends on what we are offering to our customers now. How futuristic is the technology that we are asking our clients to buy? Are we letting them choose from among the options or forcing them to go for the one which may become outdated in just a couple of years from now? The technology exists even before we opt for it. Here, we will have to become selective in our approach if we want to contribute to our environment and at the same time to our business.

Which all eco-friendly solution does your company offer?

We have eco-solvent, sublimation as well as UV - all these are eco-friendly technologies. In fact, we are the largest supplier of the UV flatbed printers in India across all industries. We do offer printers with solvent technology. The basic problem of environment lies with PVC flex, which has now been banned in some states, while rest are planning to follow the suit. The alternatives have started creeping in and fabric as soft media has already entered the fray, over which all our printers are capable of printing. Let me tell you that in solvent printers, we only need to change the ink and it becomes compatible for printing over fabric. For this, we have already given the software to our clients with proposition of coping up with the change so that we can be able to avoid adding to e-waste as much as we can.

Please tell us about your distribution network.

We have few distributors as of now who are taking care of a few states. Rest, we are doing ourselves. We have our own team of sales guys who are supported by our engineers to take care of technical issues.

How do you see the prospects of signage industry?

We have to work harder as we do not have any other option. There is slowdown in the market, which is a part and parcel of any economy. We can't just avoid the reality, rather we have to look for ways in which we can enhance the activities with a very positive frame of mind. We are optimistic and always look for brighter side of the business.

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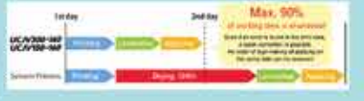
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English Oven Wishes India a Good Morning with JCDecaux

BREAKFAST & BREAD, TWO THINGS THAT COME IN MIND TOGETHER! A READILY AVAILABLE INGREDIENT OF MANY LIP-SMACKING MORNING RECIPES & OTHER SNACKS IS HERE ON THE STREETS OF DELHI ENRICHING ITS BOND WITH THE PEOPLE IN THE CITY.

The well-known bread manufacturing company, English Oven makes an outstanding appearance on outdoor media with JCDecaux Street Furniture for an impeccable advertising campaign in Delhi. The brand planned a media mix campaign, incorporating out-of-home & radio to generate awareness and brand recall amongst the audiences.

English Oven lays the platform for Delhi folks to come through & share interesting stories which contribute to their good mornings every day with RJ Naved on 98.3 FM. In today's time, radio has technically become an outdoor medium, most people listen to it while on-the-go, simultaneously consuming OOH.

With this kind of synergy, English Oven campaign achieves greater exposure & optimum impact on the audience. JCDecaux Street Furniture vouches for amplified reach, creating recency & tapping the minds of the bread consumers.

Staging JCDecaux street furniture with fanciful elements, English Oven creatively used the bus shelter media format to garner attention from pedestrian & vehicular traffic cheerily. The brand designed the campaign with catchy embellishment of their breads & a breezy "Good Morning India" message with an attempt to gain spontaneous recognition.

"JCDecaux has helped us execute the campaign in an impactful manner. The innovations are eye-catching and hard to miss. A fleeting glance would also register the campaign. We are hopeful of getting a good recall. The JCD team has been very helpful and I appreciate their meticulous approach," says Gurpreet Kaur, CMO, English Oven.

"English Oven's campaign is conceptualised smartly with the synergy of radio & out-of-home advertising. Innovating the same communication on JCDecaux street furniture as being broadcasted on radio, heightens brand recall efficiently. Innovation on street furniture is JCDecaux's distinguishing feature, which personifies brand's presence in a splendid way. We are elated to be associated with a renowned bread brand & have their trust in our media. JCDecaux street furniture enhances the reach & frequency of the campaign & promises noticeability at all the high footfall zones in Delhi," says Raheel Amjad, Deputy MD, JCDecaux India.

About JCDecaux India

JCDecaux India is a leading out-of-home player in the market since it was established in 2006. The company is continuously committed to delivering the best & most advanced media solutions in Delhi through the Street Furniture & Airport Express Line, using Metro in Chennai and Airport & The Collection Mall – UB City in Bengaluru in order to meet its clients' various customised needs. The company's 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

India's First Internet Car - MG Hector Makes an Appearance at BIAL



JCDecaux

MG HECTOR - The newest buzz creator in the automobile sector has parked itself on the Bengaluru International Airport for an exceptional outdoor advertising campaign. Morris Garages, the British automotive marque has decked up advertising bays at the airport with India's first internet car, to give the audience a glimpse of what a marvel looks like. The campaign was planned & executed swiftly by Rapport & Seventy Emg. JCDecaux, the world's leading outdoor advertising company holds exclusive advertising rights for BIAL.

With the objective of creating awareness about the finest SUV in India's automobile market today, the brand aims at targeting the automotive enthusiasts passing through the airport. Leveraging the airport environs where travelers are more willing to engage themselves in exploring due to long waiting times, the brand is showcasing the premium car at JCDecaux's promotional space in the common departure area, a high footfall zone at the airport.

The brand's larger-than-life presence curated with a massive billboard on Bengaluru Airport's approaching road is another great example of communicating with the target audience in the most effective fashion. The billboard is spruced with attractive customization showcasing the svelte center touchscreen of the car.

"MG Hector's campaign at Bengaluru International Airport with JCDecaux media is impactful & communicates with the audience effectively. We are elated to have their trust in our media for creating awareness about India's first internet car. BIAL's dynamic audience profile of both business & leisure travelers is what attract brands to advertise here. The noteworthy formats selected by MG Hector at the necessary touchpoints speak of its towering presence at the airport tapping the target groups just right." Says Raheel Amjad, Deputy MD, JCDecaux India.

The company's 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. Over the years, JCDecaux has established a proven track record of open communication with its principal partners and works closely with the government authorities to develop valuable services for them & also for the community.

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Cosign Betting Big on Outdoor-Sustainable Fabric



Tejasa Purandare, Director Cosign India Ltd.

Belgium-based Cosign is an industry leader in architectural signage since 1993. The company constantly works on innovative solutions for the sign industry together with top designers like Stefan Schöning, Bart Bauwens (IDnA) and Fabrique. Cosign set up its India operations in the year 2010, and over the period of time, they have introduced several path-breaking signage solutions for the market.

One of its latest product segments is Cotex Textile, which is a wide range of recyclable printable material meant for multiple applications. To know more about the product range, we at Sign & POP World, spoke with Tejasa Purandare, Director, Cosign India Ltd. She discussed the details of the new fabric and explained to us the opportunities and challenges around its promotion and uptake.

Tejasa states, "With Cotex, we intend to cater to all aspects of soft signage segment which is inclusive of various applications such as light boxes, banners, flags, pop-up displays, Art frames etc. We want to cater to all these applications one by one. Currently, we have fabrics for different ink ranges, so there is separate fabric for UV, sublimation, etc. Moreover, we supply four variants for light boxes, two variants for UV and one variant for sublimation. There is also one block-out fabric."

Speaking on the advantages of Cotex over conventional signage media such as flex, Tejasa notes, "Cotex is made of 100% polyester and is completely recyclable, which is not a possibility in flex. However, the only issue that we really face is cost as flex is still the cheapest. That's the challenge. However, at the end of the day, we all know that environment-wise, polyester fabrics are going to be much better because they can be recycled."

Talking about the unique features of the product, she highlights, "Our fabrics are FR-rated, that is, they are fire-retardant, which is a very important requirement especially in places where the volumes are huge, such as in malls. Moreover, some of our fabrics are crease-resistant so it helps in reducing shipping costs as one can easily fold and send the fabric without worrying about affecting the look of the fabric. Due to its ease of installation, anyone can just stretch the fabric on the frame."

It is known that one of the most important reasons for the popularity of flex is its robustness and weather-resistance. However, the industry is yet to see a fabric-based media that is as durable as flex. Purandare opines that the current fabrics offered by Cosign can be used outdoors for a maximum of three months but the company is not promoting them as outdoor fabrics.

However, there is plan to launch some weather-resistant outdoor fabrics soon. She says, "We are currently testing a few fabrics for outdoor usage that we intend to launch in the next 2-3 months. Now these products are being tested in some projects. Lab tests are done but we are testing them at outdoor sites in India. We will launch them only when they pass all these tests."

"Polyester fabrics will very soon come in the outdoor segment so a lot of such variants are coming up. Within one year, we will see fabrics that are outdoor-sustainable, for even up to a year. Cost might prove to be a hindrance here and we have to see how brands react. The ones who are concerned about the environment will surely adopt fabrics, irrespective of the price," she adds.

Stressing on what the company's next step will be, she anticipates, "I think our aim is to make brands more and more environment-conscious and keep reducing the gap in prices between the flex and fabric. That way, brands will become more inclined towards usage of fabrics."

The company is currently looking for distributors for Cotex and wants to expand its network in the country. Purandare says, "This is one product which has to be made immediately available to printers unlike our other products that do not require a distributor network. We want to build our network and we are working very closely with all printer manufacturers for testing our fabrics."

According to her testing has already been done from a few of them. "We want to cover the entire basket so that we can cater to any demand of printers. Another area we are focusing on is brands and we are trying to create awareness amongst them as to how to select a fabric. Features like consistency, durability, light transmission and crease resistance are important. Therefore, we have to tell brands what they need to look for while choosing a fabric."

Commenting on the strength that Cosign has as a company, Tejasa asserts, "Our company is headquartered in Belgium, which has a very rich history in textiles, and most of the first movers in soft signage came from here. We have a back-end team in Belgium that can sit and create recipes specific to printer brands. We can customise fabrics as per the requirements of printer manufacturers."



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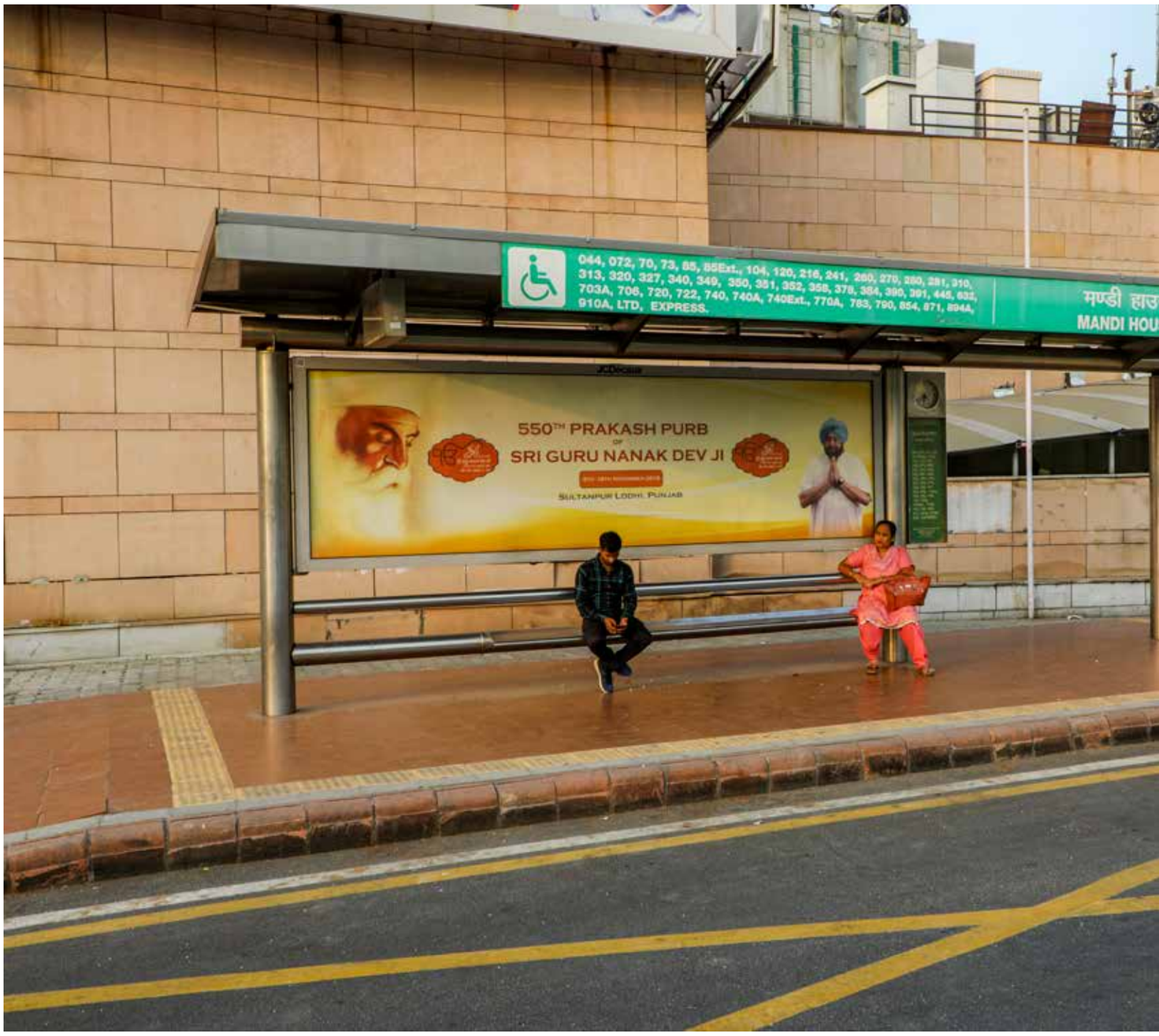
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Broadcasting the 550th Prakash Purb celebration on JCDecaux Street Furniture

550th Prakash Purb, the birth anniversary of Sri Guru Nanak Dev & an important festival of our country is set to revel on November 12, 2019. Celebrated with high spirits & sheer joy, Punjab state government invites Delhi folks via an OOH campaign to share good vibes on this glorious occasion. Talking about OOH, DIPR Punjab chooses JCDecaux Street Furniture in Delhi to broadcast the event.

Leveraging JCDecaux citylights' unmatched visibility & high frequency, the state government aims at reaching the masses for higher participation in memory of Sri Guru Nanak Dev at the illuminating celebration organized in Sultanpur Lodhi, Punjab.

State governments have chosen outdoor advertising as a lucrative medium to communicate with the common people in recent times. JCDecaux street furniture



SPREADING FESTIVE VIBES ON THE STREETS OF DELHI, THE PRAKASH PURB CAMPAIGN BY PUNJAB STATE GOVERNMENT AUGMENTS NUANCES OF POSITIVITY IN THE AIR

has witnessed a consistent increase in government campaigns lately, explaining the authorities' believe in OOH as an engaging medium.

"Our association with JCDecaux for the announcement of the 550th Prakash Purb celebration has been a worthwhile journey. Every year the festival brings the masses together & unites them with a seemingly optimistic ambiance. We look forward to a celebration full of beans on this prestigious day," says, Senu Duggal, DIP, Punjab.

"We have always appreciated campaigns that layer the city with merriment & with 550th Prakash Purb, we can see that happening. We are elated to be associated with this auspicious occasion & have Punjab state government's trust in our media for the announcement of the grand celebration & many previous campaigns. JCDecaux street furniture is spread across the city, thus making any communication reaching the target audiences effectively," says Raheel Amjad, Deputy MD, JCDecaux India.

About JCDecaux India

JCDecaux India is a leading out-of-home player in the market since it was established in 2006. It is continuously expanding portfolio which now consists of Airport, Airport Express Metro, Street Furniture, Bus Shelters & Pole Mounted MUPIs making it the most diversified Out-of-Home network in India. Over the years, JCDecaux has established a proven track record of open communication with its principal partners and works closely with the government authorities to develop valuable services for them & also for the community.



‘Flex Manufacturers Across the Country Are Looking At Us’



Anirudhan Vijayaraj
State General Secretary
Sign Printing Industries Association, Kerala

IF SIGN PRINTING INDUSTRIES ASSOCIATION (SPIA) OF KERALA WINS THIS CASE, IT WILL SET A PRECEDENT BRINGING A RAY OF HOPE TO FLEX MANUFACTURES ACROSS THE COUNTRY AS RESPECTIVE STATE GOVERNMENTS WILL BE FORCED TO TAKE BACK BAN.

The state government announced that flex material made from polyvinyl chloride (PVC) has been banned in the state in view of health and environmental issues it causes. In this regard, an order from the Department of Local Self Government has been issued, which states that PVC flex should not be printed or used for government functions, private or religious events, cinema promotion or advertising. Instead of PVC, cloth, paper and poly ethylene material which can be recycled should be used. Cloth with plastic coating should not be used.

It was this September that a new wave of ban on flex emerged. This time, it was Kerala’s turn where the use of flex made out of Polyvinyl Chloride (PVC), commonly used for creating publicity material that can cause immense health and environmental issues, has been banned by the state government. In fact, the local self-government department has issued an order in this regard wherein all the rules and steps to be taken in this regard have been detailed.







As per the order, flex cannot be used for publicity in government programmes, private functions, religious functions, cinema, elections or any other events. Instead, materials that are recyclable and environment-friendly should be promoted. It was also clarified that publicity materials should be prepared with recyclable stuff i.e., cloth, paper and polyethylene. Moreover, it was mentioned that the details of the printer and expiry date of the material should be printed on such publicity materials.

It is also mentioned in the order that the material so prepared should carry a line in print that 'the material has been prepared using recyclable stuff'. For event-based publicity materials, the date of expiry should be the date of the event, while for other publicity materials, it should not exceed 90 days. All such materials should be removed within seven days of the expiry period by those who erected such materials. Fine will be imposed on those who use or print publicity materials using PVC flex.

In order to explore the impact of this ban on flex manufacturers and the PSPs of the state of Kerala, we at **Sign & POP World**, came in contact with **Anirudhan Vijayaraj**, who is the State General Secretary of Sign Printing Industries Association of Kerala. We spoke to him over phone and tried finding out the impact and the steps that the association is taking to get the ban lifted.

Explaining the ban, Vijayaraj informs that the state was trying to impose it two years back. "Since 2017, a state agency has been trying to get the flex ban implemented and accordingly it was proactively working in that direction. To start with, it flagged off its mission from Kannur district of Kerala by raiding printing units against which our association members had protested."

The sudden attack pushed the association members to look for some viable solution. "We were looking out for some solution and eventually, we came across the recycling possibilities of flex through a recycling unit that was operational in Delhi. We installed one such unit in Mandia, Mysore. But we couldn't make good use of it because of the on-going resistance," says Vijayaraj.

This was more so owing to the absence of the required clearance from pollution control board. "Unfortunately, the awaited clearance from pollution control board was not issued to us, following which we were forced to take it away from Mysore. We then got it installed at a place near Bengaluru where we sent 22 truckloads of materials from Kerala and recycled it," he shares adding that the job of recollection and sending to recycling





unit is tedious and accordingly the recycling process got impacted.

Vijayaraj opines that the actual order that was issued from the court was different than what was being circulated through media. "At one hand, the state judiciary was seemingly in no mood to allow any respite as the Kerala High Court kept on issuing a host of orders against the unauthorised signboards. On the other hand, media didn't really understand the unauthorised placements of signboards made out of flex and misrepresented it as ban on flex usage, which eventually led the state government to issue an order to completely ban the usage of flex."

The whole episode happened during the end of August and starting of September, which is the main business time each year as it is the festive season that starts with Onam. "No wonder, we expected a slew of jobs. But the official ban on flex restricted us from any such activity as supply of materials was stopped."

Meanwhile, chief minister Pinarayi Vijayan urged all to avoid use of plastic during Onam festival and tourism week celebrations. He specifically mentioned that the green protocol that was introduced for marriages and conferences has been a hit and that is why the government has now decided to ban flex material completely.

During his address to the people on this topic, CM also cited the outcome of the devastating flood. He said that tonnes of plastic came out from the soil and water bodies after the floods that have caused immense damage to the environment. He mentioned that if the government and people join hands, the use of plastic and thereby the degradation of the environment can be contained.

According to Vijayaraj, this order and CM's address to people wasn't a very good sign for flex stakeholders. "It was then we started protesting against the government order in three districts namely, Trivandrum, Kochi and Calicut. Through this protest, we tried our best to convince the government. We met concerned ministers as well as responsible government bodies, but failed in our efforts. This failure gave us more strength and led us to launch a bigger protest," he asserts.

The agitation was getting strengthened with each passing day as various entities came and offered their support. "Finally, we started protesting in front of Kerala Secretariat. It went on incessantly for 16 days. Quite a few representatives of ruling political party, opposition leaders, Kerala Printers Association, Chamber of Commerce, Vyapari Vyavsay Samiti, etc. came to us and gave their support. On the 17th day, there were around 25,000 protesters covering the entire secretariat," he adds.

"The notable point of the final protest was its inauguration which was done by Ramesh Chennithala, who kept our protest alive by putting our concern to the government time and again. Meanwhile, we are continuously sending truckload of materials to Rudrapur unit for recycling," avers Vijayaraj.

According to him, the ball is in chief justice's court now and is almost in the last phase. "The high court has asked the government to prove that the flex is non-recyclable. Since it can't be proved, we believe that we are surely going to win this case. And if we win this case in Kerala, it will be a win for flex manufacturers in the entire country. The whole country is looking at us."

Billboards Showing Live Pollen Count Come Up in Australia



OOH can be used in amazingly innovative ways and Amcal Pharmacy's new billboard is an example of such creativity. The company has launched a live billboard campaign for spring that will help people suffering from hay fever. Developed in collaboration with QMS and Nunn Media, the digital billboards will broadcast live pollen count warnings for different areas using data from Breezometer.

In fact, Amcal Pharmacy is on a mission to help ease the suffering of hay fever causes to millions of Australians each Spring, with their latest outdoor campaign broadcasting live pollen count warnings across QMS' digital billboards in Sydney, Melbourne and Brisbane. The dynamic digital billboard campaign utilises Breezometer data feeds to deliver High, Moderate or Low pollen warnings depending on each location.

According to a company spokesperson, advertisers are increasingly looking for clever ways to maximise audience reach using out-of-home and with QMS' flexible, quality digital network supported by intelligent and dynamic data. The company believes that understanding springtime pollen counts during peak hay fever season can help the growing number of Australian sufferers to proactively manage their condition.

There are multiple triggers for hay fever, but higher pollen counts in the air during springtime, is by far the largest cause of hay fever symptoms, which ultimately is one of the major causes behind this innovative tool. The campaign uses QMS' premium digital billboard network to dynamically adjust the creative seen by those passing by, based on live pollen count feeds to deliver a High, Medium or Low pollen count warning. For this, Amcal had created an intelligent out-of-home campaign that harnessed the mass reach, geo-location and dynamic flexibility that is synonymous with digital billboards.

The billboards will appear in Sydney, Melbourne and Brisbane until the end of 2019.

Colorjet Offers Bioprint™ Assurance Amidst Plastic Ban

COLORJET ASSURES A SUSTAINABLE AND SECURE PRINT BUSINESS WITH ITS BIOPRINTTM TECHNOLOGY, WHICH IS SPECIALLY CREATED FOR PRINTS ON BIO-DEGRADABLE AND 100% RECYCLABLE FABRIC MEDIA.





MS Dadu, Chairman
ColorJet India



Smarth Bansal, DGM
ColorJet India

It has come amidst rumors over the ban on flex and banners, while the buzz is also around the future of digital print business in India. Will flex be banned for sure? What are the alternatives in that scenario? What pressure do these alternatives put on the bottom line of the print businesses? Who can offer these alternatives? How can I find a trusted partner? The question-list is endless.

This is because the country is geared up to celebrate the 151st birth anniversary of the Father of the Nation, a day to be remembered for multiple reasons. While we celebrate we also mark a milestone of completing 5 years to the Swachh Bharat mission.

On this remarkable day, the nation is looking forward to a big announcement from the Prime Minister regarding his vision towards making this country plastic free. With the buzz surrounding the possible ban on single-use plastics, the people of the nation are concerned about the implications of the decision.

These changes are expected to highly impact various businesses. No wonder people across the country are susceptive to the sustainability of their businesses following these major changes. One among these speculators belongs to one of the oldest & biggest of marketing industries, the outdoor advertising and signage sector.

In lieu of this ambiguous scenario, Colorjet, India's largest manufacturer of Digital Inkjet Printers, as per IDC Q2 2019, comes forward to assure the sustainability of the print business with its BioPrintTM technology. In this way, the company assures all its 4000+ existing print partners that they are a part of this secure and sustainable print ecosystem.

Talking about ColorJet innovation laboratories (CIL), **MS Dadu**, Chairman – ColorJet India said, "CIL constantly innovates and strives to provide the best of the print solutions for their customers as per the industry and environmental norms. CIL, in collaboration with the value chain partners, has been working on developing sustainable print solutions under solvent, eco-solvent, UV and soft signage segments."

As conveyed by **Smarth Bansal**, DGM-ColorJet India, "Being a key industry stakeholder, it is our responsibility to contribute to the sustainability of this business ecosystem. With ColorJet's BioPrint technology, we offer future-proof sustainable solutions to all the print business problems."

Bansal further adds, "ColorJet's BioPrint is not just eco-friendly, it is business friendly too! Our GreenTechTM is compliant with all international print standards. We had anticipated this scenario seven years ago and have been working on our products to be future-ready."

Moreover, being an EPR partner, ColorJet also works diligently under the guidelines of CPCB, Ministry of Environment, Forest and Climate Change, Government of India, in fulfilling the extended producers' responsibility with an aim to contribute towards building a greener ecosystem. Under this EPR initiative, they partner with agencies like Goonj and Exigo to offer end to end recycling of print & industrial waste.

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Media Expo New Delhi 2019 Smashes All Industry Records

RECENTLY CONCLUDED NEW DELHI EDITION OF MEDIA EXPO WITNESSED MASSIVE GROWTH IN VISITOR NUMBERS WITH 15% RISE. THE SHOW WHICH HAS PERFORMED EXCEEDINGLY WELL IN TERMS OF EXHIBITORS, BUSINESS VISITORS AND SPACE GROWTH, HAS ALSO PROVED TO BE PIONEERS IN DISPLAYING THE GROWING TRENDS AND SEGMENTS OF THE INDUSTRY.

Paving the way for emerging trends to enter and flourish in the Indian signage & promotional market, Media Expo New Delhi 2019 has indisputably become the industry's top choice to network and source innovative advertising applications. With 17,711 business visitors crowding the aisles of the 45th edition, the show registered 15% surge in the total number of attendees. Meanwhile, the organisers found the occasion apt to announce the much awaited 'Media Excellence Awards' that will be hosted in the year 2020.

Media Expo New Delhi 2019 not only witnessed a rise in quantity but also in quality as this edition saw a paradigm shift in the technological applications displayed at the show. Growing segments of the industry like 3D printing, digital signages, and environmental-friendly alternatives for printing materials and POPs were the talk of the show for three days.

Talking about creating a market for 3D printing in India, Prakash Chopra, Sr. Vice President, Arrow Digital Pvt. Ltd. shared, "We have been a leading name in the industry for last 30 years, especially when it comes to bringing in innovations. As technologies like UV printers are becoming common, we introduced Massivit 3D printer in India at Media Expo New Delhi."

According to him, while 3D concept in signage and POP has already been very popular worldwide, we are trying to create a market for this technology in India. "The visitors are excited and we are sure once it clicks with the buyers it will start selling in good numbers. In this edition, our main aim is to create a market for 3D printing and we are happy that we received serious enquiries for the same."

The ban of PVC-based media like flex has clearly created a need for new alternatives that offer environmental benefits without compromising the quality of the advertisements. With ample of awareness in the industry, now, exhibitors are not only working towards meeting market demands, but also creating applications and tools that will fit environmental needs and regulatory norms set by the government.

Dealing in advertising alternatives for PVC, Japneet Sethi, Director, Amrit Sales Corporation (Exibu) Pvt. Ltd. shared, "We are in a transition period and the industry is moving from PVC-based media to polyester-based ones. We have updated ourselves



from PVC-based media to dye-sublimation products. It is our mission to fully discard PVC and use only polyester-based fabrics for all our promotional materials/products. It will take few years, but we are moving in the right direction and the future is fabric."

Talking about the industry needs, he further added, "The corporates are always looking for something that is reusable, modular and can be executed multi-city. Our products can be used more than 100 times in different cities. Brands like Airtel, BIRA and other FMCG companies are using these products that we are pioneers in."

Visitors on the other hand were equally pleased to check out new product launches and live demonstrations of 3D printers, channel letters cutting machines, water-resistant LED lights, movable digital signages, and 3D holographic fans. Focused business visitors were also aware of the new product developments entering the markets and were happy to find the details at Media Expo New Delhi 2019. With 220 exhibitors, the showfloor displayed more than 10 product launches with deals for over 200 machines and applications closed.

Ronak Khandelwal, Director, Baari Labs shared, "This is my first time and it has been wonderful. I was particularly looking out for companies who are exhibiting 3D printers and UV curing machines. I have also found a great deal of interest amongst the crowd and overall, there is a good diversity of options available for all kinds of industry related to media. From flex printing to 3D printing and channel bending, we could find everything."

The burgeoning market in India has always been a major attraction for international players. China has been one of the major participants at the show and this year the number of exhibitors from China has continued to see a positive surge. Talking about why India is a lucrative market, Colin Chen, Sales Manager, Shanghai Totem Exhibition Co. Ltd., shared, "Media Expo is the main exhibition for this industry in South Asia. Our company pays more attention to this market as it is welcoming and growing every year."

The three-day show also had an insightful and interactive workshop that led speakers and delegates to highlight various trends and discuss problems faced by the industry. As the workshops were also based on progressive topics like 3D printing, digital signages and other sustainable options, the platform proved to be a seamless combination of ideas generated and solutions displayed under one roof.

Elaborating on the sustainable printing market, Santosh Nair, Country Lead and Category Manager – India, HP Pvt. Ltd. shared, "The regulations will double in three years and industry will have to re-invent with sustainable applications as their option."

The platform played an important role in hosting closed door sessions for 'All India Meet of Flex Manufacturers Association' and 'All India Meet of Fabric Manufacturers Association' proved that key decision makers from the exhibitors and visitors side were present at the show.

With the world being on high alert for environmental damage, it was high time for manufacturers, suppliers and users to adopt alternatives that can contribute to a healthier environment. The 45th edition of Media Expo New Delhi 2019 proved to be an excellent way to promote and encourage growing segments, supporting GREEN advertising environment.

About the Organiser:

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Burger King Shows How to Advertise in 10 Unique Ways!

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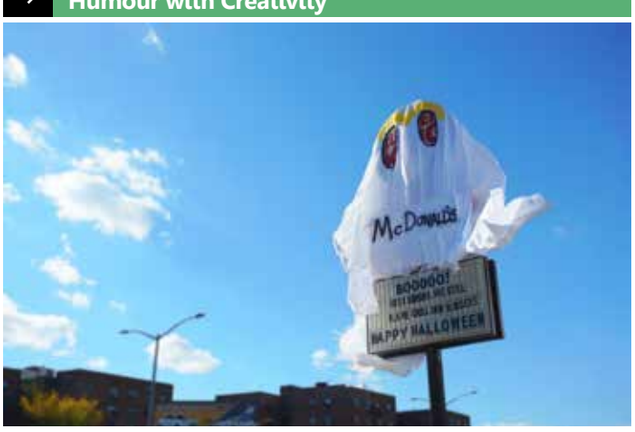
Bus Wrap in Singapore by Burger King



Cool Mobile Advertising by Burger King Draws Customers' Attention



Halloween-Special Billboard by Burger King Mixes Humour with Creativity



Humongous Billboard by Burger King



Largest Billboard in Eastern Europe by Burger King Woos Passersby



Luring Consumers Via Innovative OOH



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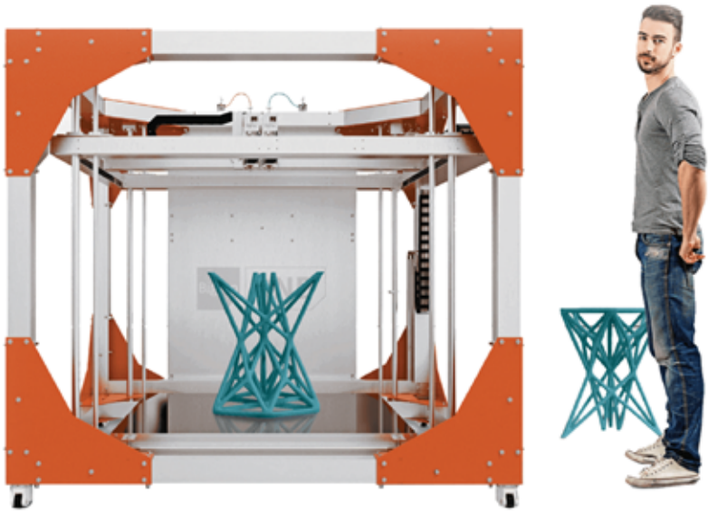
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Event Calendar

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

JANUARY 2020
SGI DUBAI 2020
Date: 12-14 January 2020
Venue: Dubai World Trade Centre, UAE
Website: www.signmiddleeast.com

FEBRUARY 2020
DPES SIGN & LED EXPO CHINA
Date: 9-11 February, 2020
Venue: Poly World Trade Center, Guangzhou, China
Website: www.chinasignexpo.com

FEBRUARY 2020
MEDIA EXPO MUMBAI
Date: 20-22 February, 2020
Venue: Bombay Exhibition Centre, Mumbai
Website: media-expo-mumbai.in.messefrankfurt.com/mumbai/en.html

FEBRUARY 2020
SIGN CHINA 2020 • SHENZHEN
Date: 24-26 February, 2020
Venue: Shenzhen Convention & Exhibition Center, Shenzhen, China
Website: www.signchinashow.com/shenzhen/en-us

FEBRUARY 2020
PRINTTECH & SIGNAGE EXPO 2020
Date: 27 Feb-01 Mar, 2020
Venue: IMPACT Exhibition & Convention Center, Thailand
Website: allevents.in

MARCH 2020
DIGITAL SIGN EXPO
Date: 31 Mar-3 Apr, 2020
Venue: Las Vegas Convention Center, USA
Website: www.digitalsignageexpo.net

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/

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Messe Frankfurt India Launches Media Expo Excellence Awards

In order to honour the outstanding work in indoor and OOH advertising industry, Media Expo has announced the launch of Media Expo Excellence Awards (MEA) 2020. The first awards night will be held as part of the exhibition on 20th February, 2020 at Bombay Exhibition Center. The gala night will help recognise outstanding contributors behind the greatest campaigns in OOH and indoor advertising sector. Organised by Messe Frankfurt Trade Fairs India Pvt Ltd, the awards ceremony will also felicitate top vendors working in the background. The nominations for the coveted awards are open now.

Speaking to Sign & POP World, Michael Dehn, General Manager, Sales & Marketing, Messe Frankfurt Trade Fairs India, explains, "We wanted to find a way to highlight the achievements of this industry and reward people who are working in this industry. We were looking at ways to conceptualise this and we thought it would be best to award the applications of the product and not the product itself. This led us to Media Expo Excellence Awards and we want these awards to be an annual feature at Media Expo."

MEA 2020 has charted down two major categories: Creative Category and Vendor Nomination Category. These categories will be further divided into distinctive sub-categories like Innovative use of Hoardings/ Billboards (Non-lit), Innovative use of ambient media, Innovative use



of transit media, Innovative use of digital signages, Innovative display of brand through POS/POP, Eco-friendly brand of the year, Printer of the year, Digital signage company of the year and Innovative POP Solutions/Product. Once the online nominations end, a distinguished panel of jury will be present to personally scrutinise the nominations. Adding to the fair and transparent evaluation process, the awards will be officially tabulated by Ernst & Young (EY) Pvt Ltd.

Colorjet Flags Off E-Waste Management Initiative at Media Expo Delhi 2019

Colorjet, with the help of its channel partners, carried out a Zero% E-Waste initiative aimed at completing the loop of end-to-end E-waste recycling through its 'Purana Printer Exchange offer'. Under this offer, the customer could exchange any Large Format Printer to avail a discount of 2 lakh rupees on the new machine purchase of the brand's flagship solvent machines – Irisjet Pro and Neptune.

"This initiative was a huge success and many machines were booked under this offer. Colorjet congratulates all the lucky customers who availed this offer and put in their contribution towards a greener future," said Smarth Bansal, the company's DGM.

The country's leading manufacturer of Digital Inkjet printers in India yet again proves its dominance in this Media Expo, New Delhi 2019 by registering a record sale of Machines. A huge number of visitors from all parts of country visited ColorJet's Booth to explore the host of products showcased under Colorjet banner.

The products on display consisted of IRISJET PRO launched with Facelift option from Solvent Category; 6 color variant of POLO HQ from eco solvent category that gives skin tone image printing quality; VERVE LED 2518 which is an 8ft*6ft flatbed UV printer and VULCAN which is a high-speed UV Roll to Roll printer.

Apart from this, Colorjet also showcased the live demo of their Camouflage TM Technology that unleashes the inceptive magic of 'print-within-a print' with just a touch of the LED light. Colorjet also flaunted 'GREEN TECH Certifications' of ROHS Compliance, GREEN



GUARD, OEKO-TEX R Standard 100, REACH Compliance for inks.

Talking about the highlight of the expo for Colorjet, Bansal pointed out, "Our highlight for this Media Expo was fulfilling the Extended Producers Responsibility (EPR), under the guidelines of CPCB, Govt. of India."

The event wrapped up on a big note & Colorjet looks forward to continue its participation in the next edition of this annual mega event.

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Arrow Digital Partners with Esko

Arrow Digital, one of the leaders in wide format digital print/cut and display graphics solutions, with over three decades of experience and innovations, have pioneered many ground breaking technologies in digital printing in various industries in the Indian market.

Making dedicated efforts to take digital printing to great heights; Arrow now brings the Esko Kongsberg digital cutters/tables to help our customers to have state-of-the-art finishing to their ever demanding graphic display market and to expand the offering into the packaging and other innovative segments.

Esko's Kongsberg cutting tables are a result of over 50 years of technical expertise, which together with a range of impressive innovations is boosting the performance of digital finishing operations to an industrial level. Kongsberg X Series, Kongsberg C Edge, and Kongsberg C Series solutions stand for value, durability, reliability, precisions & offers limitless versatility.

The Esko product portfolio supports and manages the packaging and print processes for brand owners, retailers, designers, pre-media and trade shops, packaging manufacturers, and converters.

For 9 out of 10 retail packages, Esko solutions are used in packaging management, asset management, artwork creation, structural design, prepress, 3D visualisation, Flexo plate making, workflow automation, quality assurance, sample-making, palletisation, supply chain collaboration and/or the production of signage and displays.

Esko solutions consist of an extensive suite of software and hardware product lines: Esko Kongsberg digital cutting systems, complemented with professional services, training, and consultancy.

Commenting on the collaboration, Rafiq Shaikh, Regional Sales Manager, Esko says, "There is a huge potential in the display industry for our Esko Kongsberg Digital Finishers and joining the hands with local support like Arrow is our first strategy not only to reach out to those customers but also to counter competition."



Shaikh further adds, "Arrow offers high-end digital print solutions to the Indian industry and with the help of their expertise in service support 365/24/7 & their state-of-the-art demo/applications center, it is easy for us to penetrate further into signage and display market with the credible identity of them."

"We never invest our resources and time in any technology until we are confident about it. We see the need of such revolutionary technology in the market. In order to compete in the Indian territory, it is important to perceive the consumers buying pattern. With in-depth knowledge of the industry backed by local sales force and existing customer base, we will push the technology further," says Sam Patel, Founder & CEO of Arrow Digital.

Explaining how the association with Esko would help Arrow Digital, Patel asserts, "With enhanced focus on innovation and zest to meet the need of the customer, adding Esko to our product line will help us to drive the force further for the astounding developments and growth in the display graphics industry."

OOH Campaign by Tanishq to Launch its Virasat Collection

Cashing in on the relevance of jewellery purchase during the auspicious occasion of Diwali, Tanishq launched its new festive collection 'Virasat' with an OOH campaign. The campaign is aimed at bringing alive the essence of age-old traditions, cultures and rituals which have been followed through generations.
The outdoor duties were assigned to OMI (Outdoor Media Integrated), the outdoor agency arm of Laqshya Media Group. OMI used its in-house proprietary tool 'SHARP' to give the campaign high visibility & create maximum impactful exposure. The deployments were done in a way as to cover all arterial routes and important touch points that were imperative as per the TG's day in the life cycle.

A mix of media vehicle ensured that we attain the objective of reaching the right audience multiple times building brand salience. Tanishq's extraordinarily stunning creative looked equally mesmerizing on the OOH canvas that were handpicked by OMI to ensure that it gets the 100% OTS it demanded from the campaign.

The campaign was executed by strongly developing the brand's



communication in multiple cities like Agra, Ahmedabad, Allahabad, Bangalore, Baroda, Bhubaneswar, Chandigarh, Chennai, Delhi NCR, Guwahati, Hyderabad, Indore, Jaipur, Jamshedpur, Kanpur, Kolkata, Kolkata Upcountry, Lucknow, Ludhiana, Meerut, Mumbai, Nagpur, Patna, Pune, Raipur, Ranchi, Surat, Varanasi and Vijayawada.

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Samsung to Bring QLED 8K Display Signage in India Soon

Samsung is set to bring its revolutionary display signage QLED 8K into the Indian market. The product was recently displayed at an exhibition in Mumbai, and the brand is expected to officially launch it in India in the coming months.

The QLED 8K signage enhances the consumer shopping experience by combining the highest resolution on offer with AI upscaling technology, producing life-like images and enabling users to enjoy an immersive viewing experience. The AI upscaling technology in commercial displays is bound to capture the attention of potential customers. For advertisers, this means more content production at lower costs and lower resolution but higher resolution display in 8K quality.

The QLED 8K signage delivers true 8K resolution and 100% colour volume supported by 33 million pixels, nullifying any potential for resolution loss. The display, even in direct sunlight has a peak brightness of 4000 nits and a high contrast ratio of 5000:1, delivering an immersive visual experience and creating opportunity for partners to maximise business.

The QLED 8K Signage is driven by a powerful system on chip (SoC) platform that supports an embedded 8K content player. Enhanced HTML5 compatibility is a big added bonus for users seeking to display web content. The QLED 8K is perfectly suited for workspaces and customer-facing situations where the visual experience is most critical



while ensuring the versatility to visually feed from multiple sources at the same time.

Its minimal design is meant to aesthetically enhance the customer environment, making it at one with its surroundings. Its slim, simple bezel design allows the display to be mounted flush to the wall, ensuring installation is seamless and helping you to design your space as per the desire.

VXL Introduces Illumineye Digital Signage Solution

One of the market leaders in Thin Clients and endpoint management softwares, VXL Software has launched its new Illumineye digital signage solution, which is a complete software and media player package that allows users to effortlessly create, manage and schedule digital signage displays and campaigns.

Engineered to be user-friendly, Illumineye Digital signage requires no previous design skills to achieve highly creative and powerful digital signage. It handles everything from creation of campaigns, building from supplies templates to the deployment of such campaigns locally over a LAN or over the internet. The campaigns are developed quickly and effortlessly, incorporating text, images, tickers, video, audio and much more.

However, VXL's Illumineye digital signage consists of three powerful apps, namely, Illumineye Creator, Illumineye Scheduler and Illumineye Player. The Creator is a highly creative, multi-user application with wizard-based guidance for easy of use and is used to build the campaign's creative design. Scheduler is a Windows Server based tool and is used to schedule playlists and manage/monitor the media player(s). Player is a robust IQL media player equipped with a high-performance CPU and Linux OS.



The live data feed of the Illumineye provides the users the ability to pull real-time information from an SQL database or Excel spreadsheet within the local network drive, using CIFS or FTP. Compatible with Quividi's audience measurement software, the smarter digital signage experience that analyses user's views and engagement, Illumineye's Digital Signage incorporates a convenient cloud-content upload solution via Microsoft OneDrive or Amazon S3 to simplify content upload and control.

NEWSWIRE-NATIONAL

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Directional Signage to Help Travellers Find Their Uber Pick-up

In a first of its kind campaign anywhere in the US, Clear Channel Airports (CCA), the Americas-based airports business of Clear Channel Outdoor Holdings, Inc. announced a new OOH advertising campaign in partnership with Uber at Seattle-Tacoma International Airport (SEA-TAC) to help travellers more conveniently and clearly find their way to their Uber pickup.



The OOH campaign includes directional signage in the post security, baggage-claim and parking garage areas throughout SEA-TAC, easily guiding arriving passengers to their Uber pickup location.
CCA worked strategically with SEA-TAC leadership, and Uber, to plan and execute this advertising campaign which reaches an estimated 86 percent of all airport arrivals and guides 100 percent of all rideshare passengers as they make their way to the designated pick-up area.

The OOH campaign runs through October 2019, launching in other cities across North America later this year. Results will be measured through its duration and available in the fourth quarter.

Ormax Media launches OOH Measurement Solution

Media consulting and analytics firm Ormax Media has launched its latest offering Ormax OHM (Out-of-Home Measurement). Ormax OHM offers real-time audience measurement solutions to owners and resellers of ambient media, such as malls, multiplexes, and airports. The service comes in the context of a growing need for measurement of OOH media in India.

Owners and resellers of ambient media can use the Ormax OHM to measure actual impressions (footfalls), dwell time, audience profile by gender and age and experiences across their various media assets such as displays, digital signages, entry points, kiosks, etc.

Ormax Media has licensed computer vision technology from French OOH audience measurement company Quividi, which enables real-time audience measurement and analytics. Digital Content Technologies is the authorised distributor for Quividi in Asia.

Using this technology, Ormax OHM provides data and analytics collected in real-time, measured 24/7, 100% enumeration using technology that works completely in the background, across their ambient media assets, empowering clients to offer smarter solutions to brands, such as impression-based pricing and targeted advertising.
Ormax OHM has been designed for OOH Media and offers great value to ambient media assets at airports, metros/train/bus stations and advertising options in cinemas and malls.

HUAPTEC Comes to India with Digital Signage Experience Zone

Shenzhen-based HUAPTEC, a one-stop-shop for digital signage, has launched its Digital Signage Experience Zone in Bengaluru. The experience centre will display and demonstrate a wide range of innovative, best-in-class image performance with indoor and outdoor solutions tailored to meet the needs of each application. The Zone of Excellence provides clients an opportunity to experience digital signage before finalising the platform for their projects. It enables customers to understand, evaluate and put together the various pieces of the digital signage requirements.



HUAPTEC has already expanded its footprint in digital signage installations globally through its parent company. With this strong technical backing, HUAPTEC India will be able to market its wide range of products pan-India.

The company has ventured into India with an aim to target customers, including companies dealing in DOOH media, hospitality and health sector, mass transportation such as airports and railways stations, retail sector etc on a pan-India basis. Its innovative product range includes indoor/outdoor LCD & LED displays, interactive displays, video wall displays, wall mount, floor mount, thin frame, iron frame, horizontal kiosks with sizes ranging from 21" inches to 85" inches.

HUAPTEC is a designer, manufacturer and supplier of energy efficient, intelligent digital signage solutions in India. It is backed by a decade spanned multinational corporation with registered office based in Hong Kong, and fully functional offices in China, USA, Germany and India. With a state-of-the-art production unit of 10,000 sq. ft. based in Bengaluru, HUAPTEC manufactures Smart Digital Signage Solutions designed by a dedicated team of 50 technocrats and supported by qualified professionals.

NEWSWIRE-INTERNATIONAL

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

Fujifilm Brings World's Fastest Automated OnsetX3 Flatbed Printer

Market leader in printing solutions, Fujifilm has launched the Inca OnsetX3 HS, the world's fastest high-quality flatbed printer, capable of printing in excess of 1,440 sq metres per hour (283 beds/hour) is the retail segment solution. Its three sets of CMYK ink channels plus the choice of white or orange, allows print businesses and entrepreneurs the capacity, capability and flexibility to grow market share and confidently move into new segments.

The powerful and market-leading OnsetX flatbed series now includes a range of enhancements that result in much higher print speeds and machine utilization, and therefore higher productivity. Compatible with Inca's range of application specific robotic handling systems, and incorporating '30 second' job set up and 'single cycle' printing mode, the new HS range is set to deliver another 'step change' in high volume



wide format inkjet printing – something Inca Digital and Fujifilm have become renowned for over the years. Combined with Fujifilm's Uvijet OX ink, the OnsetX HS creates competitive advantage for Fujifilm's customers.

HP Rejects Takeover Bid From Xerox

HP has turned down a $33 billion (roughly Rs. 2,36,469 crores) hostile takeover bid from Xerox, saying it undervalued the computer and printer maker. But the HP board said it still would like to discuss the possibility of reaching a deal with its rival.

But the company's board members have fundamental questions that need to be addressed first. It said, for instance, that Xerox's revenue dropped from $10.2 (roughly Rs. 73,088 crores) billion to $9.2 billion (roughly Rs. 65,923 crores) since June 2018. Moreover, HP is three times more valuable than Xerox with a $27 billion (roughly Rs. 1,93,467 crores) market value.

HP was one of the first Silicon Valley giants. In 2015, it spun off its enterprise products and services business, and held onto the PC and printer businesses. It was renamed HP Inc. Xerox, founded in 1906 as Haloid, was the pioneer in photocopy machines.



Océ Colorado Family of Printers Crosses 1,000 Global Installations

Canon Solutions America joins its colleagues in Canon Europe in the announcement of the completion of more than 1,000 global installations of the Océ Colorado roll-to-roll wide format printer series, powered by UVgel technology. Since September 2019, the user base operating the Océ Colorado 1640 and 1650 printers achieved combined monthly print volumes of more than 10.7 million square feet.

Implementation of the Océ Colorado printers has expanded rapidly, with each installation producing higher volumes than initially forecasted. 16% of Colorado customers have printed more than 269,000 square feet per year on each Colorado device.

Earlier this year at FESPA, Canon introduced the Océ Colorado 1650 as the second member of the Colorado family. Among the innovative features: a new flexible ink for customers producing applications that need to be folded, wrapped, or bent, such as framed canvasses, soft



signage, front- and back-lit graphics, surface décor applications like flexible wall coverings, and outdoor applications including vehicle graphics. The latest model also comes equipped with unique Océ FLXfinish technology, which enables customers to choose between gloss or matte effects without the need to change ink or media, offering an even wider range of applications.

NEWSWIRE-INTERNATIONAL

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

Roland DGA Rolls Out New VersaUV LEC2-300 Printer/Cutter

Roland DGA Corporation, a leading provider of wide-format inkjet printers, printer/cutters and other advanced digital imaging devices, has announced the launch of its redesigned VersaUV® LEC2-300 UV printer/cutter. With an all-new design that delivers improvements, the streamlined 30-inch LEC2 includes the popular features of Roland's original LEC-300, plus improvements for increased versatility, more vibrant color, and greater image detail – all for less than half the price.



The new LEC2-300 has been engineered to offer users an even higher level of overall performance. In addition to doing the jobs of multiple devices by printing, contour cutting, creasing and folding in one seamless, automated workflow, the LEC2 boasts a newly designed print head, new LED lamps, and host of updated features for even better print quality. Its small footprint also makes the LEC2-300 perfect for shops with limited space.

The LEC2-300 is designed to take full advantage of Roland's ECO-UV inks, which adhere to the surface of a wide range of media, such as adhesive sheets for stickers and labels, PET or PVC-based substrates, canvas, tarpaulin, textiles, leather, and more. This combination produces vivid, eye-catching CMYK graphics, while also allowing users to incorporate Clear and White specialty inks for matte or glossy finishes, simulated embossing, and other custom dimensional and textural effects.

Roland's VersaUV LEC2-300 comes with feature-filled VersaWorks® 6 software – the company's most powerful and user-friendly RIP to date. VersaWorks 6 boasts the latest Harlequin® dual core engine with PDF 2.0 and native 64-bit processing, a new True Rich Color mode, a new icon-based interface with drag-and-drop functionality, and a host of additional tools that optimize printer functionality and ease of use.

Mimaki USA Introduces Plus Series Printing & Cutting Solutions

Mimaki USA, a leading manufacturer of wide-format inkjet printers and cutters, launched the Plus series in the Americas with the addition of the JV300 Plus printer, CJV300 Plus printer/cutter device, and CG-FXII Plus cutter that include features and functionality to drive workflow efficiencies.



Mimaki Advance Pass System 4 (MAPS4) is the latest version of the Mimaki Advanced Pass System that utilises an advanced algorithm pattern to reduce banding and delivering output that looks spectacular even at higher speeds. Combined with Mimaki Variable Dot Technology, the resulting prints are smooth, even in the mid-tones, solids and gradients.

An advanced Take-Up device compensates for uneven tension pulling during media wind-up, resulting in smooth winding. The ability to prevent telescoping in the postprint take-up stage contributes to a balance between printing and finishing, further optimizing workflow. The new Take-Up device can also accept media rolls weighing nearly 100 lbs. (45kg), for longer, uninterrupted production runs.

New Mimaki Eco-cartridges are designed to ensure a more sustainable printing process for customers who prefer the 440 ml cartridge ink delivery system.

The company's proprietary ID Cut function now supports automated cutting on the CJV300 Plus printer/cutter and the CG-FXII Plus cutter. This innovative functionality was developed to enable continuous cutting operations on multiple jobs, with minimal human touchpoints. The ID Cut function is included in Mimaki RasterLink 6 Plus RIP software; along with registration marks, the software adds a bar code on the print. The barcode, read by the crop mark sensor on the CJV printer/cutter or CG-FXII Plus cutter, contains cutting and rotation information enabling these devices to automate the cutting process.

The JV300 Plus series includes the 54-inch JV300-130 Plus and the 64-inch JV300160 Plus printers; the CJV300 Plus series includes the 54-inch CJV300-130 Plus and the 64-inch CJV300-160 Plus printer/cutters, and CG-FXII Plus series includes the 62-inch CG-130FXII Plus and the 74-inch CG-160FXII Plus cutters.

NEWSWIRE-INTERNATIONAL

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

Epson Brings 12-Colour Large Format Printers to the Market

Epson has announced the introduction of its first 12-colour large format printers - the SureColor SC-P7500 (24"/61 cm) and SC-P9500 (44"/111.76 cm) - aimed at applications including professional photography, art reproduction and proofing. According to an Epson press release, the are ideal for artists, photographers and proofing users because their large colour space ensures reliable, high-quality colour reproduction. The new SureColor is based on the newly developed UltraChrome Pro12 ink set, which is based on the proven K3 technology and complements it with orange, green and violet ink.

The two models of the SureColor SC-P series were developed for applications such as professional photography, art (re)production and proofing, where the highest print quality is required. Matching the new 12-colour ink set, a new Epson print head with up to 800 nozzles for each of its twelve colours is also used, which also allows even more precise placement of the individual ink drops. The twelve micro-piezo printheads with an original resolution of 300 dpi used in the devices enable production at high speed and top quality.



The change between Photo- and Matte Black takes place without rinsing the ink system. While images benefit from smooth colour gradients and a precise print pattern, the Black Enhancement Overcoating Technology achieves higher black densities. Both the SureColor SC-P7500 and SCP9500 Fine Art support paper, canvas, photo paper, proofing media and a host of other media.

Xaar Announces Ultra High Viscosity Jetting Capability at InPrint 2019

InPrint Munich 2019 saw the announcement of Xaar's Ultra High Viscosity capability across its printheads and made users aware about the potential applications for this significant development in inkjet printing.

This announcement follows October's appointment of Dr John Mills as CEO at Xaar. The launch at InPrint is the first part of Xaar's strategy to focus the printhead business on its Bulk platform, including its Xaar 2001+ printhead and High Laydown Technology. Most printheads can only jet materials with viscosities of up to 10-25 centipoise (cP) but with Xaar's unique TF Technology and innovative High Laydown Technology, fluids with significantly higher viscosities – up to 100 cP – can now be jetted.

Ultra High Viscosity jetting opens up a wide range of new inkjet capabilities and applications for OEMs and manufacturers using Xaar technology. The ability to lay down fluids with higher particle loading



and particle sizes offers advantages such as an increased colour gamut, opacity and special effects. In addition, jetting higher molecular weight photopolymers for Advanced Manufacturing and 3D printing applications is made possible.

Canon USA Introduces imagePROGRAF PRO Series Models

Canon USA, Inc., a leader in digital imaging solutions, has announced the new imagePROGRAF PRO Series printer models including PRO-6100, PRO-4100, PRO-2100, PRO-6100S and PRO-4100S. These large-format solutions offer new innovative technologies for fine art, photographers, and production signage users.

Building on the success of previous PRO Series, these new printers feature a 'first-of-its-kind' intelligent automatic media feeding and media reading system, which allows the operator to move away from the printer after placing the roll in the machine, removing the need to feed the roll or select the media type. After the roll is loaded into the machine the media is automatically fed while the built in multi-sensor measures the surface reflection and media thickness to identify the media type. The device features a new technology in which it can automatically detect the media length as well, without the need to print a barcode as with Canon's previous devices and as with current third-party devices. These new models also have the ability to print borderless on all standard and custom widths, an ideal time and cost-savings feature built to benefit print professionals.

The new PRO Series is designed to provide customers with an easy-to-use experience that values time as well as productivity. Built with an



intuitive, upgraded 4.3 inch touch-screen operation panel, this series provides users with better operability and visibility. For added usability, the three main functions, media switching, feeding and cutting, are conveniently hard buttons on the front of the product's interface to contribute to better media handling and save users the hassle of having to navigate through multiple functions. The printers have all been updated with a transparent clear window designed to allow end users to easily see whether printing has begun, and check printed images and the printing size.

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

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New Delhi-110008.
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E mail: info@pashupatiad.com
Web: www.pashupatiad.com

Sawhney Signage
2176, 1st floor, Rajguru Rd, Chuna Mandi
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Email: sawhneysignage@gmail.com

CNC ROUTERS

Angel India Impex
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Nangloi, New Delhi-110041
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Mehta Cad Cam Systems Pvt. Ltd.
4&5 2nd Floor, Sumel Complex,
Opp-GNFC Tower, NR-Tej Sarkhej,
Gandhi Nagar Road, Ahmedabad -380059
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Email: mishra@mehtaindia.com

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Amritsar, Punjab-143001
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Email: polyplast114@hotmail.com

Suresh Indu Laser
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Unique Sign
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Pitampura, New Delhi-110088
Mob: 9811240030, Email: uniquesign@gmail.com

DIGITAL PRINTING

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Peeragarhi, New Delhi (India) S.C.F.
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Chandigarh-160026
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Doc Sign
Office: 2031, Street No.7, Chuna Mandi,
Pahar Ganj, New Delhi-110055
Website: www.docworld.in
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Prince Digi Graphics
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Kandiwali (West), Mumbai-400067
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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
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Mob : 9836770222 / 9830859009
Tel : 033-22360450
Website: www.sibco.co.in

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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
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Email: allmedia@wyte.com

Taneja digital
116, DSIIDC Complex,
Okhla Phase-I New Delhi
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Website: www.inntan.com

EXHIBITION DISPLAYS

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2176, 1st floor, Rajguru Rd,
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FLEX

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UP-201305, New Delhi India
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Website: www.sibco.co.in

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Haryana-122003
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Sanaswadi Taluka Shirur, Pune-412208
Tel: 02137-392500
Mob: 09371234139

Jaysynth Dyestuff (India) Ltd.
301, Sumer Kendra, Pandurag
Bhudhakar Marg, Worli, Mumbai-400018
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806/A, 8th Floor/A Wall Street, Opp. Orient Club,
Ellisbridge, Ahmedabad-380006
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207, Aradhana Bhawan Commercial Complex,
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LAMINATION MACHINES

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Parksite, Vikroli (W), Mumbai-400079
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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
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Tel-011--43397100
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Mehta Cad Cam Systems Pvt. Ltd.
4&5 2nd Floor, Sumel Complex,
Opp-GNFC Tower, NR-Tej Sarkhej,
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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
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Website: www.uniquelaser.net

LED MODULES

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MULTI-COLOUR SCREEN PRINTING

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E-mail: v_adprint@yahoo.co.in
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Website: www.vardhman93.com

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Website: www.sibco.co.in

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Singh Estate, Rd No-1,
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Mob: 09819484847
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Email: info@vijasgroup.com
Website: www.vijasgroup.com

PROMOTIONAL UMBRELLAS

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

SUBLIMATION PRODUCTS

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MUMBAI - 400 104.
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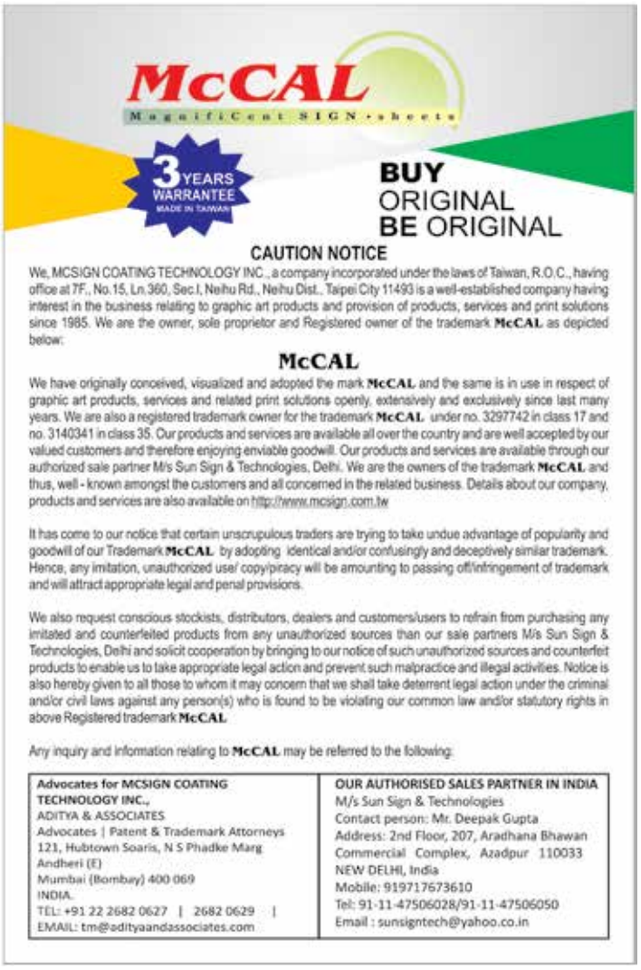
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