AUTOMOBILE BRANDS ADORNING THE BENGALURU AIRPORT SPACE -48 | 10 MIND BLOWING AVATARS OF OUTDOOR ADVERTISING BY SWEDISH RETAILER IKEA! -60

SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

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FEATURE

22 Coronavirus: A Setback for Signage Industry

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46 OMI Gets 'Let's Crack It' OOH Campaign for Unacademy

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Bringing sustainability in operations is an issue that is being considered by every right thinking manager today. Companies are taking steps to make their production processes more environment friendly. Signage industry, which has often faced backlash due to the use of non-recyclable media and excessive use of harmful chemicals, is no different. Be it a manufacturer of printers, ink or substrate; all are trying to bring in eco-friendly elements in their production processes. In this issue, we have incorporated the views of players in wide format printing and signage industries on how ready the industry is for sustainable practices and what steps are they taking in this direction.

Taking a note of the Coronovirus crisis that has badly impacted all industries dependent directly or indirectly on China, we have included a feature on the effect of this disaster on signage and printing industry, and how it has led to the cancellation of two key industry exhibitions in the sector. Another interesting feature is on branding of Bengaluru's airport space by major automobile brands by JC Decaux. We also have a product feature highlighting Apsom Infotex's new 3D wallpaper printing technology.

In this issue, there are excerpts of interviews of senior level representatives of some leading companies, namely, Ansure, Digital Vision, Colors Digital and Bright Outdoor Media.

Also included in this issue are some very interesting topics covered under national & international case studies, as well as latest updates on signage and printing industries.

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

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

Happy reading!



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Publisher
Gauravjeet Singh

Editor-in-Chief
Himani Gulati

Associate Editor
Syed Md. Ehteshamul Hasan

Assistant Editor
Supriya Mishra

Sales
Shantanu Tyagi (9999089867)
Akanksha R. Dwivedi (9999420794)

Customer Relations
Mrs Singh

Design & Print Production
Ravi Pandey

Design Studio
Access Solutions

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Subscription, Sales & Enquiries

VISIT: www.signandpop.com **EMAIL:** info@signandpop.com
CALL: +91-11-46464848 **TELEFAX:** +91-11-41071644
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E: info@vijasgroup.com

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Vijas Digital India (I) Pvt Ltd.
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Campwell Road, Sahadatganj, Rajajipuram,
Lucknow - 226 017.
T: 0522 2649700 | 0522 2649701
E: lok.vijas@gmail.com

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

PATNA
Branch Office:
Vijas Digital India (I) Pvt Ltd.
Plot Number 434,
Jakaryapur, Ramkrishna nagar,
Badi Pahari,
Near Union Bank, Zero Mile,
District: Patna, Bihar - 800 030.
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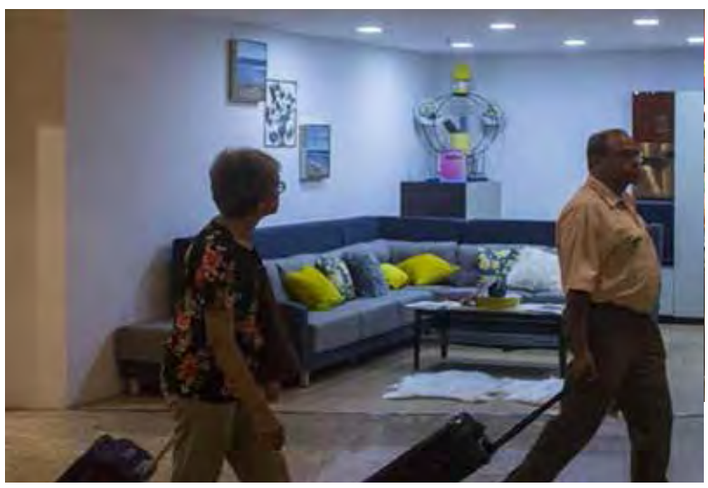
Interactive OOH by Hair & Care grabs eyeballs of commuters



Outdoor advertising agency Times OOH attracted the attention of Mumbai Metro passengers with interactive outdoor installations at Sakinaka and WEH metro stations as a part of #khulebaalbefikar campaign by Hair & Care. The campaign was further amplified with digital ads on the Andheri station video wall and jingle inside the train to reach the masses.

Aimed at capturing the attention of teenage female Mumbai Metro passengers, the outdoor installation created jointly by Times OOH and Moms Outdoor to promote Hair & Care Fruit Oils sensed when trains would arrive at the station, and showed the brand ambassador Shraddha Kapoor's hair blowing as if windswept by the moving train.

Godrej Interio Offers Unique Experience to Travellers at Mumbai Airport



Times OOH, India's largest outdoor advertising agency, has helped Godrej Interio in setting up a first-of-its-kind experience centre in the garb of a retail space, at Terminal 2 of the Chhatrapati Shivaji Maharaj International Airport in Mumbai. As per research commissioned by Times OOH, the average dwell time at Terminal 2 is 115 minutes, out of which approximately 10 dedicated minutes are spent at experiential centres.

Mumbai International Airport is among the busiest in the world, recording a footfall of over 50 million passengers in the last financial year, with the festive season leading to higher footfalls. Given a passenger at Mumbai Airport indulges in shopping twice a month on average, and 97 per cent passengers belong to the elite NCCS A category, Times OOH's impactful dynamic ad presence along with high visibility was able to deliver significant brand recall and unparalleled value to Godrej Interio.

BBC Team Brings Dracula Alive at Night Through its New OOH



To mark the arrival of Dracula to BBC screens, the team at BBC Creative has put up two billboards in London and Birmingham, which come to life after dark! In the billboard advertising of the new BBC adaptation of Dracula, Bram Stoker's character cannot be seen in daylight on the posters, but he suddenly appears at night in a shadow thanks to specially-arranged lighting over stakes. An 'In case of vampires – break glass' box containing a stake also sits below the billboards – on Brixton Road in South London and Upper Dean Street in Birmingham.

The two billboards don't directly depict the count himself, but through a clever play of shadows and stakes, see him emerge as a haunting ghost. During the day, passers-by will notice that the billboards are stabbed with stakes – alluding to the action of vampire killers. Yet, at night a light at the side turns on, and viewers realise the stakes have been placed with the utmost intention so that their shadows recreate the face of the TV series' blood-thirsty villain.

Digital Array Marketing - The Latest Innovation in DOOH



Times OOH, the leader in outdoor media, has brought an array of 10 Ultra High-Definition digital screens at the arrival passage of the Chhatrapati Shivaji Maharaj International Airport in Mumbai.

Digital array marketing offers an ocean of possibilities for brands to sell a compelling story to travellers.

The ultra-stretch, 88-inch displays are placed towards the exit gates to attract the attention of the travellers. The newly designed format comes with a 32:9 widescreen and enables delivering of compound content consisting of video and text effectively.

Mumbai International Airport is among the busiest in the world, recording a footfall of over 50 million passengers in the last financial year. With these new installations here, advertisers will be able to host impactful digital ads resulting in higher recall for their products and services.

Raymond's 'Complete Man' Graces Indore Airport



Innovation is key when it comes to outdoor advertising and Times OOH knows it well! The company had recently installed the first man mannequin at Indore International Airport over the baggage belt to showcase the various new formal wear looks of the brand available at prominent stores across the city.

The campaign is one-of-a-kind experiential advertising initiative and managed to create a brand identity for Raymond among the consumers. The flyers at Indore airport are now being treated to ingenious advertising portraying the qualities of a 'complete man', which is also the brand tagline.

Sunscreen Dispensing Panel Attracts Passers-by in Melbourne



Using an easy to use advertising panel for dispensing free sunscreen, Neutrogena® was able to woo passers-by in Melbourne, who stopped by to take a tiny bottle of sunscreen onto their palms. Leading outdoor advertising company JCDecaux and media agency UM created the innovative, special-build panel that dispenses sample-size sunscreen bottles. The campaign was launched during the Australian Open finals week when the city swells with visitors and locals. The panel, located at the busy Flinders and Swanston streets tram stop, provided commuters with a 14mL bottle of NEUTROGENA's® new Ultra-Sheer Dry-Touch Sunscreen Lotion with just the push of a button.

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- SCP/OVP/OTP
- Power Range 60W-400W

6 KV Surge | 440 V Protection | Efficiency 91%

CB CE SELV PFC IP 67 RoHS

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6 KV Surge | 440 V Protection | Efficiency 91%

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IN ORDER TO CONFRONT THE GROWING ISSUE OF SUSTAINABILITY, THE APPROACH OF SIGNAGE FRATERNITY AS A WHOLE IS PRETTY FOCUSED TOWARDS MAINTAINING OVERALL ECO-FRIENDLY ATTRIBUTES.

Sustainability is a topic that hasn't left any sector untouched, and signage industry is no different. Most signage solution providers have by now shown their inclination towards newer technologies and sustainable materials that could be used in the current scheme of things for making a signage. In order to explore how sustainability is slowly making inroads into the Indian signage industry, we at Sign & POP World contacted with a few manufacturers/suppliers of media, ink, machinery, etc. The aim was to understand how ready is the industry in adopting all this for the sake of our future generations, and what challenges are the industry stakeholders facing in this regard.

INTRODUCTION

As far as sustainability in signage industry is concerned, the most talked about material is media, which at the same time is the most important component when it comes to creating a signage. It has been observed that in an attempt to grab attention, many brands try to outdo each other with the biggest, best and flashiest graphics. This is because the quality of graphics can make or break a brand's success. But it is also important to note that these graphics, if not sustainable, put a serious strain on the environment. It is therefore important to replace them with more sustainable, recyclable and high-quality materials that have already entered the market and are readily available for use.

Many of the available materials i.e. inks, solvents, and substrates that have been used in large format printing in many printed solutions for decades are far from being eco- friendly. In fact, traditional print solutions, particularly solvent-heavy inks and plastic-based materials, are far from being sustainable as these can generate significant emissions. The industry though has admitted to some extent but it is yet far from being practiced in general. In the mean time, clients across the allied industries are not only more aware of this – they're more insistent that the signage industry must address it.



Deepak Girotra, Director
Sun Printable Fabric Pvt. Ltd.



Dipen Mehta, Director
Universal Products



Neerav Goswamy, Director
AT Inks

AREAS OF CONCERN

Fortunately, this is also one of the key areas of innovation when it comes to approach and infusion of technology. Print solution suppliers are becoming more concerned with sourcing and supplying greener alternatives to suit changing client demands, and this, in turn, is instigating suppliers to move towards greener substrates, inks, and other materials. There shouldn't be any surprise that businesses now are making strong commitments to considerably reducing their carbon footprint, and this focus is having a direct impact on the businesses in their supply chains – that means solution providers better start thinking about these Green things, or they will be finding themselves as outdated in front of the new, greener alternative solutions.

Substrates which came as an alternative to flex claim that these are not only recyclable, but also have the capability to lend signages a sophisticated and updated look that will make heads turn and impress the target audience. Keeping this in view for an industry overview, we also approached Inks, Printers manufacturers/suppliers as well as LEDs suppliers and tried finding out how sustainable they are and why should one simply rely on their words. We also tried to find out how they measure the sustainability of their materials and the parameters of sustainability.

SUBSTRATES/MEDIA

Media or substrates are the inevitables when it comes to printed signage. These are the things that actually get 'printed on' during a project, and by virtue of being involved with large format print these substrates also have a pivotal role in sustainability. The very common are the traditional substrates which are highly PVC-based. This is problematic, simply because the production, use, and disposal of PVC-based products involve heavily toxic, non-biodegradable materials migrating into the environment.

Whilst PVC has presented a quick, easy, and affordable solution for printers, it's not been a particularly green solution, but fortunately, that's changing. Soft signage with coated fabric is now available with many Indian suppliers, and these are seemingly very actively embraced by many clients. The manufacturers of such substances have completed many projects recently using fabric light box & banners and that are set to be recycled rather than thrown away.



Sun Fabric media was approved by Department of Defence for the DefExpo 2020 in Lucknow.

Sun Printable Fabric

Defining sustainability, **Deepak Girotra**, Director, Sun Printable Fabric Pvt. Ltd., says, "Sustainability, as per our understanding is following the processes in manufacturing of processed/coated fabrics so that it does not degrade the environment during the life cycle/manufacturing of products. Also, the company should fulfil its moral responsibility by adhering to self imposed principles of environment sustainability rather than following the government imposed regulations."

Talking on how sustainable is their manufacturing process, he remarks, "We fulfil our duty as a responsible manufacturer of 21st century with an aim is to improve the standard of living and education of all our co-workers, who are part of life cycle of our printable fabrics manufacturing. We, in fact, follow the global principles of sustainability in all factory operations and accordingly stick to the international best practices in our operations."

He goes on to add that as a manufacturer, one of the most important practices that his company follows is zero discharge of water in the environment during the whole process of cleaning/coating of the fabrics and then reusing all the water during various stages of the process. "We keep encouraging our employees to strictly adhere to this practice as a moral responsibility. Apart from that, we use recycled polyester fabric as our raw fabric for coating to make printable media for signage industry. We also make 100% biodegradable cotton fabric."

According to Girotra, the company is about to receive accreditations of various processes



Sam Patel, Managing Director Arrow Digital Pvt. Ltd.



Smarth Bansal, DGM-Product & Brand ColorJet India Pvt. Ltd.,

including (a) GRS (Global Recycle Standard - A holistic certification for printable fabrics with a recycled content), (b) REACH Certification (for the use of chemical in coating of printable fabrics), (c) FTP (Fair Trade Practices to address the concern of holistic upliftment of all the workers involved in manufacturing life cycle of our products) (d) ISO-9001 certification and (e) GOTS certification (Global Organic Textile Standard Certificate).

"Our company is adopting these practices as a responsible manufacturer of world class printable coated fabrics, both polyester and cotton, rather than implementing the government-driven policies, which are yet to get listed and formalised," asserts Girotra, adding that although manufacturers are trying their best but the onus for change has to be taken by the users first. "It has started happening on the ground as lot of government departments/listed companies/ foreign companies are very eager to use our printable fabrics rather than opting for any other cheaper materials. We thank them that they took this social responsibility."





Sun Fabric media is mounted on Iron Frames for PEPE Jeans at their partner shops in Delhi.

Girotra very strongly believes the time is right for India to get ready for sustainable signage solutions. "We have to show maturity in our thinking. It's good time to take moral responsibility of environmental warriors and insist ourselves on using PVC-free printable solutions for branding/ hoardings etc. Until and unless, we as a community of manufacturers/printers/ applicators do not adhere to self-imposed principle of using and manufacturing the PVC-free products, the whole idea of sustainability will be in theory and it will take years to implement if left to the government imposing it."

Girotra is also the president of the newly created association - All India Printable Fabric Manufacturer Association - wherein there are 10 members as of now. "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."

Sun Fabric is in this business from 2014. "We have been in the business of manufacturing printable fabrics for last six years. It was the time when everybody believed that PVC flex cannot be replaced due to its sheer durability and availability for use in advertising/branding industry. Today, by bringing the policy of stopping single use plastics, our government is going extra mile to spread the message of switching to sustainable. Some of the states like Kerala and Karnataka have already banned it and more are likely to follow suit," avers Girotra.

Universal Products - EcoSigns

Sharing his valuable thought on the issue, **Dipen Mehta**, Director, Universal Products, says, "While manufacturing signages, we must strictly use materials which are not only PVC-free but also recyclable. If the materials used are just PVC-free but not recyclable then these will be required to be disposed off. Some of the common methods used for disposals are landfills, dumping into water bodies, or burning. All these methods are extremely harmful to environment and our ecosystem."

As per Mehta, EcoSigns manufactures and supplies PVC-free and recyclable materials to corporates, government organisations and event management companies. Our innovation, EcoSigns, is Polyethylene (PE)-based, is PVC-free and recyclable. It is compatible with all printing technologies i.e. solvent, eco-solvent and UV that are currently available in India. We made this innovation and introduced this in India with the vision to produce 'Zero Waste' from the digital printing industries.

Explaining the recyclability attribute of EcoSigns, Mehta says, "PE EcoSigns materials will go to Plastic Recycling plant and will get recycled, creating granules which can be reused to make other plastic products. This, therefore, helps reducing solid waste generated from advertising and branding industries. Today, solid waste in every city, town, and village is the biggest concern."

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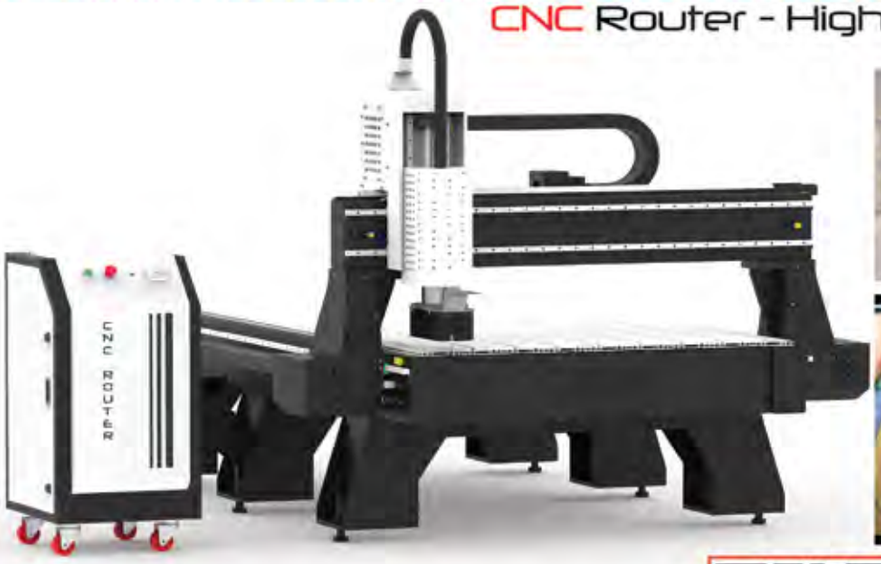








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He is of the opinion that a wise mind will switch to sustainable solutions to save the planet. "Concerned authorities by support of corporates and signage industry must take lead immediately in demanding and utilising only PVC-free recyclable materials for their branding requirements. The biggest advantage is that these inputs are readily available and we are able to reach out to many printers and corporates in Kerala, Karnataka and Chhattisgarh," says Mehta cautioning that sooner the PSPs and companies come to know that recyclable materials is the right solution, the better it will be for the environment.

Mehta believes that people have understood the bad impact of PVC-flex and are ready to switch to alternatives, but they lack true guidelines and test reports to move ahead. "In this ambiguity, they have started using just PVC-free or PVC-coated polyester or many so-called fabric materials available in the market without checking their authenticity. We genuinely feel sorry for corporates, which in the process have ended up with just PVC-free or PVC-coated fabrics without knowing the test reports," he says claiming that none of the test reports of the alternatives, suggested by different dealers are carrying recyclable test reports other than PE EcoSigns.

He rather thinks that declaration of materials being PVC-free and recyclable without the test reports is just a misguidance to industries and buyers. So, what would be the ways to avoid? "We suggest all the buyers, mainly corporats, to insist on the recyclable test reports of the materials if so suggested by any printer or dealer and check the same for authenticity. Another way is to take the onus oneself and get the samples of the suggested materials, take it to the plastic recycling plant and check for their recycling possibilities," suggests Mehta adding that Government of Kerala in its recent order has clearly guided to use only cotton cloth (uncoated), paper or recyclable polyethylene materials to replace PVC-flex in the state.



EcoSigns media used in vehicle wrap and light boxes

To let the industry know all this, the company is trying to spread awareness among the decision makers of big corporates, material dealers and digital print service providers (PSPs) regarding the difference between recyclable and non-recyclable materials, and the need of the hour to give signage industries a genuine survival point. "Through the platform that 'Sign & POP World' has provided us, we would like to request all the concerned people of the signage industry to switch to PVC-free recyclable materials for a better tomorrow. If the use of non-recyclable materials continues then it will be difficult for the entire industry to survive as question of waste generated from the industries will be unresolved," Mehta adds.

The company is not only getting demand for its PE EcoSigns from a quite a few brands for their branding requirements within India but also from the overseas players. "As far as overseas market is concerned, we are getting lots of enquiries from many parts of the world. Many countries are coming under law to stop using PVC-flex as well as other non-recyclable materials in near future. We are looking forward to providing them with genuine PVC-free recyclable materials and are currently in talk with many buyers abroad."

INKS

Inks are one of most important materials to be discussed about when it comes to sustainability. The most common are solvents or eco-solvents (the latter as reported being less eco-friendly than it sounds). The name itself suggests that these exude a cocktail of chemical emissions when used, which isn't good news for the planet. However, alternatives for the same have come in.

According to studies, UV-curing or water-based inks are far less harmful in terms of emissions. These inks are slowly picking up as price is still a deterrent in its growth. Apart from this, there are inks developed for paper & boards. Such specific inks easily break down during recycling. What's notably helpful for print suppliers is how widely accessible these have become for use in some of the most popular print equipment.

In terms of sustainability especially for the display market, print products that can last for long periods of time outdoors without degrading in quality are extremely important, and fortunately, many of the eco-friendly inks (water-based, latex-based, etc.) are now of such a high standard that this isn't a concern. Often, even the packaging for these products is made from card and is recyclable!

All these were points, which AT Inks highlights while speaking about the sustainability factor in inks. But the company seems more inclined towards the raw materials that go on as inputs while manufacturing these inks. According to the company, the intake as well as processes that are followed constitute major factors when it comes to produce eco-friendly sustainable inks.



AT Inks

Neerav Goswamy, Director, AT Inks, thinks differently when he says sustainability is a subjective word in itself especially when it comes to signage industry. "What is the limit of sustainability and what is considered Green is debatable! Having said that, I believe it is important that a holistic view is taken for the signage industry. Single-use plastic ban is a good initiative, however, calling some signage as single-use plastic is not the correct approach. Plastic provides durability and thus is the preferred way of working. However, paper which seems to be a more sustainable alternative uses huge quantities of water to make," he elaborates.

A true sustainable definition in signage industry is to find ways to recycle some of the plastic that is being used. It is easier said than done, however, this approach of recyclability will make the sustainability program strong and a true solution to the problem. Explaining the sustainability issue in the inks, Goswamy, says, "In all our inks, we use ingredients with around 85-90% biodegradability which of course is very good. But yes, we can work on it to improve the biodegradability quotient. However, at the same time, everything is linked to costs and the system today does not allow for increase in costs due to which these efforts are dented."

He feels that it is actually the cost factor, which is a deterrent to switch over to the sustainable solutions completely, especially when it comes to the country's signage industry. "Indian consumers, advertisers and brand owners have to accept that sustainable solutions are possible. However, the viability of the same will change if they adapt to increased costs. And then the industry will be considered truly ready. In my opinion, our industry is focused only on the economics of printing. This attitude needs to change so as to spur innovation in the direction of sustainability."

To that extent, there are quite a few challenges that come in the way. According to him, of all the challenges, barrier or mindset change is the biggest one. "Another is lack of acceptability of increased costs by the industry as a whole which creates bottlenecks in the way. Awareness about the cost of sustainability is yet to be spread among the end users as ultimately the burden is to be borne by them. Further, sustainability needs to be addressed in a manner that each stakeholder should know his/her responsibility," he explains adding that compromises in quality may be required to be accepted by the end users as sustainable solutions generally are not as robust as the existing solutions, which is another big challenge.

"Although no clear standards are available nationally or globally to define the sustainability for the signage industry, our manufacturing set up is designed for sustainability. Our processes are designed to be as efficient as possible. We work to educate customers to use sustainable materials. Our manufacturing effluent treatment facilities are based on recycling all the water that we use in the manufacturing of pigments. What's more, even our packaging materials are recyclable,"

PRINT SOLUTION

It isn't just the inks and substrates that have an impact on the environment, but the printers that actually use them. New print technology emerges every year, and while there has always been a spirit of innovation within the industry – finding ways to reduce print time, or improve quality – there has recently been a more notable push towards designing printers with sustainability in mind. Arguably more importantly than new inks, printers, or other hardware, is the shifting attitude of those involved at every stage of the large format supply chain. Experts insist that our industry is changing, and everyone, from clients to partners, appears to be changing the way they think.



HP's Latex Inks & Printers

Possibly one of the best examples of this is HP's move towards printers that use totally solvent-free inks. As one of the largest print equipment suppliers in the world, HP have become clearly and distinctly aware of their influence and potential power in changing the way large format printers operate in terms of sustainability, and they have committed to the production of equipment that fulfils these targets. HP Latex printers (such as the Latex 3500 or Latex 3600) don't use any UV in the printing process, and utilise only water-based latex inks meaning thereby that no solvents are involved. To top it off, these printers don't make any kind of compromise when it comes to quality or efficiency too, meaning print specialists don't need to make a sacrifice in their output in the name of the planet.

According to the company, it's not just that the industry as a whole has become more concerned of the impact on the planet, but it has started to care more than ever about changing it. The stakeholders are strongly willing to actively improve the output and processes, and it's exciting to see how these are finding ways of helping one another to achieve this common goal. Meanwhile, awards and accreditations such as GreenGuard now exist to recognise products that actively contribute to the protection of the planet, and these aren't just examples of GreenWashing, but are genuine accolades that are hard-earned, and well-deserved.

Similarly, it's extremely positive to see original and creative initiatives and incentives emerging from print suppliers and industry-leading businesses. A great example is HP's 'take-back' scheme – having committed to recycling 1.2 million tonnes of hardware and supplies by 2025, HP offers a disposal service of all kinds of their large format equipment, from ink cartridges to whole printers.









ColorJet's Purana Printer Exchange Offer campaign

Arrow Digital

When it comes to printing solution providers, they have a very different approach towards sustainability in signage industry. "For the signage industry to move in accordance with the sustainability factor, focus has to be on maximising visual impact and minimising environmental impact, but to balance both at the same time is a complex goal. Sustainable communication is all about a well designed concept with intelligent choice of printing material and printing/ finishing processes," elaborates **Sam Patel**, Managing Director, Arrow Digital Pvt. Ltd.

According to him, basic substrate options prevalent are PVC based, but there are PVC-free alternatives now readily available. "We at Arrow help develop and promote direct print substrates to reduce the use of plastics and increase awareness for green products. Other important factor which should be considered while measuring sustainability is printing process and thus digital printing is ideal for sustainable communication. Analog along with many sub-standard printers that are available in the market require a lot of energy and VOCs, which are harmful to human health and the environment in general. EFI UV-LED inks with some others have been awarded environmental and work-place safety labels such as GreenGuard and GreenGuard Gold and thus are very safe for the environment."

Patel opines that print industry in India is reinventing itself to be more vibrant than ever, especially in the multichannel communication world. "Sustainability is our key strategic message for Indian PSPs and corporate brands. In Arrow Digital, digital stands for digital printing/finishing solutions and our brand colour green stands for all the environment-friendly and sustainable products. Our products meet and exceed the highest sustainability practices with energy efficient LED inkjet technology and EFI Greenguard certified inks. We do offer eco-friendly recyclable materials from 3A composite like Dispa, Kapa, Smart-X, Diabond, etc., and also have developed new products like Arrow Green Boards, made from paper and is completely biodegradable, to replace PVC foam boards."

He perceives that in this era of social platform, India's youth is contributing a lot to the resilience of the communities by proposing innovative solutions. "Coming generation is the agent of change, and is mobilising to advance the sustainable signage goals for Indian printing industry. India is ready to adopt sustainable solutions which open the door for innovative green technologies. But the question here is, are we ready to pay the premium? Corporate brands are following international trends and acting more responsible for the environment, and are slowly adapting to eco-friendly solutions."

Speaking on the challenges, Patel agrees that Indians feel comfortable with traditional processes. "We need to work hard to create awareness and bring the change. Sustainability in India has many definitions, every other technology provider says they offer sustainable solutions, thus it is

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Amanmeet Singh
Art & Creations

very important to differentiate possible benefits, including environmental and social benefits of eco-printing. It might serve as a motivation to companies intending to pursue eco-printing but they keep looking at the entire process as a cost to them and this is our biggest challenge."

Patel insists that Arrow Digital constantly keeps innovating and introducing new sustainable technologies from all over the world to the Indian market, thereby helping printers as well as corporate brands to update themselves on the latest trends. "We aim to pave the path for many such technologies in India and create an atmosphere for the industry to adopt it faster, to give the Indian market an experience and acting more responsibly towards the environment we live in."

As far as international standards is concerned, the Sustainable Green



Vijay Wadhwa, Director-Marketing
Creative Signplus

Printing (SGP) Partnership is a non-profit organisation that certifies printing facilities' sustainability best practices, including and beyond regulatory compliance. SGP strives to assure a sustainability-driven supply chain to the print buying community through strategic partnerships with SGP-certified printers and SGP patrons. "We may think of something similar in India with accumulated efforts of government, printers and of course corporate brands," adds Patel.

ColorJet India

Smarth Bansal, DGM-Product & Brand, ColorJet India Pvt. Ltd., very firmly believes that considering the global stride towards greener materials, Indian corporate sector is fast embracing sustainability, and so is the country's signage industry. "We at ColorJet constantly innovate and strive to provide the best of the print solutions as per the industry and environmental norms. For this, we



Abhijeet Bose
Satyam Techno

keep working in collaboration with its value chain partners to develop sustainable print solutions under solvent, eco-solvent, UV and soft signage segments."

In order to assure a sustainable and secure print business for our PSPs, the company has introduced BioPrint technology, which is specially created for prints on bio-degradable and 100% recyclable fabric media. "This assurance has been extended to our 4000+ existing print partners who are part of this secure and sustainable print ecosystem. It came amidst rumours over the ban on flex & banners, while the buzz is also around the future of digital print business in India," informs Bansal.

Bansal specifically mentions that 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. "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."

ColorJet as a brand strongly believes and assures sustainability in print business with eco-friendly product portfolio. 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.

He insists that ColorJet is leading the way for a sustainable future with the help of our e-waste management partners - Goonj and Exigo, which offer end-to-end recycling of print and industrial waste. "Last year, we carried out a Zero% E-Waste initiative



Channel Letters Made of Acrylic



Projects Taken Up by Art & Creations

aimed at completing the loop of end-to-end E-waste recycling through 'Purana Printer Exchange offer' under a discount of 2 lakh rupees was offered on the new machine purchase of our flagship solvent machines – Irisjet Pro and Neptune. This initiative was a huge success and many machines were booked under this offer," he said adding that Colorjet congratulates all the lucky customers who availed this offer and put in their contribution towards a greener future.

LED

Light Boxes & Channel Letters

Developments in LED technology have made them ubiquitous for new and some retrofitted signs. The energy savings can be as much as 80%, and LEDs last considerably longer than other lighting elements. We can all agree that the savings to customers make for an excellent selling point, even though LEDs cost more upfront. Still, old lighting components must be disposed of through the proper channels, even when that often involves more than one refuse, repository or recycling company. LED Innovation is Incredible but there are still steps to prevent waste.

One area where there is very little debate left is the use of LED lighting which is now dominant in the industry. We have seen the transformation in the age old light boxes, where LED replaced the fluorescent tube lights around a decade back and took a shift towards more sustainable and eco-friendly lighting option. LED lighting is efficient, easy to install and contains few wasteful chemicals. LED's though do generate electricity and efficient installation is still needed. This includes the use of LED's in series or lattice configurations that are designed to provide maximum coverage at minimal cost and do not need unsustainable adhesives. In addition the cost and ease of LED controllers allows sign lighting to be programmed for more efficiency during dusk and evening hours.

Through research and raised collective consciousness, manufacturers are responding to increasing consumer demand for more sustainable goods, including consumer electronics and similar products used in advertising and marketing endeavours. Products requiring smaller amounts of raw materials may offer tangible and intangible benefits to companies in search of eco-friendly communications solutions.

On the other hand, 3D channel letters today have emerged as a professional and catchy way to promote any brand or product. Visible and identifiable from far distances, the channel letters can be customised for any size, shape, colour and style, with deep sidewalls illuminated impressively using embedded LED modules. These could be individual letters on a wall or a raceway for any type of installation.

The solid 3D letters made of 25mm acrylic with LED rope or bar fitted in the groove are emerging as the cynosure of some of the corporate giants like Domino's, Dunkins and JCB. This is followed by metal letters wherein, unlike the trendy aluminium, the letters made of SS304 grade covered with acrylic for illumination purposes to provide beauty & aesthetics are slowly picking up. The letters so prepared are sustainable because of mostly being water-proof and dust-proof.

Over the last decade, LED technology has evolved so much that it allows for highly visible and effective signs. It is sustainable because of its many Green & eco-friendly attributes. Coupled with electronic functions, LED signs combine brightness, low power consumption, long life and low maintenance. LED technology can light up letters of a sign or can create a halo or backlit feature around the 3D letters inscribed in a signage. It facilitates designing the type of lighting for a sign that really gives the brand a desirable image.

LED is a technology that brings in a big transformation in the realm of illuminated signage and display segment. In addition to all the latest machineries/technologies designed precisely to cut, craft and bend channel letters, LED has drastically improved the channel letters segment of the industry, offering an all new market. Channel letters may have maintenance issues of some or other kinds in the long run depending upon the materials used, but the incorporation of LEDs in channel letter construction finally complements the illumination part of this new-age sustainable glow sign.

These letters physically distinguish a brand or an image where it appears. The thickness and the projection from the surface to which it is attached bring forth a picture of elegance and solidity. Made from Poly Carbonate, Acrylic, Aluminium, SS, MS, or Brass, these letters are cut-to-order and illuminated with the very efficient new technical solutions comprising LEDs for energy saving offering adequate power meeting the specific requirements of a particular brand.

Creative Signplus

"It was in 2004-05 that LED channel letters entered the market. We brought GE LEDs in India through imports as the company didn't have any presence here at that point in time. There were a few clients to whom we tried explaining why they should opt for LED signage in place of neon signs. Eventually, we succeeded in our mission as we got converted few big brands like World Trade Tower, World Trade Centre, Intercontinental Hotel (now Lalit), etc.," informs **Vijay Wadhwa**, Director-Marketing, Creative Signplus.

According to him, till 2008, GE was the only brand prevalent with its LED module. At that time, the company was looking forward to more business, following which it set up an office in Gurgaon. "It was that time when Samsung entered with its GOQ brand in the market at a much lower price band and started giving tough competition to GE," shares Wadhwa, adding that now there are a wide range of LEDs – with varieties to choose from. "Brightness and warranty level have been continuously on the surge. They started



Shop-in-shop LED Signage Projects by Ubiquitous Signs Pvt. Ltd.

with IP65 and now they have moved on to IP67- IP68."

Ubiquitous Signs Pvt. Ltd.

Illuminated LED signage is needed to be sustainable because of its being operational throughout the day, except for the IT sector where daytime factor still works. "Today, a large chunk of the channel letters is for shop-in-shop or within the mall wherein the ambient light is pretty high. Even in the sky signages that are installed on the building-top, conventional things are slowly going away. Clients are looking for dynamic channel letters, wherein there is motion in the light. It is installed with controller to bring the light effects. In the malls, channel letters are illuminated throughout the day or at least for 12 hours, while at places like airport, it is 24×7," explains **Gurjeet Singh Sawhney**, Director, Ubiquitous Signs Pvt. Ltd.

Sawhney is confident of an ever illuminated future for channel letters. "The future is far brighter than what it looks like and will remain there for decades to come. Firstly, there is a lot scope in replacement market where flex is still being used. The channel letters would completely replace the flex signage market in time to come." According to him, major chunks of the sectors like retail, automotive, and hospitality are already taken over, while the rest is in the pipeline. The next conversion would be that of small shops which, being part of the unorganised sector, is largely untouched and the change is happening only at individual level. Once convinced, all these together will push the market by two or three times.

Satyam Techno

When it comes to illuminating channel letters, Satyam Techno is a name known for its imported as well as indigenous quality arrays of LED modules for 3D letters. "We not only offer LED modules but also educate the market about their features and attributes that differentiate one from another – both in terms of quality and applications," says **Abhijeet Bose** of Satyam Techno. He adds that the aim is to do informative trade so that it can help sustain the clientele in the long-run. The company represents LED modules and power supply brands such as ADS, Union, NC, GOQ, Meanwell, Osram, GE, Startec, Rishang, Premium, etc.

Bose informs that Satyam Techno offers LED modules which are made with high-technology Taiwanese chips featuring anti-static design to produce high brightness, low-power consumption, extremely minimised heat radiation and wide beam angle. "With modules from Tremai LED, we now have an expanded but varied portfolio. For instance, brand like ADS offers a 3-year warranty, while Tremai being more sustainable is positioned a little higher with 5-years warranty," he explained adding that our cost-effective LED strips that are assured not only for quality but sustainability. "Our LED modules have been approved from various leading corporate brands like Vivo, Oppo, Samsung, Radisson, etc. to be used in their respective signage projects."

Bose suggests an inclination of the signage fraternity towards Neon LEDs. "There are a lot of enquiries for the newly introduced LED Neon. It would change the way lettered signage is perceived. It is flexible enough to be bent in any shape – big or small – and hence doesn't really need any support of any channel. It allows users the needed flexibility to facilitate carving out any illuminated design," he says adding that it is perfect for in-shop or window branding for which he anticipates a brighter future. "This is because of its availability in smaller sizes of 50 meter-length and can be easily cut short to fit in the requirements."

Art & Creation

Amanmeet Singh of Art & Creation insists that LED modules from Wililux UK that the company deals in are far more sustainable. Singh says, "Innovation is a continuous process at Wililux, and hence, keeps introducing new and efficient products at regular intervals. For LED modules, we have different variants. The most recent addition in the module portfolio is 3.7W LED module, which is attributed for higher brightness, more efficiency and better efficacy targeted at lettered signage to be installed in high-rise buildings. Powered with Osram chips, these modules are far more cost-effective and versatile. With these attributes, it is aimed at minimising the number of modules by not less than eight times that goes in channel letters. This is actually phenomenal, making the job far easier and flawless for the signage makers."

"We do have certain special kind of modules for soft signage. These are LED bars that come in various colour temperatures to facilitate varied but specific solutions, with same brightness. This is to offer flexibility to our valued customers to choose from," he adds.

CONCLUSION

After such an extensive discussion, it would really be premature to consider that our large format industry is a truly a sustainable one. While the process of switching over to low emissions is on from almost every stage of our supply chain, and realistically, the burden of being eco-friendly or for that matter sustainable can't be put entirely on the shoulders of wide format printers manufacturers or suppliers. However, such a hefty discussion and participation of these speakers is a kind of assurance that the industry as a whole is caring more now than it ever has done before about the impact of its outcome. While some may be doing more than others, the wide format digital printing industry is setting its sights on a greener, brighter future for print for which the industry is ready to face all the challenges in the way. In all - it is actually grabbing the attention of industry stakeholders.

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Coronavirus: A Setback for Signage Industry

OWING TO THE SUDDEN ERUPTION OF THE DEADLY VIRUS, TRADE SHOWS OF INTERNATIONAL REPUTE HAVE BEEN CANCELLED, PUTTING THINGS ON HALT TILL FURTHER NOTICE.



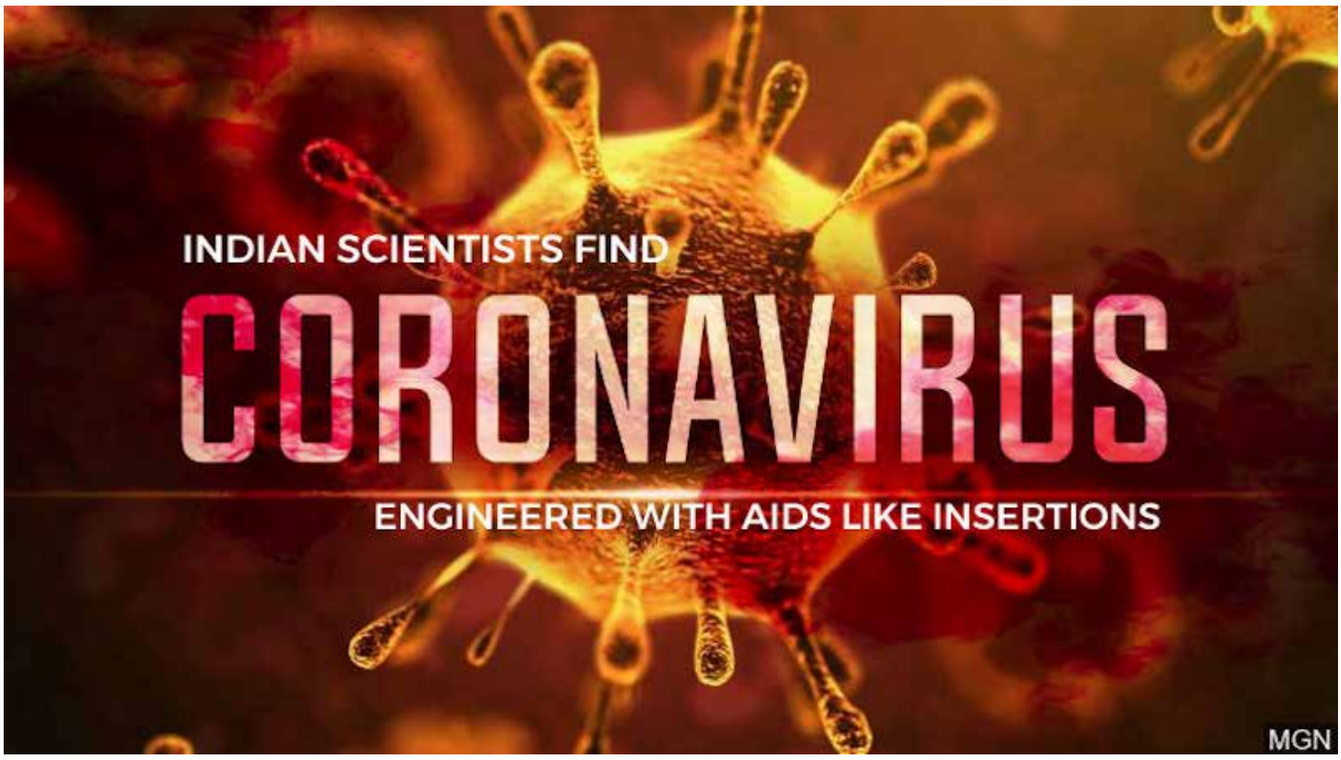


It is pretty evident that the effects of coronavirus outbreak has hit the globe with dramatic force. Due to it being pandemic in nature, almost every activity/ operation has gone into a standstill, except for the health sector; more so in China, the birth place of this deadly virus. Trade & business slowing down is no surprise at all. Under these circumstances, an old but very popular saying 'jaan hai to jahan hai' perfectly fits the bill.

Amidst the emergency-like situation, while China struggles to contain the deadly virus attack, it's becoming increasingly evident that the disruption to its economy is spilling over to the rest of the world. Moreover, provinces accounting for almost 69% of Chinese GDP have been closed for more than two weeks now after the annual Lunar New Year holiday, shutting factories, shops and restaurants, leaving ships trapped at port, and slamming household spending.

Moreover, the travel restrictions that have been imposed within the country and from outside has limited the movement of more than 48 million people from and to the crucial manufacturing and logistics hub of Wuhan—the epicentre of the virus. Next few months are likely to prove painful to an economy which is reeling from its slowest growth in three decades, which was already under severe stress due to the prolonged trade war with the United States. The virus that has now affected over 30,000 people has only been adding to the trouble.

The outbreak of pneumonia caused by the novel coronavirus (2019-nCoV) was sudden and fierce. In this severe situation, provinces and cities at all levels in China quickly initiated a first-level response to major public health emergencies and cancelled large-scale events. The related governmental



instructions constitute force majeure, since they are objective circumstances which are unforeseeable, unavoidable and insurmountable.

Consequently, restrictions were imposed over the proposed large public gatherings so as to rein in the epidemic's spread with immediate effect. Quite a few global business activities which were scheduled to happen in the following months have been put on hold till further notice. Eventually, signage industry too felt the jolt as some trade shows of international repute like DPES 2020 and APPP Expo 2020 have been postponed without announcing any new date.

Citing that carrying out the shows would be unreasonable under the current circumstances, all venues were requested to notify the organisers to postpone the scheduled events in a timely manner, and report the implementation to the Convention and Exhibition Office of the Department. Accordingly, a formal notice was issued by the respective Organising Committees of Guangzhou DPES Expo as well as Shanghai APPP Expo, right at the beginning of Chinese New Year.

In fact, as a precautionary measure to further strengthen the prevention and control of the this epidemic, a formal notice from the Department of Commerce of Guangdong Province on suspension of large-scale exhibition activities has been circulated across the exhibition industry stakeholders to keep informed both the exhibitors as well as the visitors. Following which, all large-scale exhibition activities got suspended with immediate effect.

This led to the postponement of a series of events that were lined up in days to come.

In order to ensure the health of exhibitors and visitors and the effectiveness of the exhibition which was originally scheduled for February 9-11, 2020 at the Poly World Trade Expo Centre Expo in Guangzhou, the 23rd DPES Sign Expo China Guangzhou was postponed, rescheduled dates need be notified by the superior authority, and will be informed after consultation with the exhibition hall.

Similarly, following a Circular of Shanghai Municipal Committee of the Communist Party of China and Shanghai Municipal People's Government, the organising committee of APPPEXPO finalise that APPPEXPO 2020, concurrently held with the 28th Shanghai Int'l Ad & Sign Technology and Equipment Exhibition, Shanghai Int'l Digital Textile Printing Expo, Shanghai Int'l Express Printing & Graphic Expo, Shanghai Int'l Lighting Expo, Shanghai Int'l Creative Design Print Top Products Exhibition and the relevant activities scheduled from March 4-7, 2020 at NECC, Shanghai, China have been postponed. The latest exhibition date will be determined according to the development of the situation.

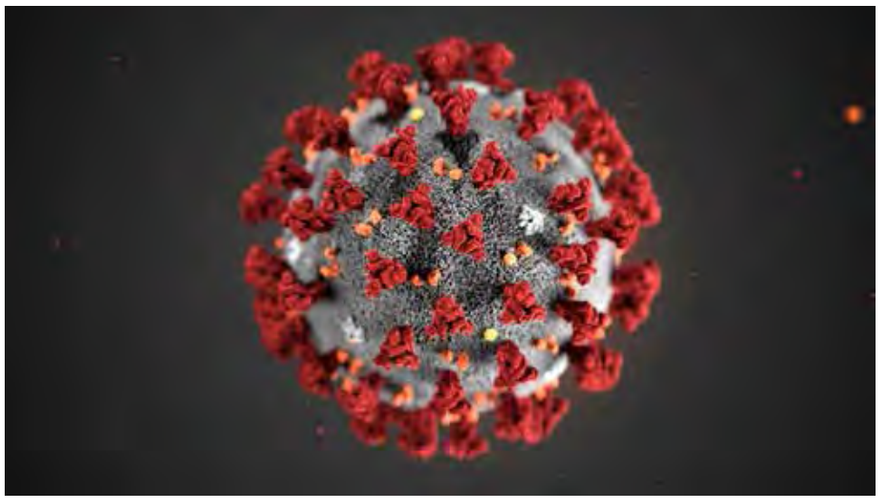
DPES Sign & LED Expo China was first held in 2010. It showcases a complete production of mature advertising system, including all kinds of high-end brand products such as UV flatbed, inkjet, digital printer, engraving equipment, signage, LED light source, etc. Every year, DPES Sign Expo attracts a wide range of local and international enterprises to participate, and has become the world's leading expo for sign and advertising industry.

DPES Sign & LED Expo China 2020 was about to showcase the most advanced technology, equipment and consumables in the sign and LED industries, aiming at boosting the healthy development of digital printing, engraving and signage. The exhibits include digital printing equipment, UV flatbed printer, digital & laser engraver, CNC router, printing material & ink, printing & engraving related accessory, signage, light box, channel letter, POP product, acrylic panel, LED source & chip, and so forth.

The UFI-approved APPPEXPO (Ad, Print, Pack & Paper Expo) has a history of 28 years and is also a globally famous brand. One of the four major international events of Shanghai, the Expo gathers innovative products and technological achievements from different fields including inkjet printing, cutting, engraving, material, signage, display, lighting, textile printing, express printing & graphic and packaging where the perfect integration of creative advertising and technological innovation can be fully presented. The Show, as the trading platform, always guides and maintains the industry development as the elements are increasingly diverse.

As the most important part of APPPEXPO, Shanghai International Ad & Sign Technology & Equipment Exhibition (Ad & Sign Expo) provides one-stop solutions for the advertising signage industry, besides opening up the whole industry chain. It helps the global signage industry stakeholders to explore the future development of the industry and serves as a link to allow China to see the world and the world to understand China. Whether it is the diversified exhibits, the forms of display, the channels of promotion, the sources of buyers, or the regions of market, the Expo truly reflects the brand spirit of innovation, seeking and exploration.





As far as global impact is concerned, the knock-on effects of the virus and China's dramatic response are daily making themselves felt, from disrupted air travel to rattled supply chains and plummeting commodity prices that are dampening growth prospects from Southeast Asia to South America and beyond. Economists and analysts still caution that the full economic fallout depends on how well China can ultimately contain the outbreak and on whether the return to work—especially for migrant labourers, who make up a substantial part of China's manufacturing workforce—can be managed smoothly.

Within China, the outbreak and the government's response—essentially firewalling off nearly 100 million people in central Hubei province, where the virus broke out—already have impacted a host of sectors, from hospitality and retail to airlines, insurance, and manufacturing. Numerous cities and towns have implemented their own quarantine measures. Among the most restrictive are those in Wenzhou, the city worst hit by the virus outside Hubei and a major cog in China's maritime trade.

Migrant labourers have also been particularly badly hit, both due to widespread prejudice against them as perceived carriers of the virus and because the New Year is usually when they seek new employment. When trying to assess just how painful the outbreak will be for the world's second-largest economy, most analysts reach back to the 2003 SARS outbreak, which knocked off an estimated 1 percent or more from China's growth rate. But the consensus now is that the coronavirus will have an even bigger impact than SARS—for several reasons.

First, the Chinese economy is a lot, lot bigger than it was then. At the same time, the Chinese economy—which has since the financial crisis sought to shift away from energy-intensive manufacturing and exports and embrace more services and internal demand—is more vulnerable to disruption than before. It's also less able to turn to a quick-fired manufacturing-led rebound to erase the effects of disease disruption, as it did in 2003 after SARS, or severe acute respiratory syndrome.

Finally, China ended last year wheezing, with official growth rates at their lowest level since 1990—about a 6 percent increase in GDP—and with confidence rattled by a yearlong trade war with the United States that left lots of hefty tariffs on Chinese exports. China's Purchasing Managers' Index, a measure of factory activity, was already showing signs of manufacturing contraction before the full effects of the virus had been accounted for.

Meanwhile, a 60,000 sqm structure with space for 1,000 beds and 30 intensive care wards, has been built by China in just 10 days. According to Chinese state media, the construction of a new hospital in virus-hit Wuhan has been completed – just a little over a week after it began. A team of 7,000 carpenters, plumbers, electricians and other specialists worked around the clock to build the Huoshenshan hospital, Chinese state media said, within a week. A second hospital has also been built in Wuhan in just ten days.

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Our Machine Enhances Possibilities



K. Narendhar, Proprietor
ANsure Tech. Solutions

ANsure Tech. Solutions has recently partnered with Nanjing CAIYI Digital Technology Co., Ltd. to market the latter's UV printing machines in India. Nanjing is a professional manufacturer and specialises in research & development, production and sales of UV printers. The Chinese printing machine major has a number of patents, and markets its products under the brand name CAIYI. At present, the company's main products are UV flatbed printer, UV roll to roll printer, and UV hybrid printer. The UV printers are widely used in the fields of background wall decoration, signage, advertising, furniture digital printing, glass printing, packaging, and so on.

According to the company, it adheres to the development path of independent innovation for many years, and has separate teams for R&D, production equipment and after-sales service. CAIYI attaches great importance to product quality and new product development. It cultivates highly-qualified and well-trained minds to keep enhancing its strength to innovate and improve the product as well as service quality. To explore more about its Indian presence, we at **Sign & POP World** met the company's proprietor **K. Narendhar**, who informed that this is the first time CAIYI has come into the India market. The edited excerpts of the conversation are here as under:

INTERVIEW

What made you choose Nanjing CAIYI Digital Technology?

They have a very good market for their products in Russia. Though their printer is a bit high in price, but the quality of print has no comparison at all. And I am very much sure about its potential in India.

How can you be so sure about the potential?

I am not new to this industry. For more than a decade I worked with a big organisation. I was then taking care of the southern Indian region, where I created the market for wide format digital printers. After leaving that Organisation, I visited seven to eight states in south India, and found out that people are actually looking for good machines. I found this as an opportunity and decided to start my own venture. I went to China and explored the market for high-quality machines. There, I met more than 10 manufacturers, and finally, zeroed in on Nanjing CAIYI Digital Technology Co., Ltd.

What is the USP of this brand?

CAIYI UV printers are made to meet customers' needs and are known for high stability, high resolution and high printing speed. First and foremost, good spare parts lead to high quality machine, and 60% spare parts that go in these machines are imported from Japan, USA, Germany, Italy, Taiwan and Korea, which make these printers deliver excellent performance. Another advantage is its Ricoh Gen5 printhead that supports high printing speed and high resolution due to its variable ink dot size starting from 7PL.

Moreover, the manufacturer maintains international quality standard. The employees are fully dedicated to the company, the engineers keep researching on the latest technology, the quality supervisors strictly control the quality according to the international quality standards. Ranging from economical type to high-end industrial type, from standard printing size to customised large printing size, CAIYI UV printer provides comprehensive products for customers from different industries.

To which all industries do these machines cater?

Generally, printing by UV flatbed printer has advantages such as long lifespan, strong adhesion and high level of clarity. But some substrates need special treatment before printing. This is because the surface atomic density of the material is relatively large. The reason why UV ink can adhere to the surface of the substrates is that the UV ink erodes the surface of the material and combines it to achieve good adhesion. The erosion will not be good if the atomic density is large; then the primer is needed to strengthen the erosion. The machine that we have come up with is capable of printing on as many as 29 varieties of substrates including metal, PVC,



leather, corrugated sheet, cell-phone cover, blackout, ACP, particle boards, wood, WPC, door, acrylic, etc. These prints carry a five-year print guarantee. This printer will boost the customisation business in times to come.

How has the response been so far?

We are receiving huge response for this machine. We are being approached for dealership from various cities across the nation. We hope to soon establish a pan-India dealer network enabling PSPs to avail the benefits attached with this machine. The feedback is overwhelming. The machine's capability is being described by dealers as superb. It feels wonderful to receive such a feedback in the initial phase of the business. We have also bagged an all-India project from State Bank of India.

What is your plan now?

As shared, we have already created a market in South and now want to expand pan-India. The plan is to have one dealer in each state. To start as a dealer, initially one needs to invest Rs. 30 lakh. My team will be there for technical support. Till date, quite a few people have shown interest, and I am inviting them to take the dealership and help themselves expand their businesses.

Apart from that, I also want to establish a network of demo centres. Currently, the only demo centre is in Hyderabad, which I want to replicate across the country with at least one centre in each of the states. These would be aimed at offering services to PSPs who neither have specific solutions nor the money to make such a huge investment. However, I am sure that it will pick up rapidly with time. Meanwhile, we are also bringing in a laser machine.

Which all variants of the machine do you have on offer?

As of now, I have all the three variants i.e. UV flatbed, roll to roll and hybrid of this multi-purpose versatile machine with full technical support. The versatility of this machine is such that it can easily replace quite a few conventional printers. Besides, it also offers PSPs an opportunity to expand their area of operations by catering to many more industries that they till date were only dreaming about. The variety of industries goes beyond signage and includes furniture, home decor, gifting industry, personalised stationary, doors & windows, kitchen, tiles, marble, glass, and the like.





Apsom Infotex Introduces 3D Wallpaper Printing Technology

Apsom Infotex has announced its exclusive distribution agreement of the new 3D wallpaper printing technology Dimense with Lithuania Based Company Veika the Inventor of Dimense technology for the Indian market. Live demo of Dimense technology and broad range of 3D custom-made wallpaper samples will be displayed at the forthcoming Media Expo scheduled from 20th to 22nd February 2020 in Mumbai to demonstrate the capabilities of the Dimense Wallpaper printer.

VEIKA, a Lithuanian producer of innovative wallpaper materials and technologies, presents DIMENSE™, a 3D digital wide format printing technology. Dimense™ technology allows designing unique structures and colour combinations, to create one-of-a-kind innovative printing solutions.

DIMENSE technology does exactly what its name implies – it 'dimenses' digital printing. This pioneering technology makes it possible to print unique embossing at the same time as the item is digitally printed at virtually any size and without repeating the embossing pattern. So structure and motif can be perfectly matched to each other, or the structure may be completely different than the picture itself – it all depends on the designer's creativity. In order to achieve this result, Veika offers a complete solution: the Dimensor S printer, media and water based latex inks.

The Dimensor printer allows continuous printing and embossing simultaneously. It consists of two main components – inkjet printer and calender.

Dimense Technology inherited the possibility to print tailor-made images of any size from digital printing and the effective formation of physical structure from the wallpaper industry. The combination of both allows printing unique and unseen digitally structured images, adding both colour and dimension to your prints.

Dimense offers output with high resistance quality and do not fade in direct light, which makes it perfect for high traffic areas such as hotels, retail and corporate environments. It can print at speeds of up to 30sqm/hr with a print width of 1.6m. Dimense is an environmentally friendly technology based on latex eco-friendly inks and PVC-free structure-forming Ecodeco media.

On this occasion, Deborshi Paul Choudhury, Business Head-Apsom Infotex said, "It's the world's first printer that makes digital print and embossing simultaneously and effectively. We are sure that here in India this technology is all set to be a game changer in the digitally printed wallpaper market."

To experience the new era of print technology with Dimense visit Apsom Infotex Booth at-Stall No. B10 in Hall No 04 of Bombay Exhibition Centre, Mumbai during 20th to 22nd February 2020.

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Digital Vision: Growth Story Par Excellence



Ramesh Patel, MD
Digital Vision

Digital Vision claims to be one among the leading suppliers of printing inks in the country's wide format printing industry. Starting his journey in the Indian ink market as a distributor (from 2002 till 2009) of AT Inks - the country's leading ink manufacturer and supplier, **Ramesh Patel**, Digital Vision's managing director decided to explore new horizons.

It was the time when printing market in India was yet to pick up its pace. There were either no or only select takers of those inks. Even printing machines were not many in terms of number, while print service providers were yet to evolve as a community. Patel used to sell inks as a street hawker in that period of despair. He took up a challenge and went on to establish the brand - Vision Jet Ink.

Today, the company has six top quality vendors for its ink variants, all of whom are renowned & specialist manufacturers, and provide high-quality inks in its own brand i.e. Vision Jet Ink. While speaking to **Sign & POP World's** editorial team, Patel shares his viewpoint on the evolution and future of Indian ink industry. Here are the excerpts of our chat:

How has the country's ink industry evolved?

We are into inks from more than a decade. Over the years, we have noted generation change in the printing industry and ink had nothing to do but to follow the path of technological development. When we entered into ink industry, the printing capability was just of 60 sq. ft. per hour, which has now leaped to reach 5000 sq. ft. per hour. This has certainly increased the ink's consumption, with of course, sea change in the quality of ink. Together all this has drastically impacted the price line.

Of late, what is the major technological breakthrough in the world of printing?

Earlier when only solvent ink was there, the printing technology was facing acute speed barrier at 13 picoliter droplets, which has nowadays improved to touch 2.5 picoliter. The technology has brought in revolutionary change, especially after Xaar - the European printhead technology major - introduced its much-talked about printhead 'Xaar 1201', which shows the possibility of 2.5 picoliter droplets, thereby enhancing the print quality besides speeding up the process of printing. All this could become possible only because of the continuous upgradation in technology, which stands behind the rapidly increasing popularity of printing process and printed materials. Once UV technology entered into the fray, almost everything in the name of printing got a revolutionary change.

Which other major technology changes have you noticed?

Another notable change was observed in the number of printheads installed in a printing machine. Starting with four printheads, it graduated to become eight, and nowadays, printers are even available with 16 printheads. Also, a key change was noted in quality of prints owing to the enhanced capability of printheads. For instance, earlier it was KM512i, which has now been upgraded to KM1024i. This has changed the way printing was experienced a couple of years ago. Quality of prints has continuously been improving. This has further escalated the consumption of inks.



What's the current trend in ink – solvent, eco-solvent or UV?

Nowadays, we are focusing mainly on UV. This is mainly because UV is based on the 'Go Green' principle, which of course is environment-friendly when compared with its predecessors – eco-solvent & solvent inks. The invasion of UV though has not yet impacted drastically the existing market of eco-solvent owing to the high price of the former; but has opened up innumerable possibilities, which were not there with eco-solvent, solvent or any other ink for that matter.

What made the addition in applications?

This is mainly because with UV, direct printing on any substrate has turned into reality. By any substrate, I mean to say, one can directly print on to wood, iron, steel, marble, tile, PVC, WPC, etc. using digital UV printing technology. Take any surface and UV has the capability to print on to it. The latest inclusion is leather, which is also getting printed over with UV technology. Earlier, the decorations were done by wrapping up the substance with printed vinyl or any other option.

How is the performance of UV especially in the outdoor arena?

When it comes to outdoor applications,





UV has greatly contributed in improving the print quality. Take for instance, day & night visioning of a signage is like a dream come true. This has attracted many brands' attention following the possibility of back-to-back printing only because of the UV technology. Earlier, in the absence of UV, it wasn't possible to keep the visibility alike both in the daytime as well in the night time of the same signage.

What is the lifecycle of Digital Vision inks?

As far as outdoor life of prints is concerned, for solvent it ranges from six months to two years while in eco-solvent and UV it goes up to three years. When it comes to shelf life of our inks, it is one year – from manufacturing date to expiry date. We also supply sublimation inks, for which we have an expanded market especially in Surat and other nearby garmenting and textile hubs.

How do you see the future of UV?

There is no printing alternative but UV technology, which has completely changed the panorama by bringing in volume. This is also because of the rapidly increasing applications of UV, which has been continuously penetrating into various other industries. As I said, the latest in the list is leather and accordingly, we are finding ways to expand our clientele and hence, market. Today, we have our customers in almost all the places wherever leather industry is well established – be it in Kanpur, Indore, Kolkata, Guwahati, or down south in Thiruvananthapuram. Owing to all this, there is an upsurge in the demand side of the story, which has forced the price to come down. Today, the price is almost halved than what it was at the time of introduction of UV inks.

How do you ensure the quality of your inks?

All our products carry a certificate of lab test as a proof of the quality that we claim to offer. First of all, we are sourcing these inks from quality vendors from Taiwan, Korea, China & the US. All these are our OEMs and supply us in our patented brand name, which itself is a proof of quality. Further, if any customer wants, he can get the test done in a lab of his own choice, which he believes is for best results.

How is Digital Vision placed in the Indian printing industry?

As I mentioned, we have now created our own brand and we are supplying to lot of printer manufacturers in India as an OEM. We source our inks from top quality ink manufacturers from China, Taiwan and Korea.

Where do you stand when it comes to market positioning?

Our brand is approved by many reputed corporates including Airtel, Vodafone, Ultratech Cement, Indian Cement, Tata Steel, etc. This is because they believe in our quality. All these corporate brands require hoardings and signage for their outdoor promotion. For this, they need the kind of inks which are sturdy and weather-proof. While most of other inks fade away just in three months period, we offer inks with two-year for solvent and three-year guarantee for UV in written when it comes to outdoor applications.



How do you see the competition gearing up in the Indian ink industry?

Quite a few ink manufacturers/suppliers are prone to duplicity. They copy the brand name and start selling their substandard inks in that copied brand. They even supply inks at a considerably cheaper rate. By doing so, they are not only playing with our brand image, but are also degrading their own reputation in a market which believes in them and took their products considering that they supply original stuff.

What is your supply-chain model?

For us, we don't supply without advance payment irrespective of the order size. We are maintaining this trait so that people can't let us down and remember that original quality stuff comes at a price. The market is already running slow, business has been slashed to almost half than what it was in the last year mainly because of the country-wide economic slowdown, and people are still awaiting their payments from the market.

Who all are there in your clientele?

Our inks go to distributors, wholesalers, printing machine sellers, media sellers, etc. We have inks for almost all the leading printhead brands according to their specifications. We have also got the box/bottle design patented for our branded inks. We are selling our inks to all across the country and now have also started supplying to our customers in Nepal.

How about setting up a plant here in India?

There is an urgent need to set up a plant for fulfilling the rapidly increasing demand. It will also help us bring down the soaring prices and help industry become more stabilised. But for all this, we are still at a planning stage and need some more time to reach out to a decisive level. As far as future is concerned, we see ourselves as the number two in the country's rapidly increasing ink footprints.

National

Van Heusen's Interesting Take on Branding in Two New Campaigns





Van Heusen always brings something interesting when it comes to advertising campaigns. For its one-of-a-kind 7-in-1 suit collection for wedding season, the brand has started a comprehensive marketing campaign and is looking to spread the word across over 90 cities in India. It will be using various platforms of branding, including OOH, which will debut nationally across multiple mediums – TV, cinema, print and social media.

The ad video features Chase Armitage, international parkour star solving a Rubik's Cube with an air of confidence. The Rubik's cube has been portrayed like a metaphor in the film that brings alive the suit collection, which is classic but with a distinct twist. The brain behind the film is Famous Innovations, and the 30-seconds film will be aired nationally in over 90 cities across over 1300 movie screens, digital and electronic media.

This will be supported through a diverse promotion strategy in the upcoming months.

Recently, the company also launched a digital media campaign at Mumbai airport to create awareness amongst passengers on its athleisure range. The campaign was designed to showcase athleisure as the perfect travel companion for both men and women. Mumbai Airport continues to be a high traffic airport with a recorded footfall of 50 million and is therefore, an obvious choice for any brand looking to garner eyeballs. Mumbai airport also sees a huge chunk of business travellers, who also travel frequently.

Times OOH reports that 77 per cent of all Mumbai passengers take more than two domestic trips in a year and 46 per cent of them take more than two international trips. Further, 60 per cent claimed that they love to travel. The campaign worked well as the brand was able to spread awareness about their new range, which comes under affordable trendy outerwear. It also resulted in a higher level of digital engagement and virality that integrated with their online campaign: #VHOnTheGo

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Colors Digital Rides High On Market Response



Tejinder Singh, Director
Colors Digital India

THE COMPANY HAS RECENTLY INTRODUCED SOLVENT PRINTER FOR FABRIC/PAPER, EYES DOOR PRINTING INDUSTRY AS ITS FUTURE GROWTH BARRIER

Colors Digital India has recently added 6-feet multi purpose solvent printers to its portfolio. Available in two options, sporting KM512i and KM1024i printheads, the printer is developed in a way that it can print on both fabric and paper. Keeping in view the high sped operation of the printer, the company is offering an external take-up system for easy roll-to-roll of fabric as well as paper. According to **Tejinder Singh**, the company's director, this new printer is competitively priced. "With this new printer, we are trying to make the entry easy for the new comers so that they can avail the opportunity and make the most of it," he says adding that this new printer will enable PSPs to explore rapidly increasing door printing industry as well.

According to him, with machines manufactured at Colors Digital end users always get value for money output owing to the usefulness and flexibility of these printers which are sturdy and capable of printing on various substrates for numerous applications. The versatility of digital printing technology has already proved its worth in numerous applications catering to a of variety of industry segments like Glass, Ceramic tiles, Wood, ACP, Signage, Gifts, articles, etc. and many different types of substrates. "Fabric and papers prints are just other areas which have been added recently to the attributes of our printers to let the PSPs benefit by exploring all the possible business avenues," says Singh.



It is pretty evident that ongoing technological innovations have blurred the lines that once existed, so the printing industry is much less segmented at present than it was just a few years ago. It is a bare fact that when PSPs seek to expand their offerings, the wide format printing market is often considered an attractive opportunity. No wonder, they keep exploring avenues that enable them to broaden their service offerings, increase revenues, and improve customer satisfaction. Door printing is the outcome of such an experimental approach which has been at the top of the list for now. This is other than sign, graphics, and visual communications that PSPs were utilising printers while expanding their respective offerings and penetrate new and emerging market segments.

Speaking about the newly launched 6-feet printer, Singh says that it has been manufactured indigenously in the company's facility located in Kasna Industrial Area, Greater Noida in the state of Uttar Pradesh. The manufacturing site is right in the national capital region and is capable of meeting all the demands for solvent printers not only in the vicinity but also across the north-western region of the country. Singh asserts that Colors Digital aims to serving the bottom of the pyramid. "We keep introducing economy range of printers on regular interval considering that it would open the door of opportunities for many new comers who aspire to become print service provider."

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

technical or otherwise," says Singh.

Singh suggests that in the last 18 months, the company has manufactured and sold as many as 250 printers (UV + Eco-Solvent + Solvent). "The performance is extremely good, so is the response from the market. This is because we use genuine parts and high-quality components for our printers. For instance, we use HIWIN mute rail guide, Ultraprint/Photoprint – RIP Software Germany IGUS Power cable and JYY Ink Suction Pump. The printers also sport rear-bed-front-heater, Infrared heater, LED lights at cleaning position- and printing bed lift type carriage."

Boasting his manufacturing experience, Singh shares that Colors Digital diversified into manufacturing only a couple of years back with a promise to meet all the needs of its valuable customers who were heavily relying on imports. "For printing solution, we offer UV Hybrid Machines, UV LED Flat Bed & Roll-to-Roll Machines, Eco-Solvent Roll-to-Roll Machines, Sublimation Machines, Textile Printing Machines, Laser Machines, T-Shirt Printing Machines, and Grand Jet along with others. Apart from that we offer spare parts like printheads (Epson, KM, Spectra, etc.) and accessories like Eco-Solvent, Sublimation & UV Inks to complement the specific needs of PSPs."

Singh underscores that the core policy at Colors Digital is to listen to an individual's concerns. "Responding to an individual is significant when it comes to building and maintaining relationship and showing concerns to valued customers, which of course is not everyone's cup of tea. This is because the ability to understand the issues and offering corresponding corrective measures without any delay is vital. To address specific demands of our customers, we have a dedicated helpline through which our specialists try attending customer's enquiries diligently and try to provide fast and accurate service," he asserts.

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

Key strengths at Colors Digital India comprises latest technology, strong infrastructure and customer-focused approach. "With a motto to give best services to our clients, our technical team is available 24X7 to support our network of dealers across the length & breadth of the country," says Singh adding that all thanks to the PSPs who keep experimenting new applications of wide format digital printers thereby forcing us to develop the solution so as to help them reap the benefits of having multiple sources of potential revenue generators.

All these are the testimonies showing what digital printing market has in its store for future, where the growth is expected to remain steady. Thanks to the consistent developments in technology that keeps bringing forth a number of opportunities for the PSPs. Singh is of the opinion that in wide format print technology, door, fabric and paper printing are rapidly emerging segments. Adding fuel to the fire is the inquisitiveness of PSPs who are now able to offer tailored designs for creating unique interiors. As these requirements continue to evolve, the print industry will accordingly adapt to the changing demands of the marketplace.



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National

Michelin Man Makes a Comeback in a New Campaign





Tyre manufacturer Michelin has launched a new brand awareness campaign with its iconic mascot 'Michelin Man' after a long hiatus. The tagline of the campaign 'For those who drive the change' focuses on safety, longevity, and fuel-efficiency of Michelin tyres. The campaign is currently visible across various mediums such as TV, OOH, and Digital.

Ignite Mudra won the OOH mandate to strategically design and execute the campaign. The campaign has been crafted to endorse and to create awareness about the brand targeting the car owners who seek premium driving pleasure. The larger-than-life OOH media adorned with the Michelin Man and the punchline was created to garner high visibility for the brand. The campaign has been executed across 15 cities, including metros and mini-metros.

A rich mix of outdoor formats has been incorporated by Ignite Mudra to give a wider dimension to the campaign and create high value impact supporting the TV and Print campaigns currently running across the country. Michelin has been ranked the top tyre manufacturer and third by Fortune magazine among the 'World's Most Admired Companies' in the Motor Vehicle Parts category for 2020. As a sustainable mobility company, Michelin continuously has improved the mobility of people and goods since 1889.

Bibendum, commonly referred to in English as the Michelin Man or Michelin Tyre Man, is the official mascot of the Michelin tyre company. A humanoid figure consisting of stacked white tyres, the mascot was introduced at the Lyon Exhibition of 1894 where the Michelin brothers had a stand, and is one of the world's oldest trademarks.

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Neenjas Technologies: A Brand That Corporates Trust On



Vineet Gupta, Director
Neenjas Technologies Pvt. Ltd.



Established in 2009 as an engineering-focused company, Neenjas Technologies Pvt. Ltd. is today managed and promoted by electronics & electrical engineers from prestigious technology institutes of India, who have several years of hands-on work experience with multinational companies.

"Being the only Indian manufacturer of LED lighting solutions especially for the signage industry with a comprehensive production setup, we at Neenjas Technologies have emerged as a trusted name among renowned corporates in India," asserts Vineet Gupta, the company's Director.

This is because, according to Gupta, the company offers an array of most trusted LED lighting for signage solutions for leading corporate brands in India and is gearing up to obtain some of the highly reputed certifications like UL and SASO. "For obtaining these international certifications, all the required technical tests have already been done successfully," he informs.

Offering Variety of LEDs

When it comes to the gamut of products, the company boasts of a vast portfolio comprising an array of LED Modules, LED Strips, LED Power Supplies and LED Dynamic Displays. The LED Modules are available in standard size, mini size and wide angle with colour (CCT) ranging from 4000K (warm white) to 10000K (cool white).

While the standard models have viewing angle of 120o/160o, the wide angle series has viewing angle up to 170o. These are best suited for thin signage (up to 70mm) and also available in coloured LEDs - red, yellow, green and blue.

Gupta highlights that the modules are made using LED chips from renowned brands including Philips, Osram, Samsung and Nichia. "The Linear LED Strips are designed for single and double-sided back-lit boards as thin as 70mm. For illuminating product display counters in showrooms, the LED strips with defused visor and led positioned at 45o angle from the counter walls have been specifically effective," he adds.

He suggests that these strips are also useful in façade and canopy fascia with capacity to throw long range light up to 20 ft. The LED Dynamic Price Displays are customisable display boards, which are currently designed specifically for server based automatic price changes in petrol pumps across the country.

"For sleek and small signage of specific font and size where any of the standard lighting solutions do not fit well, we offer cost-effective range of customised moulded PCB based lighting solution with uniform brightness. For instance, sleek back-lit brand names with Cursive Font," informs Gupta.

Explaining about LED power supplies, he mentions, there are two variants, water-proof and non water-proof. "Water-proof power supplies include a power factor correction (PFC) series, which has high efficiency (>91%) and wide input voltage range (90V to 300V). These power supplies also have double phase (440V) protection for 8 hours and surge protection of 6kV (Line/Earth) and 4kV (Line to Neutral). These come with a 5 year warranty. Power supplies without the PFC are also available," he elaborates.

Apart from those mentioned above in the portfolio include IGBT-based voltage stabilisers for petrol retail outlets. Extensive R&D and pilot development for electric vehicles chargers (portable and stations) is one of the key focus areas of team Neenjas as of now.

R&D, Manufacturing, & Testing

With specific focus on 'high efficiency' and committed to after-sales support for all its product segments, Neenjas Technologies boasts of an integrated manufacturing facility in Noida (Delhi-

NCR), a design (R&D) centre in Bengaluru along with a sales office in Mumbai.

"We have an automated facility with well-defined processes and quality control. The facility has systematic assembly line wherein the products go through key machineries for SMT (Juki), Wave Soldering, Epoxy Potting, amongst others," avers Gupta.

The state-of-the-art, fully conveyorised assembly and wave soldering setup has a daily production capacity of 10,000 boards. Automatic screwing machine in the setup can screw 1000 LED modules per hour. "With in-house R&D and in-house comprehensive





testing setup, the company can come up with long lasting unique solutions in almost no time," he says.

All these products pass through a 3-stage testing to ensure best quality is achieved. "The latest additions in the line of testing equipment include (1) Surge Generator Machine to test upto 6kV surge and (2) Automatic Testing Machine which tests all the critical parameters of the SMPS within seconds," he adds.

Catering To Leading Brands

Some of the leading corporate brands using Neenjas lighting solutions for years include Indian Oil Corporation Ltd (IOCL), Hindustan Petroleum Corporation Limited (HPCL), Bharat Petroleum Corporation Limited (BPCL), Nayara Energy, Samsung, Times Advertising, among several others.

Fuel stations, airports, metro stations, malls, hotels, bus shelters and others are where Neenjas customers execute projects in India and abroad. A number of fuel stations in India such as Nayara Energy, owned by Russian oil giant Rosneft, IOCL, HPCL and BPCL have been branded using Neenjas LED solutions for lighting monoliths, RVI, arches, fascias, spreaders and dynamic pricing units.

Retail

For Samsung, Neenjas provides interior store lighting solutions, backlit boards, branding letter sets, exterior signage and others.

Airports

Neenjas has also undertaken a number of projects at airports including Indira Gandhi International Airport in New Delhi and Mauritius Airport in which the company supplied and installed LEDs in display boards. The list also includes other airports in Mumbai, Hyderabad, Kolkata, Guwahati and Dehradun.

Bus Shelters & Metros

Neenjas also offers LED signage solutions for bus shelter and metro train signage projects in Mumbai/Thane, Delhi and Bengaluru. Malls and retail brands in the company's clientele include Dubai Mall, Hamleys Stores, Steve Madden, Jack & Jones, Shopper Stop, Patanjali, My Jio, TVS Motor and Exide. The Leela, The Lalit, Shangri-La, Eros Hotel, The Lodhi and others are also in the clientele. These hotel chains use Neenjas LED solutions for interior lighting, underwater lighting and floodlight.

Overseas Strategy

Having closely worked with the Indian signage market and learnt extensively from customers, the company claims to have developed products that now match international quality standards. Also after obtaining UL & SASO certifications, we will be pushing the boundaries of our trade to overseas markets. "Meanwhile, we at Neenjas Technologies are planning to participate in some of the key international signage/advertising expos like SGI Dubai 2020, FESPA Global Print Expo 2020 in Spain and ISA International Sign Expo 2020 in USA," shares Gupta.

Apsom Promotes TrueVis VG 640 with TR2 INK, Supported by 3M MCS Warranty Programme



Apsom Infotex Ltd., the sole distributor of Roland DG's range of printers in Indian Sub-Continent is going to demonstrate Roland's VG 640 Printer with TR 2 INK, which is backed by 3M MCS warranty policy and Avery Dennison's ICS performance guarantee - at the Media Expo 2020, which is scheduled during 20-22 February at Bombay Exhibition Centre in Mumbai.

Global print material providers, 3M is now offering warranty coverage for graphics printed with the Roland VG & VG2 Series and TR2 ink. The combination of VG 640 and new TR2 ink is certified for long-lasting results under the 3M™ MCS™ warranty that provides assurance of the quality and reliability of the graphics.

When 3M media is used with VG640 printer/cutter with TR2 inks, the 3M™ MCS™ warranty provides full coverage, which is a non-prorated protection for the intended life of prints, including fading, cracking, peeling, and other aspects of graphic performance.

The weathering technology and rigorous testing process of ink and printer combinations that 3M stands behind with this warranty assures customers that the quality of their images will be maintained for the life of the graphic.

Moreover, the next generation TR 2 INK creates bold, vivid graphics with CMYK, and additional light cyan, light magenta, light black, and orange. The addition of orange ink means that it can consistently reproduce specific brand colours for many brands.

Deborshi Paul Choudhary, Business Head, Apsom Infotex, asserts, "The combination of VG 640 Printer/Cutter and TR2 Inks, assures quality while promoting print service provider business as a 3M™ MCS™ warranty qualified converter. With 3M™ MCS™ warranty certificate, one can get more business."

Apart from the VG 640, Apsom Infotex will also be displaying, new technology in wallpaper printing with Dimensor S-the first printer with Dimense Technology and Roland DG's range of printers, which include RF 640 – 4-colour eco-solvent printer and LEC 330S B150 from VersaUV S-Series belt printers (Roll to Roll, Flexible & Rigid Substrates) that offers the ultimate versatility in UV printing to go beyond standard printer capabilities and push the boundaries of direct print possibilities.



Deborshi Paul Choudhary
Business Head, Apsom Infotex

To get more details and personalised 3M™ MCS™ Warranty Certificate and to experience the range of high technology products visit Apsom Infotex Booth at-Stall No. B10 in Hall No 04 of Bombay exhibition centre, Mumbai during 20th to 22nd February 2020.

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Arrow-Efi Introduces VUTEk D3r/D5r Superwide UV Roll-to-Roll Printers with White and Clear Ink Capabilities







Arrow/Efi introduces VUTEk D3r/5r Roll-to-Roll Printers. According to the company, featuring 7pL drop, LED UV-curing, and an impressive collection of optional accessories, the EFI™ VUTEk D5r/3r are the best and most versatile all-in-one, high-quality printer.

"The 3.4mtr and 5.2mtr VUTEk D series printers are the newest EFI superwide industrial roll-to-roll printers with full design and application capabilities. They are positioned between the high-end VUTEk 3r+/5r+ and the entry level EFI Pro 32r+. With production speeds up to 2540 ft2/hr. for the VUTEk D3r and 3068 sqft/hr. for the VUTEk D5r. These printers incorporate all the latest technology advancements recently implemented in the VUTEk 3r+ & 5r+ and Pro 32r+," says Sam Patel, MD, Arrow Digital.

The D series is unique, as it supports both white and clear ink – matte and glossy – printing, while the other roll-to-roll products offer a choice between white or clear ink. The clear coat ink is printed inline, simultaneously with the image, without slowing production speed. It can be printed either as full flood or selective and can have a matte or glossy finish with the same ink.

The clear ink provides 3-years of outdoor protection against abrasion, chemicals, weather damage, UV fading, yellowing and air pollution. This makes the D series printers particularly suitable for a variety of unique premium applications, such as wall decorations and murals, window graphics, wall papers, floorings, high-value prints with selective gloss effects, fleet graphics, truck-side curtains, and more.

The 'cool cure' LED technology empowers PSPs with the ability to do more for less. Increase your profit opportunities by offering premium-margin applications, while reducing operating costs as well as environmental footprint.

To further enhance the roll to roll printing, the new and improved high speed LED super range UV inks which are Greenguard and Greenguard Gold-certified, gives the best colour gamut that Efi has to offer for this platform, along with outdoor durability with the 3M MCS warranties when needed. The Cool Curing and Greenguard Certifications make the D5r/3r a Sustainable Green Printing Solution.

The best feature is the fully automatic, patented, back to back printing using auto registration camera system, giving the most economical and accurate method of printing day/night balanced long signs and high resolution back lit graphics. All these features make the D5r/3r a perfect match for Indoor, outdoor and fleet graphic applications.

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OMI Gets 'Let's Crack It' OOH Campaign for Unacademy

UNACADEMY'S CAMPAIGN BUZZ THAT LASTED FOR AROUND AND A 3-WEEK DURATION ENSURED THAT THE MESSAGE WITHIN STAYS WITH THE TARGET GROUP FOR LONG.

Introduction

Due to acute disparity in learning levels caused by social, economic, geographic and other factors, India may be in the danger of under-utilising or losing out on the untapped capital of human potential. Education technology firm could play a vital role in meeting the learning needs of underserved sections of the populace. In this space, the name we hear loudest is Unacademy, India's leading online education platform - a place where one can learn and explore beyond books.

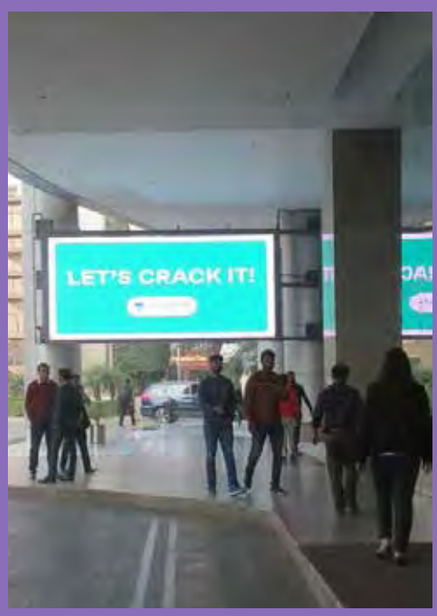
The aim of this online learning centre is to sharpen the skills of those who have the learning instinct. Unacademy offers a unique platform where trainers from across the world help students/learners in preparing for specialised courses for various competitive exams. Moreover, they have 2,400 online lessons where trainers are going to guide the learners with tips and tricks, with all the learning techniques. Unacademy has launched its first-ever ATL campaign to mark the beginning of a 360-degre campaign – **"Let's Crack It"**.

What's the Campaign all about?

Running across 360-degree advertising channels, the communication strategy has also been taken to the OOH medium with an aim to further enhance the brand positioning and support the mainline media through outdoor displays. It is believed that a very simple but direct message, when delivered to the right audiences using the right medium does the trick. Through the outdoor campaign, Unacademy aimed at encouraging students to prepare for challenging entrance exams without getting demotivated or disheartened.

To fulfill the set objective, Unacademy - the education technology firm decided to go with OMI, the outdoor agency arm of Laqshya Media Ltd. to launch a 360-degree campaign titled 'Let's Crack It'. In fact, OMI









was given the complete responsibility to propagate the communication through OOH. With this campaign, Unacademy aims to connect learners to educators and help the former prepare for over 30 different entrance examinations across disciplines by addressing the dire need of delivering quality education to all. It is serving as a one-stop solution for all education needs.

The Execution

OMI carved a 13-city plan for them with a sole objective of highlighting Unacademy's brand communication 'Lets Crack It'. Eventually, OMI strategically planned the media deployment for the campaign under which high footfall areas as well as locations frequented by the target group were taken up, such as, arterial roads, markets, shopping complexes, and areas around traffic signals and colleges. A set of impactful billboards were carefully handpicked in cities like Delhi, Bengaluru, Kolkata, Pune, Hyderabad, Ahmadabad, Cochin, Jaipur, Indore, Kota, Lucknow, Patna and Bhubaneswar along with all unmissable media assets catering to the college-goers.

OMI Media Planning and Buying Tool used its Sharp Tool and in-house planners' expertise to give the campaign high noticeability & create maximum impactful exposure. The media deployments were done in a way as to cover the most important touch points that were imperative as per the target group. Through the outdoor campaign, Unacademy encourages students to prepare for challenging entrance exams without getting demotivated or disheartened.

Expressing Gratitude

According to Naresh Bhandari, COO, OMI, Laqshya Media Ltd., the messaging 'Let's Crack It' beautifully stresses the word 'Let's' to assure this to every learner. "Unacademy is a very noble concept connecting learners to educators instantly. The creative was great on OOH and the messaging is just apt for the outdoor scenario. The campaign stands for this value and the belief that they are part of this journey with the students. We are extremely happy to have worked with them for this campaign. It was their first time on OOH and we had to ensure them the best of noticeability. I am glad that the team could deliver the campaign's much needed OTS," he has been reported as saying.

Karan Shroff, Vice President of Marketing at Unacademy stated that the educational firm was extremely content with the OOH campaign executed by OMI. Expressing his satisfaction over the campaign's success, he has been mentioned as saying in a press release, "The visibility is great, and the media assets deployed by them are all catering to our TG. We are confident of having reached out to a million aspirants looking for quality education. 'Let's Crack It' is the heart of our campaign and we are ecstatic to reach and inspire our audience through a very effective mass medium like outdoor advertising."

Automobile Brands Adorning the Bengaluru Airport Space





Quite a few Luxury car brands like Jeep, KIA motors, MG Hector & Lexus advertised at the airport for the obvious reason of garnering maximum attention from the target audience in a captive environment. JCDecaux, world's leading OOH company owns advertising rights for BIAL.

Leveraging the airport environs, the brands reached out to the car fanatics in their leisure state of mind to get an all-out knowledge of their new launches. Lexus promoted their pristine ES 300h at the promotional space by JCDecaux, which caters to domestic & international arriving travelers.

Giving an experiential knowledge to the target audiences, Morris Garage also decked up JCDecaux's promotional space with India's first internet car. While promo spaces lure audiences to touch & feel the product, these

BENGALURU INTERNATIONAL AIRPORT, THE GATEWAY TO SOUTH INDIA RECENTLY BECAME THE BIG CHEESE FOR AUTOMOBILE BRANDS.



brands have also ventured other formats to enhance brand's recall.

Talking about other formats, Jeep's iconic structure at the arrival road of BIAL is not only hard-to-miss but also speaks of the athletic appeal of this stylish SUV. Furthermore, MG Hector's billboard created effective recency with bold communication & eye-grabbing customization presenting the center touchscreen of the car.

The latest entry at BIAL – KIA motors has set up a massive gantry at the welcome gate of the airport recruiting maximum attention with sheer ease. From exteriors till interiors of the airport, these brands have shown keen interest in various media formats at the airport.

"BIAL is a harbinger for brands looking for tapping the right audience. Not only the dynamic passenger profile, but strategically positioned media at the airport gives one brand optimum interest from the travelers. With automobile brands coming on board to advertise at JCDecaux media at BIAL, this have been fetching them positive brand recognition amongst affluent audiences," says, Raheel Amjad, Deputy MD, 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 (Street Furniture & Airport Express Line), Chennai (Metro) & Bengaluru (Airport & The Collection Mall – UB City) to meet with the various customised needs. Our continuously expanding portfolio consists of Airport, Airport Express Metro, Street Furniture, Bus Shelters, & Pole Mounted MUPIs making it the most diversified Out-of-Home network in India.

Bright Outdoor Media at the Helm of Affairs



Yogesh Lakhani, CMD
Bright Outdoor Media Pvt. Ltd.

DEVELOPING NEW AREAS OF PROMOTION AND LOOKING FOR INNOVATIVE WAYS ARE THE SUCCESS MANTRAS AT BRIGHT OUTDOOR

Bright Outdoor Media Pvt. Ltd. is the outcome of many aspirations of an ambition person. It's a company that envisioned the potential of out of home or rather outdoor media more than three decades ago. All thanks to the supervision of **Yogesh Lakhani**, the company's CMD. A Gujarati by tradition, Lakhani is a Mumbaikar by birth who learned to fight with the tryst and turn the fate in favour. He believes in innovation and exploration, which together make him a risk taker.

Continuing the traits of being an innovator especially when it comes to exploring new avenues, Bright Outdoor has recently launched two companies - Bright & Sharley and Bright. "We are known as a risk taker as well as an initiator. We bring new things before any one else can even think about. In the era of digital and OTT platform, we are keen to take the lead and want to remain at the helm of affairs."

Besides, the company has come up with two apps - My Meeting & Cam Celeb. "Feature wise, as the name suggests, My Meeting offers an easy way to find out a convenient place nearby, even for an instant meeting or to be scheduled. In short, it enables users to remain stress-free at least from the point of meeting places to be fixed. It allows an easy way to go for meetings of any kind and of any level – be it personal or business," he explains.



"Another app, Cam Celeb is designed to let you be wished by your favorite celeb on important occasions like birthday, marriage anniversary, etc. You can also surprise your near & dear ones by getting them wished on their respective anniversaries, birthdays and on other such occasions by those whom they have always adored and wanted to be in touch with. Apps like these will make people stress free and let their dreams come true," asserts Lakhani.

This is all for his eagerness, backed by his willingness to do something new each and every single time he plans for an initiative. And this thirst keeps him on the run. No doubt, his hard work, dedication, public relation and out-of-the-box business ideas with fail-proof strategies let him and his company reap the benefits and in turn making him one of the country's top business personalities. This is despite the fact that he couldn't continue his studies due to monetary issues.

Despite being a high-school pass-out, Lakhani came over many hardships, but never let himself down. It was in 1980 that he decided to dream big after saying good bye to his era of short-time jobs that he was forced to spare for his livelihood. He flagged off his own business, Bright Outdoor Media. It took him around seven years that he ventured into hoarding business in 1987. In 1992, he started making hoardings for movies.

Currently, more than 90% of Bollywood movies comes to Bright Media for outdoor promotions. As claimed by Lakhani himself, his easy availability made him the first choice of all superstars for outdoor publicity. No wonder, Bright Outdoor has emerged as the one-stop-shop for advertising medium which is cost-effective & long lasting, bringing necessary reach and the frequency that clients look for. With branches in most of the cities across the country, the company is well set to take on any project pan India.

Over the past three decades, while Yogesh Lakhani has become a celebrity, Bright Outdoor has emerged as one of the leading Out-of-Home (OOH) media organisations in India. Today, Bright Outdoor has been associated with the most prestigious award functions such as iifa, Filmfare, Femina Miss





India, Stardust, Zee, and many other beauty pageants as the Official Outdoor Partner. This clearly shows that the company has grown massively to be recognised as the foremost service provider in this mode of operation.

Nevertheless, Bright Outdoor has left no stone unturned when it comes to look for ways in outdoor promotion. Other than hoardings, its array of services encompass railway boards & panels, transfer stickers, cinema slides, full train, bus panels, full bus painting, mobile sign truck, kiosks, traffic booth, toll naka, gantry, vinyl and TV advertising. All these are spread across the length and breadth of Mumbai targeting specific class of audience in populated areas.

This is not the limit. After pretty successful & effective stint with OOH advertising, Bright Outdoor continues its innovative ways of promotion providing various novel communication solutions to its valued clients. It introduced a plethora of futuristic services & solutions assuring multicultural and ethnic outdoor advertising campaigns that keep audiences engaged thereby achieving the desired impact for almost each creative need, idea and budget.

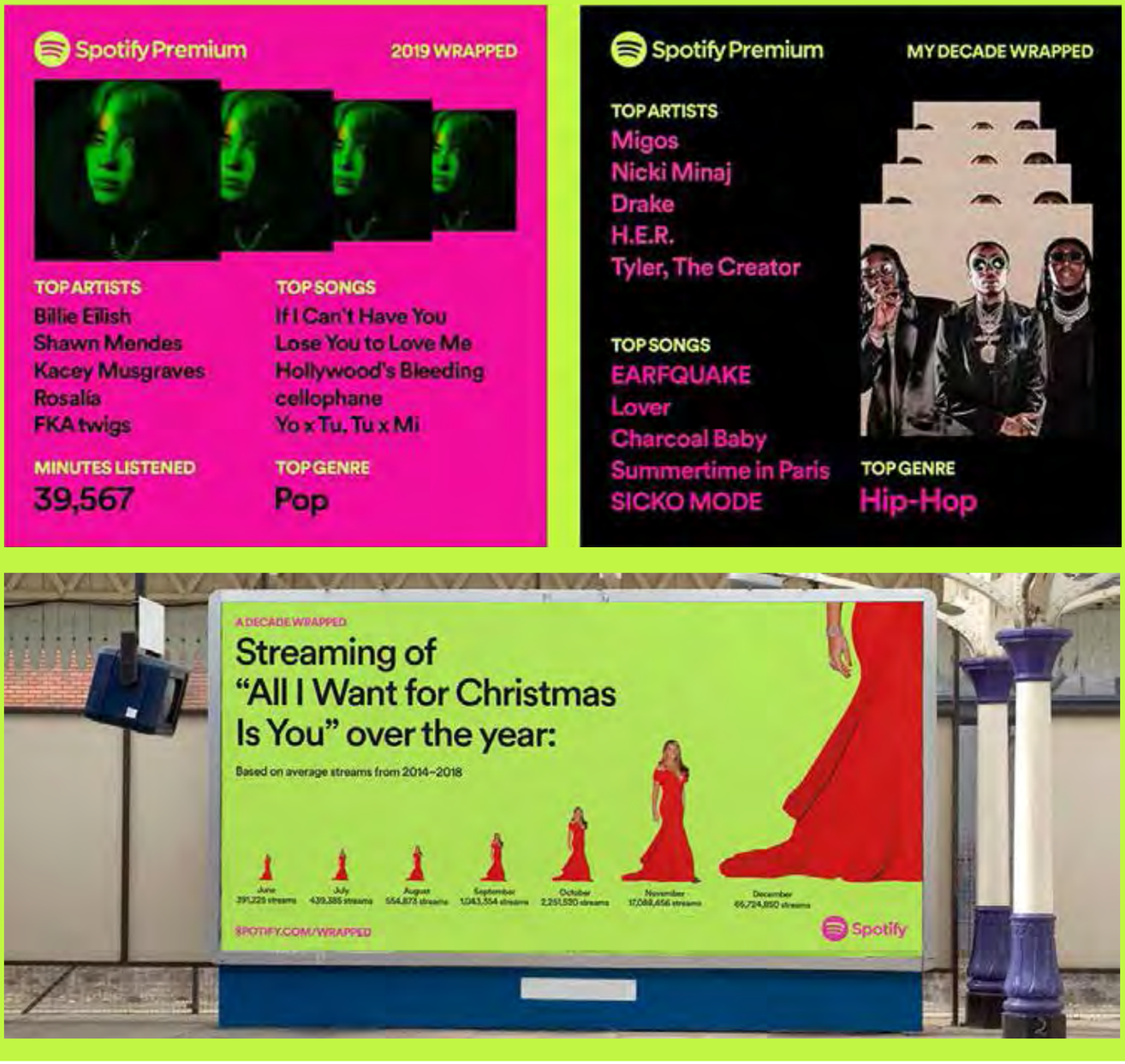
Lakhani considers digitisation as an important tool of promotional media. "We are not lagged in our efforts to try hands in digital hoardings. However, we are highly concerned with policies attached therewith," he says adding that unlike abroad, there are some issues with the state government and the local bodies' permissions, which actually are the bottlenecks. This is at a time when Government at the Centre is dreaming of creating an India of 21st Century.

Meanwhile, there is no denial to the fact that nobody covers Mumbai like Bright which is said to be the privileged agency that proudly boasts of having installed more than 1200 hoardings in Mumbai Metropolis that includes places like Haji Ali, Bandra, Churchgate, Mahim, Cadel Road, Marine Drive, Worli, Borivili, Juhu, SV Road, Link Road, Chembur and Sion. Notably, Bright has always been supportive in almost all the social and religious events and gatherings in Mumbai throughout the year by providing hoardings free of cost.

Success is not just a matter of desire but a product of hard work. Such a mammoth success was possible only because of Lakhani's persistent hard work, commitment and sincere dedication. He always believes, "If the vision is clear, the future is bound to be Bright." Today, Bright Outdoor is recognised by various government organisations to include Indian Railways, All India Radio and TV. With all this at hand, Lakhani keeps appealing to his potential customers, "If we can be of any service to you. You can't get a better deal with optimum coverage assurance in all forms of outdoor media."

Lakhani strongly believes that Outdoor has a long way to go. It doesn't have to fear from the most-talked about digital media especially TV, which itself is largely dependent on hoardings for its own promotion. Also, the digital media is slowly but steadily loosing its focus as well as importance because of the overdose of information for which the audience is not actually ready. Lakhani suggests, "till date three media tools are prevalent in India – train, TV and outdoor."

According to him, the company expects to close this fiscal with Rs. 1100 mn up from Rs. 900mn of last financial year. "The outdoor promotional industry - comprises 90% print and 10% digital - is currently growing at 6.5% annually. We look forward to a bright future for our outdoor promotion industry," asserts Lakhani with this believe that developing new areas of promotion and looking for innovative ways will help us make the most out of the hoardings.



Spotify Unwraps the Decade's Odd Listening Habits with OOH campaign

SPOTIFY WRAPPED UP THE DECADE WITH AN OUT OF HOME (OOH) CAMPAIGN THAT ENCAPSULATES ALL THE BIGGEST CULTURAL MOMENTS, STREAMING TRENDS AND MEMES THAT THE APP INSPIRED WITH A RETURN OF ITS AWARD-WINNING 'WRAPPED' CAMPAIGN.

As Spotify listeners dig into their listening habits this decade (which increasingly features podcasts), a bold OOH campaign has recently landed in 21 markets, including takeovers of major transport hubs such as New York's Penn Station. Nine German cities are to be blanketed by the campaign, malls are about to experience the lighted projections, and each station in Sao Paulo's yellow line gears up to celebrate a different year of music.

It was the occasion of Christmas that the Swedish audio streamer planned to bring forth this new creative wherein an ad documenting streams of Bonnie Tyler-banger Total Eclipse of the Heart. People are increasingly relying upon the 80s classic to get through the day. But the renowned audio streamer also explored the curious rise in listens for a song so bad its good, people can't stop listening. Rebecca Black's Friday







still enjoys heavy usage on Fridays.

'All I Want for Christmas is You' by Mariah Carey also features in this campaign. The artist is a cornerstone of Spotify's Christmas campaign and she has assembled a playlist populated exclusively with that song. At London's Westfield mall, Spotify said it has the power to transform Mariah Carey's dress into a holiday wonderland with snowfall floating across our board, showing a crossover between digital and physical executions. Lil Nas X and BTS are other artists who were included in the campaign that also spanned across digital, social and TV platforms.

Wrapped has run annually since 2017. The debut campaign unveiled that someone had created an 'I Love Gingers' playlist, mostly populated by Ed Sheeran. 'Man's Not Hot' by Big Shaq was streamed almost 43m times. And there were a lot of streams of a playlist called 'Boozy Brunch' at least suggesting someone out there was having fun. In was in 2018 that the campaign made a return which witnessed the domination of Baby Shark number. A very specific Royal Wedding playlist was created besides 367 'calm meditation' playlists and one 'clam meditation' playlist.

This year, start-up bank Revolut subverted the campaign, by revealing spending insights about its specific users. It was later found to have fabricated the figures as a parody of the campaign. Spotify creatives dubbed it a "cover" campaign.

And now we have Wrapped's return, just as the year closes. Coming down the line are a series of brand films and surprise partnerships which harness Spotify's data and insights to celebrate the odder listening habits fans have. This includes the personalised 'Wrapped' experience enabling music fans to relive a decade of music.

Alex Bodman, global executive creative director at Spotify, commented, "How do you dance to a decade's worth of data, especially when the last ten years have been so wild and had such a compelling soundtrack? With a Decade Wrapped, we celebrate and show appreciation for the fortunate role we've been able to play over the last decade, connecting the world's best fans with the world's best creators. We hope we'll remind people of the moments this decade that inspired them to smile, share, laugh - or sometimes just scratch their head. In many ways, it's a campaign ten years in the making.

NEONS OOH Conference & Awards to Recognise Excellence in Outdoor Media

THE EVENT WILL RECOGNISE AND REWARD EXCEPTIONAL WORK IN OOH ADVERTISING AND DIGITAL SIGNAGE FROM TIME PERIOD BETWEEN JANUARY 2019 TO DECEMBER 2019.



The 10th edition of exchange4media Group's NEONS OOH Conference & Awards 2020 for Outdoor Advertising & Digital Signage is all set to be held on March 12 & 13, 2020 at Taj Santacruz in Mumbai. It is aimed at seeking a way forward to enable the industry to overcome challenges when it comes to OOH advertising. Established in 2011 to reward excellence in outdoor media, the first nine editions of the event were highly endorsed by the Industry.

This edition will recognise and reward the exceptional work in OOH Advertising and Digital Signage from time period between January 2019 to December 2019. Today's out of home medium offers new technologies, new formats, and more creative thinking to help advertisers and their agencies take their message further. The industry has embraced innovation in all parts of the business to keep pace with where advertising and the consumer are headed. The OOH industry is introducing new digital technologies and convergence, new lighting and materials, more innovative business practices, and a new audience ratings system.

The broad award categories include 'Innovation in OOH', 'Use of new media in an OOH environment', 'Strategic planning and effectiveness in OOH media', 'Creative awards', 'Synergy', 'Excellence awards' and 'Popular choice awards'.

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Organisers Affirm Growing Interest in Mumbai Edition of Gartex Texprocess India

As per India Brand Equity Foundation's latest report, exports in the textiles and apparel industry are expected to reach USD 300 billion by 2024-25, resulting in a tripling of Indian market share from 5% to 15%. Also with government's efforts in developing a competitive textile sector in India through its latest Textiles Policy 2020, the demand is expected to rise even further. Keeping in mind the new developments, the organisers of Gartex Texprocess India - MEX Exhibitions Pvt Ltd and Messe Frankfurt Trade Fairs India - added the new location 'Mumbai' this year with the primary objective of reaching out to major textile hubs of West and South India. This edition will complement the existing New Delhi edition while also increasing the expanse of the show by reaching out to smaller-sized companies and start-ups in the region.

Mr Gaurav Juneja, Director, MEX Exhibitions Pvt Ltd said: "Gartex Texprocess India is a great platform that has been instrumental in unifying various stakeholders within the garment and textile manufacturing supply chain. Now the show is being held for the first time in Mumbai and we are immensely hopeful that this edition will diversify the reach and expanse of this highly popular trade event. Our association with Messe Frankfurt Trade Fairs India has been especially fruitful in taking the show towards the desired direction. It is our combined endeavour to provide a lot more opportunities for the garment and textile manufacturing industry, and we will strive to work towards that."

Echoing the stance, Mr Raj Manek, Executive Director & Board Member, Messe Frankfurt Asia Holdings Ltd said: "Even as the domestic consumption is surging, India's textile and apparel exports are expected to lead to a tripling of the country's market share globally. Witnessing the tremendous opportunities at the first unified Gartex Texprocess India, the industry strongly hinted at the show's potential as an instrumental venue for collaborations. As organisers, it is our combined endeavour to strengthen our exhibitors' reach in their target markets or potential areas of their business interest, and therefore we decided to bring the platform to Mumbai so as to provide stakeholders greater accessibility to their buyers in the western and southern regions."

Exhibitors, who have signed up for the event, are all geared-up to present the latest innovations, machines, plants, processes and services to various stakeholders in the industry, including manufacturers and suppliers. The Mumbai edition of the show is scheduled to be held from 19 – 21 March 2020 at Bombay Exhibition and Convention Centre. The highlights of the show include 'Garmenting & Apparel Machinery' that will provide insights on technological developments in the garment & apparel manufacturing sector. Besides this, innovative products and technologies, defining latest trends in the industry, will be showcased to the visitors at the four concurrent shows - Denim Show, India







THE RENOWNED TRADESHOW ON GARMENT TEXTILE MACHINERY 'GARTEX TEXPROCESS INDIA', WHICH IS HELD ANNUALLY IN NEW DELHI, IS ALL SET TO MARK ITS LAUNCH IN MUMBAI IN MARCH 2020 OWING TO THE DEMAND GENERATED BY GARMENT AND TEXTILE MANUFACTURING INDUSTRY IN INDIAN AND OVERSEAS MARKETS.

Laundry Show, Fabrics & Trims Show and Digitex Show during the three-day event.

The event is also aimed at providing business opportunities to the international and national suppliers as well as trade visitors through networking sessions with industry experts and engaging in investment opportunities during the show.

About The Organisers

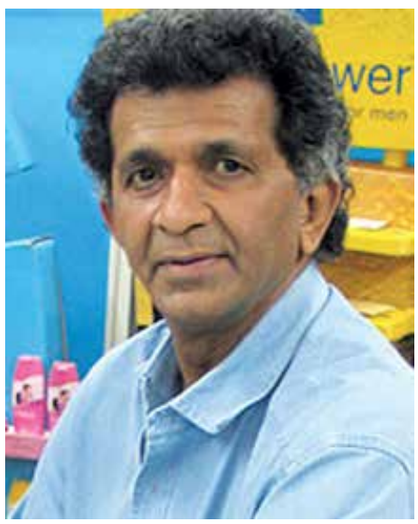
MEX Exhibitions Pvt. Ltd. *is an international exhibition company with a strong presence of four decades in the advertising industry, over 21 years in publishing & 17 years in exhibitions. The company has produced more than 100 market leading trade exhibitions for various segments in addition to various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

Messe Frankfurt Trade Fairs India Pvt. Ltd. *A subsidiary of Messe Frankfurt Exhibition GmbH, one of the largest event organisers in the world, Messe Frankfurt Trade Fairs India Pvt. Ltd. has a background of colossal experience of the international exhibition and conference industry and expertise in trade fair marketing. Operational for over 15 years in India, Messe Frankfurt holds a portfolio of 20 prestigious trade fair brands and over 35 conferences establishing itself as the country's most professional and leading trade fair and conference organiser.*

For more details, please log on to www.gartexindia.com



Arrow Digital Installs Efi H1625 LED UV Hybrid Printer at Jayna Packaging, Mumbai



Arrow Digital has recently installed Efi H1625 LED UV hybrid printer at Jayna Packaging, Mumbai. EFI H1625 LED UV is a 64" wide-format mid-level hybrid production printer, which has been designed to maximise image quality with four colors + two whites. The uptime with simple, automated operational and maintenance features along with LED technology, the printer is highly cost-effective and is capable of printing on high-value, specialty rigid and flexible substrates.

The printer's LED inks emit low VOC, and the cool curing on the printer translates into lower running costs, lower air conditioning, and maintenance. This machine enables one to produce near-photographic image quality, saturated colors and smooth color gradations with true eight-level variable drop grayscale print capability to enhance customer satisfaction.

EFI H1625 helps to expand offering and customer base multilayer print capability, greener printing solution and thermoforming ink option. Jayna Packaging has some of the leading brands in their kitty like Unilever, P&G, Cadbury, Coca-Cola. EFI H1625 hybrid machine will empower them to offer short run, customised, sustainable displays and packaging.

Haresh Mehta, Founder & Director, Jayna Packaging, believes that print is no longer a cozy business, with a cornucopia of technologies and strategies available. Rather it has become a most competitive business and if you don't adopt new technologies you will lose the game.

"I am very excited with the latest addition of EFI VUTEk H1625. It opens the door for many more applications, and truly stands by our vision of quality and out of the box offering. We are associated with Arrow for long and appreciate their total support to deliver unexceptional result," avers Mehta.

Jayna Packaging is a Mumbai based company, specialised in creating products from corrugated boards and has expertise in engineering three-dimensional shapes containers and displays. The company was founded in the eighties and since then it is serving the Indian retail industry. Its solutions communicate the brand message by combining aesthetics, utility in a unique and memorable fashion. Jayna has more than 200 awards to its credit in the field of packaging design, display and solution.

Mehta has won many national & international awards for his contribution in corrugation industry some of them are Corrustar Award, Harlalka Award, BK Doshi Awards etc. Jayna gave brands the confidence that Indian print firms are getting better at designing and printing. The company has created a huge buzz in the Industry for its creative work and design of 'Cardboard Cafe' BKC, Mumbai.

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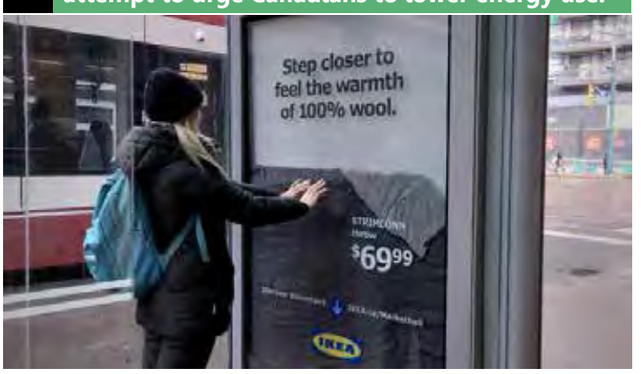
10 Mind Blowing Avatars of Outdoor Advertising by Swedish Retailer Ikea!

SWEDISH RETAILER IKEA'S TAKE ON ADVERTISING HAS ALWAYS BEEN BOLD AND HIGHLY INNOVATIVE. IKEA HAS BEEN KNOWN TO EFFECTIVELY UTILISE ALL POSSIBLE SPACES AND PLATFORMS FOR CREATING BRAND AWARENESS. HERE, WE'LL TAKE A LOOK AT 10 INTERESTING MARKETING TACTICS IKEA HAS USED OVER THE YEARS TO GROW ITS PRESENCE AND ENGAGE WITH ITS CUSTOMERS.

Ikea creatively displayed its own concept of a furnished studio apartment by displaying a giant box on a key road in Brooklyn.



Ikea Canada's transit shelter poster warms up whenever someone stands in front of it; an attempt to urge Canadians to lower energy use.



Recreating an Ikea living room, full sized sofas were installed at bus shelters around Australia to celebrate the launch of new Ikea catalogue.



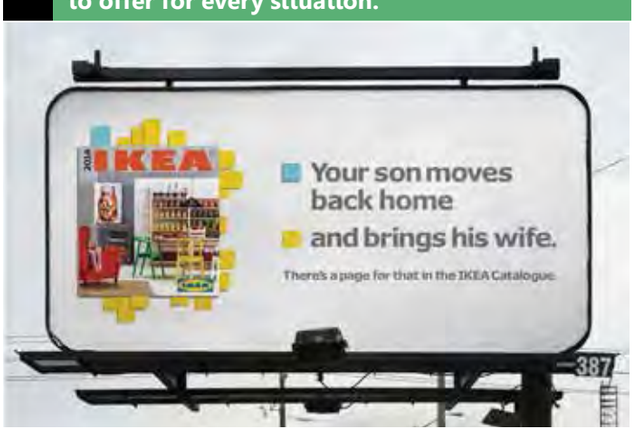
A massive 'special build' 3D Giant Poster by Ikea in UK grabbed eyeballs, highlighting the joy when everything in the home has its right place.



Ikea repurposed advertising sites in London into directional signage, offering exact footsteps & direction towards Ikea Greenwich store.



Creatively using billboards, Ikea put up a series of hoardings explaining how it has something to offer for every situation.



Hyderabad airport's conveyer belt was utilised to inform the arrival of the Ikea brand in India and branded boxes were placed on the moving belt.



Ikea turned an entire apartment into a vertical climbing wall to celebrate its 30th store opening in France.



Ikea replaced the brown curtains at ladies frisking booth at Hyderabad airport with its own real curtains, making it talk of the town.



Ikea covered stairs with stickers that created an impression that each stair is a drawer filled with clothes.



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Event Calendar

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

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

MARCH 2020
EUROPEAN SIGN EXPO 2020
Date: 24 -27 March 2020
Venue: IFEMA (South Entrance), Madrid, Spain
Website: https://ese.fespa.com/

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

APRIL 2020
ISA INTERNATIONAL SIGN EXPO® 2020
Date: 2 – 4 April, 2020
Venue: Orange County Convention Center Orlando, Florida
Website: www.signexpo.org

JULY 2020
NSSA SIGN EXPO 2020
Date: 30-31 July, 2020
Venue: Ledyard, Connecticut
Website: https://nssasign.org/

SEPTEMBER 2020
SIGN CHINA 2020
Date: 17– 19 September, 2020
Venue: Shanghai New International Expo Centre
Website: https://en.signchinashow.com/shanghai/

OCTOBER 2020
PRINTING UNITED
Date: 21- 23 October, 2020
Venue: Georgia World Congress Center, Atlanta, Georgia
Website: https://www.printingunited.com/

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

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

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BOLLYWOOD OF BUSINESS AWARDS



INDY'S EXEMPLARY ENTREPRENEUR AWARD



SANSUI TELEVISION AWARDS



BHARAT RATNA DR.AMBEDKAR AWARD



DADA SAHEB PHALKE AWARD



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



GIANTS AWARDS



ASIA'S MOST PROMISING LEADER AWARDS - DUBAI



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Publicis Media's DOOH Agency Bags 13 Metals at Singapore Awards Ceremony

Publicis Media's digital out-of-home agency Ecosys OOH won 13 metals at the SEAC Singapore Customer Engagement Forum and Awards held in Singapore. This includes six golds, three bronze and four silvers.

Ecosys won gold for 'most admired OOH media agency for customer engagement' while Sujit Banerjee, CEO and Director of Ecosys won gold in the 'OOH professional of the year' category.

Work for NBA won gold, silver and bronze each in 'most admired activity for customer engagement', 'creativity at its best' and 'excellence in innovation categories'. Campaign for Ola won one gold, two silvers and two bronzes – in 'most effective campaign', 'successful use of CSR activity', 'excellence in innovation', 'best use of technology' and 'most admired activity for customer engagement categories'.

HDFC picked up gold in 'successful use of CSR activity' while Zee Marathi won gold in 'excellence in innovation category'. Renault won silver in Creativity at its best category.



The awards received entries from Singapore, Malaysia, Vietnam, Sri Lanka, Indonesia and India competing for the best campaigns, creatives, activities, and marketing initiatives. In its inaugural year, the awards and forum witnessed great participation agencies and marketers in the APAC region, looking to build deeper engagement with customers.

CASHurDRIVE Marketing Partners with Uber for Cab Branding

CASHurDRIVE Marketing Pvt. Ltd. announces an exclusive partnership with Uber for cab branding. Available in 30 plus cities in India, the fleet agrees to provide a platform of 3-4 lac vehicles to the agency for monetising purposes. The collaboration is believed to strengthen the relationship between the two companies giving each other better business opportunities. Uber has started fleet branding business proposition only in India across its worldwide operations.

The sole aim of the Uber is to provide unconventional advertising support to the brands which would create a new source of revenue for the drivers & other vehicle owners.

CASHurDRIVE has been pioneering in outdoor advertising solutions since 2008. It is India's one of the first companies to introduce advertising space on cars for advertisers. Its journey started with private cars and then moved into commercial car branding with Uber, Mega, Meru, TABcab, Fastrack, etc. and later expanded its business to other advertising mediums.



New Show by Tarsus Group to Target Branded Print Market

Tarsus Group, the organiser of the Brand Print and Labelexpo Global Series' of international trade shows, has unveiled Brand Print India 2020 targeting the branded print market.

Brand Print India 2020 is to take place between 29 October and 1 November at India Expo Centre, Greater Noida, Delhi NCR, and will be co-located with Labelexpo India 2020. In doing so, the whole print supply chain will be connected under one roof.

As with other Brand Print shows, which are aimed at printers of all types of signage, promotional materials and collateral for brands, Brand Print India 2020 is intended to be a one-stop shop for all large format and digital printing needs, focusing on fast-growing areas of the print market. These include point of sale, point of display, fleet graphics, sampling packs, collation packs, corrugated luxury packaging and promotional graphics.

Show floor exhibitors will primarily be leading manufacturers of large format printing machinery, software and materials, there to educate printers on the best technology choices for them to grow their business in this rapidly expanding market.

Running simultaneously to this, Labelexpo India 2020 will place manufacturers of label and package printing machinery right in front of printers and brand owners in India. The show's last edition in 2018 reported its largest and fastest growing event to date, attracting almost 10,000 trade buyers of print machinery. The 2020 edition will be even larger, with a move to a more open-plan layout at India Expo Centre offering an enhanced visitor and exhibitor experience. This also applies to the Brand Print show floor at the venue.

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Osel Tech Operationlises LED Display Manufacturing Plant

Ösel Tech has inaugurated its state-of-the-art LED display manufacturing plant in Greater Noida in Uttar Pradesh. The technology player manufactures a wide range of LED display screens for different applications covering indoor, outdoor and semi-outdoor locations with varied requirements.

The manufacturing unit is equipped with two state-of-the-art SMT production lines that can manufacture over 20,000 square feet of LED screens per month. The company's end-to-end technological capacity is backed by its robust R&D setup and a strong software development team that combine to energetically meet all the market demand. This ensures a 360° solution to all LED display requirements as they need to manage huge data loads of content for display across multiple screens in multiple locations simultaneously.

The Indian digital LED signage solutions industry is heavily dependent on imports currently, this set up is step towards making the LED display industry in India self-sufficient in terms of manufacturing ability to help the Indian OOH industry make the much-needed shift to DOOH and avoid costly and complex imports.



The in-house development team at Ösel has created a unique software solution for managing dynamic and static content across multiple LED display screens. It is branded as 'Donkey Player' and it is designed to allow an authorised user to perform some key functions with the applications – Android app that functions both online and offline, feature-rich content management system and on-board camera analytics.

Times OOH bags Wrap Media Rights for Delhi Metro's Pink Line

Times OOH has won the Delhi Metro Pink Line wrap media rights with its distinct 'U' shape, serving 38 stations on the busy ring road. Delhi Metro is the largest and busiest metro in India with more than 285 stations, spanning 391 kilometres, across Delhi, Gurgaon and Noida.

Due to the interchanges with almost all the other major lines, such as the Yellow, Blue, Green, Red, Orange and Violet lines, it becomes an essential commuting option for Delhiites. Pink Line also has an interchange with Airport Express line at South Campus Metro station making it convenient for the airport-bound travellers. All these interchanges make the Pink line very versatile for metro travellers. Our research tells that 48% of passengers spend more than 45 minutes travelling on this line. 51% of the passengers belong to the service class and are the primary decision-makers of their households.

The company says in a media report that they plan to serve 52 trains on the Pink line offering high impact media options like trains wraps, followed by In-train media of more than 3500+ static sites and 1800+ digital screens. In the Delhi NCR, apart from DMRC – Pink Line, Times



OOH has exclusive media rights at Delhi Airport, 156 Bus Queue Shelters and the entire stretch of Yamuna Expressway.

Santosh Nair takes up the role of Associate Director at DCC Print Vision

Santosh Nair has joined Mumbai-based textile printing company DCC Print Vision LLP as its Associate Director. Prior to this appointment, Nair was the country lead and category manager of HP's India region, where he had the opportunity of managing the ultra-wide format product line for solvent and UV platforms, and was responsible for segment and market development for Latex product line. He was responsible for the page growth of all product line of HP Latex and the launch of the first Latex Flatbed in India.

DCC group of companies is one of the most trusted names in the textile printing industry with a wide distributing network. Backed by more than 38 years of rich experience in the textile printing domain, the company has now become a major player in the industry.



NEWSWIRE-INTERNATIONAL

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Canon, HP & Ricoh Come Together to Sponsor Wide-format Summit 2020

Canon Solutions America, HP and Ricoh joined the Wide-format Summit 2020, which is scheduled during April 20-22 at the Hyatt Lost Pines in Austin, Texas, as official event sponsors. The Summit, which is produced by Wide-format Impressions Magazine, NAPCO Media and the SGIA, will be co-located with the eighth annual Inkjet Summit and will have its own content track, but share in select networking functions and dinners.

Designed for senior managers and executives in wide-format inkjet printing businesses, this event is aimed at developing better understanding on how current and future digital printing technology, substrate options, finishing technology and data management solutions will impact their businesses and investment decisions. In all, this Summit will provide strategic-level insights into what printing industry leaders must do to grow, improve and optimize their businesses.

The Summit is designed for printers from commercial, in-plant and graphics environments within three primary segments including Soft Signage for Graphic Applications (Textile): Exhibit displays, retail displays, etc.; Production Display Graphics (Roll-to-Roll): Vehicle/fleet wraps, floor graphics, window graphics, wallcoverings, banners, etc.; and Production Display Graphics (Flatbed): Rigid signage, POP displays, exotic materials, etc.

According to Sal Sheikh, VP marketing, Large Format Solutions, Canon Solutions America, this will provide an opportunity to meet qualified prospects and other industry leaders to learn more about their current business needs, and to work together to advance the industry. Steve Powers of HP pointed out that this summit will bring the entire ecosystem together for several intensely focused days filled with case



studies, end-user panels, networking, meeting zones and keynote sessions.

Heather Poulin, senior director, marketing, Commercial Printing Business, Ricoh is of the opinion that such summit is the need of the hour for escalating peer-to-peer networking and alliance building to a level where print providers can be able to deliver eye-catching, outside-the-box applications to take advantage of the momentum.

Steve Duccilli, executive VP of Wide-Format and Industrial Printing at NAPCO Media and Dan Marx, director of Content Development at SGIA, along with a team of key advisory board members and speakers, will lead the conference program. The agenda caters to senior-level decision-makers tasked with researching and understanding digital solutions and determining if the business case to invest or expand makes sense for their respective organisations.

Mimaki USA Reopens New Jersey Technology Centre

Mimaki USA, one of the world's leading manufacturers of wide-format inkjet printers and cutters, held a grand reopening event in December to celebrate the expansion and remodelling of its New Jersey Technology Center, located in the greater New York metropolitan area. Mimaki's New Jersey Technology Center is now expanded to have more than 14,000 sq. ft. of space. Authorised dealers and VIP guests were invited for a day of tours and demonstrations.

According to Mike Trotter, northeast regional manager at Mimaki USA, the augmenting of space without relocating, makes it an ideal opportunity to showcase a reconfigured conference and demonstration centre in a location already familiar to the company's existing dealers and customers. "Our main offices have been refreshed and our showroom floor has been expanded so visitors can now experience innovative workflows that create a wide variety of imaginative display graphics as well as finished products."

Featuring new amenities in addition to an expanded office, conference and demonstration area; the 14,500 sq. ft. facility will also include a new Mimaki Café Bar, complete with a comfortable lounge area for visiting guests. The entire facility showcases furnishings and graphics that have been created using Mimaki products. Additionally, a replica Mimaki retail store displays a wide range of finished products that can be produced using Mimaki technology located on-site. The centre includes all lines of Mimaki products that cater to sign graphics, textile and apparel, industrial products, and 3D markets.



Meanwhile, this expansion project reflects the company's continued commitment to its dealers and customers, joining a list of many new openings or expansions in recent years, while the technology giant marks the celebration of 20 years of serving customers in North America. In 2016, Mimaki USA opened a new office in Toronto (Canada); in 2017 it relocated and expanded its Boston office; in 2018 it relocated and expanded its Chicago office to Milwaukee; and in early 2019 the Los Angeles Technology Centre was relocated and expanded.

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Digital8 Teams Up with Caasie for Innovative Ad Brokering

Two Queensland companies Digital8 and Logan startup CAASie have come together to give small businesses a more flexible and accessible outdoor advertising set-up, transferring the pay-per-play model to out-of-home (OOH) platforms like billboards. Jeff Lynne, the founder of Brisbane-based custom web solutions and marketing agency Digital8, believes that the new partnership with Logan Start-up CAASie will lead to more cost-effective advertising for SME clients.

Lynne further shared that Digital8 will help grow CAASie's platform as ad brokering system allowing people to buy and sell ad slots which could be digital signage, TVs that are in doctors' surgeries, billboards at bus stops or above the road. Lynne who was a finalist in this year's Brisbane Young Entrepreneur Awards. "They allow people to do on-demand digital ad spots, because at the moment there are not a whole lot of ways to buy other than taking a whole month at a time," he added. This flexible arrangement makes billboard advertising comparable to social media advertising, with advertisers able to bid in real time for individual ad plays ranging from 5-30 seconds.

Liam Fogarty, who is inbound marketing specialist with Digital8, describes CAASie's technology as incredibly innovative. Fogarty believes that OOH advertising has always worked hand-in-hand with digital marketing to further legitimise a company's campaign and can boost brand awareness significantly. "We are so excited to be able to provide our clients with more well rounded and comprehensive marketing campaigns."

Digital8 and CAASie team members who will be collaborating through the partnership (L-R): Mia Jiang, Jeff Jaraved, Jeff Lynne, Joe Jaraved, Joe McCord and Taryn Syratt.



Digital8 will also be available to design the artwork for clients who sign on to the CAASie platform, providing a one-stop-shop solution that will enable omni-channel campaigns not just in Brisbane but across the entire global marketplace for OOH media.

Furthering the elaboration, CAASie director and project lead Taryn Syratt has been quoted as saying that the platform, developed by branding and creative agency Heurist, will also help small businesses bypass the red-tape that usually comes with traditional media. "The aim is to bolster the advertising efforts of local small and growing businesses by making out-of-home more accessible and more flexible," he says adding that combining digital marketing with out-of-home enables these businesses to create brand awareness and associations that will drive their all-important click-through rates. "From CAASie's perspective this partnership means that we have a reputable and local agency to recommend to our users to for integrated/dynamic campaigns."

Target Media to Handle 6,000 Digital OOH Panels in HDB Premises

In a recent development in Singapore, the Housing Development Board (HDB) has appointed Target Media Culcreative (TMCC) to install, operate and manage 6,000 Digital Display Panels (DDPs) across entire townships. TMCC is a joint venture between Singapore Press Holdings (SPH) and Chinese lift advertising company, Focus Media. HDB, through a media release, informed that funded by TMCC, these DDPs will be built by June 2020 and installed at the lift lobbies as well as within the lifts.

The tender for the appended project was issued in the last quarter of 2019, wherein four vendors had bidded according to the government body. Through this bidding process, HDB wanted to leverage digital technologies as part of Singapore's Smart Nation initiative. With this move, the housing board aims to aid residents in receiving information and news from digital screens in the lift lobbies.

Since mid 2018, digital screens have been installed in HDB estates by TMCC. Out of the 16 townships in Singapore, residents in about seven townships are able to receive information about the estate through these 4G enabled DDPs. These seven townships are Choa Chu Kang, Tanjong Pagar, West Coast, Jurong-Clementi, Sembawang, East Coast-Fengshan and Tampines, covering the country's West, North, East and Central areas thereby reaching more than 3,00,000 households. TMCC currently operates 8,000 screens in these townships.

The release also mentions that apart from investing in the hardware and software, TMCC will also pay a Temporary Occupational License (TOL) fee to HDB. Positioned as a lifestyle media, TMCC currently works hand in hand with various town councils, People's Association and brand



owners, to push meaningful and relevant content to the residents of these townships. The airtime is split between broadcasting community information and delivering commercial messages.

According to TMCC, for commercial content, international brands such as McDonald's, Mitsubishi, Redoxon, and government agencies such as Ministry of Communications and Information, e2i, Ministry of Manpower among others have utilised this medium to market their products and services to the residents.

Jeff Liu, CEO of TMCC, feels honoured to be preferred partner for HDB for this challenging yet fulfilling project. "In our past experience of building 8,000 screens, we understand how the DDPs can bring vibrancy and relevance to the HDB dwellers. In sync with the Singapore's government push for digitalisation our Smart DDPs serve as an innovative channel and green initiative for the majority of Singaporeans to receive timely and relevant information," Liu has been quoted as saying.

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Canon USA Wins Three SGIA 2019 'Product of the Year' Awards

Celebrating innovative technology, Canon USA announced that three of its products—Océ Colorado 1650 large format graphic printer, Océ Arizona 1380 XT UV flatbed printer, and Océ Touchstone Software—have won the 2019 Specialty Graphic Imaging Association (SGIA) 'Product of the Year' Awards. These products are acknowledged by the print industry for their outstanding print quality, versatility, productivity, and ease of use.

Shinichi Yoshida, executive vice president and general manager, Canon USA Inc. expressed his gratitude towards SGIA judges and other industry experts. "These recognitions solidify Canon's customer-first approach that relies heavily on their input to create innovative solutions that are meeting and leading market trends," he has been quoted as saying. Yoshida further added that as Canon continues to innovate and contribute to the next generation of industry solutions, there are plans to deliver high-quality products that are designed to directly benefit the needs of Canon's customers.

The Océ Colorado 1650 printer offers a wide application range owing to its two innovative technologies, the more flexible and stretchable formulation of the Canon UVgel 460 inks and Océ FLXfinish technology. The new inks provide image stability, even when folded, bent, or wrapped. And with the Océ FLX finish technology, users can print applications with either a beautiful glossy finish or a luxurious matte finish, independent of media type. These new technologies build on top of a platform that already delivers durable prints as well as segment leading geometric and color consistency.

The Océ Arizona 1380 XT UV flatbed printer features a choice of two printer sizes—49.2□ x 98.4□ or 98.4□ x 121.3□. Additional features include true flatbed architecture plus optional roll media support,



pneumatic pin registration, automated printhead maintenance, high resolution table mapping, software for complex job creation/automation (Arizona Xpert), optional software for textured printing (Océ Touchstone), and LED-UV curing and purpose-built Océ IJC357 LED curable inks.

Océ Touchstone Software is a suite of software tools that empowers designers and print providers to create print-ready 2.5D data for Océ Arizona printers, instantly adding height and texture elements to otherwise two-dimensional prints. Compatible with the Océ Arizona 1200, 1300, and 2200 Series UV curable flatbed printers and ONYX Thrive software, multi-layered complex print jobs can typically be difficult to design, preview, and print, but Océ Touchstone Software helps to make that process easy. Designers can preview the created effect within Adobe Photoshop and Illustrator utilizing the free Océ Touchstone extensions and operators can preview printing layers, time, and ink consumption, all before printing a pixel.

EFI Launches Mid-Volume Roll-to-Roll LED 3m, 5m Printer Line

The VUTEk D3r is making its worldwide debut at the EFI Connect users' conference (Jan. 21-24, Las Vegas).
Electronics For Imaging, Inc. is launching a new mid-range roll-to-roll printer line to help sign and display graphics customers.

The new EFI VUTEk D3r and D5r LED inkjet printers leverage many of the advanced capabilities from EFI's VUTEk 3r+ and 5r+ printers, offering a mid-range solution for an even wider variety of high-value applications thanks to its combination of white and clear inks.

The VUTEk D3r, which prints up to 2,196 square feet per hour, is making its worldwide debut at the EFI Connect users' conference, Jan. 21-24 in Las Vegas, and making its European debut at the EFI EMEA Ignite event on Jan. 29 in Brussels, Belgium.

The second printer in the new mid-range line, the VUTEk D5r, prints up to 2,626 square feet per hour.

Thomas Printworks (U.S) and Allgraf (Italy) have purchased the new printer line.

"We were looking to upgrade our 5-meter printing capabilities, and when we found the EFI VUTEk D5r, it checked all the boxes related to speed, quality, cost of operation, and efficiency," said Bryan Thomas, president at Thomas Printworks. "The quality of the machine was so impressive that it gave us the added benefit of also replacing a 3-meter



printer within our fleet."

The D3r and D5r printers, at 3.5- and 5.2-meters wide respectively, deliver outstanding smoothness in shadows, gradients and transitions with UltraDrop Technology, precise and sharp 3-point size text, and a true resolution of up to 1,200 dots per inch.

The VUTEk D line is equipped with additional printheads and offers both white and jettable clear ink for matte and glossy effects, covering a wider amount of unique applications such as wall decorations and murals, window graphics, flooring, high-value prints with selective gloss effects, fleet graphics, truck-side curtains and more.

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EFI Appoints Former Xaar CEO Doug Edwards as Chief Technology Officer

Former Xaar CEO Doug Edwards has joined Electronics for Imaging Inc. as Chief Technology Officer (CTO) replacing Ghilad Dziesietnik, who retired after nearly 25 years with EFI – the last 14 as CTO. Prior to this appointment, Edwards was CEO of Cambridge, England-based Xaar plc, a developer of inkjet print head technologies for industrial printing. He was also the chairman of Xaar 3D Ltd. – the company's 3D printing joint venture with Stratasys Ltd.

Before joining Xaar in 2015 Edwards was president of Kodak's Digital Printing and Enterprise Business with responsibility for flexo packaging, functional printing, electrophotographic solutions, commercial and consumer inkjet solutions with combined revenues of around $800 million.

Prior to this, Edwards ran Kodak's largest graphics business, Prepress Solutions, with revenues of $1.5 billion. Edwards joined Kodak from Kodak Polychrome Graphics, a 50/50 joint venture between Eastman Kodak and Sun Chemical Corporation, where he was VP of R&D.

Expressing his concern, EFI Chairman and CEO Jeff Jacobson said, "Doug possesses one of the best technological backgrounds in our industry, and combines technology with demonstrated business accomplishments. EFI has a history of providing its customers with a competitive advantage by keeping them at the forefront of technology."

Jacobson shared memories of his association with Doug Edwards in the past. "I had the pleasure of working closely with Doug twice. First, when I was the CEO of KPG, and then when I was the chief operating officer of Kodak's Graphic Communications business. I cannot think of a better person in our industry to lead EFI's strategic and technology developments."



Complementing Jacobson, Edwards stated, "Dating back to my time with Kodak and KPG, I have long appreciated Jeff Jacobson's approach to innovation and technology development," he added. "I look forward to working with him and the global EFI team to drive our customers' success in high-quality print production."

Edwards went on to mention that EFI was his customer while he was with Xaar. According to him, EFI has the unique opportunity to further develop a portfolio that includes many of the world's leading digital inkjet and print workflow solutions. "EFI, with its printhead-agnostic approach, is leveraging technology from many different vendors, and I look forward to bringing my inkjet experience to help drive value from this strategy and further enhance EFI's 'best of breed' approach," he said.

Epson's Wide-Format Printers Named iF Design Award 2020 Winners

Epson's SureColor SC-P7500 and SureColor SC-P9500 series (SC-P7560 and SC-P9560 in Australia and New Zealand) large-format printers have been named iF Design Award 2020 winners by iF International Forum Design.Created in 1953, the iF Design Award is recognised around the world and celebrates innovative industrial product design excellence. Products are evaluated based on a wide range of criteria, including practicability, workmanship, consideration of environmental standards, degree of elaboration and innovation, functionality, usability, safety, aesthetics, and universal design.

This year's winners were selected from 7298 entries from 56 countries and regions by a 78-member jury comprised of experts from around the world.

Adding to the SureColor SC-P9000 series, regarded highly as the industry standards for reproducing high-quality images in fine art, proofing, and photo laboratories, SureColor SC-P7500 and SureColor SC-P9500 Series provide the functional operability of high-quality professional tools, such as internal lighting to immediately check printed material and a neutral colour that does not interfere when making colour adjustments.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than US$10 billion.In January, the company announced it will be launching a subscription printing service called ReadyPrint for use with its high-capacity ink tank printers



as well as ink cartridge models. The service will be launched first in the Netherlands, in early February, and will then be rolled out across Europe. Epson also plans to deploy the service globally, initially in consumer markets in developed economies, in the fiscal year beginning April 2020. Epson will also launch a subscription service for users of Epson ink cartridge printers. Subscribers will automatically receive replacement ink cartridges for a fixed monthly fee. There are three fee plans based on monthly print volume.

The company forecasts an approximately 30% increase in sales of ReadyPrint-compatible models over the next several years in Europe.

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

ALUMINUM COMPOSITE PANELS

Aludecor
1, R.N. Mukherjee Road, Martin Burn
Building, Suite No.52, 5th Floor, Kolkata
700001, West Bengal, india
Mob: +91-9874304314, +91-18001020407
Email: crm@aludecor.com

Euro Panel Products Pvt. Ltd.
702, Aravali Business Centre
Ramdas Sutrale Road, Borivali (West)
Mumbai-400092, Maharashtra, India
Mob: +91-8828238388, +91-22-29686500

Metro Panel Industries
Room/Floor/Building: Survey No-757
Kadi-382715, Gujarat,India
Mob: +91-9910772224,+91-41740070
Email: aman@crossbondindia.com

Umiya Flexifoam Pvt. Ltd.
Plot No.40A, Panchratan Industrial Estate
B/H Vivek Steel Changodar
Ahmedabad-382213, Gujarat, India
Mob: +91-9909927511, +91-9228025446
Email: atul@flexibond.com

BALLOONS

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

BANNER STANDS/ROLL UPS

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

CNC ROUTERS

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

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

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

DIGITAL PRINTING

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

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

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

DIGITAL TEXTILE PRINTING MACHINERY

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

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

Arrow Digital Pvt. Ltd.
1005-1006, Aditya-10th Floor, Opp. Sardar
Patel Seva Samaj, Chimanlal Girdharlal Road,
Mithakhali, Navrangpura, Ahmedabad-380006
Gujarat, India
Mob: +91-9999429476, +91-7926404017/18
Email: ambika@arrow-digital.com

Britomatics India Pvt. Ltd.
102, L.G.F. Maharani Plaza, Ashram Chowk
New Delhi-110014, India
Mob: +91-9810105478, +91-11-40195583
Email: sumitdev@indiasigns.com

DCC Print Vision Llp
802, Kamla Executive Park, Andheri East
Mumbai-400059, Maharashtra, India
Mob: +91-8920715966, +91-22-40855000
Email: vikram.tiwari@groupdcc.com

HP India Sales Pvt. Ltd.
Building No.2, DLF Cyber Green Tower
D & E, DLF Cyber City, Phase III
Gurugram-122002, Haryana, India
Mob:+91-180030020369
Email: retambra.siddiqui@hp.com

Mimaki India Pvt. Ltd.
DSM 332 & 333, 3rd Floor, DLF Tower, Shivaji
Marg, New Delhi-110015, India
Mob: +91-9599786949, +91-11-4905175/76
Email: Rahul.raja@mimaki.com

ECO SOLVENT MEDIA

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

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

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

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

EXHIBITION DISPLAYS

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

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

FLEX

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

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

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

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

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

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

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

GLASS & METAL PRINTING MACHINES

Ansure Tech Solutions
1-2-607/73, LIC Colony Road
Behind NTR Stadium, Ambedkar Nagar
Hyderabad-500080
Telangana, India
Mob: +91-9394516042, +91-9959865589
Email:ansuretechsolutions@gmail.com

Caldron Graphics
F-3/13, Okhla Industrial Area, Phase-1
New Delhi-110020, India
Mob: +91-9810005833, +91-11-40531888
Email:rajat333@hotmail.com

Colorjet India Limited
B-195, Phase-II, Noida-201305
Uttar Pradesh, India
Mob: +91-120-4897992
Email: marketing@colorjetgroup.com,
smarth@colorjetgroup.com

HEAT TRANSFER SYSTEMS

J.N. Arora & Co. Pvt. Ltd.
276, FIE, Patparganj Industrial Area
Delhi-110092, India
Mob: +91-9810628231, +91-11-43232525
Email: sales@jnarora.com

INKS

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

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

LAMINATION MACHINES

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

LASER ENGRAVING MACHINES

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

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

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

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

LED MODULES

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

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

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

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

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

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

LED STRIPS

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

MULTI-COLOUR SCREEN PRINTING

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

P.O.P. DISPLAYS

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

PROMOTIONAL UMBRELLAS

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

SUBLIMATION PRODUCTS

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

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

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

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

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

SIGNAGE MACHINERY

Apsom Technologies (India) Pvt. Ltd.
202, Shri Sai Corporate Park, Plot No. B/8,
Mahakali Mandir Road,
Opp. Laxmi Nagar Indl. Estate,
Off. Link Road, Goregaon (West)



Mumbai - 400 104.
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Apsom Technologies (India) Pvt. Ltd.
12/36, Site IV, Sahibabad Industrial Area
Ghaziabad, Uttar Pradesh - 201010
Tel.;0120-4261170 / 9810343951

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

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

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

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

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

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

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

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

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

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

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

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

Monotech Systems Limited
C-206, Naraina Industrial Area Phase – 1
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Mob: +91 971 162 5962
Email: marcom@monotech.in
Website: www.monotech.in,
www.monotechinkjetsystems.in

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

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

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

SPARE PARTS

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

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

UV FLATBED PRINTING

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

UV PRINTING MACHINES

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

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

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

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

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

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

VINYL CUTTING PLOTTERS

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

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

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

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

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

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

WALLPAPER MEDIA

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

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

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

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

3D PRINTERS

Arrow Digital Pvt. Ltd.
1005-1006,Aditya-10th Floor, Opp. Sardar Patel
Seva Samaj, Chimanlal Girdharlal Road,
Mithakhali, Navrangpura Ahmedabad-380006,
Gujarat, India
Mob:+91-9999429476, 7926404017/18
Email:ambika@arrow-digital.com

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

FR GADE





Frontlit Fabric (TXL-250) / TXL-300 / TXL-350 / TXL-400 Black Back

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

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

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

Size: Available upto 3.2 mtr & 50 mtr length

Backlit Fabric for outdoor Fab-02 / Fab-03

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

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

PE BANNER

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

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

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

Compatible printers: PE banner is suitable for UV printers

Size: Available upto 3.2 mtr & 50 mtr length

SUPER CANVAS 600

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

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

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

SHD-60 PREMIUM

Scrimless Backlit Flex

Common Applications :
- Airport Signs
- Indoor Light Boxes
- Backlit Signs
- Malls Branding



STAR FLEX

Pop Media Grey Media

Common Applications :
- Grey Back POP Media for Banner Stand
- Anti Curl
- Premium Quality
- Suitable for Indoor/ Outdoor Banner Stand
- Avalable up 10 feet



STAR FLEX TRANSLITE

Premium quality Translite Media

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

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