OPTIMISE 'HEALTHY' BRANDING OPPORTUNITIES - 16 | LOLLIPOP SIGNS TAKE NEW AVATAR - 22

SIGN & P.O.P WORLD

The Complete Magazine on Signage & Point of Purchase

Vol.16 Issue.2 Feb-Mar 2020

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I hope all of you are staying indoors, safely and happily with your families. Since we are all following social distancing norms and lockdown guidelines, we have decided to come up with the digital version of your favourite magazine as we do not want you to miss out on important updates on the industry. So, let us get a glimpse of what's inside!

Times are changing for marketers. The opportunities have increased manifold for those looking at upper and middle funnel activities. This is a result of the large variety of mediums available to the brands, including traditional as well as digital. As we see a huge growth in the adoption of digital advertising channels such as DOOH, social media marketing etc., do we also see a fall in traditional methods? Our cover story in this edition talks about the ongoing debate on the efficacy of these mediums and helps suggest a solution to this dilemma.

The issue also encompasses some interesting features. There is an article on top 10 trends that are changing the landscape of wide format printing market. Keeping current Covid pandemic in mind, we have included two features – the first one on how Haresh Mehta of Jayna Packaging and Sunil Shah of Aryan Paper Group have developed eco-friendly modular beds for Covid-19 patients, and the second one on how 3D printing has emerged as a saviour for those on the frontline of Covid crisis by enabling mass production of PPEs.

In the interview section, we have featured excerpts of our interaction with senior level representatives of some emerging companies such as Monotech Systems, PV Media and Insight Communications.

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

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.



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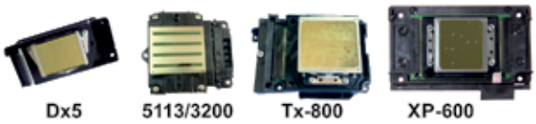

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Burger King Removes 'Whopper' From Its Signage In Its 'Stay Home' Message



Burger King UK modifies its 'Home of the Whopper' label as it temporarily shutters stores. The brand was the latest to jump in with an image of an altered storefront sign featured on its social channels. Under the Burger King logo what typically should read 'Home of the Whopper' now says 'Stay Home,' with the word 'Stay' added and 'of the Whopper' crossed out. Thus, the 'Home of the Whopper' became 'Stay Home'.

The creative debuts after a number of initiatives Burger King has taken to aid customers during the pandemic. The chain is giving free kids meals in the US, it's offering minimum contact delivery through its Burger King app and services like Uber Eats, DoorDash and GrubHub and, similarly to McDonald's, it is giving out free beverages to healthcare, emergency and social workers at U.K. restaurants.

Coke Goes Big with Covid Social Distancing in Times Square



Coca-Cola bought an ad in New York City's Times Square and extended the space between the letters that spelt its brand. The message is clear: Coca-Cola wants you to respect social distancing. Not only is the choice to buy an out-of-home placement with a message that encourages people to stay home incredibly ironic, but campaigns like these are often slammed as opportunistic during a time where donations in kind and monies would be much better appreciated.

The CPG giant is using its iconic billboard in Times Square, New York City, to spread health advice amid COVID-19. Limited people who walk into the heart of Manhattan will see Coke's name with extended spaces between letters in a satisfying play of autology. The work was created in partnership with Mercado McCann in Argentina.

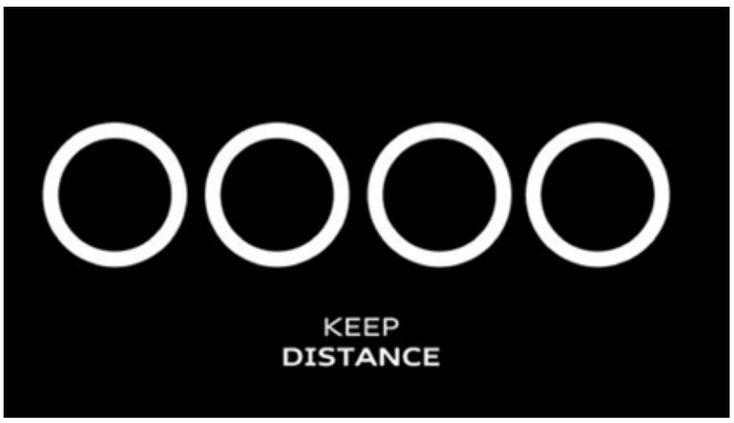
Reddit Cofounder Bought A Covid-19 Billboard In Times Square



The Reddit co-founder and venture capitalist Alexis Ohanian bought a billboard in the heart of New York telling people to help slow the spread of COVID-19 by staying home and away from crowds. The billboard, which was up there just for a day, uses a simple phrase, "Staying home means saving lives." At the bottom is the hashtag "#FlattenTheCurve," which refers to how slowing the spread of the novel coronavirus can help health care providers and other officials better manage the number of illnesses as the pandemic plays out.

According to him, it was a deliberate attempt to reach out to the masses who might not yet be taking the crisis seriously with this belief that out-of-home advertising seemed like a way. Betting on the OOH ad being something that people will not just see in-person if they do happen to be in the middle of Manhattan, but also something people will post on social media that is "a stronger and stronger way to effect people." The sort of meme of it is here is a billboard in Times Square about flattening the curve, just preventative measures to defeat COVID-19.

Audi Opts to Separate Its Logo's Four Circles to Promote Social Distancing



Audi has separated their four circles that present their brand promoting social distancing, and it added the slogan, 'Audi. Keep Distance' Meanwhile, Audi featured a gif of its original ring logo, with the four rings separating from each other. The message changes from 'Stay together' to 'Keep distance'.

The company aggressively promotes its social distancing message on social media platforms. A statement released by the company reads, 'As a global company and a global community, our highest priority is to identify any opportunities to flatten the curve. Stay safe." 'Stay at home, keep your distance, stay healthy, support each other – we are in this together.'

McDonald's Ad Shows its Yellow M Splitting into Two Referring to Social Distancing



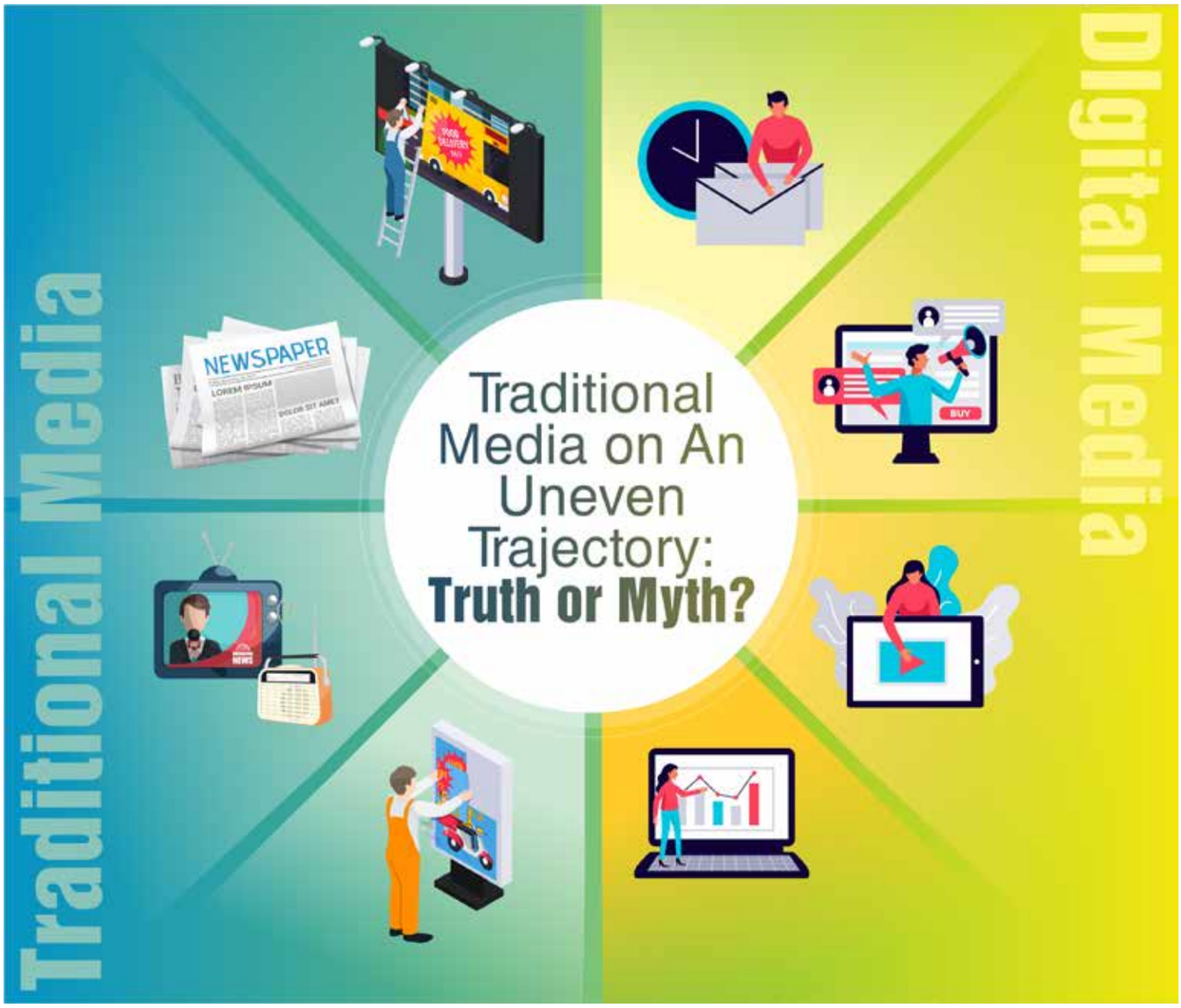
McDonald's Brazil has altered its sign in which the Golden Arches were shown slightly separated to encourage social distancing. The separated arches only appeared on the brand's Brazilian social accounts and drew heavy criticism. Online, people called the stunt opportunistic and said McDonald's efforts could better be focused on how it treats its workers. After much backlash, the ad was taken down and the images on social media were however soon removed.

Nike Rallies Sports Fans to 'Play Inside, Play for the World'



As gyms around the world closed due to the coronavirus pandemic, people have been trying all manner of ways to stay fit while being mostly stuck at home. A good example is Nike, which put out a campaign encouraging people to 'play inside' as governments enforce social-distancing measures. As per Nike's usual standards, the copy—by Weiden+Kennedy—was standup, "If you ever dreamed of playing for millions around the world, now is your chance."

Through this campaign, Nike promoted social distancing and "playing inside" while staying home, and how this act is what millions around the world need the most. The campaign was also promoted by Nike's brand ambassadors including Cristiano Ronaldo, Michael Jordan, and LeBron James. Simple, effective, and a good accompaniment to the US$15 million the company donated towards COVID-19 efforts.



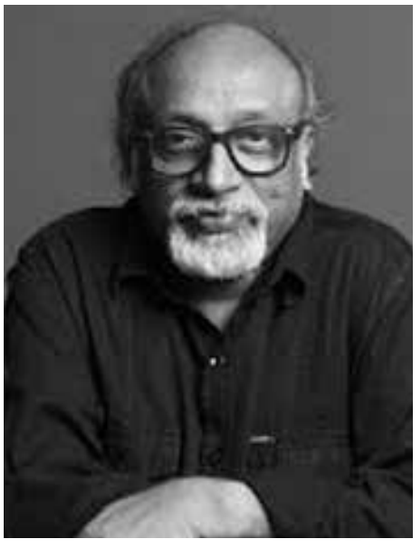
FOR A MARKETER, IT IS VERY IMPORTANT TO KNOW HOW TO MAKE THE OPTIMUM USE OF THEIR BUDGET AND SPEND IT IN THE RIGHT DIRECTION. IT IS ALSO CRUCIAL TO UNDERSTAND WHICH MEDIUMS WILL FETCH THEM THE BEST RESULTS AND WHERE SHOULD THEY PUT MOST OF THEIR MONEY. BUT HOW DOES ONE CHOOSE BETWEEN DIGITAL AND TRADITIONAL MEDIUMS? LET'S DELVE DEEP AND UNDERSTAND.

Which is the last advertisement you recall? Was it printed or digital? It is certain that most of you are likely to remember an ad you saw either on social media or on a website. The answer is not a result of the current Covid-19 lockdown, but even in usual times, we tend to remember what we are shown on our mobile phones via social media apps, e-commerce websites, in-app ads etc. So what does it indicate? Should marketers just cap their spending on traditional media and put majority of their efforts and budget on virtual, or should they balance it out considering the fact that not all of their customers have access to non-stop internet. Either way, the decision has to be made to optimise marketing efforts of companies.

Traditional VS New: The Debate Ensues

Traditional media is mainly a form of media that targets a mass i.e. a broad audience with the use of print ads, OOH, radio ads, TV commercials etc. On the other hand, new media or digital media targets a narrow and niche audience through the use of social media platforms, search advertising, display advertising etc. Of these, social media advertising has become the most popular lately owing to the fact that the majority of India's population is young which is completely hooked to channels such as Facebook, Instagram, Twitter and Pinterest. Moreover, thanks to the highly effective ways of targeting customers using profile data, combined with sound measurement techniques such as Google analytics, this medium is slowly surpassing all available forms currently. Even when it comes to cost involved, traditional media is more expensive as compared to digital. Therefore, smaller companies with limited budgets are going aggressive on digital.

If we go by statistics, the Indian advertising market is estimated to grow at a CAGR of 10.62% till 2021 to reach a market size of ₹85,250 crore, as per a Dentsu Aegis Network's report. Moreover, online or virtual



KV Sridhar aka 'Pops', Founder & Chief Creative Officer, HyperCollective

advertising market in India alone is expected to swell at a CAGR of 34.43% to reach a value of Rs 45734 crore by 2023. In a similar study, media agency Madison has forecasted 5.1% growth for traditional media in 2020, while overall advertising expenditure grows by 10.4%. It further says that in 2019, traditional media had grown only 6% while digital grew 32%. In terms of media formats, TV is still the biggest contributor to ad spends of companies, followed by Print, Digital, Outdoor, Radio and Cinema in that order. It also highlighted the key fact that all mediums, except digital, are witnessing a drop in share. That is clearly indicative of the traction digital media is going to gain in coming few years.

The Glory of Digital

This rapid shift towards digital media is a direct result of the burgeoning number of mobile phone users in the country combined with cheap and widespread internet access. This medium can reach rural areas and smaller towns with highly targeted ads suited to the demands of consumers located here. As customer behaviour evolves, marketing has to evolve too. This is leading to the rise of digital marketing efforts as brands need to keep up to the fast changing consumer habits and target them wherever and whenever possible. The idea is, after all, to keep brand recall high at all times.

At this juncture, will it be right to conclude that traditional media will wither away? Celebrated ad guru and Founder & Chief Creative Officer at HyperCollective, **KV Sridhar aka** 'Pops', says, "Traditional media is a wrong term, there is nothing like it. It is a highly effective media and it would be inappropriate to call it traditional. Digital and print will continue to co-exist."

Talking about how he thinks the whole media and advertising scenario is evolving, Pops says, "Kindle has not replaced books even when reading habits have changed and the way people consume media has changed. Everything is evolving and everything is going digital. Internet is part of our lives and there is no denying that. We are talking about a live world where people want to know things as they happen – be it news or a product launch. Today, people consume far more news on Twitter than on TV channels. Therefore, one needs to change and evolve to keep pace with changing times and habits."

"Just like entertainment as content and news as content will not die, advertising as part of promotion will also not die. Advertising brings in marketing and emotional benefits to people – firstly, it needs to communicate that a product exists and secondly, it needs to build a relationship. Today, digital agencies and digital advertising have become far more rational and transactional than other advertising platforms. What is important is that people should really understand how to orchestrate their story in all the formats of content, whether it is a static post, moving post, voice, experience or interaction. In fact, this is what advertising agencies have been doing all these years, they have understood consumer insights and told stories beautifully. Now that is something that won't change. It won't change for marketers or consumers," Pops adds.

The above comments throw light on the fact that even though the form of reaching out to customers may change, the idea of advertising will remain the same.



Digital Displays Work Best in Malls



Digital OOH Looks Very Promising

Outdoor going strong!

Coming to outdoor advertising, it is still one of the most popular amongst other emerging forms. Since decades, companies have used this medium to reach out to their audience in order to drive purchases. In fact, this has been clearly helping brands make profits as outdoor still forms a major chunk of their ad budget. But what makes OOH still so promising? It comes packed with several advantages over digital display. It provides great visibility to the brand and grabs the eyeballs of almost every passer-by if placed correctly. Online ads, however, come with an opt-out feature and a user has the option to either close it or clock the source completely. The impressions are far fewer as compared to a traditional billboard. What makes it more exciting is the fact that it comes with various options in the form of billboards, vehicle wraps, banners, transit advertising, street furniture etc. One can go super creative with them by doing guerilla advertising and making sure the ad becomes talk-of-the-town. For example, a recent Netflix billboard creatively used props and directional lighting to produce a 'Dracula' theme based effect. Examples like these prove the worth of outdoor media even during digital times.



Pradipta Chowdhury
National Head – Graphics Division,
Fujifilm India Pvt. Ltd.



Ashish Chauhan
Director
Pure Media Imagination



Ritesh Ghoshal
Chief Marketing Officer
Infiniti Retail (Croma)

In fact, OOH actually complements digital advertising! A research from Ocean NeuroScience found that consumers are 48% more likely to click on a mobile ad after being exposed to the same ad on an out-of-home first. Similarly, a survey by Nielsen and OAAA found that 46% adults had conducted an online search after first seeing the product in an OOH ad.

Pops asserts, "I think outdoor media industry is highly underrated. People thought that out of home is going to disappear with the emergence of technology. Globally, this industry has become far more digital - it is about IoT and connecting things. A lot of data is being used on outdoor media. Today, the advertising industry is more conservative than innovative. We need to understand that it is not the placement that becomes innovative but a greater use of technology, along with some entertainment & interactivity in outdoor media. We have started doing that and I think within a couple of years the outdoor industry can live up to the global standards."

Rise of DOOH = Fall of Traditional OOH?

Moreover, just like every advertising channel, OOH too is evolving. A disruption in this area has come in the form of DOOH. Brands are vigorously trying out this new medium as it brings to them the possibility of doing so much more in their outdoor activities. An advertiser can use data feeds, dynamic HD quality videos, programming, motion sensors etc. to create a surreal experience for a passerby. A report by On Device Research highlighted the fact that DOOH ads are twice as likely to be seen and are 2.5 times more impactful than static OOH ads. All of this makes DOOH a compelling medium for brand and product promotion. A recent installation at a Mumbai metro station for Hair & Care's #khulebaalbefikar campaign used simple and interactive display combined with trigger sensors to create an element of surprise amongst passengers. Similar campaigns are now being used by brands to create an immersive experience in the most effective way.



Share of Digital Marketing is Rising in India

DOOH is emerging as one of the most sought after mediums in advertising. It doesn't directly mean that it is better than traditional or static OOH. Both have their pros and cons and it is on brands to realize that one cannot easily replace the other, especially in a country like India. LED/LCD screens cannot be displayed everywhere in this country due to lack of awareness, weather conditions, power issues etc. It is currently mostly limited to indoors such as in airports, metro stations, malls, showrooms etc. there is another issue related to price. It is often misconstrued that digital translates to lower costs. However, it is not so always. **Pradipta Chowdhury**, National Head – Graphics Division, Fujifilm says, "There is definitely a threat to traditional OOH from digital signage. It is going to happen for sure but India will take atleast 10 years to switch majorly to digital as the initial investment is pretty expensive. One cannot put thick LEDs everywhere. China, Korea and US have gone digital but in a cost-sensitive market like ours, it is going to take time."

It is evident that DOOH is set to grow but brands will continue to rely on both digital and traditional OOH as latter is also becoming more refined, opening up a world of possibilities combined with technology. Today, static billboards and vehicle wraps can make the use of GPS, Wi-Fi, location data, motion sensors etc., adding an element of dynamicity to static. Thus, there are options galore even in static traditional OOH.

NFG – Need for Green!

Having considered the potential of various mediums, the next question that arises is that of sustainability. Going Green is becoming the new normal for companies across sectors, and advertising is no different. Brands consider sustainability as a key part of their strategy and they are now looking for those mediums that make the least detrimental impact on environment. This would obviously lead them towards



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Street Furniture Provides Good Visibility to Brands



Transit Advertising on New Delhi Airport Express



Vinyl Metro Wrap Done by JC Decaux

digital. As we said earlier, digital marketing and DOOH are picking up fast and some may even see them as a threat for traditional channels. From a green point of view, digital displays have various advantages such as broadcasting of various ads on a single screen, no requirement of extra props and non-recyclable media etc. However, agencies involved in traditional OOH are also taking steps towards making the whole process sustainable. JCDecaux is making efforts to drive greener practices in OOH and is working on two main factors - greenhouse gas emissions associated with installation processes and sourcing and disposing of the paper and plastics used to run campaigns.

Another example of how companies can promote eco-friendly OOH is by turning their billboards into environment saviours. For example, Toyota's 'Eco-Billboard' that helped to remove nitrogen dioxide from the air by acting as an air purifier through a titanium dioxide-coated vinyl, and urban garden billboards.

Coming to the substrate/media used in billboards, what the industry is currently using is not exactly eco-friendly. Flex and vinyl commonly used in outdoor promotions come with the load of being non-recyclable. Despite the alternatives available in the market, these mediums cannot be replaced as they come with the advantages of low cost, durability, weather-resistance, long life and better print quality.

Environment-friendly or not, these mediums are still the most sought-after by both companies and outdoor agencies. **Ashish Chauhan**, Director, Pure Media Imagination, says, "Vinyl and flex are not going to go. The wrap outside of a metro is always more powerful than the digital ads running inside the compartment. Recall of the digital campaign is less. What companies can do is tie up with organisations and NGOs like Goonj that reuse flex to make useful products. They can include it as part of their CSR and make sure that all of their flex is being reused or recycled."

Why DOOH is still unable to compete with traditional OOH?

According to Chauhan, the impact of one big hoarding is much more than multiple digital screens. "The sheer impact of a Bandra hoarding cannot be matched with DOOH of entire Mumbai. The confidence in one big mass hoarding is much more than thousands of DOOH across Mumbai. Companies will still choose that one big billboard. This might change in the future but it will take a very long time."

He further remarks, "DOOH has another problem – lack of effective ways of tracking and measurement. The tracking of DOOH is very much in the hand of media owners. The reports going to brands cannot be cross checked and thus, their credibility is untested."

"For bigger campaigns in major markets, OOH is always perceived as the most impactful medium as it uses bigger canvases. This kind of mileage and recall is not possible with DOOH. In close vicinity, it is





Outdoor Advertising by Pure Media Imagination

fine to have a digital display but when one talks about mass and large scale, canvases become important."

The Future – Will Dynamics Change?

Ritesh Ghoshal, Chief Marketing Officer, Infiniti Retail (Croma), is of the view, "A lot of shift is happening from traditional to digital but that doesn't mean that the former is going to die. At the end of the day brands will look for consumers wherever they go, so if you look at mediums like print, outdoor, cinema etc. - all of these are growing. Outdoor has great potential. Today people spend a lot of their time outside, and therefore, outdoor is important. People in this industry are looking at ways to make it more interactive and a lot of technological innovations are happening in this space. I think, making it more interactive will appeal to brands to spend more money on this medium as they will be able to reach out to their customers more effectively."

As DOOH picks up, will it mean that OOH wil get a lesser share of marketing budget? Chauhan gives his views, "The push that is happening towards DOOH and digital is happening from the perspective of digital agencies. The budget used for DOOH is coming from the digital budget of a brand that is getting routed from digital agency. Therefore, traditional OOH is not going to suffer. After the end of this current Covid-19 pandemic, traditional media will make a strong comeback. DOOH will complement it and its share in digital side of the budget will go up. This will not impact traditional OOH in any way and status quo will be maintained. However, incremental revenue will come from DOOH, and not traditional OOH, whose share in revenue will remain the same."

On companies cutting their marketing spends, Ghoshal says, "There could be temporary cuts on marketing spends because of the fact that little bit of a slowdown is happening across various sectors. But it won't be a permanent issue and I would assume that it is just a phase and things will bounce back."

It can therefore be concluded that all the mediums will continue to complement each other with the share of digital rising slightly. Traditional media is not going to die anytime soon. It is changing its form, evolving to meet the changing needs and habits of customers. It serves a different purpose that involves making a personal connection with the customer. We humans crave for touch and feel, and this is exactly why traditional media is still so popular. What is important for marketers to understand is that they should bring together the best of both worlds to maximise the success of their campaigns.

3D Printing Emerges As Boon in Fighting Covid-19 Pandemic



COUNTRIES AROUND THE WORLD ARE GRAPPLING WITH CORONAVIRUS MENACE, AND ARE IN DIRE NEED OF PROTECTIVE EQUIPMENT TO SAFEGUARD THEIR HEALTH WORKERS. AT THIS CRUCIAL TIME, 3D PRINTERS HAVE EMERGED AS A SAVIOR BY PROVIDING THE QUICKEST AND MOST COST-EFFECTIVE SOLUTIONS.





The ongoing Covid-19 pandemic has put governments, organisations and individuals across the world into a state of panic. What seems like the biggest threat to humanity till date, this fast-spreading disease has sent economies of the affected countries into a tailspin, with thousands of people fearing job losses as several industries in secondary and tertiary sectors grounding to a halt. What is even more worrying is the fact that this pandemic is not showing any signs of slowing down in affected regions. This has led to compounding of existing problems, especially in the healthcare sector, which is facing serious shortage of medical equipment, safety gear and medicines.

Doctors at the frontline are taking the risk of treating Covid-19 patients without proper safety gear such as masks, face shields, protective suits etc. This seems to be one of the biggest problems as a lot of medical professionals are being tested positive for Coronavirus. It is extremely important to save the lives of the doctors and nurses, and therefore, governments and various corporations are looking for ways to mass produce masks and safety gear in shortest possible time.

To address this problem of shortage, 3D printers have emerged as the quickest and most cost-effective solution for mass printing of masks, face shields, head covers etc. Versatility of 3D printers is well known and their use during the current crisis can be called as one the most useful applications of 3D printing for human survival. The way this medium is being used across the world for this purpose says a lot about its tremendous potential for medical and other essential services. Let us have a look at what all is currently happening around the world and within the country in this front:

Massivit 3D Printing Technologies: This Israel-based print major has dedicated its resources to produce PPE Face Shields to address the demand by health workers taking care of Covid-19 patients. Massivit







3D's high-speed additive manufacturing technology allows for the supply of hundreds of face shields off each machine every day. The 3D print files and screen cutting file are available for download from the Massivit 3D website and can be 3D printed locally on any Massivit 3D printer anywhere in the world. Massivit 1800 3D printers can produce 200 face shields per 8-hour shift.

3DCrowd UK group: In UK, which is one of the worst hit countries, about 1,400 3D printer owners have come together to produce face shields for NHS. These 3D-printed mask shields are designed to provide durability to N95 masks. The group has adopted the method of placing the protective mask shield over the N95 masks to limit exposure and extend their lifespan beyond one-time use. They also replaced elastic strap with a plastic lock providing ease of use.

Volkswagen Group: The German car manufacturer is producing face shield holders using 3D printing as part of its joint transnational initiative with Airbus and the 3D printing network of 250 companies 'Mobility goes Additive'. This initiative is going to help Spain which is currently one of the epicenters of Coronavirus infection in Europe. The holders will be fitted with plastic foils, and these shields will cover the entire face for protection. Skoda, too, is using 3D printing process to produce reusable FFP3 respirators in collaboration with Technical University in Prague.

General Motors: The car major has partnered with Ventec Life Systems to build ventilators and is also going to produce more than 50,000 face masks per day.

NASCAR: Engineers at NASCAR too have taken steps to help address the shortage of personal protective equipment for healthcare workers. They are working aggressively with suppliers with printers running about 18 hours in a day to produce masks.

Creative Awards & Rewards Pvt. Ltd.: The 3D Printing Division of the Mumbai-based company has taken the initiative to manufacture face shields for protection against Coronavirus. The shield covers the entire face and thus provides maximum protection against virus-containing droplets. It comes with an elastic band, a head gear and a transparent sheet in the front. A company spokesperson told Sign & P.O.P World that they are currently producing over 1000 pieces a day and they plan to ramp it up if required. The company is supplying the shields all across India.

Boson Machines: To supplement the efforts of government, Mumbai-based 3D printer manufacturer Boson Machines has taken to producing and distributing face shields to keep health workers safe. The company co-founders Arjun and Parth Panchal are using 3D printing technology to manufacture 500-800 shields per day and they have the capacity to scale it to 4,000 pieces.

Skoda Auto Volkswagen India (SAVWIPL): The Indian arm of Volkswagen is manufacturing reusable face shields for healthcare workers treating Covid-19 patients. It has already supplied 380 of them to a Covid-19 dedicated hospital in Pune and will now make 250 units a day, with plans to further ramp up production. SAVWIPL's face shields are designed to prevent fogging and are light weight, making it easier for health workers to use them. The shield can be sanitised after 6-8 hours and can be reused.

An Engineer-Trio from Coimbatore: Ebin Ephrem Elavathingal, senior manager of AIC RAISE; Hari Vigneshwaran, founder of Augment 3Di; and Vigneshwaran S, founder of Virtual Frontier Robotics came together to produce face shields using 3D printers. They produced 350 masks and donated them to sanitation workers in Coimbatore. The mask covers the entire face and can be reused after cleaning with soap. The group decided to open-source our design and now anyone can use the design free of cost to make these shields.

A Bengaluru-based company: In order to help tackle the shortage of N95 masks, a factory from Bengaluru (name unknown) is manufacturing face shields to improve the usability and durability of regular N95 masks. The shield is more effective than masks as they also cover the eyes, which too are an entry point for the virus. Moreover, the shield also reduces the number of droplets from falling on the masks, thus, increasing their life. 3D printers are being used to make the shields and the company has made about 2,000 till now.

Optimise 'Healthy' Branding Opportunities

AT A TIME WHEN WHOLE HUMANKIND IS MAD AFTER SANITISATION, A MULTI-PURPOSE ADVERTISING TOOL CAN HELP BRANDS TO EASILY GRAB EYEBALLS, KEEP POTENTIAL AUDIENCE ENGAGED, EXPAND FOOTPRINTS, AND MEET BRANDING OBJECTIVES.



With people in our country are not yet so serious about the Coronavirus pandemic, it's time for brands to make out their mark by using the most viable means to communicate with their potential buyers and disseminate right information to stay safe and stay healthy. Communicating right information will not only add to the brands' goodwill but would also offer a much-needed brand recall. At this time, brands/corporates do have the opportunity in the form of certain responsibility to spread awareness and encourage the right spirit amongst their consumers.

And the time is right for signage industry stakeholders to come up with such solution that can help brands in meeting their twin objectives of promoting their brands through the apt communication tool which can also prompt clients to stay healthy not only during this challenging time but ever after. One such solution can be digital signage combined with hand sanitizer dispensing unit, which the signage vendors can offer to their respective clients/brands to help them remain connected to their target audience.



What would these units be like?

The hand sanitising digital signage kiosk features an internal auto-dispenser providing gel, foam or liquid sanitizer as well as a metal closing with an integrated commercial grade display offering advertisements, infotainment, educational-based content, messages, videos, news feeds, social media feeds, health information and other content to customers as they sanitise their hands.

Why?

With the current health scare the public has become open to preventing the spreading colds and cases of flu. The hand sanitizer kiosks can offer brands/corporates a unique way to encourage people, many of whom can be their potential clients, clean hands while being able to share messages and media via the kiosks built-in screens.

What are the prospects?

It can be hit for sure especially when it comes to branding purpose. This is because, according to the recent health tip issued by World Health Organisation, washing hands is the number one suggestion for staying safe these days and afterwards. And at this moment of crisis, branding or promotional tools like these either wall-mounted or floor-standing can help businesses and customers alike.

How?

Suppose, if some brands offer free hand sanitizer to the public by installing these units at places like hospitals, clinics, malls, airports, sports grounds/complexes, schools, hotels, gyms, etc.; none can stop them to embrace it and they would automatically walk-up to the units. While at the units, they will be able to watch/see the content playing on the attached/inbuilt screen.

Conclusion:

In short, for organisations/corporate that are stranded in the middle of this pandemic or otherwise and are wandering for ways to get connected with their clients to keep them flooded with information – general, about their brands or topic-specific – this digital signage display combined with hand sanitising unit can help them meeting their objectives.

Application Areas:

- All the public spaces like hospitals, clinics, malls, airports, sports grounds/complexes, schools, hotels, gyms, etc.

Opportunities for Signage Makers:

- It can help generate revenue for those who want to build their own media network throughout the country by offering brands an innovative and useful tool for advertising purposes at this time of crisis and afterwards.
- It can also be used on rent as a capital regenerating tool for signage makers.
- Big brands can use it for their promotional purposes at their own stores.
- If equipped with remote content management software, it allows logging-in from PC to update, schedule and mange all the dispensers install



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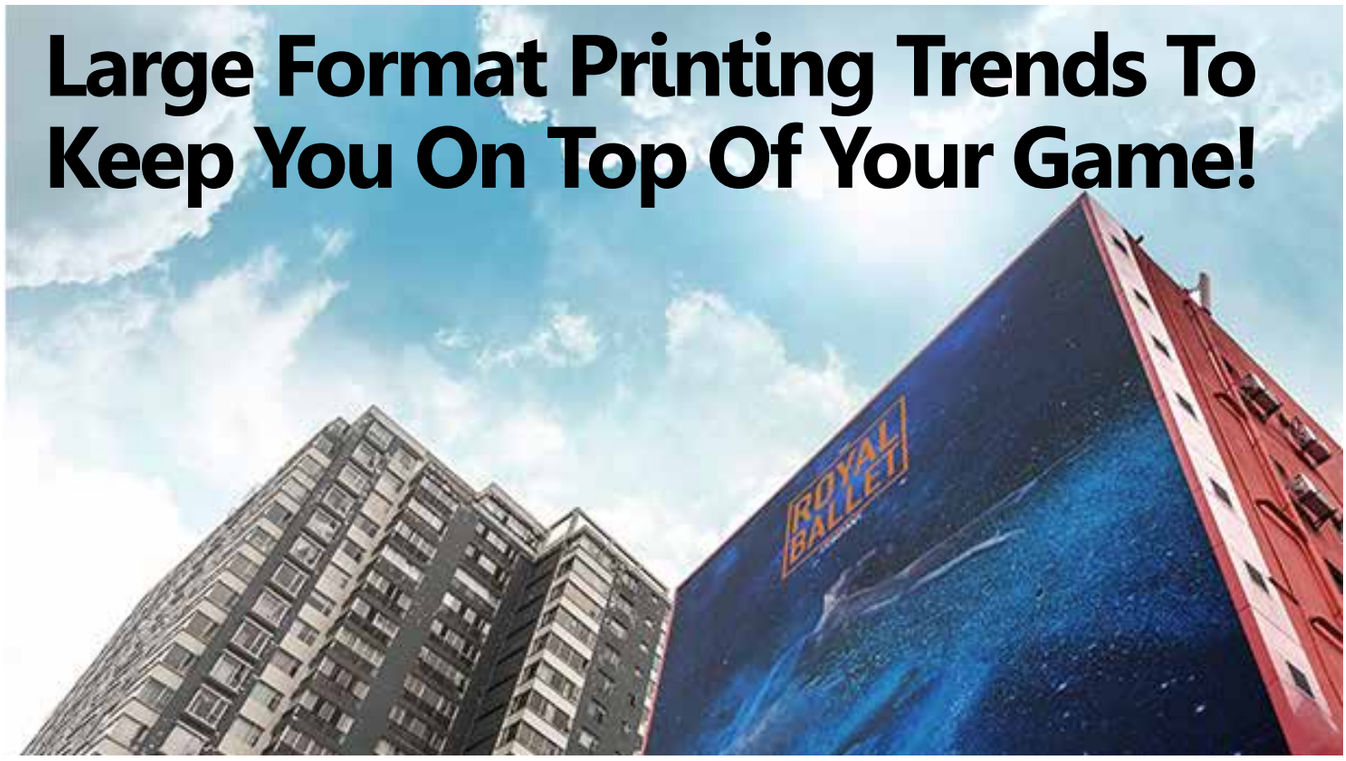


In recent times, what has been the most far-reaching change that has impacted industries across the globe? If you ask any industry leader who has been keenly observing the trends, then they would tell you that without a doubt, the greatest revolution of the century is Digital Transformation!

How Digital Transformation has influenced businesses?

Digital transformation has completely altered the landscape in which businesses work. It is the way in which digital technology is integrated into various aspects of an organisation so as to smoothen the process of delivering services to customers. It has disturbed the status quo and has become indispensable for all kinds of organisations across sectors. It not just means greater use of IT to improve service delivery but a complete disruption brought about by a digital idea. Digital transformation driven by huge amounts of relevant data, AI and digital marketing has the potential to create incredible value for customers. Of all the various businesses immensely impacted by digital transformation, one is the retail sector. With the advent of e-commerce, traditional 'brick and mortar' companies have realised that the former has the capability to eat up their market share and put their businesses out of the race. This has led them to ramp up their online presence while keeping their offline stores intact.

Print-on-Demand

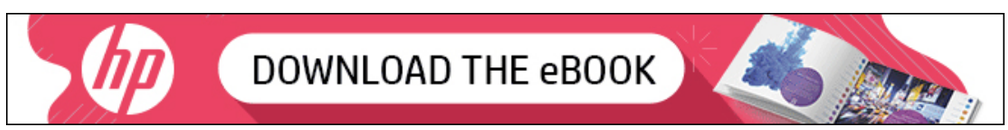
As a result of the emergence of e-commerce, another disruption came in the form of the 'Print-on-Demand'. This is steered by web-to-print option made available by ever-increasing e-commerce platforms. It has also become a great way to manage inventory and avoid wastage as it eliminates the need to hold products in bulk, thereby making it highly attractive to companies. Print on demand has got the required boost due to high penetration of mobile phones along with increasing internet accessibility. Moreover, digital platforms such as Instagram, Facebook, Twitter and TikTok are driving the growth in e-commerce and web-to-print applications as suppliers can easily target their customers through these platforms via sponsored ads. It presents enormous business opportunities to offline suppliers as well service providersto shift to online models and focus on growing the same.

Personalisation

The web-to-print facility has given way to 'Personalisation', which has become a tool of value addition via digital printing. It helps in differentiating one's products against mass-produced prints, thus increasing brand value, customer satisfaction, and loyalty. Personalisation is gaining traction as more and more aspiring customers look for something that helps them make a statement and stand out in the crowd. In today's world of social networking where every individual is a brand in themselves, personalisation is a great way for e-commerce platforms and retail stores to tap this huge customer base, resulting in the emergence of digital printing, which is capable of meeting the growing demand of personalisation across the world. With such lucrative opportunities, it is time for every stakeholder to pull their socks and enter this segment in full swing.

What else is trending?

Trends such as print-on-demand and personalisation are changing the way companies are catering to the evolving requirements and aspirations of their customers in today's digital era. Trends like these and more have been perfectly captured by print industry mammoth HP in its e-book titled 'Top 10 Trends Shaping the Large Format Printing Industry in 2019'. The e-book lists down the emerging facets that have the potential to revolutionise the entire printing panorama, impacting various other businesses dependent on it. All these trends are interconnected as one either leads to the other, complements it or supports its existence. The e-book is a must for any business that is looking for growth in these highly competitive times and it would help the stakeholders gauge whether their business is in sync with these trends or not. To find out about the remaining emerging trends, download the e-book by clicking here (link) and be on top of the game!



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Companies Should Invest More in R&D: Monotech Systems



Manoj Garg
General Manager –Sales (WFG)



Akash Kumar
General Manager – Marketing

For two decades, Monotech Systems Ltd has been a leading manufacturer and one-stop solution provider for printing and packaging industry globally. Its offerings include products and solutions for Commercial Printing, Digital Printing, Digital Enhancement, Wide Format Printing, Large Format Printing, Large Format Scanning, Labels & Packaging, 3D printing along with printing softwares. It boasts of expertise in developing and designing high quality products as per international standards. Over a conversation with **Sign & P.O.P. World**, **Akash Kumar**, General Manager – Marketing and **Manoj Garg**, General Manager –Sales (WFG), described how the company has fared in the dynamic print industry so far and what are its plans for the coming future.

Please give an overview of the company and describe your journey so far.

Monotech Systems has been a leading manufacturer and carries an extensive expertise in industrial inkjet systems and wide format systems for a very long time. We are celebrating 20 years now and have a long way to go in the industry with six business verticals, a diverse range of product lines and lot of loyal customers. From being a trading corporation, we are now focusing more on our own manufacturing capacities. We have successfully established our own brands like Pixeljet, which is a leading player in signage and industrial applications, and JETSCI , which is a leading brand in industrial inkjet systems for security printing and label printing. JETSCI has an international presence now with the number of satisfied customers going up constantly.

What new technologies have you introduced in your printers recently?

We have introduced Ricoh Gen 6 printhead, which is a higher version in our Pixeljet-POWERPRO, which is a 3.2 meters UV LED Roll-to-Roll printer. Monotech Systems is one of the few companies in the world that are integrating Gen 6 print head with both flatbed and roll to roll. The new printhead is on higher side in terms of quality with droplet size of 5pl, very high resolution and 25% more speed than Gen 5. Therefore, it gives more productivity and better quality.

Do you offer 3D printing solutions in India?

In 3D printing, we represent world's renowned brands such as US-based 3D Systems, Germany-based BigRep, Italy's Olivetti, Russia's THOR3D and Germany's W2P. We have desktop range of printers, professional range of 3D printers as well as production range of 3D printers with different technologies like CJP, FDM, Metal, MJP, SLS, SLA, DLP, CFF, DMP, MIM etc.

Since you are now a manufacturer with your own brands, kindly brief us about your manufacturing facilities in India.

There are two brands that we are currently focusing on when we talk about manufacturing. For 'Pixeljet', we have a manufacturing-cum-integration facility in Chennai and for other industrial inkjet brand 'JETSCI', we have a plant in Gurugram. In other words, our narrow web format printers are manufactured in Gurgaon and wide format in Chennai. We have been manufacturing these for over six years now.

Do you think there is something lacking in printer manufacturing ecosystem?

We think it's R&D, because without that you cannot build a quality product. It is a big challenge. At Monotech Systems, we spend a lot of money on R&D unlike other companies in India which have the tendency to invest low amounts on this crucial aspect. However, Europeans and Japanese spend almost 10-15% of their total revenue on R&D, and thus are able to produce high quality products. We take R&D very seriously for both our product brands.

How big is the company right now in terms of revenue?

Last year it was 155-160 crore. For this year, we had a target of making it double but the market has not supported us.

What kind of market share do you have in UV printing industry and what kind of clients are you targeting?

Our core focus is UV technology right now and we have 45-50% share in this industry in India right now. We have installed over 250 UV printers in India as well as abroad. Currently, we have the largest number of UV printer installations in the country. We are not only focusing on signage but other industrial applications too, and that's how it covers our market reach in both the segments..

How do you deal with competition, especially from other established players?

We are not very new as we started operations in 2002 but for some reasons we kept this project in a cold box. However, we started with new vigour in 2010 and have been successful in making a mark in this industry.



In UV, we are far ahead of other players and we have set trends in this segment. In terms of applications, we have a strong built-up team with us. We don't believe in box selling. Our customer satisfaction level is almost 95%. We meet high precision requirements through stringent quality control.

What kind of after-sales support do you offer?

We have 15 offices right now and almost 75 dedicated sales and services staff for especially for wide format. Our offices are in Chennai, New Delhi, Gurugram, Mumbai, Kolkata, Hyderabad, Kochi, Bengaluru, Ahmedabad, Jaipur, Guwahati, Vijayawada, Ludhiana, Pune and Indore.

How do you ensure the quality and eco-friendliness of your inks?

We import all our UV inks. These are not 100% green but near to green as in UV now, there is very less VOC component as compared to earlier times. Moreover, the printer comes with LED lamp and not mercury, making the whole process eco-friendly.

What are your plans for coming year?

We have some projects going on which are currently in R&D and would definitely be a game changer in the market. We will not be able to disclose the details now as it is in initial stage.

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Lollipop Signs Take New Avatar

RAPIDLY CHANGING TECHNOLOGY IS DOING ONE THING IN COMMON, CREATING OPPORTUNITIES BY OPENING UP NEW AVENUES. THIS TIME, SIGN MAKERS CAN OFFER AN ALL NEW FACE OF THE AGE-OLD LOLLIPOP SIGNS.



Introduction

Lollipop signs are simple, yet bold displays that are printed on both sides for added exposure. These signs can be custom-made meeting specific requirements, round or rectangle and also with different shapes. It even comes with options of being handheld or to have self standing bases. It allows rebranding at times, it is needed. Together all these attributes make this an important option for branding purposes.

Acknowledging the Change

With each passing day, the signage makers keep working on the face of signages and these lollipop signs are no different. And for signages, face lifting is a must especially when it comes to remain in the run and being able to gain the attention of maximum eyeballs. They do it simply by embracing the latest technology and transforming the solutions in line with the contemporary branding needs especially of big brands/ coprorates.

What's New in Lollipop Signs?

The latest in the league of lollipop signs is its LED dynamic displays, which are supposed to take over the existing thermoformed or the well-illuminated finely-finished lollipop signs of today in time to come. By allowing a complete dynamic LED panel to replace the sides of the signboards, the new face is expected to change the way lollipop signs are usually known for.

What are the Benefits?

For big corporates, especially those with multi-brand repertoire, it will be a win-win proposition as it would allow advertising almost all their brands in one single lollipop signboard, which currently is done using one board for each brand.

Similarly, a multi-product retail store, which is unable to showcase or promote more than one product as of now, can promote more products of its store using one such dynamic signboard. It will equally be benefitting to chain of restaurants, chain of jewellery shops, big organised retail chains and the like.



Application Areas

These signs are one of the outdoor signs that are mostly prevalent in the retail sector as branding options for their unique feature of minimum space requirement besides providing exclusivity to any brand's identity. Apart from that it also beautifies and keeps the space illuminated. Lollipop signs are mainly used in sectors such as telecom, beverages, banking services, IT giants, petrol pumps, garments, etc.

Often these signs are used as roadside signage. As far as utility for lollipop signage is concerned, definitely it is profitable than other roadside standing signage. This is because of the height of such signage, which makes it visible to everyone crossing the street. Further adding to its plus is its glowing colours and shape that attracts the attention of almost every passerby.

Why These Signs are Popular?

Lollipop boards are typically installed perpendicular to store view, to maintain visibility for shoppers passing along the streets. These are an extension of the brand, while being compact and easy to install. Installation of lollipop signage ensures no customers are lost and store can be identified from any position in the street.

Conclusion

While the industry as a whole is facing a forced standstill following the lockdown, it is an opportunity for brands to look for ways to attract more eyeballs than usual to enhance its bottom line. At the same time, signage makers must offer them innovative but fail-proof options using which these brands can be able to meet their set objectives. The dynamic lollipop sign board, which is both innovative as well as eye catching, is one such option that can be a hit among these brands for branding purposes.

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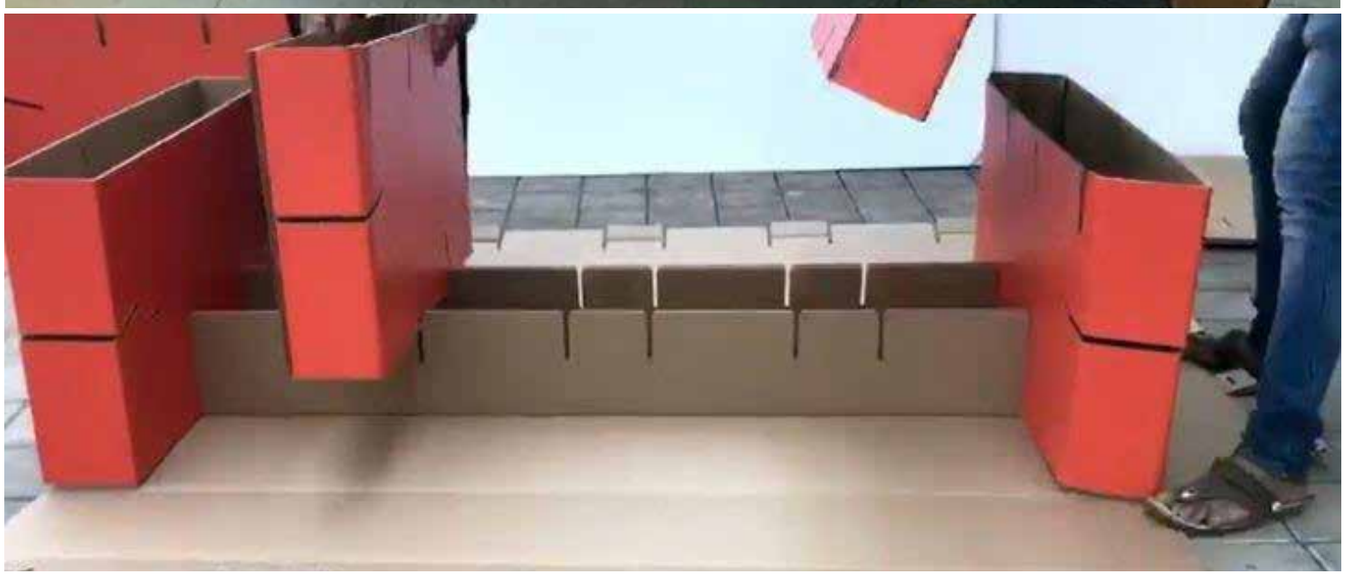
Eco-Friendly Modular Beds for Covid-19 Patients





It is quite evident that Covid19 has forced the world to stay put. Governments across the globe are in a state of chaos. While people are deprived of enough food and are unable to meet their other basic necessities; the health centres/hospitals are facing acute shortage of personal protective equipment, face masks, ventilators, and of course, hospital beds. But Covid19 has also made people look forward to fast, innovative, economically viable and eco-friendly solutions.

With rapid increase in cases being tested positive for the virus, the number of hospitals and beds needed for Covid-19 patients has been shooting up. In India, governments at both the level – Centre & State - are taking vital steps, to the extent of being over-prepared, to combat the deadly virus. Going with the data provided by health ministry, it has earmarked over one lakh beds in 601 hospitals across the country even as estimates show only 1,671 beds are required in tertiary care.

Thanks to the collective urge to fight the virus that led to numerous innovations in almost no time. Creativity, at this juncture, can be seen touching a new high, across the segments, irrespective of sectors. No wonder signage industry stakeholders are doing their bit of contribution by offering novel solutions. While 3D printers are busy manufacturing face masks and other components of personal protective equipment; a couple of paper & packaging companies have come forward with low-cost corrugated sheet beds to meet the need of the hour.

Haresh Mehta of Jayna Packaging and Sunil Shah of Aryan Paper Group have come up with a recyclable, lightweight and cost-effective solution – a medical bed made of corrugated sheet. Mehta claims that this easy to assemble lightweight bed can withstand up to 300 kgs, while Shah approved up to 200kgs. The bed can also be sanitised and withstand daily moping. Also, studies show that Covid-19 virus can survive for 12 hours on paper, whereas up to 72 hours on plastic and metal. The beds so prepared are strong, lightweight, environment friendly, biodegradable, can be disinfected, and the surface coating that makes it waterproof is FDA approved.

Many hospitals across the nation have reported the need for more hospital beds in order to accommodate the growing





AMIDST THE GROWING CRISIS DUE TO THE PANDEMIC, THERE ARISES AN URGENT NEED TO ADD BEDS FOR PATIENTS. INDIAN PACKAGING COMPANIES HAVE COME UP WITH INNOVATIVE NOVEL SOLUTIONS.

number of Covid-19 cases. In the mean time, as manufacturing sites crawl back to operations, the demand to house the manpower on-site has also started emerging. In such a scenario, these light weight, easy to move, assemble and easy to dismantle beds can be used as emergency hospital beds or for that matter to house workmen at manufacturing sites. The bed, which weighs around 10kgs, measures 6.5ft in length, 3ft in width, and 3ft high.

Vapi in Gujarat-based, the paper and packaging company Aryan Paper Group, after realising the dearth of hospital beds decided to use its strength i.e. paper to design and manufacture emergency hospital beds. Rhea Shah, daughter of the owner Sunil Shah, took the lead. Rhea is an architecture graduate from Harvard University and had got stuck at home due to the pandemic. She came up with a design to make beds out of kraft paper-based corrugated board using high strength paper.

Mumbai-based Jayna Packaging Pvt. Ltd. has been in the business of furniture made of corrugated sheet for few years now. Mehta is known to have a voracious appetite for corrugation. The testimony of the fact is his office which is fashioned out of cardboard, and so are the beds, benches, bookshelves, tables, chairs, children's furniture, toys, coffee cups, lamps, photo frames. In 2016, Jayna Packaging created a Loo Box. This recyclable dry toilet is ideal for elderly and senior citizens at home, as well as road travellers.

The corrugated sheet bed has been designed to be easy to carry around and install on makeshift hospitals in rural and urban areas, should such situations arise. As far as structural integrity of the bed is concerned, considering the fact that the basic material is cardboard, it has been made to withstand considerably very high weight (over 200kgs) while weighing just about 10kgs. Going forward, the bed is coated with FDA-approved waterproof solution to avoid damage due to spillage.

Moreover, since the bed is developed keeping its medical use in mind, a design with an inclined head rest, too, has been created after physicians recommended that many patients with respiratory illness may have difficulty in lying down. However, the bed cannot be used for extremely critical patients, since they are normally taken from one facility to another for tests, but this can surely come in helpful for cases which are not very serious.

One of the best things about the design is that it's completely tool-less, thereby eliminating the need of using nails, hammer, glue or stitching to shape it up. It is built connecting cardboard using slots (just like in arts and crafts projects in school) and the entire bed is ready in minutes for a patient to rest. And since the bed is made of cardboard, it is biodegradable and can be easily disposed of, which means it won't cause unnecessary waste in dumping grounds.

Interestingly, Aryan Paper Group has decided to follow no-profit business model, and hence, has priced the bed pretty economically at Rs900 and Rs1,000 plus the logistics cost, depending upon which part of the country the beds need to be transported. The company is currently supplying to Gujarat Government and Municipal Corporation of Greater Mumbai (MCGM).

The Group is also gearing up to supply a consignment to the Indian Navy soon as it is setting up a makeshift Covid-19 hospital. Enquiries are flowing in from other Navy commands as well, along with corporate hospitals and manufacturing plants. Richter Themis Medicare, a Gujarat-based pharmaceutical and active pharmaceutical ingredients (API) maker, for example, is looking to procure around 100 beds to house its workers at the site.

Industry Will Take About A Decade To Go 100% Eco-Friendly: PV Media



Narendra Tanwar
Head- Sales & Marketing & Business Development, PV Media

Incorporated in 2008, PV Media Vision Pvt. Ltd. is engaged in the business of providing integrated solutions and marketing of digital printing media, signage products and machines. With the brand name 'PV Media', the company has created a compelling brand message that works consistently for its clients across every point of communication from manufacturing, sourcing, distribution and customer service. In order to meet the requirements of its business partners, PV Media has stretched from being a distributor to an importer and now a manufacturer. We, at **Sign & POP World**, got in touch with **Narendra Tanwar**, Head - Sales & Marketing& Business Development, PV Media, to know more about the company, its current perspective and span of operations. The excerpts of the interaction are here to follow.

INTERVIEW

How long have you been into this business? How big is the company right now?

We are in this business from over 12 years. We are into large format digital printing media such as flex, vinyl, lamination, inkjet, eco-solvent, UV and latex. All types of media in different sizes are readily available with us. We have recently started our signage division with products such as Acrylic sheets, channel letter bending machines, aluminum trim rolls, LGP sheets etc. and it is getting very good response. Apart from this, our display products range is being both locally manufactured as well as imported. We aspire to be one stop shop for our customers from signage industry.

Coming to the size of the company, at present we are a Rs 175 crore plus company with atleast 10-15% growth every year. We have branches all over Maharashtra, including Mumbai, Pune, Satara, Kolhapur, Nashik and Goa. We have a very strong sales team that helps us in effectively catering to media requirements of our clients. Apart from that, we have pan-India dealer network and are supplying to all parts of the country.

As the industry is moving towards non-PVC materials, what kind of prospects do you see for your products?

I don't think it is affecting our business in a big way. Till date, a suitable substitute without quality compromise is not availablefor large format media. However, we are trying our best to search for innovative eco-friendly products that can cater to India specific needs without compromising on quality. In fact, we are also providing PVC-free eco-friendly fabricsto all our printers across India. We are a company that understands the requirements of customers and adapt ourselves to serve their needs. We take pride in being a customer-centric organization.

What would be your comment on the pace of growth of non-PVC media?

It is growing at a stable pace. There were some hindrances in application at initial phase but people are adopting. People have put in a lot of time and money for developing non-PVC products, which can match quality and ease of application of its PVC counterparts. It is a long journey ahead but nonetheless, it has started. We think in the next decade we can see this transition happening.

Flex is banned in some southern states now and it is being said that this will be replicated all over the country. Do you see the likelihood of this happening?

It is very unlikely. There are print depth and seaming issues in fabric so large format digital printing cannot be done properly. There are many factors which are limiting the growth of non-PVC media. In big metropolitan cities, the hoardings are about 40 ft X 140 ft, thus requiring seaming after every 10 ft. For small hoardings it is possible (use of fabrics), but for bigger hoardings it is not possible till date. No eco-friendly media till now is capable of competing with flex due to these reasons. Coming to our company, we are the biggest distributors in western India and we have been trying for the change but there are many factors that are not suitable for non-PVC media and hoardings, so we cannot switch over completely to non-PVC media with current limitations in technology of materials.

Please share details on your sourcing/manufacturing.

We are currently importing inkjet and eco-solvent media because in India there are no manufacturers that can cater to market demand in terms of quality, quantity and price. Indian manufacturers have started making development in fabrics but again due to supply issues, that media is also being imported from China and other countries. Our manufacturing unit in Mumbai has recently started producing display product such as roll up standees. We ventured into manufacturing as we saw the opportunity to reduce dependency on other countries. We are buying flex from Indian companies only and for eco-solvent inkjet and UV and latex media, we are fully dependent on imports, basically from China.

Don't you think Indian industry should think about reducing the dependence on China, especially after this Covid-19 crisis?

Yes it is very important. Many Indian companies are trying to manufacture vinyl and lamination but it will take some time. There are a lot of factors that are making it difficult to manufacture here in India. But I am sure things will change.

What are your immediate plans?

We always have one goal as to serve our customers well and it will always stay the same. Our short term goal is boosting our sales strength and making our products available all over the country.



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- Residential Societies etc.
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- Banks

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International

An Inventive Billboard with A Twist Waiting Sunset





A billboard ad for BBC's Dracula, impaled with stakes, slowly reveals its hidden image and turns creepier as the Sun sets. A BBC creative, the bloody clever Dracula, is the gothic masterpiece from Bram Stoker, which is the century-old gift that keeps on giving - not only to fans and content producers, but also to marketers looking for a juicy project to sink their teeth into.

By creating a billboard with stakes casting Dracula's face in shadow, Ad mavens in the UK had the sole aim to capture the essence of vampiric DNA by blending it with modern outdoor ad tech, which eventually drew viewers to BBC One's new version of the classic blood-sucker tale that was scheduled to be aired on TV in the beginning of the year 2020. The miniseries with just three episodes, however, didn't quite manage to draw the premiere crowd that its successors did.

The unique point of this BBC Creative's billboard was that it appeared to be just speckled with wooden stakes during the day, but as the Sun starts going down and darkness pronounces the beginning of its ruling, those weapons initiate casting shadows across the canvas, ultimately revealing the silhouette of the show's star. The undead monster, after all, only operates under cover of darkness.

The highpoint of this advertisement is that viewers were split over how the display works, with some claiming that the way shadow appears is not simply possible to control with that much precision when casting light across a flat surface. And that the finer details like the teeth are 2D protrusions from the stakes, intended not to be noticeable when viewing the billboard head on.



According to Olly Harnett, creative head of BBC Creative, this outdoor campaign placed at busy intersections in London and Birmingham was one of the most ambitious special builds ever undertaken by the agency. It also included a glass box at street level that contains a single sharpened stake with the directive, 'Break in case of vampires'.

Dracula, from Mark Gatiss and Steven Moffat (beloved for their work on Doctor Who and Sherlock), stars Claes Bang as the magnetic villain from Transylvania. The Guardian calls the show 'an homage to all the great Counts who have gone before, but still entirely its own thing.'

Ads had aimed to convey the program's "dark humor and rock star swagger," noted by Chris Hooper, BBC One's head of marketing. This approach can be seen in the use of 'Bloody Legend' as a tagline and Iggy Pop's 'Lust for Life' as the trailer's soundtrack.

This wasn't the first clever use of vampire-centric dayparting seen in recent years. To promote the Fox series 'The Passage' in 2019, agency BETC/Havas São Paulo had created posters that burst into flames at sunrise. The self-immolating ads on the streets of São Paulo used flammable paint, made from potassium permanganate and sulfuric acid, to turn its vampire character portraits to ash when exposed to sunlight.

BBC Creative has also brought outdoor innovation to bear for other recent projects. The in-house agency created a His Dark Materials billboard in November last year that featured a warrior polar bear that seemed to breathe steam into the night air.

Source: adweek

Mimaki Introduces 3DGD-1800 Large Format 3D Printer

THE JAPANESE TECHNOLOGY GIANT, MIMAKI HAS FINALLY LAUNCHED ITS 3DGD-1800 3D PRINTER AS A SOLUTION FOR SIGN AND DISPLAY APPLICATIONS ACROSS A NUMBER OF DIVERSE SECTORS.



Mimaki Europe, a manufacturer of wide-format inkjet printers and cutters, has launched the Mimaki 3DGD-1800 3D printer, a new large scale system that uses Gel Dispensing Printing technology. After objects are 3D printed, the company's inkjet printers can be used to add further design choices in the form of colour and decorations. Commercially available from April 1 2020, the system has also been built with a focus on size and speed, reportedly capable of producing objects up to 1.8 metres tall in just seven hours.

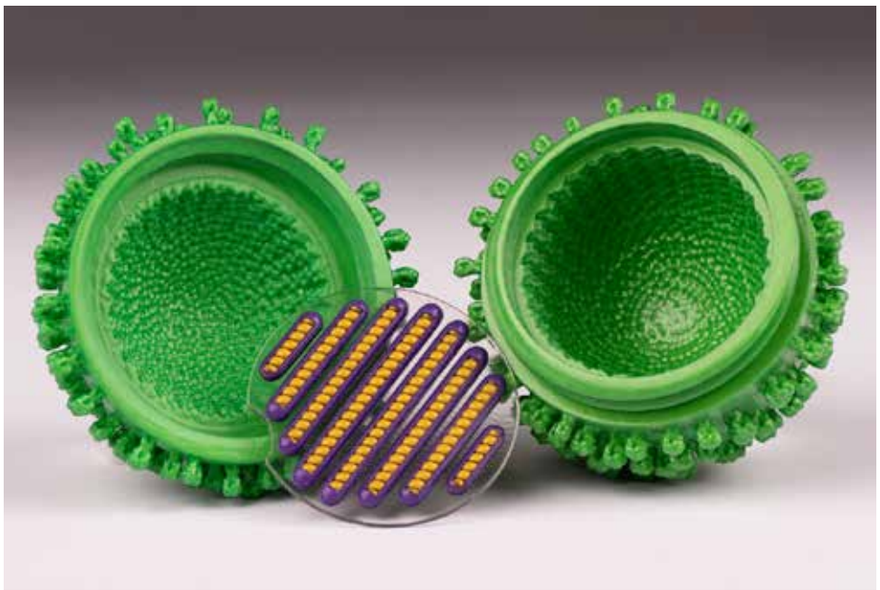
According to Bert Benckhuysen, Senior Product Manager at Mimaki Europe, the approach is unique here at Mimaki when it comes to being a total solutions provider. "We have ensured that even beyond the 3D printing stage, our Mimaki inkjet printers can then be utilised to add colour and décor, making created objects even more impressive and immensely versatile," he has been quoted as saying.

As far as attributes of the Mimaki's new 3DGD-1800 3D printer are concerned, it comes equipped with a number of unique features aimed at saving on costs and time. While its dual-head configuration allows for the simultaneous printing of two structures, it also facilitates the production of support-free hollowed structures. This helps to streamline production while also enabling the addition of interior illuminations, increasing the system's application possibilities across signs and displays, events, creative arts and interior design.

Owing to its unique vision coupled with wealth of experience from across the print industry and unwavering commitment to the innovation, the technology leader has strong intentions to lead the signage and graphics industry in both two- and three-dimensional signages – and the introduction of the new Mimaki 3DGD-1800 will prove to be a step forward in achieving its set goal. According to the company, this new 3D printer uses Gel Dispensing Printing (GDP) technology that extrudes a gel-type UV curable resin, which is cured instantly using a LED UV light thereby enabling lamination speeds of up to 350mm in height per hour.

Mimaki expects the 3DGD-1800 3D printer to provide a number of opportunities to sign makers in a range of industries. For example it potentially allows users to create detailed life-sized displays, event decorations, movie props, large product mock-ups and more. At the other end of the scale, it can also be used to manufacture production parts such as moulds for vacuum forming.

Benckhuysen added that with unprecedented modelling speeds and the possibility to create enormous objects even beyond the sizeable formation area, the 3DGD-1800 represents a real transformation in large-sized production. "Combined with the superior quality that we have become known for here at Mimaki, the potential impact of this new 3D printer is tremendous



– particularly for the sign and display market but also far beyond that. We are very excited to be able to bring such a transformative product to market. The opportunities are boundless."

Mimaki's efforts of bringing 3D printers to the market started five years back when in 2015, the company announced its first full-colour 3D printer after the launch of its UJF-7151 plus model, which is capable of directly printing onto materials such as plastics, metal, wood, leather, and glass. As such, the UJF-7151's UV cure/inkjet printing technology has been leveraged by the company as a base for 3D material jetting.

Then in 2018, Japanese technology giant launched its 3DUJ-553 3D printer, which utilizes a proprietary 3D printing method combining a traditional inkjet print head with an economical UV-LED light source. This involves successively ink-jetted and cured layers stacking to form a full-colour 3D object. The max build volume in the 3DUJ-553 is 500 x 500 x 300 mm.

The full colour capabilities of Mimaki's 3DUJ-553 3D printer has been used in a number of creative applications. For example, 3D body scanning technology company Twindom used the system to create a scale miniature community with models 1 to 2 inches tall. The 3DUJ-553 system has also been used to 3D print a detailed model of a sustainable town built in Minecraft as part of a nationwide competition in France.

About Mimaki Engineering

Founded in Japan in 1975, Mimaki Engineering develops, manufactures and distributes wide-format inkjet printers, cutting plotters and software. The company operates large manufacturing bases in Asia and the Pacific, the United States and Europe. Mimaki Europe was established in 2004 as the company's gateway to EMEA regions. The subsidiary is responsible for sales, marketing, logistics, administration, a large force of service technicians and a distributor and reseller network.



Our Journey Has Been Successful With HP Latex: Insight Communications



Ashish Save, Director
Insight Communications

Founded in 1992 in Mumbai, Insight Communications has charted its growth path based on its commitment to customer service and well being. India's largest supplier of Graphic Arts equipment sales, Insight has played a crucial role in establishing some of the biggest global printing brands in India. A forward looking organisation with one of the most professional setups, Insight today operates out of nine offices across India, and a well-diversified board that has kept pace with times and trends. In a tete-a-tete with **Sign & POP** World, **Ashish Save**, Director, Insight Communications, talks about its associations with different brands, especially HP Latex. Read on to find out more.

INTERVIEW

Throw some light on your association with HP.

We are the channel partners for HP Latex in Indiaand have been selling the brand from the last 15 years with a huge success rate. Till now, we have sold more than 1000 HP Latex 1.63 metres printers and over 50 HP Latex 3.2 metres wide format printers.

With which other brands are you associated?

Along with HP we are associated with Komori for offset commercial printing and packaging, Kodak for offset pre-press, Miraclon for Flexible packaging pre-press, Dai-Nippon Screenand Konica Minolta for digital label printing, GCC for UV spot Varnish, Summa for post-press finishing equipment, router and cutting solutions.

How big is the share of signage solutions in your turnover?

Signage comprises around 40% of our entire turnover.

Do you plan to enter new verticals in near future?

We always try to explore new verticals and avenues. Right now, we are trying to explore glass printing, for which we have identified a couple of products wherein ceramic inks are used for printing on glass. We have realised that the life of ceramic inks on glass printing is very high. This is a good area to enter and we are looking at it. However, we are very careful and try to avoid conflict with the principles. Our goal is very clear; if we are representing HP then we don't try to get into any new product line for sign industry.

How big is your customer base now?

Insight communication is the largest graphic art partner for India Inc. In terms of customer base,it is around 5,000 across verticals and product lines.

How is the market for wide format doing in India? What prospects do you see in this area?

Wide format market is growing for sure but it is pretty competitive. There are several Eco-Solvent and UV machine suppliers in India howeverHP Latex is the only company that is standing out amongst all of them with its Latex printers that use water-based highest level of Green Guard & ECOLOGO Certified inks. These printers are much more versatile and can print on a wide range of media that can cater to applications such as Home décor (Wall Paper, Canvas, Window Blinds), Traffic Sign, Soft Signage, Vehicle wraps, Industrial labels, laminates, etc.

What are your views on UV printing?

Number of UV printer manufacturers or dealers in India are growing rapidly however there is less print volume of UV printing compare to Latex or Eco-solvent. In last couple of years several low cost Chinese UV printers have entered in Indian S&D segment. Due to fierce competition among UV Printer manufacturers,hardware and ink quality is getting compromised. Also because of multiple suppliers of Print Heads and Inks, UV printer manufacturers always struggle to find correct match of head technology along with inks. On the other hand HP Latex Printer is based on HP thermal Print head which is compatible with water based Latex inks, making technology much more predictable and dependable.

Recently HP launched Hybrid Flatbed called R2000 which is based on 4th generation Latex inks.R2000 is having certain advantagesover competition like wider colour gamut, vibrant colours, durable and flexible inks, high adhesion and scratch resistance, glossiest white with high opacity that resists yellowing over time. HP latex R2000 is most versatile printer which can print on wide range of rigid and flexible substrates.For sure it is best option for handling peak productions with lower production cost and superior print quality.

Don't you think the market for HP in very niche? How do you position this offering in a price sensitive market like India?

Sign & Display segment in India is overcrowded and getting competitive day by day. Customers are looking for various opportunities with their existing investments. Here HP Latex printer adds lots of value as using singe machine along with S&D customers can enter in to new verticals such as Home décor Traffic Sign, Soft Signage, Vehicle wraps, Industrial labels, laminates, window graphics, etc.

What steps are you taking to promote eco-friendly technologies in the printing industry?

We always try to educate brands and agencies about the benefits of Eco friendly technologies such as Greenguard ECOLOGO certifiedHP latex inks. We also try to educate end users.Government is also working towards promoting green technologies and media. Some pockets like Karnataka and Kerala have banned flex printing and we are working towards positioning 3.2 Meter HP Latex printers with Eco friendly textile fabric which is recyclable. Recently we installed 3.2 Meter wide format HP Latex 3600 printer specifically in billboard segment in Kerala.

Are you looking at including 3D in your offerings?

As of now, we have not identified any manufacturer but it is there on our radar. Cost of 3D printing is very expensive in actual industrial productionand it is mainly used for prototypes and sample making. It has a long way to go in Indian Sign & Display.

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Epson Expands its Wide Format Printers Portfolio



Epson has recently expanded its existing product portfolio with the addition of two new printers under SureColor SC-S range – the SC-S60670L and S80670L. Both are industrial models, use high-capacity 1.5-litre-ink pouches, also called the bulk ink solution, and run with UltraChrome GS3 ink technology - Greenguard Gold-certified for low chemical emissions on Epson's PrecisionCore TFP printheads.

The Epson SureColor SC-S range – the SC-S60670L is a four-colour printer while the S80670L is a nine- or ten-colour printer. Sharing his views on the need of ink pouches, Milind Chavan, manager for prographic products with Epson India, opined that today, everyone wants ink at an affordable rate. Keeping in view the same, the new range of printers has been equipped with the bulk ink system which reduces running cost when compared with cartridge system.

"By using a pouch, we are reducing the cost of supplying ink in cartridge. When it comes to wide-format printing, ink usage and profitability through savings becomes a sweet spot. With the bulk ink solution versus the cartridge model in a scenario where you are using around 10 litres per month, it makes more financial sense," Chavan said adding that with the bulk ink solution, the running expenditure is brought down to Rs 2.5 from Rs 3.5 per sqft.



It has been observed that while the business is growing in the wide-format industry, but the margins of PSPs are shrinking. Elucidating the areas, Chavan said, "There are three main areas where our clients i.e. PSPs can save – ink, media and power consumption. With the introduction of ink pouches, Epson printers open saving avenues for PSPs. Epson printers are known for their energy-saving attributes, besides the speed of the machine – at 300 sqft per hour – enables the printers to double their print production capabilities."

According to Chavan, there are two other ways in which an Epson customer can save more by capping its spending. "One is the ink circulation system, which facilitates precise mixing of inks. The suction system utilises the content in the pouches or cartridge, reducing it to zero, thereby reducing wastage of ink. Second, is the two-year warranty on its PrecisionCore TFP printheads, which fires 4.2pl ink droplets. So, in all, PSPs do not have to worry about their bottom lines."

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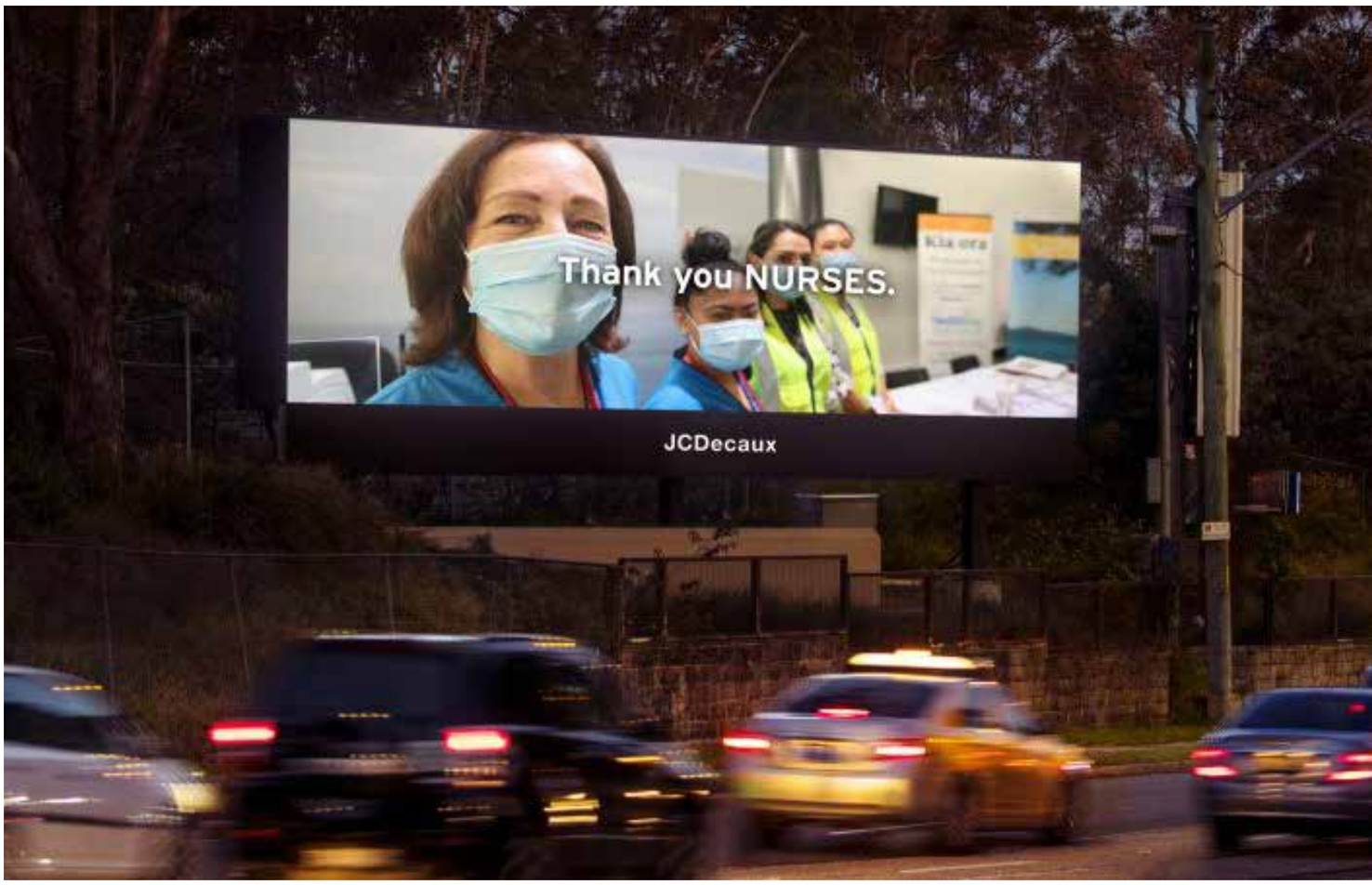
JCDecaux Thanks Essential Workers through OOH Campaigns



JCDecaux in Australia has launched a series of out-of-home campaigns across its network to thank essential workers who are supporting Covid-19, as well as campaigns supporting local business and building awareness of mental health issues.

The out-of-home (OOH) media specialist used its own in-house creative team to launch a series of ads that thank the key workers, such as doctors, nurses, pharmacists, teachers, aged care workers, childcare workers, farmers, supermarket and warehouse workers as well as delivery drivers and cleaners in Australia.

The Thank You campaign simply thanks to all those who are engaged in essential services, and working to help the nation get through the fight against Covid-19. The objective is to show gratitude and call out the incredible job these people in the community are doing to keep Australians safe.

"In a time of tremendous upheaval and uncertainty for us all, there are many Australians working night and day to keep us cared for and making sure we have access to necessary services, and of course our medical professionals – true heroes, facing great challenges and potential threats to their own health to keep us safe," says Steve O'Connor, CEO, JCDecaux ANZ with this hope that these people could see this campaign on their way into work and home again. "They know that we recognise and applaud their contributions."

Concurrently, the company has also launched an initiative to promote the use of local businesses, tying up with Broadsheet Media on an OOH campaign that helps to show businesses that are pivoting, for example, a restaurant offering takeaway, during a Coronavirus lockdown.

JCDecaux has also partnered with Broadsheet Media to promote local businesses, such as cafes and restaurants, experiencing significant strains on their businesses due to restrictions to their trade. The out-of-home campaign provides communities with information about new offerings of takeaway and meal delivery services. Broadsheet publisher Nick Shelton noted that the initiative Live List hopes to help support Australia's local restaurant and café sector during this tough time. The goal is to create a centralised point where audiences can go to learn how they can support their favourite local businesses.

The final social messaging campaign that the OOH major has launched is an extension of a long-term Australian campaign for mental health charity R U Ok? The campaign urges Australians to 'stay connected' even if they are separated from friends and families, educating around the mental health benefits to speaking to people over digital platforms and the phone. Overall, the use of the JCDecaux platform for social good messaging is something the media company believes will help society during tougher times.

On the development, JCDecaux CMO, Essie Wake, mentioned, "JCDecaux connects organisations with communities, whether





they are in the hearts of cities or deep in the suburbs. In these uncertain times, our ability to be a platform for good is at its most powerful – which is why we are carrying a number of important government health messages as well. Our role right now is to help connect, support and educate communities."

The impact of people staying at home on the advertising and marketing industry will be significant, and OOH particularly may be impacted. In Singapore, OOH specialist rivals are coming together to try and beat the downturn. By dedicating unsold space to public service and social good campaigns, the OOH major is showing its value during tougher times and could pay off in the long-term. Globally, JCDecaux is also running similar gratitude campaigns across its out-of-home advertising network.

Arrow Installs a Efi-Vutek GS3200 at Octopus Advertising in Pune



Arrow Digital announces the installation of the EFI-VUTEk GS3200 hybrid printer at Pun-based Octopus Advertising. EFI-VUTEk GS3200 flatbed and roll-to-roll UV printer, revolutionises superwide format printing by delivering a powerful combination of superior photorealistic quality and high productivity.

EFI's VUTEk GS3200 prints to a large range of direct to substrate materials and replaces multiple lower productivity printers to be more profitable and productive than ever before. By offering a wide range of applications from exhibitions graphics, fine arts, photographic reproduction and point of purchase displays for signage banners posters and commercial graphics it extends the offerings and enhances business propositions.

VUTEk GS3200 offers quality output at up to 2400sqft/hr. enabling continuous board to board, board to sheet and roll-to-roll printing capabilities, with eight-colours plus white switchable to fast five, dual resolution of 600dpi or 1000 dpi, for superior graphics helps to stay ahead of competition. It has advantages of three-layer printing and white layer printing capabilities, allows printing white in six variations such as overprint, underprint, spot, under-spot, fill and over-spot.

It also offers a dual-roll capability that enables printing up to two 60-inch rolls simultaneously. EFI's portfolio of an integrated solution increases productivity to give uncompromised versatility while improving the bottom line.

Established in 2011, Octopus Advertising is the leading manufacturer of conventional and modular signage, POP material and displays, event branding, retro reflective signage, aluminum channel letters, totem, outdoor advertising, large format and offset printing. In visionary guidance of Tejas Thakkar, the company has progressed rapidly in a very short span of time. His knowledge and zest towards printing technologies enabled his company to consolidate its position in the market.

Thakkar, Director of Octopus Advertising, is very much optimistic with this new addition to his production capability. "Market is big in terms of reach and demand. We already have three UV machine installed in our facility, which are far more economical printers from China. But we consciously decided to buy EFI-VUTEk technology from Arrow Digital," he says adding that this is not only because EFI-VUTEk is a world-class brand but more importantly because of our confidence in Arrow which has fantastic after-sale support.

He further adds, "Quality is a very important criteria and consideration for us. Also, more brands in India are asking for EFI-VUTEk prints and this offers a combination of everything that we need to grow our business and to differentiate our offerings from others. We look forward to upgrading our facility very soon using latest technologies which can take us to the latest platform to offer a gamut of printing solution with support of Arrow Digital and its team."

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ColorJet Unveils Two New Digital Inkjet Solutions



ColorJet Group continues its focus on establishing a sustainable print Eco System. Furthering this drive, the company has recently introduced a new set of printing technologies – SONIQ HQ & FLAGJET. MS Dadu, the Group Chairman, launched these new machines in a grand unveiling ceremony at Media Expo Mumbai 2020.

Explaining the new product launches, Smarth Bansal, DGM – Product Management said, "SONIQ HQ is a 3.2 metre Indoor & Outdoor high quality Eco Solvent Printer that can print up to a speed of 1175 sq. feet/hr. It supports all types of media of both Eco Solvent and Solvent base such as Canvas, SAV, PVC Banner, Backlit film, Window Film along with biodegradable & recyclable fabric solutions using ColorJet's indigenous BioPrint™ Technology."

He added, "Whereas, FLAGJET is a 1.8 metre Direct to Fabric Sublimation printer, that has been designed especially for Flags and Cloth Banner Printing. It easily prints on polyester base fabric and also uses environment friendly aqueous based inks which are internationally Oeko Tex Approved."

Talking about ColorJet's Make-in-India manufacturing facility, Bansal informed, "We have internationally accepted top notch manufacturing facilities which produce precision engineered machines of the highest quality. We take pride in the fact that we are the only Indian manufacturers who produce inkjet printers in India, with 75% manufacturing value addition. With our local operations, we serve our Indian customers readily, in terms of service and spare parts."

With its in-house manufacturing capability, ColorJet feels proud to have launched two new products at Media Expo. Media Expo is India's largest exhibition in the field of signage and advertising and has always provided the industry with innovative solutions in the field of signage, advertising, branding and printing.

Commenting on the market scenario, **Deborshi Paul Chaudhary**, GM – Apsom Infotex Ltd said, "With changing market scenario, we also innovate to bring out new products time and again. The two new products that have been launched are in line with changing customer needs and market demand, and are aimed to generate the best profitability for our customers."

Apart from the above two new launches, ColorJet is also displaying a UV Flatbed machine- Verve LED 2518 and also a 3.2 metre UV Roll-to-Roll Machine, the Vulcan.

DCC Introduces Epson F9430H Dye-Sublimation Kit



DCC Print Vision has introduced Epson's SureColor SC-F9430H printer, which is capable of printing fluorescent colours. DCC is the sole representative for Epson's dye sublimation kit in India. Speaking about this new addition in the DCC's product portfolio, Santosh Nair, the company's associate director-business strategy, said, "With this machine, we are adding fluorescent colours in the signage space, which will not only boost the colour gamut but also provide better quality and colours for the signage industry."

Ideal for medium to large-volume roll-to-roll custom fabric, textile and soft signage, the SureColor SC-F9430H offers fluorescent brightness and colour density like never before, giving life to print applications such as fabric flags, fast fashion, and home furnishings such as curtains and cushions. Epson's new genuine fluorescent dye-sub ink encompasses both fluorescent yellow fluorescent pink ink to offer bright, consistent and high quality vivid prints on many types of fabric.

With the introduction of a genuine fluorescent solution (yellow and pink), this 64-inch high performance roll-to-roll dye-sublimation printer sports dual printheads and comes with features such as fluorescent ink for vibrant & outstanding prints, advanced precision media feeding system, UltraChrome DS ink and precision dot technology are meant to deliver impeccable prints. The SC-F9430H is an evolution of trusted Epson print technology and provides enhanced quality with even greater productivity and reliability.



The machine, which can print at 60sqm/h, will soon become the trend setter owing to its cost-effectiveness, according to Nair. "The need of the hour in the signage industry is all about textile, safe environment and new revenue streams for the print service providers. We want to expand our capabilities in the signage space," he said adding that the machine is Eco Passport-certified – an independent certification system by Oeko-Tex, for chemicals, colourants and auxiliaries used in the textile and leather industry.

Nair insists that at DCC, environment is very crucial and that's where the company is bringing in Eco Passport and all other kind of certifications, which are not yet prevalent in the signage industry. "We are looking at giving a new level of quality with cost efficiency in signage," he said adding that change is inevitable and that the time is right for leading with a visible difference in the signage space. "If you're not taking the risk, you're not going to change."

The next target would be the billboard space, where this machine is under testing. "But it is something that we are very ambitious about. The good thing is that this machine is specified under the Technology Upgradation Fund Scheme (TUFS) – a Government of India initiative to reduce the capital cost for the textile industry – where the MSMEs could get a 10% rebate on the machine.

International

Guinness Dynamic, Digital OOH Campaign Was Designed to Promote Six Nations





According to a report published on MobileMarketing website, Diageo stout brand, Guinness' had initiated a nationwide digital, dynamic out-of-home campaign that was aimed at encouraging fans to settle in to match venues, pubs, bars or at home and take in a game with a pint of the black stuff. It was all planned before the outbreak of Covid 19.

Devised by renowned Carat and Posterscope, the campaign seeks the attention of Guinness Six Nations fans and championship 'flirts' and direct them to pubs or stores where they can catch a live match or grab a pack of Guinness if the matches could happen as per the schedule. The campaign that appeared across more than 1,600 digital sites around the country featured multiple different triggers and dynamic creative executions, based on location and the time of the week.

For instance, screens installed near pubs showing matches were automatically served ads featuring directional messaging to the nearest venue, as a match approaches. Similarly, POS screens close to major off-trade retailers to feature two different creative executions – a countdown to match kick off from the day before and a grab a pack message.

Going forward, screens at rail stations and panels in the vicinity of key stadiums, Twickenham, BT Murrayfield and Principality, were devised to show match information and a countdown to each stadium's next game. Match fixtures and their countdown creatives with tailored local messaging, as part of the campaign package were to be served to digital and large format sites at five large third spaces, including Flat Iron Square in London.

The dynamic campaign, which was part of a larger OOH campaign also featuring non-dynamic digital and traditional sites, was to run throughout the championship until 16 March 2020. Creative was prepared by AMV BBDO & Geometry.

Anna Sablovscaia, Guinness senior brand manager, noted that Guinness is one of the world's biggest rugby supporters. "We wanted a campaign that would not only help us to celebrate our position as the title partner of the Guinness Six Nations 2020, but also encourage fans and flirts experience and enjoy the tournament wherever they are in the UK." According to him, with its ability to serve specific messaging to the right people, at the right time and in the right location, out of home had to be on the media plan.

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Covid-19 Shows No Mercy, But We Are Equally Determined



The Four Pillars of CDI
L to R: Tejinder Singh, Director; Sagar Luthra, Business Head; Atul Singh, Finance Head; Naveen Chhabra, Technical Head

Covid-19, the pandemic has rigorously set the world to stay put. At the moment, human being is finding no option but to remain confined within the premises/boundaries – be it home or otherwise. Maintaining the national lockdown for over a month now, the manufacturing fraternity have started missing the rattling, scrapping and humming sounds that machines make at the manufacturing sites. Thanks to the employers, especially the entrepreneurs for being concerned for their employees at this time of global crisis.

One such employer is Tejinder Singh, director of Colors Digital India, who has been carrying his employees together like an extended family of his own without cutting or holding their salaries. "The matter of fact is that they all are my people. I have invested a lot in their training and making them learnt the tricks of trade. But this is the one side of the story as they has also given their best to take the company to this level in this age of extreme competition," says Singh adding that survival is the main issue in this challenging time.

He suggests that it's the responsibility of the employer to not let their dedicated employees go anywhere, else it would be difficult to restart the process once things become normal in days to come. "If we allow them to go at this point in time, we will have to start from the scratch i.e. looking for new people, choosing the best fit, and then train them to be in line with the terms of trade. This would only drag us back and we may lose more than what we could be able to save by showing them the way," he maintains while peeping into the future prospects.

Colors Digital India (CDI) is known for its affordable machines which enable many new entrants to flag off their journey in the world of signage or for that matter in printing industry. And this is the USP of CDI. The company had recently added 6-feet multipurpose solvent printers to its portfolio, which was well-received by the PSPs. Available in two options, sporting KM512i and KM1024i printheads, the printer is designed in such a way that it can print on both fabric and paper.

Keeping in view the high speed operation of the printer, the company has added an extended feature in the form of an external take-up system for easy roll-to-roll of fabric as well as paper. According to Singh, with this competitively priced new printer, the company is trying to make the entry easy for new comers so that they can avail the opportunity and make the most of it. "This value for money machine enables PSPs to explore rapidly increasing door printing industry as well thereby adding new avenues to help them enhance their bottom lines."

Singh firmly believes on the usefulness and flexibility of his 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 a number of new 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 recently been added to the gambit to let the PSPs benefit by exploring all the possible business avenues," he says.

Door printing is the outcome of such an experimental approach which has been at the top of the list for few years 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.

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.

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. He claims to be equally competent with the quality of imported stuff especially that of the Chinese printers.

He informs that in the last couple of years, the company has manufactured and sold around 300 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 rearbed-front-heater, Infrared heater, LED lights at cleaning position- and printing bed lift type carriage."

Boasting his manufacturing experience, Singh asserts that CDI diversified into manufacturing 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 is pretty hopeful of getting business activities on the go very soon. "We can only hope for things to settle down as early as possible so that we can be able to get back to our work and start supporting our living. All depends on the report of Covid-19 and its impact," he shares adding that the government is doing its bit and we are with our government in this crucial time and expect that the business activity would resume soon. "Covid-19 is showing no mercy, but we are equally determined to fight back this challenging time."





HP Presents Free Live Webinar on 'Moving Beyond Signage'

The Large Format Printing Solution major, HP presented a FREE live webinar on Moving Beyond Signage – New Market Growth Opportunities. As the topic suggests, the webinar was aimed at letting the industry stakeholders, especially the print service providers (PSPs), know about the rapidly expanding usage of these printing machines into a variety of sectors other than Signage. The objective was to spread awareness among the printing fraternity about the avenues which are untapped and needed to be explored.

The expert of the session, Rice Cruzado, Worldwide Technical Consultant with HP Large Format Production, while addressing the attendees, helped them find out the suitability of Latex in areas other than Signage such as Décor, Transit Advertising, Health Care/Hospital Branding, etc. Along with these, he will also highlight the increasing usage of Rigid Substrates in Signage and why Latex is the most suitable option to go for.

Think of Décor and things that hit the mind are wall and the wall paper, which are vital components of any interior irrespective of it being residential, commercial or industrial. For all these, there is a solution called Latex. Moving on to the Transit Advertising, we all know that Vehicle Wrap, Train, Metro Branding, Truck Curtains, etc. are nothing but new avenues where PSPs can offer the most appropriate solution. Going forward, in Healthcare Services, hospital branding is picking up fast, while the entry of Rigid Substrates in Signage has further expanded the possibilities of printing over ACP Sheets and Thermoforming.



Powered by MEX Exhibitions Pvt. Ltd., the publisher of Sign & POP World magazine, through this Free Webinar, the attendees from across the sectors interacted with Cruzado to discuss their respective concerns associated with various facets of large format printing, which have only expanded over the years. Thanks to the continuously evolving technology which eventually keeps the printer major HP to experiment, explore and expand the boundary for the large format printers. No wonder, the market or rather markets for the current & future printing fraternity is bound to explode in time to come.

Sign & POP World Organises Webinar for Mehta Cad Cam

Sign & POP World has started a Webinar series to let the industry stakeholders stay connected during this lockdown period and afterwards. A one-of-its-kind initiative by MEX Exhibitions Pvt. Ltd., the company that owns Sign & POP World magazine, has emerged out as an interface where the business leaders are able to address the concerns of industry peers. The objective is to let the business activities rolling by offering a platform where both, the industry leaders of their respective domains and the stakeholders who are planning retrospection, can enjoy a direct connect and discuss the issues pertaining to their businesses.

The first in the league was on Application of Fibre Laser Cutting Machine for Signage Industry. It was addressed by the industry veteran Shailesh Mehta, Director, Mehta CAD CAM Pvt. Ltd. Attendees found this as one-of-its-kind opportunity and hence took full advantage of the occasion. After listening to Mehta for around half an hour, they bombarded him with flurry of questions not only about Fibre Laser but also on CO2 Laser and CNC Router technologies. The queries were also posed on the future of UV technology in signage industry. All the concerns were important from the point of view of both current business scenario as well as future prospects.

The webinar was aimed at letting the industry stakeholders know about the rapidly expanding usage of these technologies into a variety of sectors including signage. The objective was to let open the untapped avenues which are needed to be explored for expanding business activities thereby adding to the bottom line. In more than an hour-long session, Mehta was happily tackling each one of the attendees by addressing individual questions. In fact, he loved interacting with industry peers, taking specific questions and offering them viable and valuable solutions. It was a fruitful platform for both the attendees as well as the industry leader. Both the parties found it lucrative on various fronts - be it about awareness, meeting & discussions, or business solutions.



Organised by MEX Exhibitions Pvt. Ltd., the publisher of Sign & POP World magazine, the Webinar enabled the attendees to directly interact with the expert, who then guided them how to explore the untapped potentials of Fibre Laser, CO2 Laser, CNC Router and UV technologies in not only in Signage but many other variety of sectors. The attendees learned from Mehta how to identify the same wasting no time and grab them without further ado. So, gear up to join the series of Webinars, and navigate through the prospects of your business at large. Associate with us and make the most out of this unique platform!

VIRTUAL IS THE WAY-OUT

Companies Taking Webinar Route To Connect With Their Potential Clients

Cosign India Connects to its Potential Clients through Sign & POP World Webinar

The second in the league of Sign & POP World Webinar Series was Cosign India Pvt. Ltd. The Webinar was presided over by Tejasa Puradare, the company's director, who preferred to deliver her Topic - Evolution of Modular Signage Systems and Soft Signage – An Industry Perspective in three parts, namely, user journey mapping through signage, evolution of modular signage systems and why future belongs to soft signage. The complete session thus revolved around user experiences about signage, which was then followed by considerations for choosing a modular signage system and why soft signage is on the way to become the cynosure of the brands & corporates in time come.

The important point of her session or rather presentation was that she made it far more interactive by using polls in between to which users/attendees honestly responded to let her decide on to which direction they want to go on. Her session let the attendees know as how important is the user journey mapping while deciding upon the type and location of signage. According to her, this technique is getting widely used to enhance the customer experience. She believes that while mapping customer experience in a physical environment, signage is a key touch point. The Webinar took the audience through basic steps of user journey mapping. In the next move, she explained as post user journey mapping how the choice of signage materials becomes crucial. What components or the steps should a brand owner as well as signage maker consider before zeroing in on the types of signage materials. Amongst the options that are available for the purpose, modular signages have an edge above the conventional ones due to the advantages they offer. She also delved deep into the ideal criteria for selecting a modular signage system. She explained that how and why displays have become a crucial touch point nowadays. Her claim was followed with valid reasons that she shared using some eye catching samples as examples. In the third and last part of her presentation, she took the attendees to the world of soft signage and showed how textile/ fabric as a display element has been slowly taking centre stage in the world signage. She is of the view that it is very promising and brands are very much open to accept the same as the best choice for light boxes and indoor signages. But simply using textile doesn't mean that one has shifted to environment-friendly materials. It also needs to be durable and long lasting. Here, she pointed out that choice of all three components of soft signage i.e., textile, LEDs and aluminium profiles plays an important role to get the perfect display.



After the presentation, there was a good interactive session wherein she took the queries of attendees in quite an interactive manner. In a little more than an hour-long session, Purandare was happily tackling each one of the attendees by addressing individual questions. In short, she loved interacting with industry peers, taking specific questions and offering them viable and valuable solutions. It was proved to be a fruitful platform for both the attendees as well as the expert.

EcoSigns Gets Overwhelmed with Raining Queries During Sign & POP World Webinar

The third in the sequence of Sign & POP World Webinar Series was Universal Products with its EcoSigns range of media. The Webinar was presided over by Dipen Mehta, the company's director, who chose to be highly eco-friendly in his stance while addressing the attendees on Topic – Recyclable Media – An Alternative to PVC Flex. The complete session thus revolved around the benefits of using recyclable media, its superiority over PVC Flex and how EcoSigns is making its way amidst the highly-preferred PVC-Flex for its low cost and easy availability. He claimed that this is the first ever Indian innovation in the signage industry, which has made its mark across the world especially developed countries.

Universal Products has been manufacturing and supplying this eco-friendly solution named EcoSigns, a high-quality substrate which is fully recyclable as well as biodegradable, and can easily replace PVC bill boards, banners, standees, vehicle wraps, etc. He claimed to have the proof that EcoSigns doesn't emit hazardous gases in its lifetime especially when it comes in contact with chemical like solvent ink, and hence, it is pretty safe for both people and environment. The attendees found it pretty interesting to know that the printing quality on this material PE EcoSigns, which is equally compatible on solvent and eco solvent machines, is far better than any other substrate. The genuineness of this certified recyclable/bio-degradable product has caused a steady increase in the growth rate as new customers are being added every day. He also added that the company has so many variants available including Front-lit, Backlit, Block out and Pre-gummed (widely known as vinyl) materials.

Mehta, while addressing the queries of one of the attendees, informed that the Environment Ministry of India has passed policies for Solid Waste Management to ban all 'one-time use plastic' and non-recyclable materials. He added that under the policy, all other substrates currently available in the market to replace PVC Flex have to provide certificates of recyclability as even for those substrates, the base material is plastic or coated one, although it might be PVC-free. It is, therefore, up to us to decide what we want for our generations to come! The scope of PE EcoSigns is high as this is 100% recyclable and biodegradable, as certified by government authorised laboratories.



His presentation followed a good interactive session wherein he took the queries of most of the attendees. In a little more than an hour-long session, Mehta was happily tackling each one of the attendees by addressing their individual concerns on the usage, applicability and lifecycle of EcoSigns as media. Overall, he loved interacting with industry peers to such an expanded number, taking specific questions and offering them valuable solutions. It was, as expected, proved to be a fruitful platform for both the attendees as well as the expert.

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JCDecaux India Doing Its Bit to Fight Covid-19

Spreading awareness about Coronavirus has become of utmost importance & taking necessary steps can help us curb this appalling pandemic effectively. With everyone doing their bit, JCDecaux, the world's leading outdoor advertising company has been taking effective measures to avoid the spread of COVID-19.

While staying indoors & social distancing is most relevant, JCDecaux understands sanitizing the public utilities is equally important. Disinfecting the bus shelters in Delhi thoroughly with a hard surface hospital-grade disinfectant is being carried out regularly. While sanitizing the media, sanitizing the vehicles of our cleaning personnel is also being done, along with providing them essential kits like handwash, mask & sanitisers.

"Cleaning & maintenance of the media assets is one of the core values of JCDecaux, implying even better preservation currently. JCDecaux being the forerunner always in implementing H&S standards, aspires to fight COVID-19 with all the necessary actions. We are making an effort to provide citizens of Delhi with a clean & disinfected environment," says Raheel Amjad, Deputy MD, JCDecaux India.

Owing to it carrying the advertising rights for Bengaluru International Airport, the gateway to South India, JCDecaux has recently turned the space into a big cheese for automobile brands. 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.

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.

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

The company's continuously expanding portfolio consists of Airport, Airport Express Metro, Street Furniture, Bus Shelters & Pole Mounted MUPIs making it the most diversified Out-of-Home network in India.

ColorJet Launches Initiative Encouraging Printing Industry to Contribute for PM Cares Fund

In response to the honourable Indian Prime Minister Shri Narendra Modi's call to donate to the PM Cares Fund, to help fight the Covid-19 menace, wide format inkjet digital printer manufacturer Colorjet Group, has started a campaign to help the government by encouraging its associates, customers and industry partners to contribute to the fund.

"People from all walks of life expressed their desire to donate to India's war against COVID-19. Respecting that spirit, the Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund has been constituted. This will go a long way in creating a healthier India. Kindly contribute to the PM-CARES Fund," PM Modi had said while launching the fund. To kick off this initiative, ColorJet has donated Rs.5,00,000 to the PM Cares Fund and has also created a dedicated page to donate on the ColorJet website. All contributions get directly transferred to the PM Cares Fund, with ColorJet acting only as an intermediate. ColorJet will also be giving certificates of appreciation to all donors.

ColorJet has set a goal to generate contributions amounting to Rs.2.5 million and till date the donations have totalled Rs.7,25,816 received from 118 donors, with donations also pouring in from industry partners in UAE, USA, Japan, etc. ColorJet is reaching out to its associates, partners and customers in the inkjet printing industry through conference calls, emails and social media.

"ColorJet being an industry leader has been playing a proactive part in the fight against the Corona Virus pandemic. At the onset of this outbreak, we took several initiatives to protect our employees by



maintaining social distancing and regular sanitisation. We decided to launch this campaign to motivate all our industry partners to donate generously for this cause. Only by coming together, we will be able to fight through these difficult andunimaginable times," said Smarth Bansal, DGM-Product & Brand at ColorJet India Ltd.

"The ongoing COVID-19 crisis is making an unprecedented impact on the world and it is not going to pass in a hurry and it will take its time and toll on us. At this time, when the society is facing such an immense crisis, whatever individual efforts we put is good, but by coming together, our collective synergy can help overcome this crisis better. We are constantly monitoring the situation and would be ready to cooperate with the government in any capacity to help fight this pandemic," added Madhusudan Dadu, Chairman at ColorJet Group.

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Shiva Texyarn Promotes Fabric-Based Media

Shiva Texyarn Ltd., as the name suggests, offers polyester- and cotton-based media for front-lit and backlit hoardings and banners. In addition, it offers textile-based substrates for digital canvasses, bags and baby care products, among other products. The company is currently supplying close to 40-50 lakh sq/ft of fabrics for banners in the domestic market.

According to the company, Shiva's textile-based substrates are compatible with all the printing technologies including both inks and machines that are currently available in India and can print on flex. The only difference is flex being 30% cheaper than the fabric that Shiva Texyarn Ltd. offers. The company also has a solution for outdoor media with special reference to hoardings, with a lifecycle of more than a year.

The company believes that the demand for textile-based alternatives has received an unprecedented surge after two States, Kerala and Karnataka, imposed a ban on the use of PVC flex in any form of media. "In Kerala, the per-day printing capacity for banners is four lakh sqft. After the ban on PVC Flex, regulations were changed. Following which, as of now, close to 2.5 lakh fabric is being printed per month. This wave of shifting to alternative has pushed our sales growth three-fold," according to a company spokesperson.



The company is very confident of the future of these fabric-based media. Considering the scale of present annual consumption of PVC Flex in India, which approximately stands at 2,15,000 tonnes, it anticipates great future of these fabric-based solutions. "These have a long way to go as, currently, in India the fabric consumption is not even 0.01 percent of overall flex usage."

Canon Offers Support to its Adopted Villages During Covid-19 Crisis

Canon India, one of the leaders in the country's imaging space including the large format printing industry, has recently announced a gamut of initiatives to empower the people of its adopted villages and SOS village homes. Extending its support towards India's fight against the ongoing Covid-19 crisis, the company wanted to ensure that the community members are fully equipped, safe and motivated to win the COVID-19 battle, the company is providing essential food and sanitation items across the villages. Reaffirming its philosophy of 'Kyosei' which embodies the spirit of 'living and working together for the common good,' all the Canon employees PAN India are enthusiastically coming together and contributing to PM CARES Fund as well.

Under this initiative, Canon India is providing 3000 food packets in its adopted villages. The food packets include essential ration items such as rice (5 kg), flour (5 kg), pulses (1 kg), salt (1 kg), sugar (1 kg) and cooking oil (1 kg). More than 12,000 people including the daily wagers and below poverty line (BPL) families in the villages are expected to be benefited from the concerted efforts of the company. Canon India's NGO partner - Humana People to People is supporting in the procurement of food packets, packaging and distribution within the villages.

In addition to this, to provide sanitation support to children of SOS Children's Villages of Faridabad and Hyderabad, Canon India is distributing essential items such as sanitizers, liquid soap, cotton masks and other home cleansing products. Through this, the organization aims to support 500 children in these SOS villages for a period of one month, covering the 21 days lockdown period as well.

Canon India stands strong and is showing the best of humanity to combat this battle. With 'Kyosei' at the heart of its CSR operations, Canon India is consistently endeavouring to work together as one



family in order to empowering the less privileged ones. The company considers its adopted villages and SOS Village Family homes as its extended families. Hence, it is re-enforcing its commitment towards them ensuring their well-being and equip them to fight through these difficult times. In the mean time, Canon India employees have also contributed their bit towards the PM CARES fund, supporting the government's relief efforts.

As a way forward, the organisation aims to continue supporting and safeguarding the communities in these villages in the times to come as well by supplying essential commodities. With all this in operation, Canon India is determined to make all efforts to bring a positive difference and emerge as winners in this fight against the pandemic.

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Mimaki Adds ColorPainter Series to its Collection, Provides Reinvestment Solutions

Mimaki USA, one of the world's leading manufacturers of wide-format inkjet printers and cutters, has announced that the OKI ColorPainter Series of printers has now been integrated into the OEM's product lines.

This integration has been accorded to the announcement made by the parent company, Mimaki Engineering (Japan), early this year when the company had made an exclusive international sales agreement for the distribution of OKI Data's ColorPainter printers, consumables and maintenance parts.

In due course of time, three new models will join the Mimaki USA line-up, which includes the 64-inch-wide ColorPainter M-64s Traffic Sign Printer, the 64-inch-wide ColorPainter M-64s Graphics Printer, and the 104-inch-wide H3-104s Grand Format Printer. According to the company, each of these models features photo-realistic quality and production print speeds, Dynamic Dot Printing Technology to control and optimise dot size and density, SX or 3MTM SX eco-solvent ink sets with extended-CMYK configuration options, and outdoor durability with comprehensive warranties with and without lamination, to support virtually any application.

Notably, the ColorPainter M-64s Traffic Sign Printer is an application-specific model that can help printers expand their business to serve a continuous need for traffic, way-finding and safety signage. In addition to the features attributed to the Graphics Printer model, the Traffic Sign Printer supports SX spot inks in seven approved traffic colours – red, green, blue, brown, black, yellow and orange. The printer also includes special media-handling features for thicker films designed for outdoor traffic signage. The Traffic Sign Printer models can print directly onto variety of retro-reflective sheeting grades. The combination of SX inks and approved films, provides up to a 10-year warranty for maximum durability, and is ASTM-compliant and MUTCD-compliant.



In another interesting development, the technology giant has announced the launch of a new customer focused financial solution, Wide Format Investment Program. This service enables customers to protect their cash, overcome budget limitations and acquire the right printing equipment for existing jobs as well as future growth.

Mimaki is dedicated to providing solutions to reduce anxiety during these uncertain times, so its clients/PSPs can focus on what's important; maintaining and growing their businesses. This special financial program, through partnership with North Star Leasing Company, a leading national lender focused on exclusively helping businesses grow, is offered through Mimaki's widespread US authorised dealer network.

"Mimaki is committed to putting its customers and their families first by providing more options to ease financial strain while they adjust their businesses to support their local communities," said Naoya Kawagoshi, Mimaki USA President.

Textured Wall Covering Printer Now Available

Printers looking to add a high margin revenue stream to their business will be more than interested in the Dimense one pass digital textured wall covering printer, now available in ANZ through Stick on Signs distribution channels. Dimense is manufactured in Lithuania by Veika, and is now available here. It has been available in Europe and Japan for the past couple of years, as well as North America.

According to Abe Weiszberger, managing director, Stick on Signs, Dimense combines the best of digital printing – vivid images, lively colours, customisations – with textured wallpapers – physical structures, repeating patterns – to deliver fully customised, textured 3D effect prints, that visually transform any interior space. Dimense uses water-based latex eco-friendly inks and PVC-free structure-forming media that the company says renders a highly durable output, which does not fade in direct light. It will print at up to 20 sqm an hour, with a print width of 1.6m. It prints onto a proprietary PVC-free structure-forming media, with the reaction between a foam layer on the media and the special ink creating the embossed structure. Embossed effects up to 1mm high can be created and these can vary in depth across the substrate.

Dimense insists that the product has high light-fastness and scrub resistance, and it is C1 fire rated, making it suitable for high traffic areas such as hotels, retail and corporate environments. The printer itself, the Dimensor S, offers the capability to print and control structure simultaneously, it combines both a wide format inkjet printer and a digital calendar in one dedicated device. It uses reliable wide-format



inkjet technology for the print and its costs are comparable to standard wide format printing, due to effective structuring technology.

"For print business owners, Dimense offers an all in one solution to what for many will be a new area. The Dimense system is a complete package offering a printer, ink system, media, training, technical and design support. This system caters to those seeking to add another dimension to their value proposition, delivering next level, premium wallpaper and interior decoration solutions," Weiszbeger has been quoted as saying.

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HP Expands Latex R Series of Hybrid Wide-Format Printers



HP Inc. has recently expanded the portfolio of its HP Latex R Series printers with added features to offer enhanced solutions. This aims at making it easier for print service providers (PSPs) to benefit from HP Latex printing on a hybrid printing platform, including achieving high image quality on a range of rigid and flexible materials using HP's water-based Latex Inks.

The new portfolio of R Series Printers include HP Latex R1000 and R2000 printers, which power PSPs with ultimate versatility for one technology to achieve the same look across rigid and flexible campaigns. A single ink set delivers vibrant HP Latex colour gamut along with the industry's glossiest white. HP's White Latex Ink set an industry first by developing an innovative system that recirculates the white ink to avoid settling.

HP Latex R1000 Printer entry-level solution is available at an attractive price. Capable of handling media up to 64-inches wide (1.64 m), the printer comes with 3-liter-cartridge. It is provided in sheet-fed configuration with white ink printing capability, with roll-fed available as an accessory.

HP Latex R2000 Plus printer is designed for highest capacity and productivity, feeding materials in roll-fed or sheet-fed configuration up to 98-inches wide (2.5 meters). The printer has been attributed to printing with high-capacity 5-liter-cartridges and white ink printing capability.

The R Series rigid substrate capabilities include paper and plastic foamboard, PVC foam, corrugated board, acrylic, polycarbonate, compressed cardboard, honeycomb board, aluminum composite panel, and wood. Roll substrates include PVC banner, self-adhesive vinyl, coated paper, polypropylene, polystyrene, polycarbonate, polyester, textiles, and canvas.

Speaking about these new additions in the company's repertoire, Guayente Sanmartin, GM, HP Large Format Graphics Business, HP Inc., has been quoted as saying, "With the new HP Latex R Printer series 2020 edition, PSPs will benefit from new levels of performance. They will also be able to expand to fast-growing applications, such as short-run special packaging and printed thermoforming for which HP Latex inks technology delivers top-quality performance."

According to the company, the HP Latex R Series brings vibrant colours into the rigid printing world along with HP's innovative White Latex Ink, a glossy, high-quality 'true white' that doesn't yellow over time like traditional UV-based white ink.

The new portfolio introduces an entry-level HP Latex R1000 model, which is being offered at an attractive entry price point. Additionally, HP is introducing improvements across the portfolio. The new R Series printers now enable customers to benefit from higher productivity and efficiency.

Software productivity advancements include expanded queue management capability and automated updates. More efficient multi-sheet media loading and handling will help significantly boost output. These upgrades will be available to existing R Series printer customers.

The new R series will also boost the capability of PSPs to grow applications such as custom short-run packaging, POP corrugated displays, and printed thermoforming, benefitting from fine details and saturated colour image quality on cardboard stock and amazing HP Latex ink elongation capabilities when producing thermoformed printer parts.

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EasyCut Announces New Vinyl Cutting Software - EasyCut Pro 5.1.02

EasyCut, the world's leading developer of sign-making software programs, has come up with the one solution for design, print, print-and-cut and direct-to-vinyl production workflow. The software developer major has recently announced its global availability of EasyCut Pro 5.1.02 for both the 32-bit and 64-bit Vinyl Cutting software for Windows and macOS. Both 32-bit and 64-bit OS machines are supported. The new update also offers a wide range of features, making the tool even more efficient than before.

According to the company, EasyCut Pro is one of the most popular and widely trusted Vinyl Cutting applications for Mac and Windows. It is perfect for small as well as large printing and cutting businesses. The new version brings above all a significant increase in speed for all operations thanks to multi-core optimizations.

The company informs through its press release that previous version i.e EasySignCut Pro 4 are really popular as vinyl cutting software solutions used by more than one million users worldwide and 65% of sign business companies. But it only supported 32-bit machines before.

Since 64-bit systems is more and more popular today, many Windows 10 and macOS Catalina users run 64-bit machines; after six months of hard work and optimisation, EasyCut is finally able to deliver 64-bit versions of its vinyl cutting software in order to address the needs of computer users who run 64-bit Windows or macOS.

Notably, EasyCut Pro 5 provides streamlined workflows and user-friendly interface that sign-makers specified, and new processing speeds that are faster than anything the market has seen to date. Large image are not only processed faster during the design application but also throughout the printing and cutting process. Thanks to an increase in speed of more than 20% over previous versions, the new versions



delivers significantly more thrust to greatly improve production capabilities.

EasyCut Pro is available for both Windows and Mac systems, including Windows 10, 8.1, 8, 7, Vista, XP and macOS 10.8+. EasyCut Pro 64 bit requires macOS 10.10 or higher. A demo is available for download.

Founded in 2007, EasyCut is an innovative software developer focused on print & cut graphic solutions for Windows and Mac. It has been well-recognized by hundreds of thousands of happy users all over the world. EasyCut always focuses on facilitating your life with innovated ideas and latest technology.

Diversified Introduces Vital Sign - A Public Safety Enhancing Digital Signage Solution

Diversified, a leading global technology solutions provider, has recently launched their new public safety enhancing digital signage solution, FocalPoint – VitalSign. In today's global climate, the company saw an urgent need to provide first-level assurance to facilities operators whenever large groups of people assemble and potentially interact. The solution provides an initial layer of screening protection by detecting anyone with higher than that of the standard temperature limit from three feet away and within one second.

Powered by Aurora, VitalSign is an extension of FocalPoint, Diversified's exclusive digital signage as a service (DSaaS) offering. Available as either a freestanding or wall-mounted kiosk, VitalSign leverages infrared temperature sensors and advanced algorithms to calculate heat signatures, providing an alert when someone with a high temperature is detected. Based on trusted German technology, the sensors measure with a tolerance of ±0.3oC (0.9oF), without any compromises to accuracy for the enhanced non-touch hygienics.

As the newest addition to FocalPoint, VitalSign is helping to reassure people of the health and safety of everyone around them and promoting safety in a socially distanced society. According to the company, the sensors quickly and easily provide highly accurate temperature readings for individuals within range. Given the unprecedented societal impacts experienced lately, the company wants to to help the world get back to the new norm as soon as possible.



Diversified is a leading global technology solutions provider delivering a comprehensive suite of solutions connecting today's enterprises to the global marketplace. At Diversified, the expansive team of industry experts partners with a diverse clientele, helping them achieve higher performance levels, enhance their operations, increase productivity and drive ROI.

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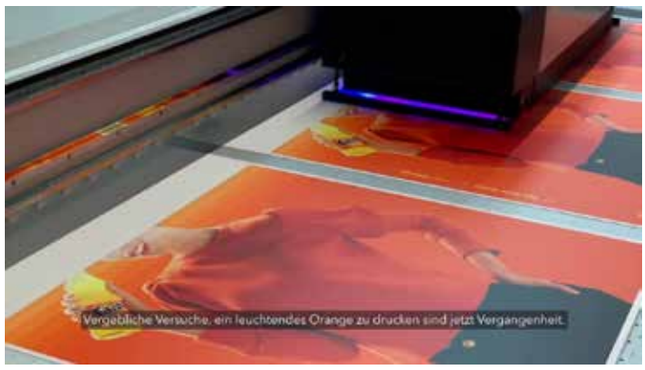
SwissQprint Introduces New Orange Ink for Its Wide Format Printers

swissQprint, the manufacturer of digital printing systems, keeps its customers updated with innovative solutions every now and then. The company has recently introduced orange ink, in order to broaden the range of applications for its large format printers. With this addition, it would expand the colour gamut and varnish for the Karibu roll to roll printer.

The company insists that orange colour can be used as a combination with process colours or directly as a spot colour. According to the company, its colour values are essentially the same as Pantone 021, a fresh, bright orange. The new orange complements standard ink sets for swissQprint LED flatbed printers and the Karibu roll to roll printer.

Interestingly, SwissQprint has also developed a flexible varnish for its Karibu printer. The company suggest that users can apply partial coats along with optional multiple layers to create appealing visual and tactile effects. It will accentuate patterns on wallpaper or produce elegant lacquer lettering on dark roll media. A varnish coating overprinted on process inks makes the ink layer more resistant to water and solvents – practical for printed products that see regular cleaning.

The varnish can also fully cover the process layer to provide surface gloss and an easy means of sealing. In addition to fending off water and solvents, this also improves abrasion and scuff resistance. Digital print service providers around the world appreciate the versatility offered by swissQprint flatbed and roll to roll printers. Now the print service providers have yet more possibilities on hand to offer their customers high-quality, effective printed products.



Like all other swissQprint colour channels, the orange and varnish channels can be retrofitted or reequipped on existing LED printers at any time. With this option, the company has kept the doors of its existing customers open as they can also benefit from the new possibilities.

Based in Kriessern (Switzerland), swissQprint is an independent joint-stock company which is engaged in developing and manufacturing the high-end digital printing systems used by professionals to apply lettering and artwork onto a wide variety of surfaces. The company boasts of its Swiss way of engineering which leads it to manufacture highly profitable and efficient UV large format printers while leaving the smallest possible ecological footprint.

JCDecaux Printer GSP Print Celebrates Golden Jubilee

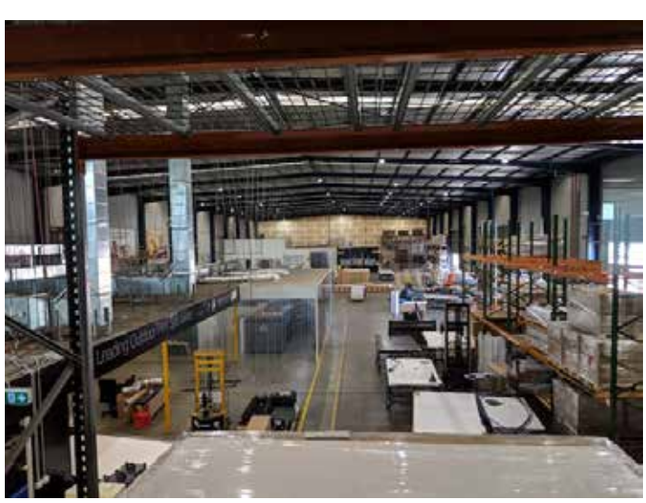
GSP Print, the company that is responsible for printing many of Australia's most famous billboard ads for leading Out-Of-Home (OOH) advertising company JCDecaux, has completed 50 years of its existence in 2020. To mark the occasion of the Golden Jubilee celebration, JCDecaux said, "Static billboards have an important place in the advertising landscape."

Based at Prestons in Sydney's south-west after originally opening in Adelaide in the 1960s, GSP Print began its operations producing paper billboards, and now prints nearly 6,000 billboard ads annually, along with around 2,00,000 signs for street furniture and transit advertising. The press release mentions that its 40-strong team is also committed to the printing business, with many clocking up over a decade of service to the company.

"JCDecaux and GSP Print have been working together for 20 years. The print industry had significantly changed over the past 50 years, with the mass influx of new technology and ideas. As technology has changed, so have we. We've moved from paper to screen printing to digital, and everything has become much faster and more efficient," JCDecaux head of production, transit and sustainability, Jose Sanz, has been quoted as saying.

"As a business, we're always looking to the future and our focus is sustainability - we're investigating new materials and printing processes, as well as projects like solar power; we want to find ways to make our plant more environmentally friendly, in line with JCDecaux's commitment to sustainable practices globally," he added.

Despite the growing emergence of digital technology in Out-Of-Home



advertising, Sanz believes static billboards have an important place in the advertising landscape. "They're really one of the only mediums that give an advertiser a 100% share of voice. And, with print technology continuing to produce sharper, high resolution images, they look great as well."

JCDecaux Australia and New Zealand CEO, Steve O'Connor, stated that the company was proud to help GSP Print mark this important milestone. "We've been incredibly lucky to work with GSP Print for many years and their longevity is a direct result of their service. The quality of GSP's work and ability to adapt to an ever-changing environment has made them leaders in the printing industry and we're excited to see them continue to grow."

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
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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.
Tel.:022-28787804 / 9322515809

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

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

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

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
New Delhi – 110 028, India
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Mob: +91 971 162 5962
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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

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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

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

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

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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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