Wide-Format Printers (UV, Textile, T-shirt) Inks & Media

FESPA Digital and FESPA Textile 2016, Amsterdam

Maria Renée Ayau
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Amsterdam city as a venue

Amsterdam is usually associated with debauchery and excesses; lots of hype and misconceptions surrounding the life of drugs, sex and laws that abide them. Amsterdam is a liberal city where prostitution is legal, in certain areas of the city: Red Light District, cannabis is also legal in small amounts in coffee shops, and very open to the gay community.

But what people forget to take into account is the beauty of the city itself, a city with lots of history: it originated as a town of fishermen in the twelfth century, which continued to grow. During the seventeenth century the city was the main commercial port of the region so naturally it expanded, since it is a region with lots of water and nowhere to grow, a series of sturdy wooden piles where placed as a foundation for the buildings in the city. Meaning the city rests on top of a series of piles driven into the ground. Because of its 165 canals, Amsterdam is called the “Venice of the North”, with over 100 kms. of waterways and 1,200 bridges.
Amsterdam is also one of the cities with higher concentration of museums in the world: 51 total, for example Amsterdam Museum, Van Gogh Museum, Rijksmuseum, Stedelijk Museum, Anne Frank Huis, Rembrandt Huis, NEMO, to name a few. It is a very artsy and laid back city, very tourist friendly since most Dutch people are polyglots and speak Dutch, English and another language fluently.

Typically Dutch are the windmills, cheese and wooden clogs, you can take a tour to the near towns to see all of these and experience the Dutch countryside, half an hour away from the city center.
Amsterdam transport system

When visiting Amsterdam it is very easy to go from one place to the other, you can use the public transport system to get from one point to another very easily. Since the city is built over water, the metro does not run in all parts of the city, but in those places you can use a tram system that goes above land or the public buses.

To get to the Amsterdam RAI Exhibition and Convention Centre you can take the metro and get off in the RAI station. As you exit the station you can see many signs pointing you to the RAI Convention Center, and also FESPA put signage to indicate the way to the trade show.
It is very common in Amsterdam for people to ride bikes from one place to the other; you can also rent a bike and use it to get around. There are public bikes for rent in all Amsterdam, you can rent them for a day and return them at any bike station point anywhere in the city.
RAI Exhibition and Convention Center

When visiting this convention center you can reach it by car, bus, tram, metro or bus. It is conveniently located about ten minutes from Amsterdam city center, and a bit farther to the Schiphol Airport. The RAI Convention Center is very well signalized on the streets, so you can easily reach it; it also has signs pointing to the different public transportation methods.
FESPA organization and signage

FESPA did a good job signaling the way to the show, you could see the signs as you exited the RAI subway station.
Inside RAI, FESPA organizers had a Press Room available for all members of the press, equipped with wireless connections, computers, press releases, pens, and everything you could need. The pressroom was clearly identifiable by a banner near the escalator that led to the Press Room.
Inside the expo center, near each entrance, FESPA had a series of signs to help people find their way. Also above the main doors there were signs identifying what was inside each hall, for example: FESPA Textile, FESPA Awards, Printeriors, European Sign Expo, etc.
In between halls, you could find big maps and exhibitor lists to help locate booths inside the show. There were also a series of maps on the floor with hall numbers and location. At each main entrance, there were banners identifying what was inside each hall.
In each hall there were banners hanging from the ceiling, indicating hall and aisle number. And each booth had a small sign in the top corner with booth number.

Overall the signage of FESPA was quite good and made it easy for people to find their way inside the show and locate things easily.
FESPA Digital: UV Printers

efi booth exhibited UV printers and samples.

Flora UV flatbed printer and rigid substrate sample.
Compress UV-1200s mid-sized UV printer in the Impression Technology booth.

New Mimaki UJF-7151 plus mid-sized UV printer.

Jetrix acrylic sample printed with UV inks.
FESPA Digital: Textile & T-shirt Printers

New Durst Rhotex 500, 5-meter textile printer.

d-gen booth, FESPA digital section of the show.

Flora TX200DS transfer paper printer.

efi VUTEk FabriVu 340 printer.
AnaJet mP10i, t-shirt printer.

Kornit Storm Hexa, 2 platten T-shirt printer.

oki ES9420WT toner ink t-shirt printer.

Polyprint TexJet Plus Long, t-shirt printer.

Sawgrass SG-800 printer both for t-shirts or traditional sublimation.

Printed T-shirt samples.
FESPA Digital: Inkjet inks

Sensient textile inks booth.

Triangle inks, INX Digital booth.

J-Teck textile inks booth.

Inktec inks booth.
FESPA Digital: Media & Substrates

Alumax booth.

HEYtex booth.

Champ Paper (transfer paper) booth.

GLP media booth.
Startec media booth.

Poly-Tape Group booth.

PALRAM media booth.

Intercoat, self-adhesive media booth.
FESPA Digital: Finishing

SETema textile finishing equipment booth.

Matic seaming machinery booth.

Bullmer CNC machinery booth.

Secabo heat presses booth.
FESPA Textile

Halls 4 and 5 is where FESPA textile was located, no division between these halls so it looked as if it was one big hall. Most textile brands had booths in these halls, except for the brands that offer other sorts of printers (UV, waterbased, solvent, etc) as well as textile printers; these booths were located in the main Hall 1. For example efi/Reggiani, Epson, Durst, Gandy Digital, Mimaki, Mutoh, and Roland; and other brands such as d-gen, Hollanders, MTEX were also in hall 1, even though they only sell textile printers.

FESPA Textile was also packed with t-shirt printers, heat presses, heating units and calenders.
FESPA Awards

Hall 6 was divided into two sections: FESPA Awards and Printeriors. In the first half of the hall there was a series of screens with the FESPA Award winners on them. These include series of diverse applications on different materials, such as T-shirts, glass, cardboard, etc.
FESPA Awards samples.
Printeriors

Printeriors is a showcase and conference for interior décor in Europe; it is co-located with FESPA. Here you can see many digitally printed applications, for inspiration and new TRENDS of the industry applicable to interior design.

At this year’s show you could see a fully functional café, made with all digitally printed furniture, flooring, and walls.
There was also a “Print Hotel” with several spaces containing: a bedroom, café, bathroom, and lounge.

“Print Hotel” in halls 6, Printeriors section.
European Sign Expo

From 2013, the European Sign Expo (ESE) has been co-locating with FESPA Digital; it is an expo that promoted non-printed, illuminated, dimensional and electronic signage. ESE was situated in hall 2, where you could find all these exhibitors.
Being a “Drupa year” do fewer people attend FESPA? Being the same days as APPPEXPO, did FESPA lose people who needed to visit APPPEXPO?
Dutch themed booths and samples

Most of the time the location of the trade show, does not influence much the booth décor or samples exhibited. Since FESPA was held in Amsterdam, many companies exhibited Dutch themed booths, samples and décor.
Trade Show
Wide-Format Printers
Inks & Media
FESPA 2016,
Amsterdam
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