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Introduction

There were more brands of UV-cured printers at APPPEXPO than at any expo in Europe or USA put together. It is remarkable how a single printer trade show has been able to grow over the years to reach this coverage.

APPPEXPO does not need fluff-and-puff PR releases; what print shop owners and distributors around the world want to know is what is actually available to see and experience at each APPPEXPO expo in Shanghai.

The most crucial fact to be aware of us how much the world of trade shows has changed in recent years. Expos which ten years ago were so large and popular that FLAAR flew up to a quarter of a million miles a year, are no longer worth attending. For example, we attended each and every VISCOM for many years. But Sign Spain expo collapsed, VISCOM Milano shrunk about 50%! We recommend VISCOM for print shop owners in their respective countries, but not for international visitors. Our readership is international and multi-cultural, so we focus on which trade shows are good for people who wish such an international focus: we attend SGI in Dubai, Sign Istanbul in Turkey, FESPA Africa in Johannesburg, ISA, SGIA, GOA in the US and look forward to FESPA 2017 in Germany.
Today in 2016 we focus on attending those printer and signage expos which are filled hall-to-hall with actual brands and products (and skip the expos which use excessive PR releases to mesmerize people into thinking they should attend). Plus we like to attend local and regional expos but those which serve many countries (for example GOA in Miami attracts attendees from Central America and the Caribbean islands, plus Mexico and South America. Print Technology trade show in Malaysia, co-located with Malaysia LED & Lighting (both capably organized by Kaizer Exhibitions & Conferences SDN. BHD) attracts people from Singapore and other countries nearby. We are also considering attending SIGN ASIA EXPO together with Bangkok LED & Digital Sign 2016, an experienced trade show in Thailand which is operated by IBRIX Co. Ltd, a Thai company: local companies know their local area best.

We especially enjoy attending printer and signage trade shows which have a long-term involvement with their communities: Sign Africa (now FESPA Africa) co-located with Africa Print is an example: the organizers are 100% devoted to printing and signage.

APPPEXPO in Shanghai is primarily a printer, inks, media, and cutter expo. But they also offer traditional signage, plus LED and LCD dynamic digital signage (more than any printer and sign expo in USA). And, you can find entry-level 3D printers. But more important, there are many ways to produce 3D printers besides with a “3D printer.” We cover all these aspects in separate FLAAR Reports.
The International Nature of APPPEXPO

APPPEXPO is really international, especially Hall 3.1.

AGFA, Durst and Swissqprint from Europe
Dilli and JETRIX from Korea
Fujifilm, Mimaki, Mutoh, Roland, and Epson from Japan
Efi VUTEk from USA; OCE from Canada (factory is near Vancouver)
(HP had a booth, but no UV-cured printers)

In other words, the big-name international printer factory brands were present at APPPEXPO (in addition to about ONE HUNDRED brands from China (UV, solvent, and textile printer factory brands).
Halls 3.1, 5.1 and Nh had all the UV-cured printers

98% of the UV-cured printers were in the three main printer halls.
- 3.1 also had lots of ink and media booths.
- Hall 5.1 was 85% pure printers: UV-cured, textile, solvent, and a few water-based.
- Hall Nh was intended to be a textile printer focus but in reality about 40% of the booths were pure UV-cured flatbed focused.

There were two or three UV-cured printers in Hall 4.1 (to show use of inks). And one or two CNC router booths had a flatbed printer (in the CNC router/CO2 laser cutter hall, 6.1). But 98% of the UV-cured printers were in halls 3.1, 5.1, and Nh.

Hall 5.1 by itself was approximately as large as all of ISA or SGIA. So calculate the size of 5.1 + 3.1 + Nh (three halls with printers). Then add all the media and inks of Hall 4.1 (more media and inks here than any expo in Europe or the Americas).

We started work the day before the expo opened: on this day we walked through every single hall, on both the main floor and also the several halls on the second level. Then we worked all four days of the expo. There were so many UV-cured printers that it took me all five days to make a list of them all plus to take quick snapshots of about 90% of them.

Crowds were so big the first two days it was tough to take photos, so I waited until the last day to do the remaining 80% of booths. Unfortunately the booth technicians begin taking the printers apart and packing them about 10:30 am on the last day, so many of the photos show the printers partially disassembled.
Hall Nh

I believe this was a new exhibit area for 2016. N means north; this is the north entrance area (the convention center is so large there are “main entrances” on several sides).

Nh was intended to be an area for a textile focus. And yes, it did have a textile focus. FASHION PRINT, the leading Chinese language textile trade magazine had a booth there, where I said hello to Shiny Gu.

But there were several booths focused entire on UV-cured printers as well, such as RTZ Flora (via distributor AoJet) and Wan Li Da (which also had a booth the same size in Hall 5.1). The RTZ Flora booth in Hall 5.1 was even larger, and two-levels high.
Hall 3.1

This was the international hall, with the big-name international printer brands: Durst, efi VUTEk, Fujifilm (and Fujifilm Dimatix printhead booth), Oce (Canon), AGFA, Dilli, HP (though zilch UV any more), SwissQprint, plus Mimaki, Mutoh, Roland and Epson, and Korean ink company InkTec with JETRIX printer.

Also in this premier hall were leading brands of Chinese printers such as JHF and other Chinese brands. In our TRENDS level FLAAR Reports we list every single brand, and each individual printer model that were exhibited in Hall 3.1.
Hall 5.1

This enormous hall is bigger than any printer hall at any other expo anywhere in the world. It has about 500% more printers than any hall at Drupa. Drupa will be great for Durst, efi VUTEk, Fujifilm, Canon and Canon Oce, AGFA, Dilli, HP, SwissQprint, Mimaki, Mutoh, Roland and Epson: but all of these were already at APPPEXPO and will be at SGIA again.

But Hall 5.1 had over 41 brands which will unlikely be at Drupa.

Hall 4.1 we describe in the separate upcoming FLAAR Report on media and substrates for wide-format printing. This large hall had primarily media and inks, though several ink booths had printers in their booths to show their inks.

We describe the many other halls of APPPEXPO in additional FLAAR Reports, about two each month for many months to come.
We complement the CEO, President, and managers of RTZ Flora and of JHF (plus their Vista and Leopard). These were among the very few brands which had a model designation on the front of their printers. Over 75% of other booths at all Chinese expos have no designation of the model whatsoever anywhere on the printer: not even on a manufacturing plaque (Docan had nice manufacturing plaques: however 80% of the other brands lack this international legal requirement).

And more sadly, in too many booths, the few brands that had model names of a printer on signage on top of the printer, one sign gave one model number but the brochure on top of the same printer gave another model number (and the structure of the metal or plastic of the front of the printer in the booth was slightly different than the details of the outside façade of the printer in the brochure spec sheet). It would be helpful if the printer models could have consistent designations in the next expo.
FLAAR has assisted Chinese companies improve their advertising brochures and their web sites to be more acceptable to Western clients. Having model designations is just one step; we suggest the other improvements which will improve brand recognition.

One Chinese company even flew four of us to their headquarters and we spent about six weeks helping completely put all their spec sheets, brochures, and web sites into an international style.

If your company wishes our services (you don’t have to keep us six weeks in China, we can do the work long-distance), contact us at FrontDesk @FLAAR.org
A Dozen brands were not present in 2016
But overall more new brands were added

Despite the fact that (Jinan) Uranus, LDP, Mars Digital, Rodin, SunThinks, Vimoda and Wer were not present, in fact there were significantly more UV-cured printers in the nice Shanghai trade show in 2016 than in 2015. I estimate there were over 250 UV-cured printers at this remarkable expo.

How many will you find at Drupa 2016? Maybe 25 or 30? Even if 50, that is so less than APPPEXPO the comparison is embarrassing. Now you can see why we recommend attending APPPEXPO 2017 if you missed the show in 2016.
How to Categorize UV-cured printers

UV printer structures to print roll-to-roll materials

- Roll to Roll, 1.6 to 2 meters
- Roll to Roll, 3 to 3.2 meters
- Roll to Roll, 5 meters (though often for three parallel narrower rolls)
- Roll-to-Roll adapted with tables
- Combo transport belt: R-t-R and thick rigid materials.

UV printer structures to print flat and thick materials

- Industrial, in-line
- Flatbed with Roll-to-Roll across front
- Flatbed (big enough to do serious signage)
- Desktop flatbed

UV Printer structures which can handle both R-t-R and also flat and thick

- Roll-to-Roll adapted with tables
- Combo transport belt: R-t-R and thick rigid materials.
- Flatbed with Roll-to-Roll across front
Roll to Roll UV-cured, 1.6 to 2 meters

Low-bid entry-level UV-cured printers are good for local print shops in China. But repair costs and down-time if you are in the Americas, Europe, Australia, Africa etc have documented that only the more substantial 1.6, 1.8, and 2 meter printers are viable for outside China. In other words, most print shops around the world use solvent printers for 1.6 and 1.8m widths, to avoid problems at entry-level UV-cured: or these print shops use a 3.2m UV-cured brand which tend to be more rugged.

However we hope someday to find a brand of 1.8m UV-cured printers which we can indeed recommend. The printers to look for are engineered from the ground up to handle UV-cured ink. Unfortunately, most are solvent printers which are retrofitted to attempt to handle UV-cured ink.
Roll to Roll, 3 to 3.2 meters

97% of the “3 meter printers” were 3.2m. Curiously a few were were 3.0 or 3.1m. However by far it is clear that the standard width is 3.2 meters.

There were 300% more 3.2m UV printers than there were 1.8m or 2m UV printers. For example, RTZ FLORA had three different models of 3.2m roll-to-roll printers on exhibit in their good-sized and two-story high booth.

Although there were several simple entry-level 3.2m brands, there were also a dozen substantial brands of 3.2m printers (JHF, Vista, Leopard plus all the brands we list in our TRENDs inventory). In other words, whereas most 1.8m UV printers are just solvent printers with UV-cured ink switched into the chassis, many of the 3.2m printers are not such retro-fitted old solvent systems: the brands which seek international acceptance are building 3.2m printers fully focused on how to handle UV-cured ink and how to cure it.

One example of this focus on improved quality at the 3.2m size is that 98% used printheads other than entry-level Epson DX5 or DX7 heads. Most, by far, used Ricoh or Konica Minolta printheads. Printers at 1.6m width tend to use non-industrial printheads, such as Epson).

It is worth mentioning that many efi VUTEk 3.2m printers were sold during the expo: this means that print shop owners and managers do realize that it is essential to have a printer with international levels of engineering and after-the-sale support.
Roll to Roll, 5 meters (though often for three parallel narrower rolls)

At FESPA 2016 two printers were of 5-meter width. At APPPEXPO there were at least seven or eight. At Drupa you can expect perhaps three, or maybe four. Now you can understand why we fly five FLAAR Reports review editors to Shanghai, and none to Drupa (besides, it is a thousand times easier to find a hotel in Shanghai than one in Duesseldorf, not to mention the excessive cost during Drupa weeks; it is sad that the city of Duesseldorf is not able to have prices comparable to Orlando or Las Vegas).

Although a 5m printer can print rolls 5-meters wide, not all materials are available at 5-meter widths. Thus several of the 5-meter printers were outfitted with sets of three roll-to-roll sub-systems: in other words, to mass produce banners and signage at 1.6m width.

A single 5m printer costs substantially more than three separate 1.6m printers, but the 5m printer is full-strength. The 1.6m printers are most politely described as nowhere near full-strength.
Roll-to-Roll adapted with tables

Ten years ago the best-selling UV-cured printer in the world was the ColorSpan adaptation of a solvent roll-to-roll printer into a UV-cured pseudo-flatbed with tables. Five years ago Neolt was still attempting to claim their pinch-roller over grit-roller printer could handle thick-and-rigid material. Five years ago there were lots of Chinese brands attempting this trick also.

Today at APPPEXPO 2016 not even Roland was attempting this trick: their roll-to-roll had no pseudo-tables on it. Even Fujifilm is no longer putting faux-flatbed tables on their system. Only one or two entry level local brands are still attempting this.

FLAAR Reports was the first and only entity in the world which pointed out the inadequacy of using pinch-rollers over grit-rollers. I can still remember a sales rep being livid in his booth when I mentioned this to him. But he no longer works for this printer brand and this printer brand no longer uses this trick.

We at FLAAR are not all-knowing; I learn new things every day (which is one of many reasons I devote my time, my life, and funding to continue in the world of wide-format). But lots of print shop owners were happy to learn about the issues of pinch-rollers skipping or stuttering on some kinds of thick and slippery-surfaced materials. Plus, pinch rollers could not handle the final 12 to 15 cm of the board…. to hide this some printer companies cheated by running the board through twice, to make it appear that an entire board could be printed edge-to-edge.

15 years ago there were not enough flatbeds to handle thick and rigid material, so pinch rollers were an entry-level option. Today there were almost ONE HUNDRED dedicated flatbed printers, so there is no more need to pretend that pinch rollers are acceptable for flat and thick materials.

Sadly Neolt never woke up, and now their printer brand has ceased to exist, potentially because they steadfastly believed their own PR releases.

PR releases are the saddest and most unfortunate aspect of our printing industry worldwide. Normally we assume the corporate owners realize the tricks and wordsmithing; but when a company itself believes their own PR claims, you can use several printer brands as unfortunate examples. Neolt had other corporate and family ownership issues, but they lost out on the world of UV-cured printers because they never accepted the transport belt. The one true flatbed they exhibited only one year never got anywhere.

We prefer that all companies are successful, and since their own managers find it awkward to remind managers-higher-up of issues, a FLAAR Report is often used during printer corporation internal meetings to suggest which printer structure to focus on, and which to not get involved in. Several printer factory brands have discreetly told us how helpful FLAAR Reports are to point out issues that they themselves feel shy about mentioning to senior managers just by themselves.
**Combo transport belt: R-t-R and thick rigid materials.**

Combo transport (conveyor) belts are popular with Durst, efi VUTEk and Dilli. Other manufacturers have noticed the continued success of these three brands. So now there are a dozen Chinese brands with transport conveyor belts.

But… to be fully functional the belt has to be deep enough. Merely having a belt of 25 to 40 cm is not adequate (sorry).

And, you need a real table, with FOUR strong supports (one at each corner). A table that sticks out with a diagonal support is not adequate for sustained use for many years.
**Industrial, in-line**

There were several industrial style printers: an impressive one was in the booth of JHF, model U3000.

There were two narrow-format in-line industrial printers in the booth of LongRun. And a glass printer in the booth of Mpad.
Flatbed with Roll-to-Roll across front

Considering that the Oce Arizona is somehow the best-selling single brand of dedicated flatbed printer, it is surprising that there are so few other brands with R-t-R across the front. Swissqprint and Agfa (based on Gandinnovations) have two impressive versions.

But only a very few other companies try to put roll-to-roll across the front. Sadly any entry-level attempt ends up with a roll-to-roll which is too simple-looking. To see a professional solution, the JETRIX LX5S would be a good example.
Flatbed (big enough to do serious signage)

There are literally more dedicated flatbed UV-cured printers at APPPEXPO than all other trade shows in the world put together (this is why five of us fly all the way to Shanghai, but not enough at other expos to attract even one of us). To keep track of worldwide trends, we need to see dozens, scores, “hundreds” of brands and models.

Here at APPPEXPO 2016 (and to be expected at APPPEXPO 2017) you could see every size, shape, and printhead capability that exists anywhere. For example, RTZ FLORA had four flatbeds on exhibit (one in the AoJet booth; three in the FLORA booth). Our separate FLAAR Reports series on TRENDS in UV-cured lists every single UV-cured printer, brand by brand.

There is no way to get this list by just popping in for a day or so. This is why we prefer to dedicate FIVE days: four expo days and the day before the trade show actually opens.
Desktop flatbed

Lots of things are changing in the world of desktop flatbeds. One parallel is between small R-t-R UV printers and 3.2m R-t-R UV printers: the entry level are not always reliable; the bigger printers have stronger components and typically are more robust.

Same with small flatbeds; some try to be so cheap that the result is not enough substance. If you are a small shop in Asia, and know how to repair and replace parts, perhaps you can survive. But if you are in Europe, the Americas, Australia, etc, low-bid components simply won’t hold up (and forget about getting replacement parts; the FedEx shipment expense will be more than the cost of the spare part).

As a result, there are companies in Singapore, Korea, and even USA which are making desktop printers in mid-range class: trying to avoid low-bid issues. Plus, several Chinese companies which make large-format UV-cured printers are now using their experience to provide desktop-size. Human Digital is one of many examples you can find at APPPEXPO.
Printheads

Last year you could notice that several printer brands are abandoning Epson to move to Panasonic printheads.

Now in 2016, more and more brands are abandoning Epson printheads and moving to Ricoh GH2220 printheads to avoid having to deal with Epson printhead issues. The Gateway brochure has the best comparative chart for several reasons to move to other brands.

Even manufacturers of desktop-sized UV flatbed printers aware of the issues of attempting to depend on Epson printheads. So even for small flatbed printers, several brands are using Ricoh (so far did not find any small desktop printer with Konica Minolta printheads).

Lots of UV-cured printers use Ricoh Gen5; I did not find any with old Ricoh Gen3 (only old HP UV printers are stuck with Gen3, and zero HP UV printers were at this enormous international expo).

Fujifilm Dimatix (Spectra printheads) had a nice booth in the international hall.

Konica Minolta teams of executives and top managers were hard at work at APPPEXPO. Xaar top managers were also present.

Frankly the teams of Spectra, Konica Minolta, and Xaar are so hospitable and helpful in answering my questions that they are a good reminder of how important it is to have visibly recognizable executives and managers. They are like a living logo for their respective brands of printheads. Xaar hosted me to visit their world headquarters many years ago, plus has hosted me two or three years in Shanghai. I hope someday to get to visit Konica Minolta and Fujifilm Dimatix. Competition is good for everyone. Ricoh, Seiko and Kyocera printheads have not interacted with us, so we do not yet know their managers or executives.
Total absence of UV printers in HP booth

HP had three water-based printers: all were the HP Designjet 5800. This is a model focused on the Chinese market. This new model designation is an extension of the decade-old HP Designjet 5000 and 5500. These are the best-selling wide-format printers in the world. Ironically FLAAR is one reason so many were sold, since we had three of them to test at our university research facilities.

We found that these HP printers were better than all other HP models, and definitely better than the Encad printers. Encad went out of business and HP surged ahead. With half a million readers around the world, when we find a good printer, we enjoy letting the world know.

We have not tested the HP Designjet 5800, but it is notable that the HP booth in 2016 and THREE of these and ZERO uv-cured printers.

Yet there were OVER TWO-HUNDRED UV-cured printers elsewhere at APPPEXPO, so clearly there is a huge market being missed if you don’t offer a UV-cured printer any more.
Complete absence of SUV printers

Not one SUV printer in Mimaki booth and none in Fujifilm booth either. SUV ink chemistry produced awesome results, but no printer was provided to us for evaluation so we had no way to document the quality of this SUV ink chemistry to our half million readers.

Hard working Booth Attendants

At trade shows in Europe, it is normal that many booth attendants speak English. But there are several other countries where even international brands had few or often no one at all who spoke English. Since I can also speak Spanish and German, and understand French and Italian, I can survive most expos, yet as just mentioned, there are two countries where people in trade show booths stick entirely to their one native language.

In Shanghai in booths of the bigger brands such as RTZ Flora, JHF and dozens of other brands, at least half the booth attendants speak English. I estimate that in over 90% of the booths (of printers) at least one person speaks English. In other words, language is not an issue to attend APPPEXPO in Shanghai. The larger brands would also tend to have personnel who can speak Spanish and other languages also.

I would like to compliment the hard-working booth attendants at APPPEXPO, and of course the team of Mr. Luke Xi, Eveline and her co-workers of APPPEXPO organizers.
The FLAAR Team at APPPEXPO 2016

Erick Flores harvested a list of 100% of the textile printers and T-shirt printers (and calendering systems). He worked with Pablo Martinez Lee to make a complete list of every single solitary brand of after-market textile inks.

Marcello Giron walked the aisles of Halls 3.1 and 5.1 every single day to be sure he found every solvent printer brand and model. There is no other source in the world that maintains lists of this depth (what you would expect of a university professor).

Dr Nicholas Hellmuth visited every hall but focused on Halls 3.1, 5.1, and Nh in order to list the HUNDREDS UV-cured printers: by brand, and when possible, what the structure of the printers were. Plus we made a list of which printheads the printers used (when this information was obtainable). For any individual, team, or company who needs to know the trends in the world of UV, we have the necessary documentation.

Paulo Nunez has a long-time interest in 3D printers. His personal hobby is 3D printers so he knows this technology in-person. So we selected him to handle all aspects of 3D signage (since there are many ways to create eye-catching 3D signage without needing a 3D printer). Paulo was also in charge of documenting how many brands of laminators, coaters, and cutters were available for attendees to experience.

Pablo Martinez Lee has attended both D-PES for past years; has attended APPPEXPO for many years, plus a nice printer trade show in Beijing about four years ago. Here in Shanghai in 2016 he handled after-market inks, media, and substrates of all categories. Since there are more brands of printable media and materials at APPPEXPO than at all other expos in the world put together, he had plenty to keep himself busy every single day.
No university (of Europe or the Americas) has as much research personnel at any trade show in Asia, as does the FLAAR Reports.

No trade magazine had as many personnel at APPPEXPO (and especially not for every single day, and all day every day, plus the pre-show last set-up day!).

We are proud to be a research institute, focused on learning in-person so that we can document the trends in media, substrates, cutters, laminators, after-market ink, and all kinds of printers: UV-cured, textile, T-shirt, solvent, latex, and water-based (and 3D printers).

Because of our experience we are often asked to lecture at conferences, Open House events, and at universities around the world. If your organization would like to have one or more of the FLAAR team at your company or institute, we can be contacted by e-mail: FrontDesk “at” FLAAR.org
Booth Design

In past years many of the booths were in traditional Chinese architectural style. But this year those companies did not exhibit. And for printer booths, most booth design was international graphic design style.

But one booth which I commend for its nice style is the booth of Human Digital.

Since the ceiling is too high in this hall, there is no easy way to suspend the round or rectangular overhead booth logo decorations.
We at FLAAR enjoy assisting printer (ink, media, laminator, cutter) manufacturers to improve their company and find more distributors

Many Chinese printer booths had signs on their booth that they wanted to have distributors around the world.

FLAAR Reports offers this service, to help printer, ink, media, laminator, and cutter companies find distributors.

We provide services of diverse kinds, such as to assist you have a more effective booth, and to provide training for booth assistants.

FLAAR can help you translate your brochures into real English, and translate your web sites. Plus we can explain how to make your brochures and your web site more appealing to international visitors.

We also have suggestions for how to improve your overall company image. For printer manufacturers we have 15 years experience assisting printer manufacturers. For example, as we mentioned at the start of this report, most Chinese printers do not put manufacturing plaques on the sides or back of their machines. Docan was one of the few Chinese manufacturers with tags on every one of their printers.

Thus we give accolade to Docan for being professional in having factory manufacturing plates on their printers.

We enjoy working with companies in all countries. Dr Nicholas has lived in Osaka for six months (first FLAAR Reports actually were written during this period when he was a visiting research professor at a museum here). A FLAAR team of four lived and worked in Beijing for six weeks while assisting a Chinese company to improve their entire system in English.

Dr Nicholas has enjoyed working with wide-format inkjet printer companies in Singapore, Vietnam, Taiwan, and Korea. Plus we have attended and evaluated Chinese printer, signage, and LED expos in China for over seven years. To contact Dr Nicholas had his experienced team, e-mail FrontDesk “at” FLAAR.org
People ask what expos FLAAR will attend, so they can decide which expos they also will consider

Many people say they watch to see which expos FLAAR personnel attend. In effect, if a printer expo is not worth our attending, then this raises the logical question that perhaps this expo is not as good as in past years. For example, we will not attend Graph Expo this year (we skip it 50% of the time). But we did attend GOA (since FLAAR is multi-lingual, Spanish and English); and we always attend ISA and SGIA.

We will not attend Drupa this year, since we study printable media and substrates, and after-market inks. Plus we need to see all brands of printers; and of all kinds (including textile printers). Drupa is recommended for seeing Durst, efi VUTEk, efi Matan, AGFA, Fujiﬁlm, and HP. But all these and Mimaki, Mutoh, Roland, Epson: you can see them anywhere in the world.

Plus, Durst, efi VUTEk, efi Matan, AGFA, Fujiﬁlm, HP and Swissqprint were all in Hall 5.1 at APPPEXPO in Shanghai. But for short-run digital press replacements for offset and ﬂexo, this is what Drupa may still be able to offer (as does Graph Expo also).

Drupa 2000, Drupa 2004, and Drupa 2008 were milestones in the history of wide-format inkjet printer history. Very impressive printer trade shows.

But by 2012 the Chinese printer expos were (for wide-format inkjet) larger, and FESPA was more convenient (4 to 5 days instead of the silly period of TWO WEEEKKKS). Even 11 days is too much; 8 days will be more reasonable. Plus the cost to attend ISA, SGIA, FESPA, and APPPEXPO was more reasonable than the unacceptable prices of Dusseldorf (we can afford a hotel of any price, that is not the question; the question is value: are these hotel costs worthwhile for what few brands you see). That said, if you need to see million-dollar printers, then even the few offerings of Drupa 2016 are worth considering to attend. We do recommend Drupa if what they still exhibit is what your company speciﬁcally needs to see and experience.

The organizers of Drupa have worked hard to avoid what has happened to IPEX in the UK and GraphExpo in Chicago.

But for the literally half-million readers of the FLAAR Reports, around the world, the key expos for 2017 are in USA, FESPA in Germany, and APPPEXPO 2017 in Shanghai, plus SGI 2017 in Dubai, Sign Istanbul, and FESPA Africa for that part of the world. We will also attend Sign Istanbul 2016 and FESPA Africa 2016 (and GOA 2017 in Florida). We are cogitating on LABELEXPO 2017 in Brussels; depends on LABELEXPO 2016 in USA.
Trade Show Coverage by FLAAR

This year (2016) D-PES followed its transition from being totally international (2012, 2013, 2014) to becoming local and regional within southern China (focusing on Guangzhou, Dongguan, and Shenzhen). We love attending and assisting Chinese expos, but at an international expo the factory owners, CEO, President, and top managers are present. At a local/regional expo the booth personnel are the hard-working sales reps (owners and CEO do not appear, or if so, only on one afternoon). The CEOs of the main brands explained to us the difference between a local Chinese expo and an international, multi-cultural, world-focused expo. So, sadly, we did not attend D-PES this year.

Plus later this year we are potentially going to add the leading printer trade show in Malaysia and a trade show in Thailand.

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<thead>
<tr>
<th>Expo Name</th>
<th>Dates</th>
<th>Description</th>
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<tbody>
<tr>
<td>FESPA Africa, AFRICA Print, Johannesburg</td>
<td>7-9 September, 2016</td>
<td>Again, helpful, friendly hospitable team from Joburg, with a total focus on helping the printing industry of southern Africa and nearby countries.</td>
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<td>Glasstek, for glass printers, the best expo in the world. Great place to learn about the difference between using UV-cured inks and inorganic ceramic frit inks; and crucial place to learn about curing prints on glass (so ink does not scratch off).</td>
<td>20-23 September, 2016</td>
<td>Glasstek is capably organized by Messe Düsseldorf GmbH. This expo in friendly Duesseldorf is 100-times better than any glass expo in USA.</td>
</tr>
<tr>
<td>Photokina, very different than past years but still worth attending.</td>
<td>20-25 September, 2016</td>
<td>This is the largest photo expo in the world.</td>
</tr>
<tr>
<td>Tecnargilla, biggest and best ceramic tile expo in the world</td>
<td>26-30 September, 2016</td>
<td>Ceramic expos in China are also good, but to see ALL the ceramic tile printer brands from Spain and Italy, Tecnargilla is essential.</td>
</tr>
<tr>
<td>Sign Istanbul 2016 Intelligently co-located with 3D PRINTSHOW</td>
<td>29 September - 2 October, 2016</td>
<td>We enjoy visiting Turkey in general and Istanbul as well. Expo is organized by a friendly, hospitable team (....).</td>
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</table>
Two review editors of FLAAR will be attending SIGGRAPH 2016 in California (animation, 3D printers) and two book expos (USA and Frankfurt).

<table>
<thead>
<tr>
<th>Print TECHNOLOGY</th>
<th>Kuala Lumpur, Malaysia</th>
<th>4-7 August 2016</th>
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<tbody>
<tr>
<td>SIGN ASIA EXPO together with Bangkok LED &amp; Digital Sign 2016</td>
<td>Bangkok, Thailand</td>
<td>10-13 November 2016</td>
</tr>
</tbody>
</table>

We are considering LABELEXPO 2016, 13-15 September, near Chicago, a leading expo of Tarsus.

We would like to visit printer/sign trade shows in Korea (KOSIGN), Indonesia, Cambodia, Australia, UK, Peru, and Brazil. But are waiting to see which are worth the time. In the meantime, here is our schedule for 2017.

**For 2017**

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>SGI 2017, Sign Middle East,</td>
<td>Dubai</td>
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<tr>
<td>GOA 2017</td>
<td>Ft Lauderdale, Florida</td>
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<tr>
<td>APPPEXPO 2017</td>
<td>Shanghai</td>
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<tr>
<td>ISA 2017</td>
<td>Las Vegas</td>
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<tr>
<td>FESPA 2017</td>
<td>Hamburg</td>
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<tr>
<td>FESPA Africa, AFRICA Print</td>
<td>Johannesburg</td>
</tr>
<tr>
<td>Sign Istanbul 2017</td>
<td>Istanbul</td>
</tr>
<tr>
<td>SGIA 2017</td>
<td>New Orleans, LA.</td>
</tr>
</tbody>
</table>

If you missed APPPEXPO 2016, be sure to make reservations to attend APPPEXPO 2017.

It is easy to take a cab from either airport to your hotel. We have a separate FLAAR Report on how to visit Shanghai and APPPEXPO (which will be posted later this year).

Or, if you wish to hire Dr Nicholas and his team as consultants, in-person, at APPPEXPO we can assist your planning for China in general and APPPEXPO in particular. E-mail FrontDesk “at” FLAAR.org
Shanghai is worth visiting

Shanghai is a friendly city and worth going a few days early to do sightseeing. If your spouse likes shopping, Shanghai is again a great place.

90% of the booths have English-speaking students or sales reps to speak English. The bigger companies may also have people in the booth who speak Spanish or other languages.

90% of the spec sheets and catalogs are in English (of these about half are dual-language, English and Mandarin).

Mandarin is a popular language to learn to speak. There are plenty of videos and web sites and lots of books with CDs that you can obtain. You can also learn to read many of the Mandarin signs after a few days practice. Nonetheless, in the airport ALL the signs are in English (and Mandarin). And on all highways also, the signs are in both languages.

Hotel staff at the better hotels speak English. Even some of the economy chair hotels, you also can find someone to speak English.

For cab drivers, simply have the address written in Mandarin and they will take you to where you need to go.
We look forward to seeing you in Shanghai at APPPEXPO 2017

If you had to skip Shanghai in 2016 because of FESPA 2016 being the same week, or the high cost of attending Drupa, for 2017 neither of these obstacles exists. Hotels in Shanghai are half the cost of hotels in Duesseldorf.

But much more important is what to expect to experience and learn about at APPPEXPO 2017. FLAAR will have at least five team members here because there is so much to see: our final count for UV printers alone is over 100 brands and 285 individual UV-cured printers.

You don’t need a PR release to recognize that this is more UV-cured printers than all other expos in the world put together. So it’s a clever decision to attend APPPEXPO in March 2017.

March 8, 9, 10, and 11, 2017

www.apppexpo.com/index/2/en

Venue:
National Exhibition and Convention Center (Shanghai)
No.333 Songze Avenue, Qingpu District, Shanghai, P.R.China
Trade Show UV-Cured Printers at APPPEXPO 2016

FLAAR Reports

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