

Awesome Example of “3D Signage”



FESPA Africa2016

Dr Nicholas Hellmuth

During September I visited SIX international printer trade shows on three continents. Of these six printer expos, the most remarkable 3-dimensional printing example was at FESPA Africa 2016, in Johannesburg.

The awesome 3D renderings were inside and along the outside of the booth of kemtek.

The graphic designer who created all this decoration deserves special recognition. The individuals who mounted the multitude of individual colored pieces of the flowers deserve recognition for their patience.



The managers who conceived of the concept of an entire booth without any equipment, deserve recognition also. I guess the idea was the show the results of different kinds of equipment, and if potential clients wanted to see the equipment they could visit the kemtek demo center (plus catalogs were available in the booth).

Since FLAAR Reports has an entire division who do research on the tropical plants and flowers of Guatemala, I always enjoy seeing flowers (you can see our work on www.maya-ethnobotany.org).

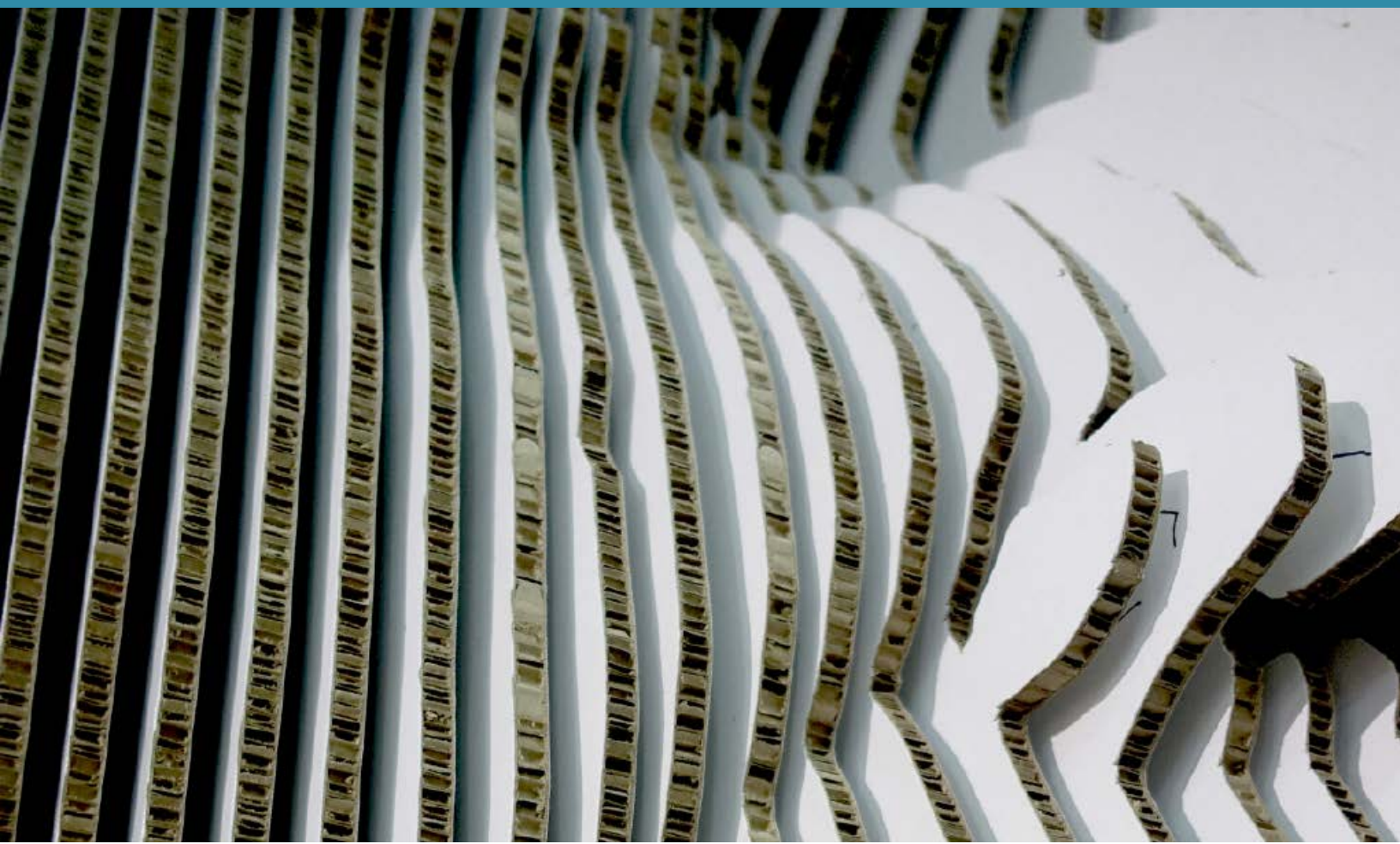
What is a 3D Printer? What is a 3D Sign?

All around the world people ask FLAAR Reports for our comments on "3D printing and 3D printers." I have given lectures at trade shows on 3D printers. Plus FLAAR has done 3D scanning already years ago.

My first comment is that most 3D "printers" are not printers; they are extruders. And, 99% of the brands and models of 3D printers and extruders can only do objects of very small size.



This has changed since last year when MASSIVit introduced their massive series of 3D printers. These were present at DRUPA, SGIA, and Sign Istanbul. I hope a MASSIVit system can be present (and with a team to show how it works) at FESPA Africa 2017. But the point of my lectures is, "you don't need a 3D printer to create 3D signage." The booth of kemtek, inside and outside, is a wonderful example. All the 3D signage was done with normal printers: flatbed UV-curing printer for the honeycomb sandwich board. And any regular printer for the thin paper objects. It is my impression that an HP Indigo was used for at least some of the decoration on paper.



The reason I feature this remarkable booth is to again reiterate that you don't (yet) need a 3D extruder or 3D printer to create awesome 3D results.

3D machines are great, and I hope to see more of them at FESPA Africa 2017 (since there were quite a nice range at the last Sign Africa that I attended). But for the average print shop to produce 3D signage for the normal client, you can do this with the printer you already have, and a cutter such as ARISTO.

Two of the FLAAR team have visited the ARISTO factory in Germany several years ago. I hope to visit the factory in 2017. Not only is ARISTO a well-engineered cutting system Made in Germany, the individuals of this company are polite and hospitable, as are the people from Esko Kongsberg, JWEI of China, and other cutter brands that we know.

Since there was no actual equipment in the kemtek booth, we don't have a photo of the capable ARISTO printer which did the precise cutting of the honeycomb sandwich board. This is all the more reason why I look forward to visiting the ARISTO factory in 2017 (so we have photos of their flatbed cutter family).

What Materials can be used?

Normally we show 3D displays which are made out of honeycomb sandwich board. You can clearly see this on the images of Alice running through "Wonderland."



An even more deep-dimensional 3D rendering was inside the booth.



In addition to the scene of Alice running, there was a 3D "sculpture" of a giant face.



When you see a booth of honeycomb sandwich board what they usually present are tables, chairs, and shelf units for holding or displaying other products. I photographed a chair inside the booth.





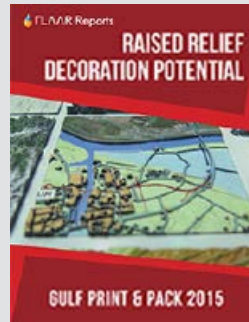
But many of the impressive 3D displays around the outside of the kemtek booth were cut out from thin paper (which was not honeycomb sandwich board). The three-dimensional aspect of these were based on how they either had petals cut out with the cut parts pulled to an angle; or how the leaves and other plant parts were assembled. In other words, the individual pieces were not multi-dimensional; they were 3-dimensionalized by hand (not by machine).







Here are some other FLAAR Reports on 3D:



If you wish Dr Nicholas to lecture on 3D at your trade show, or at your Open House, here are examples of what we have available.



We lecture literally all around the world.



Follow us



www.FLAAR-Reports.org

PLEASE NOTE

This report has not been licensed to any printer manufacturer, distributor, dealer, sales rep, RIP company, media or ink company to distribute. So if you obtained this from any company, other than FLAAR itself, you have a pirated copy.

Also, since some reports are occasionally updated, if you got your version from somewhere else, it may be an obsolete edition. FLAAR reports are being updated all year long, and our comment on that product may have been revised positively or negatively as we learned more about the product from end users.

To obtain a legitimate copy, which you know is the complete report with nothing erased or changed, and hence a report with all the original description of pros and cons, please obtain your original and full report straight from www.large-format-printers.org or other web sites in our network such as www.wide-format-printers.NET.

Your only assurance that you have a complete and authentic evaluation which describes all aspects of the product under consideration, benefits as well as deficiencies, is to obtain these reports directly from FLAAR, via the various sites in our network.