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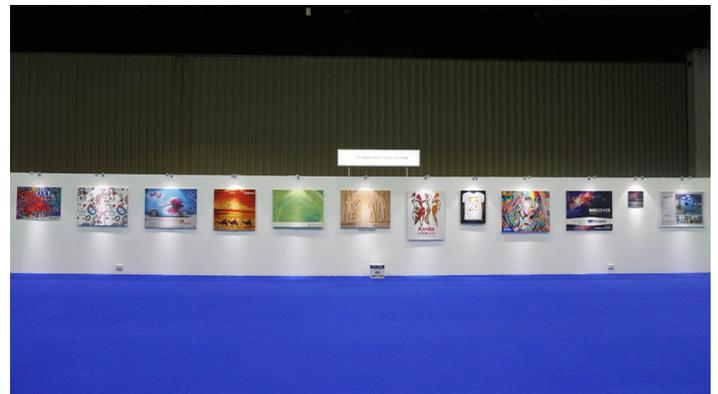
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MEPrinter
Middle East Print Communication Magazine
مجلة متخصصة في عالم الطباعة في الشرق الأوسط

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SGI 'Wall of Fame' showcases exhibitor creativity



The 'Wall of Fame' at SGI 2017 showcases creative campaigns executed by SGI Dubai 2017 exhibitors such as Canon, Al Shabak General Trading Company, Blue Rhine General Trading, Agfa Graphics, Digital Planet, Egygrafx Gulf, Jacky's Business Solutions, Magic Trading Company, Signmax Advertising

Material Trading, Roland DG Corporation, and Magic Touch Advertising.

"The idea is to generate awareness around the global campaigns that our exhibitors have created to make an impact on the minds on the consumers in their markets. It is important to know what has worked well

for brands across the globe and our platform will help the industry to view and learn from this collection of masterpieces," said Sharif Rahman, CEO of IEC.

The winners of the 'Wall of Fame' will be chosen by an independent panel of judges, SGI's social media platforms and trade visitors at the show.

Car wrapping demos attract vehicle enthusiasts



In the past few years, the UAE has been witnessing the fast-paced growth of the car wrapping industry and graphic customization. Car wrapping was originally designed for advertising purposes but its ability to inject uniqueness to a vehicle also

increased its demand. The process involves covering every inch of the vehicle in a vinyl wrap.

"We have seen a growing trend, whether it is to celebrate the country's National day or for advertising purposes the cars and vehicles are

getting transformed with creative car wraps. This trend is more popular in US and European markets. However, this is fast catching up in UAE and other countries in the region," said Sharif Rahman, CEO, International Expo-Consults.

"Car enthusiasts are seeking to customize their personal vehicles with full vehicle wraps. Typically, people turn to car wraps to make their cars stand out from the crowd with unique colors and finishes, as car manufacturers today only offer a limited selection of colors. With more awareness about the versatility and convenience of car wraps, more consumers will undoubtedly turn to this method of personalizing one's vehicle," he added.

Al Futtaim motors has been supporting this section of the SGI Dubai show by providing the latest

Jeep to demonstrate this technology. Several exhibitors with car wrapping expertise, including Signtrade International, Strings International, and System Middle East, among others, will be revealing their car wrapping product portfolios and services.

"Vehicle owners looking for ideas to make their cars one-of-a-kind will benefit from attending the car wrapping demonstrations at SGI 2017. In addition, those who are looking into car wrapping as a form of outdoor advertising will also gain numerous insights and can network with potential suppliers and experts. Vehicle wrap advertising acts as a mobile billboard, making it easier to target a wider proximity of a brand's target market. It is an impressive addition to a brand's integrated marketing strategy," added Rahman.



HOTSPOTS

Not to be missed at SGI 2017

HP

Hall 6, Stand D104



HP is showcasing a broad portfolio of its latest large-format products and solutions. The HP stand features a custom-built lounge area decorated with latex printed materials, which demonstrates the printing capabilities of its latest products, catering to the interior design industry. HP's latex printing technology allows for businesses to transform the walls of residential, commercial, and consumer spaces, offering a new innovation to interior designers and decorators. The installation on the stand is of a lounge room decorated with latex printed application. The floor

graphic, canvas, wallpaper, window blinds and sofa synthetic leather and textile cushions are all printed, using the latex printing method.

New products showcased on the HP stand at SGI Dubai 2017 are the HP Latex 335 designed for high productivity and durability; HP Latex 560 and 570 designed for medium-to-large PSPs with increasing print volumes; the 64-inch HP Latex 560 and 570, which enable customers to manage a variety of print jobs and production peaks; HP Latex 1500 which provides fast turnarounds on a broad range of indoor and outdoor applications, including PVC banners, self-adhesive vinyl, textiles and double-sided prints; and HP PageWide XL 8000, which, based on HP Thermal Inkjet technology and HP PageWide XL pigment ink, is scalable to meet a wide range of application and performance requirements.

Michael Smetana, Head of Marketing, Graphics Solutions, HP Europe, Middle East & Africa said: "The interior & design industries are growing at considerable rates, with companies in the UAE spending up to Dh300 million, taking the top spot in the GCC on interior design expenditure. This proves there is great potential for manufacturers to introduce new and innovative technologies to meet this growing demand."



OKI

Hall 7, Stand E114



OKI Europe has launched its new ColorPainter E-64s as the new model in the renowned ColorPainter family of professional printers, aimed at high-quality, large-format printing for signage, graphics and interior decoration businesses.

The 64-inch, wide format ColorPainter E-64s is equipped with ColorPainter technology that has already proved highly effective in the M-64s and the H3-104s, providing premium performance, high levels of precision and amazing ease-of-use while fully supporting entry-level, environmentally friendly printing. The ColorPainter E-64s inherits certain features from the higher-end models, including automatic print adjustments using optical color sensors that automatically perform both media advance and bi-directional position adjustment;

Smart Pass Technology 4 which realizes stable, high-quality printing through optimal dot size; and Smart Nozzle Mapping 3 which automates the process of nozzle compensation, something previously done manually.

"The ColorPainter E-64s is a remarkable printer offering print businesses affordable entry to very profitable, high-precision, wide-format printing on a large spectrum of media which may have previously been unattainable," said Terry Kawashima, Managing Director, OKI Europe. "As an advanced and extremely versatile printer, packed with functionality, it successfully meets all requirements in a field where commercial opportunities are expanding but must be seized quickly and effectively in order to maximize revenue."



Barberan | Hall 6, D98



Mohyeddin Khairoun, Export Area Manager, and Xavier Jorge, Area Manager, Barberan

Spanish company Barberan, which specializes in design and manufacturing of machinery for surface finishing and has a strong reputation in the wood finishing industry, is exhibiting for first time in SGI Dubai.

The manufacturer is showcasing the potential of the Barberan Jetmaster printer, a new concept based on single-pass printing technology of printing digital images on multiple substrates at an industrial level. More than 30 Jetmaster printers

have been installed around the world for printing on wood, corrugated, pvc, aluminum, and glass. The Jetmaster is capable to print more than 5500 sqm per hour, using UV inks which guarantee a stable process achieving a high quality print, flexibility and better cost-effectiveness. Applications of the Jetmaster include furniture and decorative panels, door and window profiles wrapping, PVC walls and ceiling panels, flooring, packaging and sign making.

Graphic International Centre | Hall 7, Stand E94



Graphic International Centre is exhibiting the Jetrix LED based flatbed printer LX5 S, targeted at achieving high speed, quality and

productivity. With speeds up to 39sqm/h and printing thickness of 10cm high, the Jetrix can produce high quality prints with a multi-layer printing system for printing up to 12 layers at the same time. The LED UV feature offers wider substrate latitude, greater reliability and lower operating costs. This printer, featured with white, varnish and primer can be configured in 4, 6, 7 or 8 channels.

"We are showcasing products that can print on a wider variety of materials, have lower print costs and are environment friendly. The Jetrix LX5 S LED printer is an environmentally friendly printer that blends brilliant printing quality with fast speed, printing on a wide variety of materials, providing customers with unlimited printing options. The exceptionally



simple user interface, makes operation simple even for a novice user. We're sure the Jetrix LED based flatbed printer will set a new benchmark for

printers in its category," said Varghese Mathew, Deputy General Manager, Large Format Printer SBU, Graphic International Centre.

Altech International | Hall 4, Stand B54



The Intec LPS2015 label printing and finishing system includes the LP215 label printer, LCF215 label finishing solution and the Intec RIP pod complete with PC workstation and the software needed to produce on demand labels. Targeted at high quality, short-to-medium-run label production, this system is capable of

printing onto a vast array of die-cut, matrix removed and retained media, as well as continuous roll substrates.

Working in synergy with the Intec LP215 label printer, the LCF215 finishing system provides a roll to roll solution using the latest high speed contour cutting system, running up to double the speed of previous solutions, and capable of cutting at up to 3m/min. The Intec finisher also provides lamination as well as optional matrix removal and finished label roll slitting with up to 3 blades as standard.

"The Intec LPS2015 label printing and finishing system is aimed at anyone looking for an affordable, short to medium run professional label

production system, to create any shaped label onto die cut matrix removed or retained and continuous roll media. The system provides control of the entire label printing and finishing workflow from the robust Intec RIP pod, complete with a fully specified PC and label printing software. Whether it is a label printing company looking for a great on demand full color label production system with optional variable data or an organisation looking to bring their label production in house and on demand, this is the system of choice," said Aneesh Pai, Business Development Manager of Altech International.

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Visit ME Printer Hall No 4 - Stand: B62

ME Printer's team will be covering news and happenings during the show. If you have a story that you would like to share with us please contact:

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3D and multi-dimensional signage at SGI Dubai 2017

By Dr. Nicholas Hellmuth, FLAAR Reports



If you want to impress your clients you can generate a 3D image much quicker by printing on a honeycomb sandwich board, use a Zund, Aristo, or Esko Kongsberg cutter, and build an entire life-sized tree, or an entire vehicle, or an elephant or sculpture. Here at SGI, a totally unexpected multi-dimensional sign was that of the designers of Xanita company in the nice booth of Blue Rhine. As you walk by the back of their booth, the sign changes from reading Xanita to reading Blue Rhine depending on where you stand. This is achieved by cutting the back side of the Xanita board so you can fold it into 'triangles'. So it is like a sort of two-lens lenticular (but better, because it is a new concept that not many people yet use).

We would also enjoy drawing attention to the 3D moiré effect which you can achieve if you select one of the nice Swissprint UV flatbed printers. With special software to prepare your image you



can achieve a superior result: better than old-fashioned lenticular.

At FLAAR Reports, we have about 15 university-trained graphic designers. Several of them are industrial designers. We would like to have the software available so we can use our high-resolution photographs of scarlet macaws, jaguars, bees, and awesome

spiders of Guatemala as examples to showcase the 3D moiré effect if you have a Swissprint with the special software for the graphic designer.

I find the Swissprint's visually multi-dimensional capability definitely worth having the FLAAR Reports do a study project, since among our 700,000 readers around the world we enjoy assisting them to see opportunities which provide clients with new options.

As more and more signage moves to digital LED and LCD, it helps if wide-format inkjet printers can find a new manner of creating 3D signage from flatbed UV-curing printers. Visit the Signtrade booth to visit with the Swissprint team.



Many clients are asking print shops for 3D signage. Or if they are not yet asking, your sign shop can win new clients if you can offer 3D signage. So attending SGI 2017 is more than helpful; it is really essential.

To create 3D signage you do not need a 3D printer (not yet, since 90% of the 3D printer brands can only produce tiny 3D structures).