



# SGI 2018

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## T-Shirt Printers at SGI 2018

By Dr. Nicholas Hellmuth of FLAAR Reports

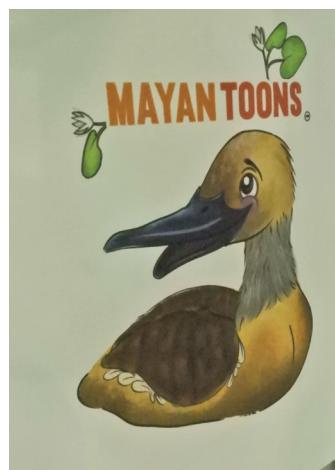
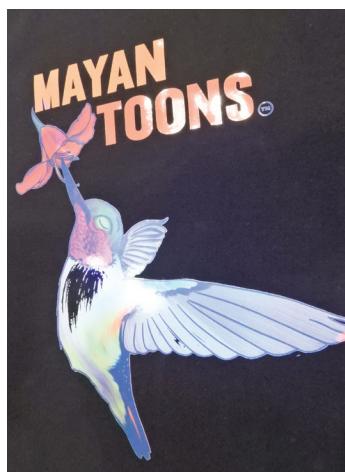
There are more T-shirt printers here at SGI 2018 than three expos that I attended around the world during autumn and winter 2017. Booth personnel in four T-shirt areas kindly agreed to do a test print for this report.

You can print directly onto garments with pigmented ink. You can also print on transfer paper with a toner printer and heat press the image onto the T-shirt. Nowadays most desktop T-shirt printers use OKI toner printer or pigment inkjet ink with Ricoh or Epson printheads. Let's now look at what is available here at SGI 2018.

In the booth of Copatra Graphics the hospitable managers kindly arranged the T-shirt printer staff to print an image with the polyprint TexJet echo printer. The T-shirt printer that I find at 90% of signage expos is the brother GTZ, here in the Signtrade booth area. This is super-fast, literally in less than a single minute for the T-shirt print.

The RICOH Ri 100 printer is brand new. This printer offers all-in-one with post-printing treatment at the lower level of the same "printer."

You can find this printer alongside



lots of other sublimation items with the logo MAGIC TOUCH on the central tower of the booth.

During three years of having T-shirt print tests at trade shows around the world, the most impressive result was the work of the helpful FOREVER manager in the T-shirt section of the OKI booth. He demonstrated a multi-layer neon ink technology. Finishing

was done at the FOREVER section of the ASHBI MICRO booth. The normal workflow is to pre-treat the shirt; then print the shirt; then heat set the shirt. You can use a heat press or a "T-shirt oven-like heater." Every booth may use slightly different techniques and equipment. Occasionally no pre-treatment is used but 90% of the booth personnel do take the time to pre-treat the shirt material.

## Canon Equips Regional Industry with Smart Printing Solutions



Creating a strong showcase of its deepening relevance to the professional printing industry in the Middle East, Canon is a key participant at Sign and Graphic Imaging Middle East (SGI ME). The value proposition that Canon offers to this sector is the ability for businesses to keep pace in a rapidly-growing market driven by evolving customer demands.

At the printing and signage trade show in Dubai, Canon unveils three new printers which are designed to deliver high quality indoor and outdoor graphics. This launch unlocks additional capabilities for Canon's customers to meet the growing requirements for personalisation, décor and industrial applications by expanding their ability to print on a wider range of materials.

Shadi Bakhour, Director – B2B, Canon Middle East, said: "With significant advances in technology and digital printing, print service providers (PSPs) and brands can today exercise creativity through customisation, personalisation and augmented reality. At SGI ME, we are demonstrating the potential of this growing industry and tapping into new application based opportunities via intelligent digital integration. Thus, enabling our customers to innovate and grow their business by unleashing the power of print."

Designed to help the industry navigate the changing worlds of imaging and information technology, the imagePROGRAF PRO series by Canon achieves industry leading print quality and exceptional productivity with faster printing and high-precision ink ejection without discrepancies to ultimately provide stunning display graphics and CAD & GIS work. With the increasing demand for innovative printing solutions and the poised growth for alternative and personalized interior design, Canon helps businesses in the region unleash the power of print. "We understand that our customers

and partners in the print industry are often challenged to deliver turnkey solutions to their clients. At Canon, we want to build our relevance in every stage of this journey, and our key focus in establishing such, will be through an abundant number of business applications for printing technology as well as integrating digital technologies such as augmented reality into the signage sphere. In order to amplify and ensure that customers are able to effectively deliver their messages to their targeted audiences.", added Bakhour.

Choosing to launch their three new models: the Colorado 1640 roll-to-roll UVgel outdoor product which will be available for the first time in the Middle East, a new 12-colour imagePROGRAF 6000 12, 60-inch inkjet graphics printer and a new 5-color pigment imagePROGRAF TX Series for both the Graphics and CAD/GIS Markets via an actual demonstration of what they are capable of producing as opposed to a standard product display. These advanced printing solutions' capabilities from providing high-level precision, to exceptional image qualities, as well as the ability to efficiently handle media and extraordinary productivity were brought to life through the illustrative "Elemental" campaign by the company.

Ayman Ali, Senior Marketing Manager – B2B, Canon Middle East, said: "The market is now keen on experiential demonstrations of the application of technology rather than a product-led one. Showcasing the breadth of possibilities that can be outputted via our range of solutions, Canon takes pride in enabling, equipping and helping businesses envision and meet their customers' needs even better."

Canon will be present on stand number 6E 90 at the Sign and Graphic Imaging Middle East from 14th to 16th January 2018 at the Dubai World Trade Centre Exhibition Centre.

## Signtrade Participates at SGI Dubai 2018

International Expo Consults (IEC) part of Falak Holding, stated that Signtrade one of the oldest SGI Dubai exhibitor is participating this year as well at SGI Dubai. For almost 30 years, Signtrade has continuously emerged as the market leader of the Signage Industry in the Middle East. Signtrade provides innovative and reliable signage technologies with unparalleled customer service, through a growing network, that spreads all across the Middle East, North Africa and South Asia.

Sharif Rahman, CEO of IEC said, "We are delighted to state that Signtrade has continued its support with SGI Dubai. We are also pleased that the SGI Dubai 2018 show has been steadily selling out its floor spaces. The industry in the Middle East is growing at a rapid pace and we have seen a lot of interest from the exhibitors from across the globe. Leading names across the region and beyond have signed for the exhibition and will showcase the industries' best kept secrets on the decisive three days. The journey so far would have not been possible without the support of all our esteemed exhibitors."

Talking about SGI Dubai, Yasin Merchant, Managing Director, Signtrade, stated, "We are pleased to be associated with SGI Dubai - one of the distinguished shows in the region.

Our massive participation at SGI Dubai, spanning an entire hall, nonetheless manifests our commitment to the growth and success of the Signage industry, in the MENA region. But SGI Dubai 2018, is more special. In addition to Signtrade celebrating its 30th anniversary, we plan to exhibit the latest technical innovations and disruptive technologies, coupled with industry talks, to give our visitors an exceptional, valuable experience. Positive attitude in the backdrop of innovation is the key element that drives us, as we lead the sign, graphics and textile industry."

Talking about the expansion history of the company, Yasin stated, "Our operations, are spread all over the Middle East, North Africa and South Asia, with state of the art headquarters in JAFZA (Jebel Ali Free Zone), UAE and a flagship showroom in Dubai, along with 15 showrooms, all connected seamlessly through an comprehensive logistics network. In 2010, we expanded our reach to the African continent, through a facility in Nairobi, Kenya. Year 2015, saw our extensive growth in the South Asian markets with large facilities in Karachi and Lahore, Pakistan. Furthermore, in 2017, we plan to inaugurate our operations in Kuwait, thus finally completing our unparalleled network, all across the Gulf."



# STARFLEX Showcases Innovative Solutions at SGI Dubai 2018

International Expo Consults (IEC) part of Falak Holding, stated that STARFLEX one of the prominent SGI Dubai exhibitor is participating at SGI Dubai 2018. Starflex is the top brand of PVC flex products manufactured by STARFLEX Co., LTD. in South Korea, which has been supplying around 100 countries worldwide since 1985. Their products play a highly important role in the signage industry as vital components in digital printing, billboards, building murals, light boxes, and screen printing.

SGI Dubai is one of the most eagerly awaited events of the year in the region to cater to the needs of exhibitors and visitors in the Signage, Outdoor Media, Screen and Digital Printing, LED and Textile Printing industries. The 'SGI Dubai 2018' show is being held from January 14th to 16th at the Halls 2, 3, 4, 5, 6, 7 and 8 at the Dubai World Trade Centre.

Talking about SGI Dubai, James, Sales Manager from Starflex, stated, "We are delighted to be associated with SGI Dubai - one of the distinguished shows in the region. With a vision to move forward, STARFLEX is focusing on enhancing further its manufacturing capacity, maintaining reasonable price levels, serving its current business partners, and pursuing growth opportunities in new areas. To meet customers' needs more effectively, STARFLEX has renovated its manufacturing facilities, which are running efficiently and growing rapidly in profitability. Joining the big names in the industry on a platform like SGI



Dubai gives us the best kind of exposure we need to grow our business."

Sign and Graphic Imaging Dubai (SGI Dubai) is an ideal converging point where visitors and exhibitors can reach out with architects, sign makers, print and production manufacturers, media agencies, real-estate developers, brand and image consultants among others. The event is a well-established business forum, which is recognised globally and constitutes workshops and seminars held by industry experts.

Andy Hwang, International business team manager, Starflex, further stated that, "Our network is large as we supply customers from around the globe, including Asia, North America, Central & South America, Europe, Middle East, Africa with purpose-designed products backed by comprehensive after-sales service program, technical support, as well as transport and logistics capability.

SGI Dubai 2018, is roping in exhibitors and trade visitors from across the globe including, USA, UK, Germany, China and Japan, among others. The industries best kept secrets and trends are set to be unveiled as the 21st edition of the show is touted to receive thousands of visitors from different countries."

Sharif Rahman, CEO of IEC said, "We are

pleased that STARFLEX has once again decided to join forces with us to be part of the most eminent printing and signage shows in the region. A lot of brands have been coming on board and have signed up already for SGI Dubai 2018. This is good news for us as well as for the whole industry which will converge in January 2018 to witness the latest trends and innovations from different stakeholders. The printing and signage industry in the Middle East has taken the bar to the next level with the adoption of new technologies to benefit the end user. Needless to say we are thankful to our patrons including STARFLEX who have supported us all along."

IEC is the driving force behind the 21-year old 'SGI Dubai show', one of the most awaited exhibitions in the MENA region within the print, signage and imaging industries. Sign and Graphic Imaging (SGI Dubai) is a key platform where visitors can reach out to exhibitors who comprise of architects, sign makers, print and production manufacturers, media agencies, real-estate developers, brand and image consultants among others.

The show is a globally recognised business forum which entails seminars and workshops led by industry pioneers. The exhibition is a one stop shop for the ever growing needs of signage (digital

and conventional), graphic imaging, retail POP/SOS, screen and digital printing industries. Recognised as one of the pioneers in the trade shows in the region for over two decades, SGI Dubai showcases the current trends and technologies to a robust platform which brings thousands every year to the annual show.

The SGI Dubai 2017 show witnessed billion-dollar deal contracts which were signed at the three-day show. The exhibition also hosted seminars and workshops conducted by industry experts. The show welcomed over 400 global exhibitors from across 36 countries spread over 22,000 m<sup>2</sup> and registered over 40 new exhibitors.

SGI Dubai 2017 had several leading brands that had signed up for the exhibition which included Signtrade, Agfa Graphics, Canon Middle East, Flex-Europa, ADS Advertising Materials, Afford Inks, Al Tarkeez Stationery Trading, Chemica France, Dynagraph, Egygrafx, Fast Signs Advertising, Fortune 7 Adv, Blue Rhine, Jackys, Frimpeks, Graphic International, Magic trading, Mono General trading, Prime Sign International Limited, Reflective SAS, Sharpmax limited, Signmax Advertising, Starflex, Talib Trading and Verseidag Indutex GmbH among several others.

## GLM Digital Technology Exhibits for the First Time at SGI

GLM Digital Technology, a US - China joint venture company has announced that it is exciting for the very first time at SGI Dubai. The company's booth is located in Hall 7 at F144. Through SGI Dubai, the company will be announcing the Ever-Tack, a new line of removable and repositionable adhesive-backed inkjet media.

The solution uses proprietary water-based micro-encapsule adhesive technology. Substrates include photo paper, polypropylene films, non-woven wallpaper, and several fabrics. Most of these are new and unique on the market for this region. The company is currently looking for distributors in markets outside USA and China.

GLM's 20 plus "green" inkjet media products have been sold in more than 20 countries and supports OEM brands. GLM has also obtained ISO 9001 and ISO 14001 certificates, and will custom make inkjet media from concept design to final products according to the customers' specific requirements.



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## Sharp's Next-Gen MFPs Are Packed with State-of-the-Art Technologies

MX-5070N, MX-4070N/MX-3670N/MX-3070N & MX3560N/ MX-3060N have features that make it flexible, customizable, attractive and cost saving as well. Sharp's next-generation full-color MFPs are packed with state-of-the-art technologies that add new value to your workflow.

### Link to Public Cloud and Mobile Printing Services

These MFPs enable single sign-on for easy access to public cloud services such as Google Drive, OneDrive for Business, and SharePoint Online. Also mobile printing services such as Google Cloud Print, AirPrint, Mopria, and Sharp Print Service Plugin.

### Convert Documents via OCR

OCR capability lets you convert a scanned document into a searchable PDF file or into an editable Microsoft Word, PowerPoint, or Excel file.

### Easy User Interface

The intuitive Easy UI mode, simple function icons are displayed on the

10.1-inch colour LCD touchscreen.

### Motion Sensor

A built-in motion sensor detects your approach to the MFP and wakes it from Sleep mode. The control panel lights up and the machine finishes warming up as you enter your desired copy or scan settings. Then, with a minimum of waiting, you simply push the Start button to get the job underway.

### Secure Access Control

System administrators can easily keep track of user credentials, which makes for an efficient and highly secure operational environment. And with single sign-on, you can access internal network folders by simply logging into the MFP—there's no need to re-enter your IDs and passwords.

### Other Key Features:

- Control panel tilts at various angles for easy access.
- Automatic toner cartridge eject function ensures all toner has been consumed.



- New low-melting-point micro-fine toner helps reduce MFP's energy consumption.

- Multi Crop Function creates separate files for multiple different-sized documents, such as receipts

and bills that are scanned simultaneously.

- Sharp OSA (Open Systems Architecture) allows integration with network and cloud-based applications (optionally available).