



Wide-Format Printer Market in Brazil 2011



SIGN Brazil, FutureTEXTIL



Introduction

Three growing trade shows are under one roof,

- Serigrafia 2011
- Sign 2011
- FutureTEXTIL (sic) 2011

All are merged within a continuous space; there is not much physical separation between the halls. However one area does have more silk screen equipment; one area does have some more textile and dye sublimation, and one area has all the key brands of wide-format printers. But there is not much rigid separation between the halls and there are dye-sub textile printers in all three areas; and solvent printers and UV-cured printers in all three areas also.

The next edition of this will have more photographs, so please return on Thursday for more photographs.

After that, next there will be a \$324 edition, and a TRENDS edition. Both with hundreds of additional photographs of booths and products. These will have all the ink booths in an ink list; the media booths in a media list. There will be separate lists of all UV-cured printers and a separate list of all textile printers.

Normally we fly four to six of us to a trade show, but for regional or local expos we tend to fly just one or two of us. With the assistance of Sam*Ink, two of us were flown here to Sao Paulo. So with two instead of six staff present, we are still working on the lists. But in order to get this first edition out as early as possible, we provide here a list of pertinent wide-format printer exhibitors in alphabetical order.

This expo is as large and possibly larger and busier than any major print expo anywhere in North America. There is not any other print or sign expo anywhere in Latin America that comes close to the size of this expo in Brazil (and the attendance here in Sao Paulo was remarkable: big crowds, every day, day after day, for all four days. Nothing like this any day at Graph Expo in Chicago whatsoever. But what is totally unique about this Brazil exhibit are the printers designed and manufactured in Brazil. Just that only one or two brands are really made here; the rest are simply from China and rebranded in Brazil.

The one difference is that new products get launched at SGIA, ISA or FESPA. There are not to be expected any major international product launches at a local or regional expo. This event in Brazil is impressive: but is not yet international (though our reports will change that quickly). But what is totally unique about this Brazil exhibit are the printers designed and manufactured in Brazil. Just that only one or two brands are really made here; the rest are simply from China and rebranded in Brazil.

One of many things we both learned at this expo in Sao Paulo is that many people in Brazil read the FLAAR Reports. As we walked down the aisles, in booth after booth, people came into the aisle to introduce themselves and invite us into their booth. The President of Sign Supply, Marcos Comparato, was one of our readers who came up to introduce himself, and during the subsequent conversation with him it was possible to learn about his company, which is one of the top 10 in Brazil (as is also judged by the position of their booth in the main hall, the size of their booth, and the diverse range of products.



Efi VUTEk GS5000r in the efi booth.

Another of the people who came up to introduce themselves was Andrei Targino de Arujo (Dr Ink, Brazil), who kindly printed many of our images of flora and fauna of Guatemala in the booth of Havir.

Ted Borowsky, President of Foster Keencut (USA) also came into the aisle to say hello and he introduced me to two of the Serilon staff. We see Ted at many expos in USA and he has kindly cut our prints when we need access to a cutter, as has Fotoba.

Since Brazil is in the Southern Hemisphere, this is their Winter, so temperature was cool most days; cool every night. Only one day was hot. The air-conditioning in the expo center, however, was frigid (and must have wasted a huge amount of electricity). It would be better to have a bit less freezing air (though at the Shanghai APPPEXPO, that was far too warm on at least two days).

UV-Cured Printers

One UV-cured printer manufacturer was advertised in a full page ad in the exhibitor catalog but had zero printers in their distributor's booth. We comment on this in our separate TRENDS edition. In the TRENDS edition we list every single UV-cured printer at the expo, and discuss the market situation and pros and cons of printers such as Mimaki.

There were efi VUTEk printers in two booths: two large GS-series VUTEk UV-curing printers at the strategic location at the front of the expo; and a third VUTEk (QS3250r) and an efi Rastek H652 in the booth of a distributor, Alphaprint.



Typical mass of eager attendees waiting for the doors to open. The efi booth is the first booth they see when they enter the hall. Someone sure was clever to select this strategic position.

I checked the color gamut of the Rastek printer:

- excellent skin color
- excellent metallic gold color
- great blue color of the person's eyes
- solid blacks.

Latex Ink Printers

Latex everywhere, which is good since all the competing brands of outdoor printers will not be unleashed until autumn this year and spring in 2012. So HP is understandably trying to sell as many latex printers now as possible before printshops realize that many viable competing inks will be readily available in a few months.

Water-Based Printers

Epson Epson everywhere. Canon only rarely (but was indeed present). HP had more emphasis on latex ink than on water-based.

Solvent Printers

Very few of the solvent printers were leaving the ink unwet. When you walked down the aisles, you could hear your shoe soles sticking to the wet solvent ink in front of almost every booth.

Lots of Chinese solvent printers, but usually rebranded with local names, and with half of the booths claiming the printers are manufactured in Brazil. At most only one or two brands are really "manufactured in Brazil" and most of the others are at best assembled locally from Chinese components. For most however, the only remanufacturing is removing the Made in China metal name plate from the back. Evidently there is no law in Brazil that requires the actual original metal plate to be present and unmanipulated.

Roland and Mimaki had major presence, in many booths. Mutoh was present but not "everywhere" as were Roland and Mimaki.

All this we discuss in the two higher level editions which you can order from FrontDesk@FLAAR.org. Seiko had a presence of their mild-solvent printers also, as did Epson. The Epson GS6000 is a modified Mutoh ValueJet; both the Mutoh and the Epson provide good quality output.



HP Designjet L25500 at Digigraf booth.

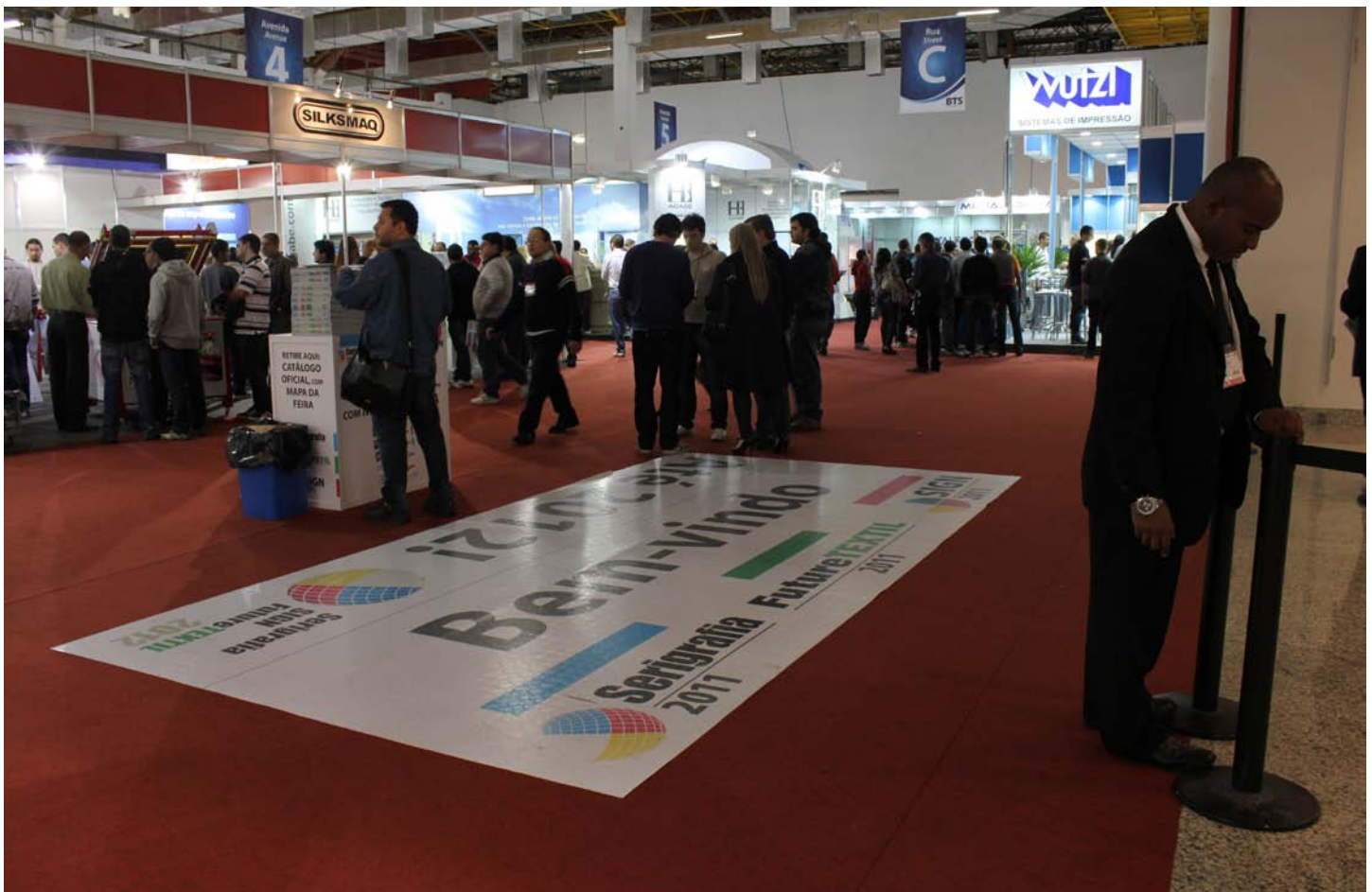
Too many companies claim, or insinuate, that they manufacturer the printers themselves

In Europe, in Latin America, and in North America, several companies claim they manufacturer their own printer. In 90% of the cases, this is simply not true: they are only rebranding a printer made in another country. Merely adding printheads to a printer shipped in from Asia is not “manufacturing” that printer. And replacing two or three components of a Chinese printer is also not “manufacturing” that printer.

There is one company in USA that claims they “manufacture” their UV-curing printer. But when they realize that you know it comes from Shenzhen or Shanghai or Beijing, then they admit that they replace only the vacuum pumps and two or three other components they know will fail quickly (it is cheaper to replace them before they deliver the printer than to send a tech support person out several months later when the original component actually fails).

Replacing components is not “manufacturing” the printer in America.

The other trick is to receive all the parts of the printer, and to assemble them in your home country. But this is also not truly “manufacturing” the printer. You are only assembling the printer. Two companies in Eastern Europe used this ploy for many years. Actually finally each company did begin to do design and manufacturing of some components themselves. But the original claims in the early years were untrue.



Entrance of the FutureTEXTIL area.

Another trick is to say the printer is designed in USA but manufactured in China. Even a Fortune 500 company, DuPont, made this suspicious claim. For the third generation they had to design a few features since the first two generations fell apart or wore out too quickly! But for the first model DuPont claimed was “their printer” it was so obviously made in China.

The same claims are made for ink. However we have learned that there are indeed perhaps three or more ink factories actually in Brazil. As soon as visits can be arranged, we will list which multi-national ink companies actually produce ink in Brazil.

Even Fujifilm likes you to think that their printers are made by Fujifilm themselves; they do not like to hear the word Mutoh for their solvent printers and never like to hear Oce for their UV-cured printers. This is strange since Mutoh Europe makes excellent printers and the Oce Arizona is the most popular UV-cured printer in the world. So disowning the true origin is a bit unexpected.

Rebranding itself is fine; it builds a brand identity, and the distributor that stands behind their rebranded products is commendable. So FLAAR understands and accepts rebranding: even car manufacturers do this: one of the Porsche SUV models is a rebranded VW. But everyone knows this; and no one tries to pretend that the two vehicles don't share the same frame (besides the two companies own each other!).

So we are familiar with the long-standing tradition of rebranding, just that for us to evaluate a printer, we do need to know the original factory. Thus we especially appreciate those distributors and managers in Brazil who, in their booth or in their product brochures, courteously and helpfully identified the original manufacturer of their printers.



Registration floor.

Textile Printers

Scores of dye sub textile printers, including Digi-Fab from USA, but not as many \$300,000 brands as in VIS-COM Italy and nowhere near as many dye-sublimation printers as in APPPEXPO Shanghai a few weeks ago.

No former Gandinnovations AquaJet anywhere; neither in Agfa booth nor in booth of their distributor. The AquaJet has been conspicuously absent at most trade shows this year (was only present at Graphispag and one or two others). Why? Is this related to the fact they found DuPont ink difficult for the favored print-heads? Where is the new ink sourced (two other inks were also abandoned: an original Gandy oil-based ink; then a second ink; then DuPont ink). We hope the AguaJet can find a functional ink and can become competitive, since so much time, promise, promotion, and funding has been sunk into this printer platform.

No Durst Rhotex 320 textile machine either (no other Durst Rho printer either).

No 3.2 meter Mimaki printers (at least none that I noticed); only up to 2.x meter machines for textile printing on a Mimaki.

Sign Supply had two sturdy looking Mutoh textile printers, among the many kinds of printer, inks, media and other tools for signage in their booth.



Digifab BP-64 Textile printer.

Alternative Inks

Sepia ink not present but Jetbest had their logo in two places on the wall of their distributor.

One booth was using toner (normal desktop toner printer) to print on transfer paper to transfer to tiles. Tile There were efi VUTEK printers in two booths: two large GS-series VUTEK UV-curing printers at the strategic location at the front of the expo; and a third VUTEk (QS3250r) and an efi Rastek H652 in the booth of a distributor, Alphaprint. was then baked in an oven. Interesting.... But endless workflow and all hand-labor. Colors not very bright. But would last longer than dye-sub (which fades quickly in the sun, or even inside if sun comes through a window).

What will be in the \$324 version of the FLAAR Reports on Brazil expos?

- Specific list of all textile printers
- List of all ink brands
- List of all models of latex ink printers
- List of all models of UV-cured printers
- List of all Chinese brands of printers with Epson DX5 and "DX7" printheads.



Jetbest ink in Nova Silk booth.

If you buy the \$324 edition, and subsequently realize you also need the TRENDS edition, you can use the \$324 as a credit (down payment) towards the cost of the TRENDS edition.



Kongsberg XP in Alphaprint booth

What is in the TRENDS edition

\$2100 for the full report

\$3200 for the full TRENDS report plus direct Skype #, QQ #, personal e-mail, and/or telephone number of Dr Nicholas Hellmuth, so that you can speak with him directly.

- Complete list of all distributors and what they distribute: inks, media, substrates, printers, cutters, etc.
- List of suggested hotels near the expo center (clean, quiet and reasonable cost).
- List of all major UV-curable printer companies that did NOT attend this Brazil expo, and a discussion of why not.
- Comments on Epson's new dye-sublimation printer which has been under development for over a year.
- Mention of a pseudo-3D substrate. This is an exciting new trend, so we list the brand names or at least the distributor whenever we can find information.
- Discussion of why some booths were boring; why some booths did not attract visitors. If you are a distributor (or a manufacturer who wants to sell products at a Brazil trade show) you might want to find out what makes a booth successful here in Brazil. We at FLAAR study booth architecture and also behavior of booth personnel: to assist in training and improving your chances of success.
- Comments on attendance: what kind of people attend: what people do not attend. How this expo differs from ISA, SGIA, FESPA, VISCOM.

Plus

- Specific list of all textile printers, by brand, and by distributor.
- Specific list of all textile ink brands, by type (dye sub, disperse, etc) and by distributor.
- List of all kinds of other inks: solvent, UV-cured, water-based, etc.
- List of all latex ink printers, by model, and by distributor.
- List of all the media brands or distributors that we could notice, find, and itemize.
- Comprehensive list of all UV-cured Chinese printers
- Full list of all Korean printers
- List of all Taiwan printers (all ink types).
- List of all brands of solvent printers that we could notice and note.
- Descriptive list of all printers with DX5 and DX7 that we could find

To order the TRENDS or to order the \$324 edition, write FrontDesk@FLAAR.org so you can be invoiced.



Sign Supply booth

Wide-Format Inkjet, Printers, Inks, Media
A t Z List

This is a list by Nicholas with some additions by Sofia. A longer list will be in the two higher level editions, but the free list here is a good start.

3M
Media

Actos
Media

Adenil
Saturn brand ink, Row 11

Agfa
AgfaGraphics, :Anapurna M4F, :Anapurna M1600; flat-bed Jeti 1224 UV printer no bigJeti; no Aquajet at all.

AHB
Mimaki textile printing

Akad

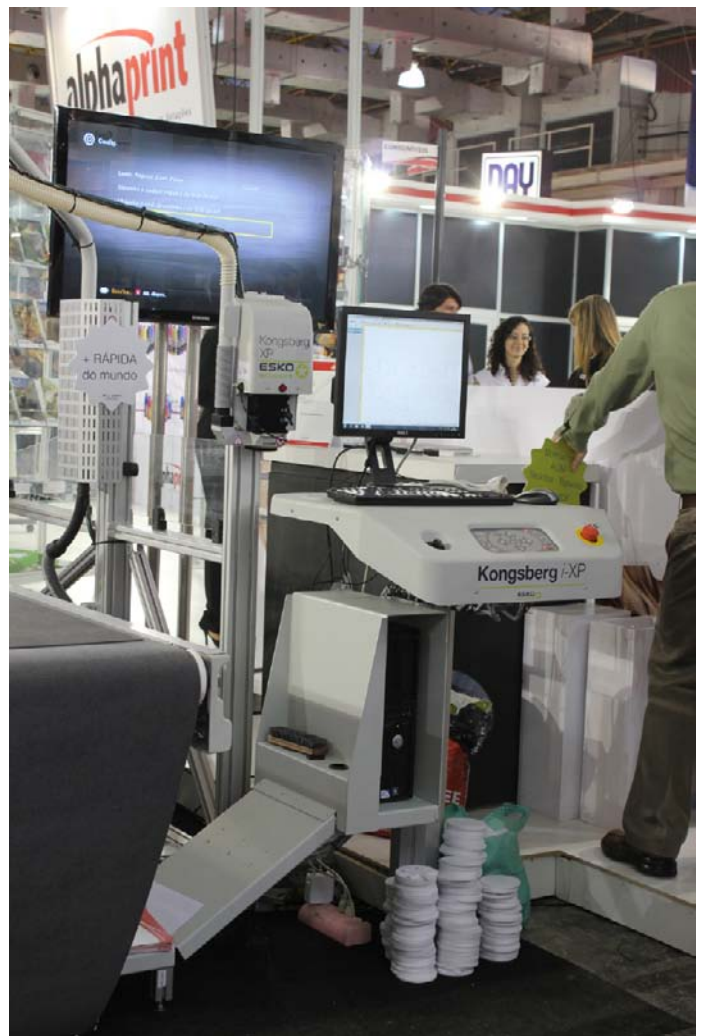
Fina Infiniti (Aeromatrix) All solvent; no Infiniti UV any more; GCC cutters but no GCC uv-printers. but also Seiko V-64s, W64s, H-74s.

Alphaprint

Kongsberg, i-XP; efi VUTEK QS3250r, efi Rastek H652, two HP L25500,

Ampla

Big heavy-duty solvent printers, all of unique design. Some models offer Ricoh printheads, others offer Konica Minolta or Xaar printheads. No UV printers. Their Targa T 3208 and a second of their solvent printers were printing impressively fast. But we have not visited any end-users nor the factory so are not able to comment on overall performance.



Kongsberg cutter at Alphaprint booth.



efi Rastek H652 in the Alphaprint booth.

Aupicor Ink

Apollo ink

Aviso CNC

BG Soluções

(sorry about lack of accent). Four Chinese-looking solvent machines. Used Seiko printheads. Seiko in China is controlled by one company, so that helps locate the source of these printers. Printing was very slow.

Bordeaux ink

BM do Brasil,

d-gen textile printers.

BR Group

Small printers like those of Gateway (Crystaljet) but no UV. If you walked on the other aisle you then saw larger printers. All Chinese printers rebranded as "BR" But the staff were open and honest about identifying which Chinese brand was which printer. We give special mention to distributors who are clear about the brand and country of origin of their printers.

Colacril Sign

Media

Danfex Digital

Digital, Dilli NEO TITAN UV-1604DW; Dilli NEO-TITAN UV-1606. These well engineered Korean printers were printing attractive color gamut. Other UV-cured inks in other booths were not as good a color gamut.

Dampex

Rolan Sublink



Dilli Neo Titan UV printer at Danfex Digital booth.

Day Brazil (Signal Signs was another name)

Tech Ink, HP Scitex FB700, Zund G3 XL-3200, HP L25500, HP Scitex LX800 printing on textile-like material.

Digicor

Is the name of the distributor, Niprint is brand name of printers; copies Mimaki-Mutoh chassis style (angle of front). Lots of solvent printers in their booth.

D.G.I.

Solvent and textile printers were in the ample and popular booth of Serilon.

Digi-Fab

“more leads in two hours here in Brazil than two days elsewhere”

Digigraf

HP distributor: HP Scitex LX800, two HP Designjet L25500, HP Scitex XP2750, Fotoba XL 320.



Dr. Nicholas Hellmuth together with Avedik Izmirlian, President of Digi-Fab, holding a printing sample at their booth.

Digit

Roland distributor

Dilli (see Danfex)

Row 11

DP Printer

Roland distributor; other hall

Dubuit

Paint, two booths; one named DubuitDigital

Efi Alphaprint

They had two separate booths, both identified as alphaprint Efi, but the one on the entrance of the show had much more presence of Efi in the signs, even on the map was only named as Efi but in the signs of the booth were identified as Efi Alphaprint.



Efi booth taken from above.



Efi booth view right from the entrance of the Sign show

Epson

The folks here were hospitable, but I could not help noticing that one blue tone on one eco-solvent GS6000 print was a strange color. In general there were more Epson printers in the Brazil expo than HP and Canon water-based printers put together.



Epson booth.

Empesol

Mutoh Distributor, MaxxPrime Ink (DX4 and DX5 heads), Row 11

F1 Suprimentos

Epson, Gamma ink

Flex Polimeros

Flexocom

Formato

Roland distributor; other hall

Fremplast

Epson but with Cromojet ink.

Fróes

GoldenSign, Dazzle-Jet printer (DX5), tiny stand so did not notice until second or third day.

Fujifilm

Mainly stressing after-market ink, for rebranded Mutoh printers (otherwise Mutoh has weak presence at this expo). Even had a Mutoh Zephyr UV-cured printer; output was really dull (not good advertisement for anyone's ink). Inca Spyder V (not seen hardly at any other trade shows).

Genesis Global

Epson, Genesis ink ULTRAUV, Pigmento

Giben

CoJet, the old flatbed UV-curing from Anderson in Taiwan. I describe the unfortunate output of this printer in the TRENDS edition of the FLAAR Reports on Brazil SIGN 2011.

Grupo BM

d-gen textile printers: Artrix, Teleios, Sublimacao ink, BM Chemical ink.



Grupo BM booth.



d-gen Teleis textile printer at Grupo BM booth.

Grafica Vagalume

Media

Goldpla

Media. This booth name is not in the otherwise excellent exhibitor list.

Havir

This is one of the most important companies in the sale of transfer paper. There was no entry in the published catalog under Havir.

Helioprint

Canon, laser printer toner for sublimation transfer to ceramic tiles.

HB Serigrafia

But typical screen printing situation in today's inkjet world; not one screen printing machine in their third-page ad; instead they advertised 100% Roland printers (including UV). But I did not notice their booth nor notice any Roland printers. I did not "find" their booth until several days after I was back home: in the expo magazine.



Andrei Targino giving a demonstration of the benefits of their product.



Printing a photo of FLAAR Reports for a demonstration of how fantastically works this transfer paper.



Andrei Targino de Araujo making a demonstration of dye sublimation printing of Mayan ethnozoology photographs from the FLAAR Photo Archive.



Photograph by Daniela Da'Costa, biology student, FLAAR, enlarged via dye-sublimation process.

InkTec

Capable ink manufacturer from Korea.



InkTec booth.

FLAAR Reports
Dye-Sublimation
 Direct-to-fabric & Heat transfer

InkTec SubliNova Pro

Here is the first of the new FLAAR Reports that are being prepared on inks of InkTec

FLAAR Reports
Eco-Solvent Inks for

Roland, Mimaki, Mutoh

Here is the second of the new FLAAR Reports that are being prepared on inks of InkTec

Inkwin

inks; and TwinJet printers

Ink pan

Inkbank



Jetbest was featured in the booth of Nova Silk.

Inkmixx

Isoliner

Textile media

I9 Tintas Inova Primejet ink

Jetbest ink

In booth of Nova Silk.

Jetsoul

Dazzlejet 1801E, terrible mottle pattern. Epson DX5 solvent printer; others KM printheads. No identification as to actual country of origin; original metal manufacturing plate covered.

Jetway

PRIMEjet ink, MIZINK.

J-Teck

Primarily disperse dye and pigmented textile inks.

Marbor

Mimaki dealer: JFX-1631 plus (not printing but compressors making loud shrill sound; same problem with the JFX-1631 flatbed in the main Mimaki booth: too much noise); UJF-3042

Marabu

Ink manufacturer, with main office in Germany.

Mimaki

Had several distributors (but nowhere near as many as Roland).

- Mimaki TextileJet Tx-400-1800B
- Mimaki UJV-160 with hybrid tables
- Mimaki JFX-1631 plus
- Mimaki UJF-3042



Mimaki JFX-1631 plus at Mimaki booth.

Miracle Plotters

Plotters, Chinese solvent plus a relic from the past century, a Matan Sprinter B, Sprinter Plus 36. Matan is a capable company, but after getting to know a printshop owner in Florida that tried another model of this thermal dye transfer technology it was pretty clear why he returned his printer to the distributor as not very realistic a technology (too much ink wasted; too much ink wasted at start up also). But if you can afford the ink, does a nice job printing. A decade ago this was my favorite technology (for quality; not for practicality).

Nova Silk

Epson printers, JetBest ink, Aisle 10



Roland SolJet Pro XJ-740 printer.

Neolt

Asterjet 1650 hybrid UV-cured printer (grit rollers against pinch rollers)

LTFLEX

Media

Oce

Arizona 360GT; Oce Arizona 550 XT, and a few Canon printers

UV-cured ink color gamut varies from bizarre to really unacceptable for some logo colors.

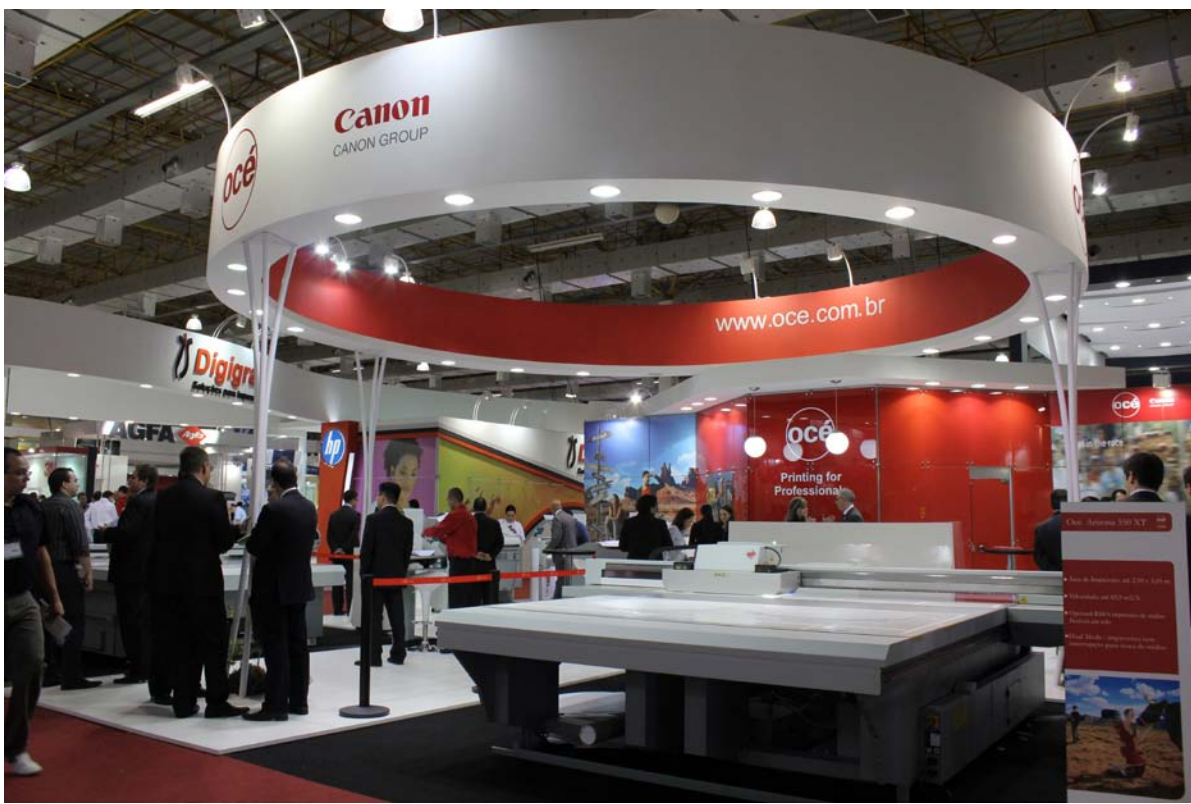
Five years ago, two major multi-national UV-cured ink manufacturers could not even print their own corporate logo colors. Today in 2011 the colors produced by UV-cured inks are improved, but I do not understand why UV printer manufacturers are not more factual when they describe their ink color gamut.

The biggest problems are that greens are too yellow and yellows are too green. Some yellows are "dirty."

Some magenta and cyan is too over-saturated (and I do not mean a problem with the Adobe Photoshop work; yes, that's also an issue; but I mean the ink color itself is simply inaccurate).

The colors that are gorgeous with UV-cured inks are: skin, hair, stone, wood, metallic (gold and silver included).

Some UV-cured inks provide an acceptable color gamut; other UV-cured inks are quirky. Just be aware of this when you compare UV-cured inks with the other newer inks that are coming out, such as Sepiax, Jetbest, and others that will appear in 2012.



Oce Booth.

PlastSign
Roland only, Row 11

Povareskim
color consulting, Epson, dye-sub ink from Korea.
Brand name is Chromedot

Portaplast
Media

Polyfly
Media



PlastSign booth at Sign Brazil Expo.



Portaplast booth at Sign Brazil Expo.

PrintLAT

Distributors of Sicol, Seiko, Northern lights, ICETcolor.

Prismajet

Two UV cured printers, solvent printers, etc;. booth of Sign Supply

Quinprint

Epson as dye sublimation printer (on transfer paper)

Roland

Official corporate booth, LEC-540, LEJ-640, Row 11

Ritma

Media

SAI

RIP manufacturer



PrintLAT booth.



Serilon booth.

Saturn

only solvent printers. Other hall

Saven ink

Serilon

Agfa distributor; also Agfa Graphics had its own booth. When I asked the President of D.G.I. (who was walking the show), he said his printers were in the Serilon booth. But I never noticed them (or any D.G.I. logo) the first days. The tradition in Brazil to cover over the original brand name has the reverse effect: people don't recognize what is being offered. Serilon is clearly one of the largest and most successful distributors in Brazil. They had a large booth, packed with enthusiastic sales reps and customers. Ave. 9

Sepia

Microink, Niprint solvent printer

SID

booth was closed off totally on two sides and 60% on the other two sides. A challenge to figure out how to get inside. Once inside you see

- SID Triton-TX-180, dye sub unit is 3x faster so no point having it attached to one printer; best to have it separate and handle output from three individual separate printers.
- SID UV-200-S with hybrid tables (big Neolt printer)
- SID UV 165-P, with hybrid tables (small Neolt printer)
- SID Triton-S-210, hybrid tables (not UV-cured)

Signal Signs

Tech Ink, see Day Brazil

Sign Supply

PRISMAjetUV FK-1832-UV, PRISMAjet FK-2512-UV



Sign Supply booth with UV-cured flatbed.

SAM Ink

after-market ink for HP printers; in booth: HP 1050C and HP 5000

Smart Signs

UV combo from Flora. We congratulate each distributor who correctly identifies the source of their printers. Also two solvent printers.

Sul Printing

Mutoh distributor.

SP Media

Sovinil

Media, Cromajet ink, only one Wit-Color printer; attractively decorated booth.

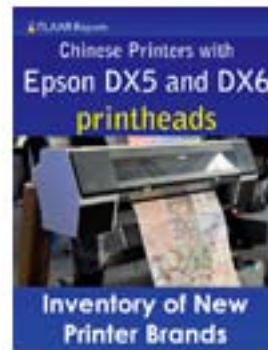


SAM Ink booth.

Sul Printing,

Mutoh distributor; and non-Mutoh Smart Color 1601, a rebranding of standard Epson DX-whatever Chinese printer. These tend to be either from A-StarJet or Micolor or related clones. But we have found a much more robust Chinese printer with Epson printheads. We reveal this other better option in our FLAAR Reports about DX-printheaded printers at Shanghai APPPEXPO 2011 .

You can download this from
www.wide-format-printers.org
or www.large-format-printers.org



Suprimarketing

Had a double-page spread in the exhibitor list magazine, but was so “invisible” it was not even in my list of booths that I noticed. It was not until three days after the expo that I found the advertisement, and saw them in the exhibitor list. So be careful that your booth is not unnoticed to outside visitors! The book advertised Arlon substrates. Had a Mimaki UJF-3042 uv-cured desktop printer but no signage-sized Mimaki UV. Most of their Mimaki printers were solvent-based.

t&c,

Many Epson models, Screen TruepressJet2500uv. This was a relatively large booth, but not much excitement anywhere near the Screen TruepressJet2500uv printer.

TecPlotter

Wit-Color solvent, weak colors, probably Epson printheads; Wit-Color textile printer over standard Chinese sublimation unit.

Utec Ink

Vinilsul

Is another company that I never noticed at the expo. I saw their name only in the catalog three days later (when I was back home). Having an “invisible booth” that even the Press miss is awkward. Maybe I saw them under the name of Saturno, since Saturno booth I did see. In this case they have a definite branding issue.

Vulcan

Media

Wit-Color in booth of Hicoat

only solvent printers; no UV-cured.

Zund

and Mecanumeric cutters in the same booth; Matan distributor sign but no actual Matan printer. None in Fujifilm booth either.

Which major UV printer manufacturers were absent?

In our TRENDS edition we discuss why four UV-printer manufacturers were not present.

The three co-located trade shows are organized by

Organized by Grupo Sertec, publisher of Sign Magazine. The organizer of the Brazil show has recently been purchased by IPEX. A hospitable distributor introduced me to the editor of Revista Sign magazine, Luiz Ricardo Emanuelli, and then to the two key people of IPEX from the UK main office: Trevor Crawford, Director, Print Group, IpeX World informa exhibitions, and Nick Craig Waller, Marketing Director.

The directory and exhibitor list and maps in the handout are the best of any trade show in the world. Other expos do not have this size exhibitor guide because they are a bit bulky to carry around; and due to size awkward to handle. But the organization of this SIGN 2011 expo exhibitor guide is, for the kind of information I look for, really helpful.

What FLAAR would like to do is to add our style of printer-model-by-model lists (for 2012), and we hope to suggest new ideas to the capable and experienced expo organizers. FLAAR likes to work with trade show organizers so there is more benefit to the exhibiting companies by making the visit experience better for printshop owners, managers, and printer operators. We have already initiated a new system of maps for ISA sign expo. We experimented with this new concept at Dubai sign show earlier this year.

Trade show facilities

I comment more on the trade show facilities in the TRENDS edition: on the location within the city, and on the physical features of the buildings, halls, and organization of the aisles. The layout was unique and not similar to any expo I have been in anywhere else in the world.



A view of the massive crowd at the entrance to the trade show.

Venue: São Paulo

Airport far from the city; a long ride (and hence costly for taxi).

At the expo center north, "Millions" of cars in the parking lot, because reportedly no metro stop close by.

Electricity went out after about an hour, and stayed off about 20 minutes.

Hardly anyone speaks English in a booth or in the organizers. The only other expo in the world with fewer English speakers was the main expo in Japan.

Hotels are available within 10 minute cab drive, but not too many hotels within walking distance. Traffic is legendary so not good to stay downtown or otherwise further away. In our other editions we provide tips on what hotels we suggest if you wish to attend in 2012.

There are several trade show complexes in Sao Paulo so be sure you have full name and address of the correct exhibit hall complex.

Other trade shows in Brazil; as in USA there are several different expos. One is in November in the south. In August an exhibit of photo printers.

If you are US citizen you need visa for Brazil, and it is not cheap whatsoever. They very clearly say (on the receipt) this is in retaliation for US requiring a costly visa for their citizens. It is unfortunate that people trying to assist increasing business in Brazil get hit with this kind of expense. But that's life.



Park area in front of the Exhibition Centre North.

What about safety on the streets of São Paulo?

Atlanta is not very safe. After dark I would feel safer in downtown Sao Paulo than in downtown Atlanta.

If you hit the areas of nocturnal “clubs” you may have safety issues both outside and inside. Since every night I worked on preparing the FLAAR Reports I did not have any opportunity to experience Brazilian clubs, but I did go to a different steak restaurant every night and felt perfectly safe. But I was always with local people and never by myself.

The hotel had many security personnel inside the lobby; all with communication devices. Even the bellboys could speak with security directly in real-time (something I have not seen at hotels in other countries). So I felt safe in my hotel.

Many people warned me to reconsider going to Brazil, but I saw no problems at the airport or in the area of the expo center nor in my hotel. But that’s also because I never went walking around on my own. I took the hotel shuttle. I would think twice about walking back to any hotel from the expo center since the area between the expo and the nearest hotel is in fact abandoned.

At the expo center you feel completely safe because there are security people everywhere. And a few booths had Rambo-like individuals (which was a bit much though). However there were warnings in every bathroom not to leave your cameras or computers unattended. And I would assume there could be pickpockets in the crowds. So just don’t walk around with cash sticking out of your pocket. In other words, be realistic. In summary, I have no hesitation about returning to Brazil. On this trip we went to the botanical garden and felt totally safe inside. But I will admit I did not go wandering around the city. In China, Singapore, Korea, Germany, etc, I walk around the streets and never think twice about it. But just be street-smart in Latin America, stay with colleagues who live in Brazil, and don’t wander out yourself to an “entertainment” club (unless you are taken there by local people who can guarantee your safety).



Picture by Sofia Monzon from FLAAR Reports.

Summary



Invitation to visitors to the fair next year 2012.

Ignore the unfortunate name "Serigrafia." This is a signage printing and textile decoration expo. This is not a silk screen printing expo. This is not an offset printing expo either; nor office copiers. This is wide-format inkjet.

People in Brazil are friendly, but study a bit of Portuguese before you come, since surprisingly few people speak English (though you may be lucky; or you may speak Spanish or Italian and be able to get by with those languages). My Deutsch was not very useful here (though is in most other countries of Latin America)

The expo is packed solid with visitors.

Just be aware that since São Paulo is a city of about 19 million people, the expo organizers cleverly don't start the expo until 2 pm. This allows all the local people to work in their own offices in the morning, have a quick snack, and then put in seven hours at the expo (it closes at 9 pm).

If you are a manufacturer wanting to learn about Brazil markets, or a distributor in Brazil wanting to understand which Chinese, Korean, Taiwan, or other products are best for you to import, FLAAR provides consulting services, both before, during, and after this Brazil expo.

We can also provide consulting for you at SGIA, at VISCOM, and next year at D-PES (Dongguan) and Guangzhou, or FESPA Barcelona, or ISA Sign expo in America. Ask ReaderService for a list of consulting options.

Acknowledgements

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Picture of Sam * Ink Staff, Roberta, Romulo Munhoz, Gabriela Munhoz, Rogrigo Munhoz and Leandro Munhoz.

First posted 22 July 2012. Updated July 26th with more photos. Updated again July 27th, with more photos. Updated again August 4th, with more photos.

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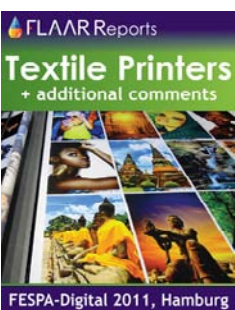
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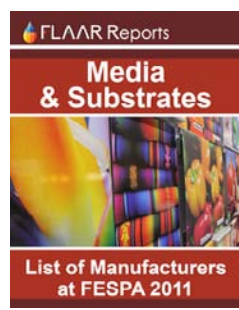
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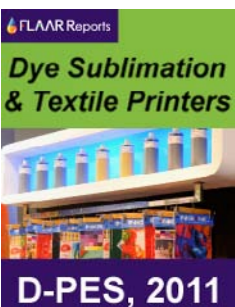
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