

**UV-cured flatbed
printers**

**Dye-sublimation &
other textile printers**

**Eco-solvent &
water-based printers**

**VISCOM Italia
Milano 2011
Exhibitor List**

UV-cured flatbed printers
 Dye-sublimation & other textile printers
 Eco-solvent & water-based printers

VISCOM Italia Milano 2011 Exhibitor List



Introduction

This is the third update of the FLAAR Reports on the Viscom Italia 2011 exhibitor list, which will help you prepare for Viscom Italia in Milano in 2012. This exhibitor list for Viscom Italia will be updated with more photographs and additional text once I recuperate from jet-lag (from the long flight back from Milano).

A week or so following this free report there will be a more comprehensive TRENDS report, which can be ordered by credit card; or we can invoice and you can pay by wire transfer.

Awards for best booth, most interesting product, etc.

One of the honeycomb sandwich board companies had the most innovative manner of displaying media (yes, photos are in the process of being prepared). So we give their booth the award for the **best booth made completely out of honeycomb material**.

We will show photographs of the most innovative booths when we have processed our photos.

Most innovative advertising vehicle (I don't mean vehicle as a car, I mean vehicle as something to show something). The manager of a balloon company was walking an elephant around the floor. Was great to see. We also have photos of other cute animals in his booth. This company deserves an award for their innovation (even if it is not decorated by wide-format inkjet).

Best example of a honeycomb sandwich board application: a remarkable sofa-like chair in the corner of the Zund booth.



Award for most illegible Logo

Since Italy is all about style, you get thousands of remarkable logos. Unfortunately some logos violate about every rule of common sense. There were several companies whose booths featured corporate logos that vied for the award of The Most Illegible Logo.

As a courtesy we do not name the brands in this free report. We will show the logos in the TRENDS version.

UV Printer list

The special edition, which you can order by credit card by asking FrontDesk@FLAAR.org will list the exhibitor booth (distributor) and provide additional information.

Agfa :Anapurna MV in booth of Linkman.
 Agfa :Anapurna M2540 FB in booth of Linkman
 Agfa :Anapurna in the booth of Spandex.

Durst

Durst Rho 750
 Durst Rho 500R, dedicated roll-to-roll
 Durst Omega 1

efi Rastek

efi Rastek H652 combo belt UV flatbed

Flora, RTZ

Flora roll to roll UV in the booth of Digitalia. Previously Digitalia was the distributor for Teckwin. But most distributors have not been showing that brand in public.

Fujifilm Acuity

The Fujifilm Acuity Advance HD2565W series is a Fujifilm version of the popular Océ Arizona. Fujifilm Acuity LED 1600 was the fastest LED printer at the show, with hybrid tables.



GCC
 A rebranded GCC combo belt printer was in the booth of KIP Color as the KIP Color UV 180j. I did not see any GCC booth, not even for CO2 laser cutters, but it was probably somewhere that I did not notice. But KIP is growing in several countries.

Ironic is that a second different KIP booth had just HP printers, no GCC.

HP
 Zero UV-curing printers in the booth of HP. HP showed only water-based and latex-ink printers. No UV. Their UV printers were all in the booths of distributors.

HP Scitex FB 500
 HP Scitex FB 700 in two different booths. All the distributors are discussed in a separate FLAAR Report, which can be ordered by credit card via FrontDesk@FLAAR.org.

Matan
 5 meter Matan Barak but not the new IQ model

Mimaki, Bompan, main distributor
 Mimaki JFX-1631plus with roll-to-roll unit bolted on. We have under preparation a report on the differences between “pull over the top of the entire flatbed” roll to roll, and the Oce-style of roll to roll.

A second Mimaki JFX-1631 had no roll-to-roll unit.
 Mimaki UJF-3042FX, two of them
 Mimaki UJF-706

Mimaki UV-cured printers at other dealers
 Mimaki UJV-160 roll-to-roll
 Mimaki UJF-3042FX in another booth.
 Another Mimaki UJF-3042 (not FX version) in another booth



Mutoh

Mutoh Zephyr, as always in Italy, not in Mutoh corporate booth, but in smaller distributor booth.

Neolt

Neolt Aster-Jet 2200 hybrid tables

Neolt X-Jet 2050 roll to roll

Neolt Elite 2030 dedicated flatbed

Oce

Oce Arizona 360 GT in Canon booth (looked totally out of place surrounded by water-based printers).

Oce Arizona 550GT in distributor booth, ironically parked next to a Triangle INX logo (and not the expected Fujifilm Sericol logo).

Oce in pastel Fujifilm colors, rebranded as Fujifilm Acuity Advance HD2565W, in Fujifilm booth.

Roland

Complete range of Roland UV in the Roland booth

Two Roland LEC-330

Roland LEJ-640 with hybrid tables.

Roland LEC-540, pretty fast but not as fast as the Fujifilm Acuity

Two Roland Versa UV LEF-12

Roland LEJ-640 with hybrid tables in distributor booth

Roland LEF-12 in distributor booth

SwissQprint

SwissQprint impala in booth a distributor

VUTEk

VUTEk GS3250r

VUTEk QS2000 both in main booth of Euroscreen

Which brands were missing?

Which brands were present last year, and missing this year? This is precisely what is a trend, and is why we have a separate report, TRENDS. If you are a distributor in any country in the world, you might like to learn which brands are distributors in Italy dropping, and why.

Perhaps you can avoid being stuck with a manufacturer that has a bad track record with their other distributors. FLAAR provides increasing services for distributors around the world.

XY Flatbed cutters and CNC routers

Kongsberg exhibited an i-XL and i-XP. The Kongsberg booth was cleverly situated between HP at the front and Durst at the back.

Zund GS XL-3200

Zund M—800CV

Zund had a huge booth.

Many many more brands of flatbed cutters were exhibited. We list these in the more detailed editions of the FLAAR Reports on Viscom Italia.

Solvent printers

There were only two Chinese-made solvent printers at the show: one from Liyu and another from another manufacturer, rebranded in an ink booth. We identify the manufacturer in the higher level FLAAR Reports.

Seiko had a good presence:

Seiko W-64S

Seiko H2-74s

Seiko H2-104s

The Roland booth was packed, but not as much as in past years. This is the only booth at a trade show that can erect a giant wall around at least two sides and still get the booth filled. Normally, if you erect a wall around your booth (as MuchColours did in 2008) you guarantee a lack of visitors. This year MuchColours was nowhere to be seen, and I think they were absent in 2010 also.

Because eco-solvent printers are a commodity, we do not itemize every model any more. But here are a few notes. Mimaki had their master distributor, Bompan, but also many other distributors, such as EuroScreen. Mutoh had at least one distributor besides the main Mutoh booth. Roland had a few distributors as well. As in most countries, Roland and Mimaki have the most presence.

Not as many after-market inks at VISCOM Italy as at FESPA or ISA

Fewer after-market inks were exhibited in Milano than at other venues elsewhere in the world. Triangle ink was everywhere: their own booth plus their brand featured in many other booths.

Media and Substrates

Not many Chinese media manufacturers exhibiting at this Italian expo.

Last year one VUTEk UV printer was printing on PP (DuPont branded). Last year the Matan Barak (rebranded by Fujifilm as UVistar) was printing on PE via Cooley (in that year probably from the Canadian manufacturer of PE; this particular source has a mixed reputation). Now reportedly there is a new source. But, this year in 2011 there was no Matan Barak in the Fujifilm booth. Instead Fujifilm featured their new LED-curing 1.6 meter hybrid machine.

There was a Matan Barak (direct from Israel, not rebranded in Japan) and it was printing on normal signage material, not PE).

Water-based printers

Epson had their normal batch of water-based and one solvent-based models. In their “back room” Epson was showing one of their new (unreleased) printers. We are familiar with three of the printers that Epson will release by DRUPA. This information is available if you request the TRENDS report in the in-person version (see end of this free report for list of what higher levels are available).

Latex ink printers

Most booths exhibited the two new models of entry-level latex printers

HP Designjet L26500
HP Designjet L28500, 104”

But one or two booths still had the old HP Designjet L25500. The downside is that the old models are not upgradable to the new features. This is a bummer if you just paid money for model L25500 only to learn of all the features on the L26500 that are supposedly so much better and thus lacking on the model you just bought!



What will be the VISCOM Italia Milano 2012 exhibitor list be like?

Exhibitor list for VISCOM Italia Milano 2012? What will this exhibitor list be like after the unexpected and significant drop in both booth size and numbers of companies exhibiting during 2010 and the continued drop in 2011? And what will VISCOM Milano Italy 2012 exhibitor list be like in a DRUPA year, when FESPA 2012 in beautiful Barcelona will be luring the entire world to their expo halls?

We hope all regional trade shows are successful. Fortunately the drop in booth quantity and size for 2011 was perhaps only 5% or 10%, but it was nonetheless very noticeable. But at least 2011 did not drop over the previous year as much as the collapse in 2009. Plus, Viscom Italia is still larger than Viscom Paris and Viscom Spain put together! And Viscom Italia is larger than Viscom Germany as well. So even in a DRUPA year, we hope to see you in beautiful Milano to see the exhibitor list for Viscom Italia 2012.

Branding is less confusing than in past years

Branding for the four Viscom expos has been confused year after year. It became better during the last three years but still is not perfect. In past years the organizers in each country could never coordinate their brand names. Every country was confused as to whether it was Sign Italy or Visual Communication, and was it Viscom or VISCOM. Was it Viscom Milano or Viscom Italia, and if Viscom in France was always in Paris (which is a good idea) why should it not be called Viscom Paris? Why was Viscom Madrid called Viscom Spain when it was always in Madrid?

The Spanish show had the most mishmash of branding splatter of any of the shows, as it kept calling itself SIGN whatever.

Today at least most of the shows are called Viscom instead of Visual Communication. But Viscom Paris and Viscom Spain don't make sense. The standardization still escapes the organizers.

I never went to business school, but I have been relatively successful in business, and the first rule is, don't have a Tower of Babel with your brands.

SGIA is SGIA (even though they went through a Tower of Babel changing from Screen Graphics to Speciality Graphics...). But at least they are still SGIA. ISA is good brand and FESPA has done the best. So we hope that the Reed organization will eventually become organized.

Trade shows are sinking, and being unorganized is one reason. If you blame it all on the recession this is one reason trade show attendance keeps shrinking even more. The organizers (of every show on earth) are simply not changing-with-the-times, and are a bit out of synch with their audience.

We at FLAAR recommend trade shows, and thus we also work to provide a few tips on how to lessen their stumbles in disorganization. The poor signage within the expo is a good example. The location of the VIP Room a long long hike from the two expo halls is another example of how to get your exhibitors unexcited (I love to hike, but after several kilometers walking the aisles, and the half kilometer hike from where the Metro stops to the expo center, when it is time for lunch it is a bummer to have to hike another half hundred meters). And then to find tiny rooms with no chairs left to sit on reminds you precisely how poorly organized this was.

Electronic signage

Shanghai Pallas Electric Co., Ltd. did not exhibit this year. The number of Chinese companies, in all kinds of materials, were very few. This is unexpected since the main Chinese trade show organizer had a booth at Viscom Italia.

There were a few booths exhibiting electronic signage, but not an excessive number. They tended to be in one area so their excessive lighting was not that much of a visual pain as in some other expos.

Separate FLAAR Report on “how to design a really bad booth for an expo”

There was plenty of material at VISCOM for our on-going research on how to design a clunky booth concept. This publication is a separate PDF and available via PayPal or credit card.

This eventual publication will also discuss the worst logo designs at the expo. There were so many I did not photograph them all, but several were either so clunky looking or were so unintelligible that I took photos. Italy is a world center for sophisticated art and fashion. As a result there are thousands of students of graphic design. Sometimes they crank out logo concepts that should have best been left on the professor's desk as a classroom project. To put such a logotype at 1 meter height per letter is not good advertising.

If your logo is cluttered (or so simply it escapes your view), neither of these are good graphic design.

If you seek additional information on what was going on behind the scenes?

The best way to obtain information on TRENDS is to have a private meeting with Dr Hellmuth. This can be by Skype, telephone, or in your office anywhere in the world.

The Skype or telephone discussion version of TRENDS costs only \$300 more than the regular version. You can do this via conference-call so several members of your team can learn of it.

Free version	\$120 edition	\$320 edition	\$1200 TRENDS	\$1500 TRENDS
List all UV printers				
	List of which distributor booth each UV printer was in			
	Tabulations UV			
		Comparative tabulations of UV-cured printers		
			Discusses the MEMJET printer	Personal discussion of what people really say about the MEMJET technology.
	Introduction to two innovative wall decoration systems			
	A new and innovative way to print on leather			
	List all textile printers			
		Comparative Tabulations, textile printers		
List main brands of most popular XY flatbed digital cutters				
	List of ink companies			
				Blunt comments on rise and fall of ink companies, and which brands are respected and which brands merely tolerated.
		Photo essay of honeycomb sandwich board material in many booths, and list of major manufacturers of this material who exhibited at Viscom Italia 2011		
		Photo essay showing how much Viscom Milano has shrunk this year compared with last year.		
				Predictions Mimaki
				Predictions: Roland
				Predictions: Mutoh
			Predictions: Epson in general	
				Predictions: Epson printheads
				Predictions: Epson for dye-sublimation
				Predictions: Epson for eco-solvent or mild solvent
				Predictions: Epson for latex-like/resin-like inks

Appendix A

How to improve a failing expo system

Circa 2008, Viscom Madrid collapsed over 50% and was so small that it was embarrassing. Prior to this, FLAAR Reports attending Viscom Madrid every year: it was a large and vibrant expo. Then for two years we skipped Viscom Madrid since it was a waste of time.

Exhibitors skipped Viscom Madrid as well

On the morning of the last day of Viscom Italia 2011, all the wall between Hall 1 and adjacent Hall 3 were sealed shut. The previous two days the space between the halls was completely open about every 20 meters. Each opening was 10 or more meters wide.

When I asked people at the entrance they shook their head and said they were not responsible. So I went to the exhibit organizers office. Only one single person was in the entire Reed organization offices. She could not have cared less; she clearly indicated, with a shrug of her shoulders every few minutes, that she had nothing to do with making sure the exhibit was user friendly.

On my way out of the exhibitor organizers building, I met a gentleman from the organizers. He had the patience and courtesy to listen to my list of observations (there were so many things doing poorly at Viscom Italia it took quite a while to read off my list).

By the time I got back to the halls, the walls between Hall 1 and Hall 3 had finally been opened.

Why does this take 90 minutes from opening bell to the time that FLAAR makes the effort to wake up the organizers? And why did not more people file a polite complaint even earlier (I did not arrive the third day until the expo had already been open about an hour).

Our job at FLAAR is to help the million readers of our web site learn what are all the reasons they should still attend trade shows. Our job is not to organize trade shows... And it is tough to encourage printshop owners to visit trade shows when the organizers still do the same old dull last-century kind of event.



Fuzzy low-quality floor plan

Too often the floor plan is either printed low-bid or is otherwise low-quality. No one at Viscom Italia seems to have much experience in wide-format inkjet printing! Or, they wanted a cheap low-bid result.

Plus, the floor plans were so small it looked like someone wanted to save as much money as possible.

And, I saw them only at the entrance. One wimpy floor plan for an entire hall. Hopefully they were also other places, but if so, they were well hidden.

It would be nice if an exposition organizer would try to be a tad more user-friendly. Otherwise if organizers are so obviously cheap and finding short-cuts, why should anyone pay to attend?

Name tags set a record for being of useless

Name tags recently, at other expos around the world, offer a special feature: the hanger pulls off the top of the plastic. And the name tag falls nicely to the floor.

The name tag selected by Viscom Italia organizers (Reed ?) was so useless that I did not even bother to put the plastic overlay on it. So I do not yet have information on how fast it tore off and fell to the floor.

There are two functions of a name tag: to have a bar code or comparable so you can get access to the exhibition hall. And, to have your name visible to people you are speaking with so they can read your name when you can't remember the full name of the person you are speaking with.

The name on the Viscom Italia name card was about 12 pt in size, and perfectly invisible.

The name tag size and graphic design for Viscom Italia deserves an award for the most useless name tag for networking and communication of any tag I have seen in the past eight years.

How much had Viscom Italia Shrunk

The first day (Thursday), most people noted there were not really crowds. Keep in mind, that traditionally a large percent of the audience at Italian expos are students. If you removed the students the halls would have been embarrassingly empty all three days.

On Friday afternoon there were plenty of visitors.

On Saturday (third day) there were plenty of visitors. But never as crowded as Serigrafia in Brazil, in July.

In other special editions we discuss how much Viscom Italia has really shrunk since last year, and last year it fell hard about 30 to 35% (my estimate). I still will continue to attend Viscom Italia and we continue to recommend it, but this is no more the expo it was in 2007. And frankly the entire event needs some serious organization to make it attendee-friendly. Otherwise this will end up like the Spanish Viscom, namely so small that most people skip it.

These are some of the TRENDS level of FLAAR Reports on UV, Textiles, and Media for 2011

You can order these from FrontDesk@FLAAR.org.

Indicate whether you wish just to receive the PDFs, or whether you also wish to discuss topics directly with Dr Nicholas Hellmuth by phone, by Skype, by e-mail, or in-person at a meeting with your team at your location.

For in-person discussions, if you order more than three reports, the only additional cost is airfare (economy is acceptable; first class air fare is not required) and one hotel room.



\$340



\$324



\$320



\$2100



\$3200

\$3200

\$3200

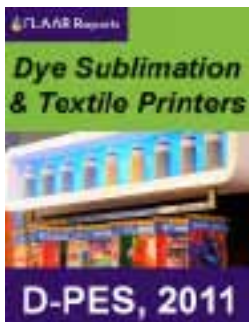


\$324

\$324

\$324

\$520



\$324



\$324



\$324



\$520



\$324