

# Printers & Wide-Format Products for Sign and Graphics Imaging



# SGI Middle East 2012



*View from inside the Expo Center.*

# SGI Middle East 2012

Middle East Sign & Graphic Imaging Trade Show, Dubai

This is the first edition, and this is a free edition.

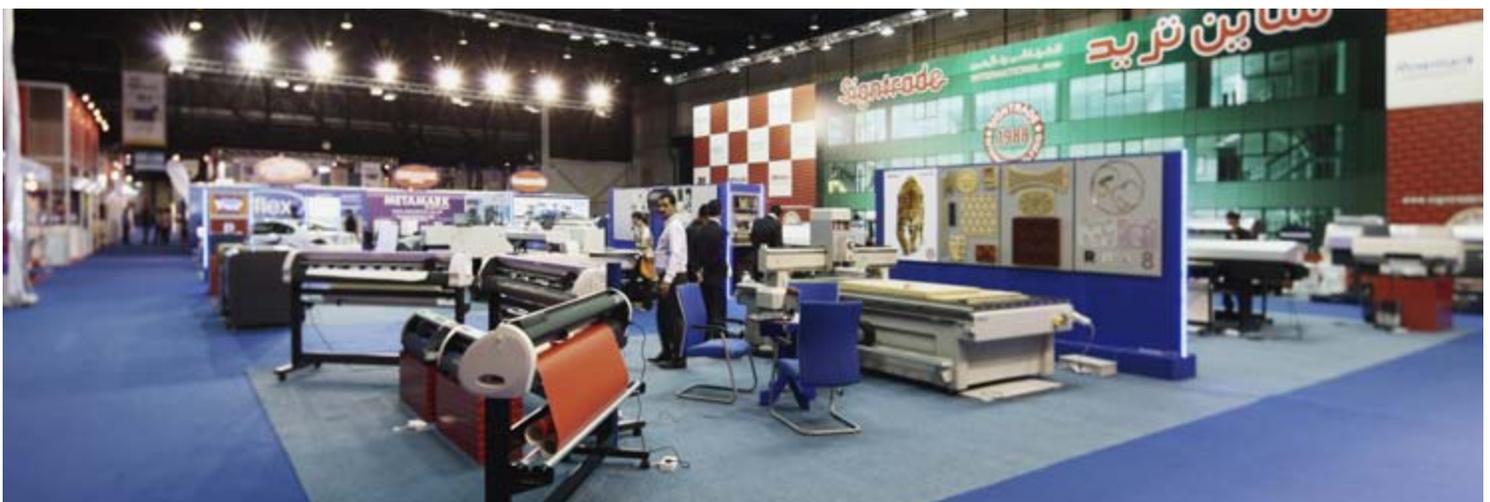
The purpose of this FLAAR Report is to show the size and range of products at this impressive printer and graphics trade show. Plus our goal is to indicate that Dubai is a great place to visit: one of the most photogenic architectural city-scapes in the world.

Plus, there is almost no crime here, plus people are hospitable and friendly. I enjoy returning to Dubai every year.

There will be a separate report, at modest cost, which lists every printer class (UV-cured, solvent, textile etc) and all significant XY flatbed cutters at the 2012 expo.

Then there is a next-step-up report that shows the basic specs of the key wide-format printers at the expo, especially the UV-cured ones. And also the new solvent printers. Yes, there is an entire booth with well-engineered solvent printers here, a brand (not made in China) that is not exhibited in USA and also almost never in Europe either.

The highest status FLAAR Report is on TRENDS. This will compare which printers were at the Dubai expo in 2010, 2011, with 2012, so you can start seeing the TRENDS. This same report will then have all the observations, comments, and perception of



*Signtrade booth area.*

14 years in the wide-format industry. As the first TRENDS for year 2012, the cost will be an estimated \$1200. TRENDS reports for DRUPA will naturally be an industry standard price for that event (since to attend DRUPA costs an average of \$5000 upward even if you stay only a few days (airfare, hotel, and meals). FLAAR has been reporting on DRUPA every four years (since Dr. Hellmuth resided in Germany for many years, in Austria for eight years, and before that in Switzerland for three years).

The 2012 expo is in a different exhibit complex (not at the airport any more) so the layout will be different.

## UV-Cured, Solvent, and Textile Printers

Solvent was still king of the roost at this Dubai expo. Solvent printers were everywhere (fortunately the odor was not unbearable).

UV-cured printers were present, but not overwhelmingly. Several brands were totally absent (we discuss this in the TRENDS edition).

A selection of basic textile printers, all for polyester, were available.

Water-based printers were few and far between other than Epson. Although there were the basic water-based brands, they had no focus on this ink or these applications: only Epson dedicated their booth to printing of photographs and high quality images with water-based inks. Of course Epson also exhibited their eco-solvent printer.



AGFA exhibited the :Jeti 3020 Titan flatbed UV printer.



Gandy Digital Pred8tor UV flatbed printer.



Seiko ColorPainter H2-104s mild-solvent printer.



Durst Omega1 UV combo printer.



*Dr. Nicholas Hellmuth.*

## Lecture programs

Several experienced speakers provided a nice lecture program, including the HP expert on latex ink. FLAAR provided Dr Nicholas Hellmuth for two lectures and also Ryan Crist. Ryan worked with FLAAR while Dr Hellmuth was Visiting Professor and also Director of the wide-format technology center at Bowling Green State University. Ryan subsequently spent ten years in the wide-format printing world and now is an independent consult. He has returned to join forces with former Professor Hellmuth to provide an educational program not previously available in Dubai.



*Ryan Crist.*

## Venue: Dubai, UAE

One of several reasons why SGI changed exhibit halls from the airport area expo center to the city center expo halls is so that visitors could be closer to the heart and soul of Dubai city. The World Trade Center is on the main Metro line, so is easy to get back and forth to the two world-famous shopping malls in Dubai. I had so many reports to write that I did not get to any mall or even to any evening party this year, but most people do go out and party at night or visit the malls for shopping.

So in this first edition of the FLAAR Report we show you a series of photographs taken from our hike from the Hotel Towers Rotana to the trade show area. It is about a half hour hike. We took this by foot rather than cab or metro so we could show you the atmosphere of this part of the city.

In case any of you are interested in photography, we took these photos with a 17mm architectural lens with tilt and swing, and a 21 megapixel Canon EOS-1Ds Mark III camera. Downside of a tilt-and-shift lens is distortion at both edges if not perfectly aligned! This lens is probably better outside, or when inside, then really carefully positioned (not always realistic when in the hectic of a major international expo).

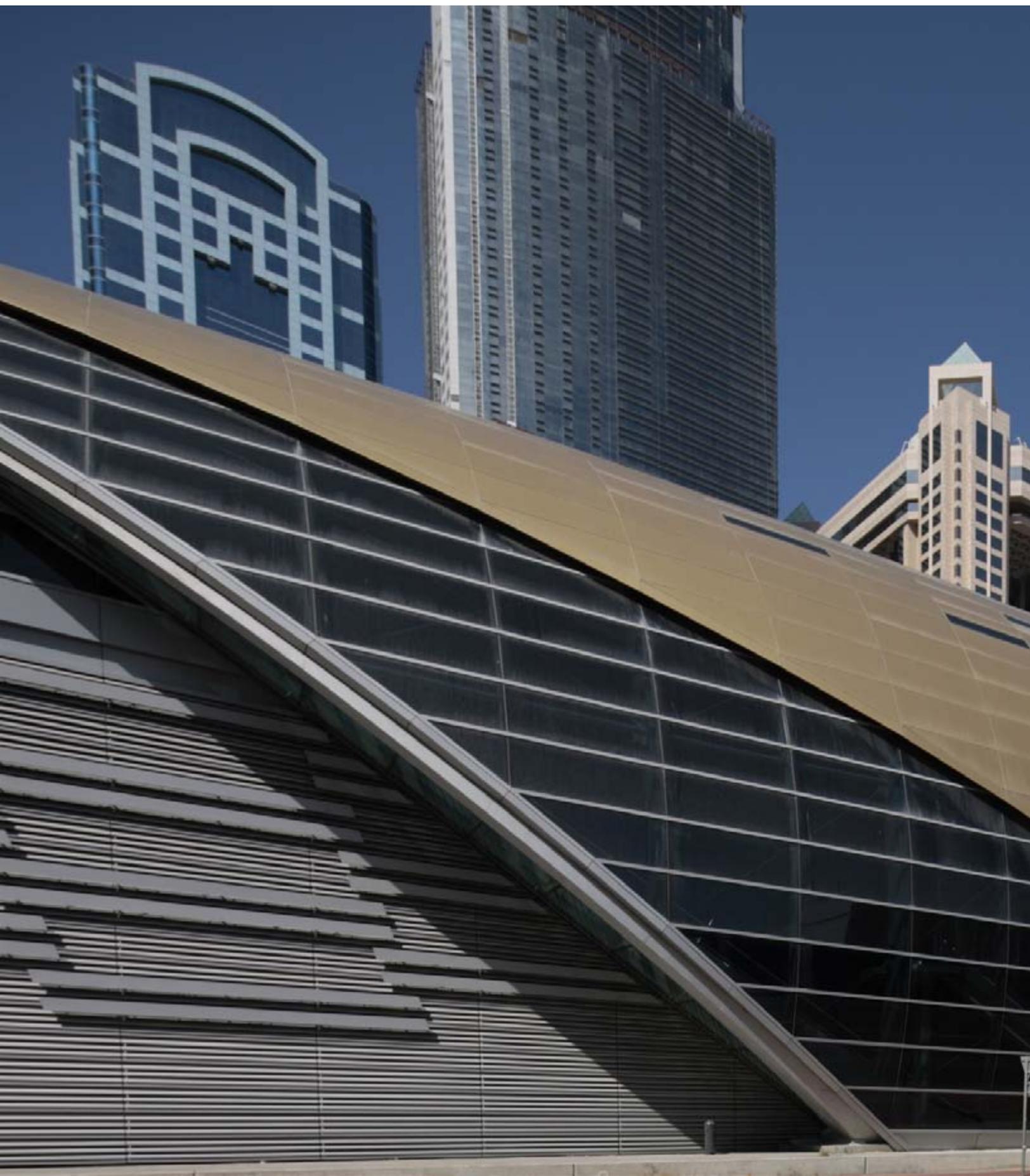


*Downtown Dubai viewed from the Expo Center.*















## Venue: Dubai World Trade Show Center facilities

The trade show building is as nice and modern as in any other major country in the world, as you would expect in Dubai.

In the separate editions (on UV-cured printers, TRENDS, etc), we show photos of the exhibit hall; the present free edition (initiated on the last set-up day) it was too dark in the halls to take good photos without a tripod, and Delta airlines lost my bag in Atlanta, so my tripod is not yet here in Dubai.

The trade show building is as nice and modern as in any other major country in the world, as you would expect in Dubai.







Dubai Expo Center, where the trade show was held.



**Sign & Graphic Imaging Middle East Exhibition 2012**
  
 11 صباحاً - 7 مساءً
   
 Time : 11am to 7 pm
   
 ٣١ يناير - ٢ فبراير ٢٠١٢
   
 21st January - 2nd February, 2012
   
 Halls 1, 2, 3 & 4 at Dubai World Trade Centre, UAE.

Hear the experts discuss the signs that enhance business
   
 ATTEND THE SEMINARS AT SIGN & GRAPHIC IMAGING MIDDLE EAST EXHIBITION 2012
   
**SEMINAR SCHEDULE**

Time	Day 1 - January 31	Day 2 - February 01
09:00 - 10:00	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics
10:00 - 11:00	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics
11:00 - 12:00	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics
12:00 - 13:00	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics
13:00 - 14:00	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics
14:00 - 15:00	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics
15:00 - 16:00	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics
16:00 - 17:00	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics	Dr. Abdulla Al-Jarrah Director General, Ministry of Economic Planning and Statistics

التسجيل في الموقع  
**ONSITE REGISTRATION**

Main Entry



The booth of Al Mahir Printing Equipment Trading, showing a well respected regional brand (key individual is at the right of the printer).

## First comments on the SGI expo: Sign Middle East, 2012

Wow, this expo is well organized by IEC (International Expo-Consults LLC) and much larger than I expected (since most expos downside every four years as DRUPA sucks up the budgets of manufacturers). I have attended the Dubai expo every year for several years, and since this is a “DRUPA Year” most other exhibits around the world shrink, since most exhibitors focus their budget on DRUPA (which is not always a clever idea, but anyway, too much focus is on just the 14-day DRUPA event).

But here in Dubai, only one major brand of printers is missing; all the other major brands are here. The four halls are filled. Only two ink companies are not present this year (we discuss who is missing in the TRENDS).

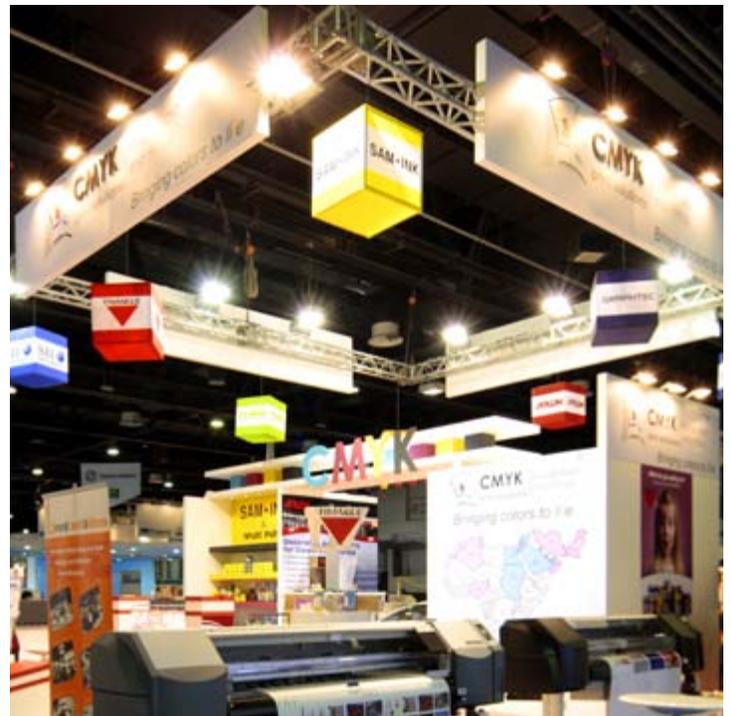
Plus, there is no fake space occupation as happened at VISCOM Italy, where the organizers put cafes and sitting areas where booths had disappeared. And in this VISCOM Milano expo the organizers added diagonal aisles to take up space. And, they made most of the other aisles TRIPLE WIDTH.

The idea in Milano is so they can claim total exhibit space the same as in past years. But instead they reminded everyone how much their expo has (sadly) shrunk.

At FLAAR we are consultants for the expos in South Africa and Dubai, and I was on a sub-committee of ISA sign expo in USA. FLAAR is expanding our assistance to trade show organizers around the world because trade shows are a good place to network, to see all the technology and ink chemistry. But you can't improve your expo (and slow downsizing) unless you face reality and someone points out what is being done wrong.

As an example of how to improve your trade show by understanding what is poorly handled at your present expo, we have two FLAAR Reports coming out on CES and co-located PMA@CES (attended by 150,000 people two weeks ago in Las Vegas). CNN predicted this expo would ultimately fail and become obsolete (COMDEX was the greatest expo in the US ten years ago, and then over three years it went bankrupt). All our assistance for improving printer, 3D, and digital photo equipment expos will be on our new web site [www.FLAAR-Reports.org](http://www.FLAAR-Reports.org)

So it is nice to see a healthy Sign and Graphics Imaging Dubai, SGI, Sign Middle East for 2012. We documented more of the success of this expo during the its three day presence.



Two views of the CMYK Print Solutions and area of SAM INK, displaying both UV printers and inks..

## SGI 2012 compared with SGI 2011

This is a “DRUPA Year” so most manufacturers put too much of their budget into DRUPA. It is rumored that Durst is not even exhibiting at FESPA. But because of the absurd costs of exhibiting at DRUPA (such as over-priced hotel rooms), many manufacturers skip local expos. However I noticed only about three companies who skipped SGI (efi, Tulip and one other which I can't remember because of jet-lag from the 20 hours total of flights from my home office to Dubai).

But there were also many first-time exhibitors, such as

- ICA, Island Clean Air (from Canada)
- X-Film (from Germany)



ICA (Island Clean Air) booth.



X-Film booth.

So, considering that FESPA is reduced in a DRUPA Year down to only one hall, it is impressive the size of SGI in Dubai. The size of FESPA is also due to its location in Spain this year (a country in recession) and due to the location in Barcelona (which is world headquarters of HP wide-format printers). Duesseldorf is a more neutral location since no one single wide-format printer manufacturer has their huge demo room nearby where they can easily bus prospective clients to a demo room. We discuss all this in the TRENDS edition of our coverage of this special year in the wide-format inkjet industry.



### Best backlit

The backlit with the most color saturation and thereby with the most POP was a backlit in the booth of SMS.



### Booth with design inspiration

The booth of EPSON stood out as a booth design with style.





### Best display

Sign Trade had a row of gorgeously colored displays, one stated to be printed on the Mimaki JV5-320DS. A good view of this is seen in these photographs.





## FLAAR Reports is providing more information for 2012 onward

For year 2012 onward we strive to produce the following reports for each and every major international expo. The challenge of course is to fly enough staff to handle this range of topics. Now you know why no trade magazine and no other company can afford to even dream of providing this range of services and knowledge (it requires too many people, and the people have to know the inks and substrates and printers. Sorry, this is research, not journalism.

Our goal will be to cover the following aspects of the wide-format inkjet printer workflow. For trade shows where a budget is available to fly three or more staff we will also do our best to cover coaters and laminators. But for the first expo of the year we do fairly well even daring to cover the topics below:

- UV-cured (primarily flatbed) printers
- Inks for Wide Format Printer
- Textile printers, and dye sublimation heat presses
- Solvent Printers (with any and all printheads)
- DX5, DX6, DX7 printheads (mostly solvent printers)
- Media & Substrates
- Flatbed cutters
- TRENDS (primarily UV-cured, latex ink, and related trends)



*Here is a view of a successful booth (SME, System Middle East):  
filled with on-going business.*



*The booth of Al Mahir Printing Equipment Trading, showing a well respected regional brand (key individual is at the right of the printer).*



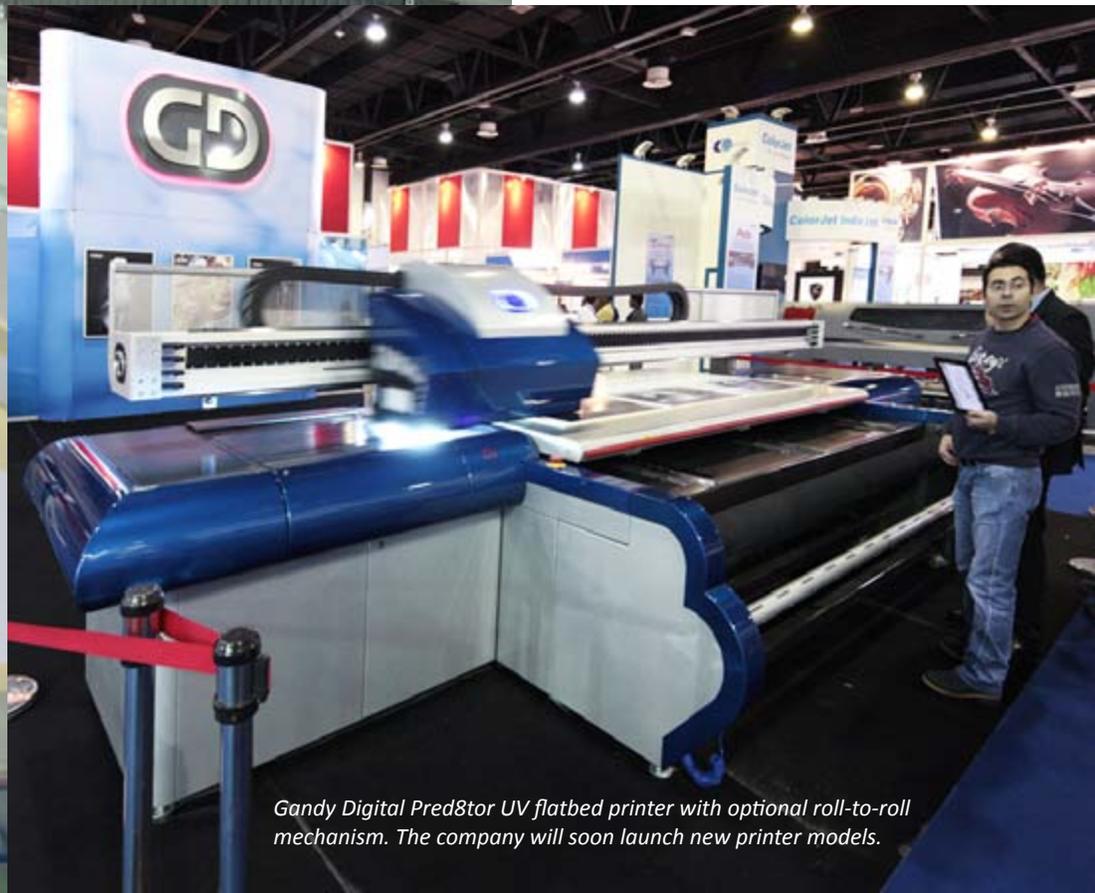
*The booth of Multisystem Technology displayed an interesting development for screen making from RISO.*





*At most trade shows we have images that we ask booths to print, simultaneously as test images, but also since we use the prints to donate to museums. At the SGI 2012 expo, Gandy Digital kindly printed the images on their Pred8tor. Reflections from overhead lights obscure the true quality of the resulting images. 12 years ago you would have needed to print fine art photos on an Epson or HP Designjet; today you can print on wood or metal with a UV-cured printer and achieve today a quality with UV-cured that is close to water-based quality of over a decade ago. We did not print these on stone or thick material because we needed to carry the prints back to Guatemala.*

*If your company wishes to do sample prints for FLAAR Reports at FESPA or a Chinese expo or elsewhere, they should contact us at [Info@FLAAR.org](mailto:Info@FLAAR.org).*



*Gandy Digital Pred8tor UV flatbed printer with optional roll-to-roll mechanism. The company will soon launch new printer models.*



*Rocketjet solvent printer (left) and M Jet Pro textile printer (below) at the Masonlite booth.*





This is the free version of the FLAAR Report on the dynamic year 2012 SGI Dubai Sign Middle East expo. We had a 17mm wide-angle lens and tried to take photos of the booths when there were no people (since people cause blurs in the photograph).

If a particular booth is not included in this edition, it is either because the booth was roped off the hour before the expo opened, or there was a food cart in front of the booth. Or, the photo of the booth is in one of the other three editions:

- The printer-by-printer list edition;
- The printer specs edition;
- or the TRENDS edition.

You can order these editions from [www.FLAAR-Reports.org](http://www.FLAAR-Reports.org) or write [Info@FLAAR.org](mailto:Info@FLAAR.org) to ask to be invoiced for the higher level reports.

*A view of Downtown Dubai from the Expo Center.*



*A view of Downtown Dubai. In this first report of the year we are starting to also display some photographs in double page style.*

For 2012 we are initiating an innovative new flip-page style (using Flash animation). You will be able to view the Flash version on our [www.large-format-printers.org](http://www.large-format-printers.org) by next week.

The flip-page style uses a double facing-page layout. Gradually this year we will be doing more innovative graphic design for the FLAAR Reports which are free to our readers.





*DigiMatrix Technologies booth, also displaying solvent printers. We felt this was an exceptional work of art in display.*



Canon booth, also showing Océ printers.

Summa DC4sx packing crate on the day before the expo opened.





ColorJet India Ltd. booth.



Flex Europa booth with Flora and D-Gen printers and a CAD/CAM plotting cutter from Jingwei.



3M booth.



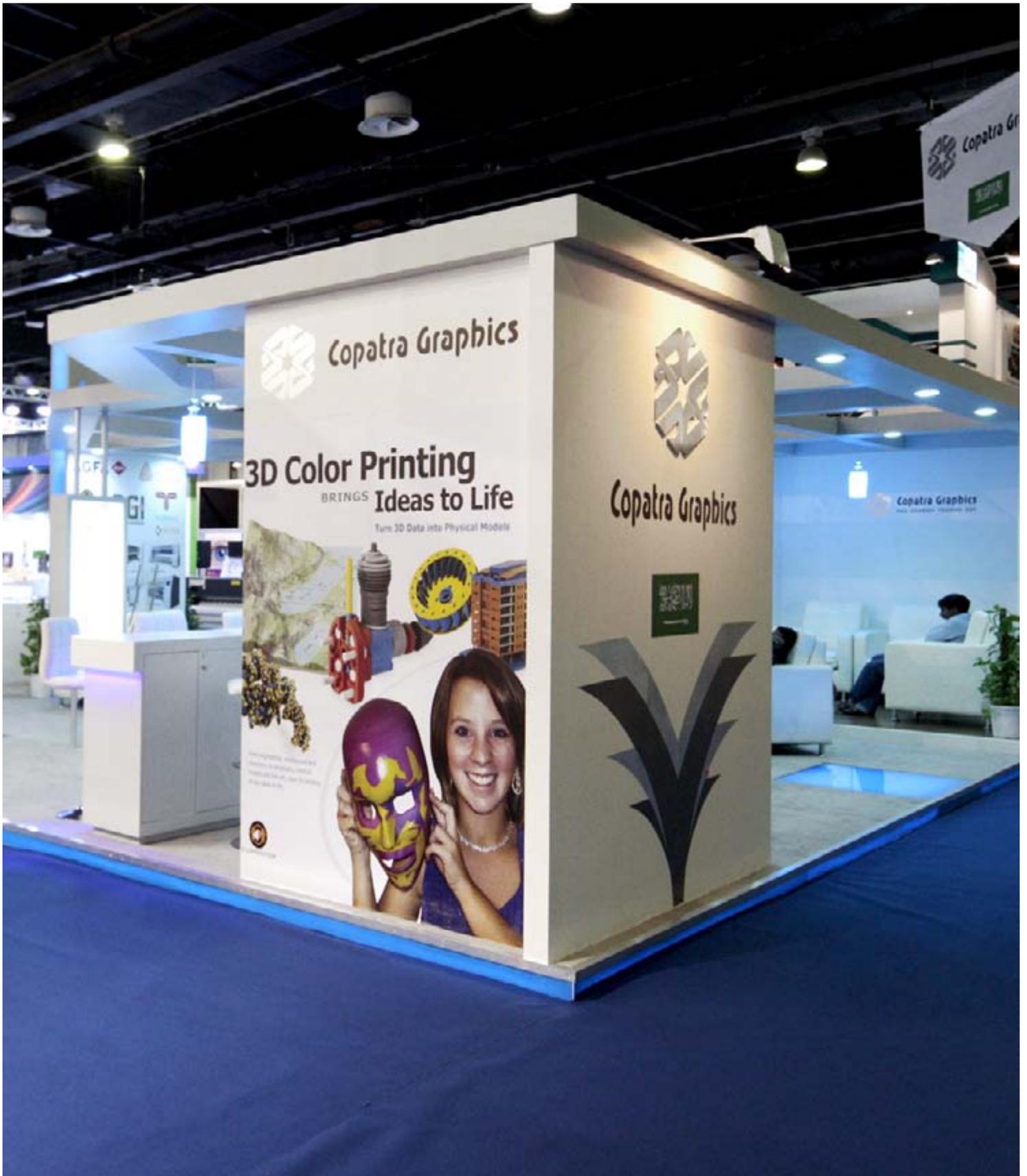
Verseidag booth.



Blue Rhine booth.



Al Shabak and Leo Graphics booths.



Copatra Graphics booth.



W-64s and W-54s printers on display at the Seiko Infotech booth.



For 2012 we will issue about 10% of our FLAAR Reports in a double-page style.



ICC Colors booth.



Armada printers and Master printer ink booth.



*Multisystem Technology booth. This booth was featured in the cover of last year's SGI Middle East Report.*



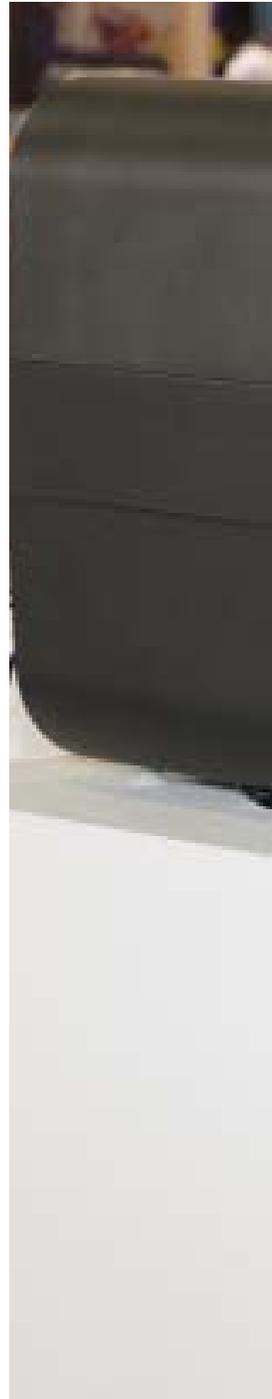
*FlexiCam, exhibiting one of its CNC flatbed router models. Although the company is based in Germany, it has regional offices in North America, the Middle East, India, China and Australia, plus more than 15 regional service centers around the world.*



*Bluefire solvent printer on display in Helios booth.*



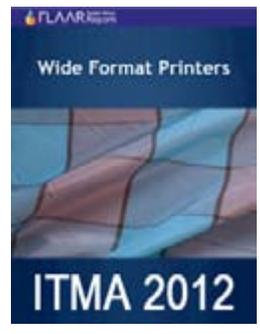
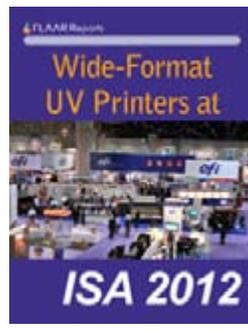
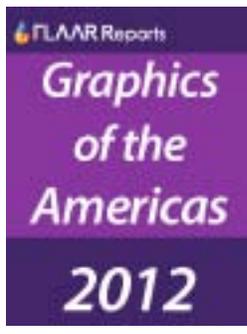
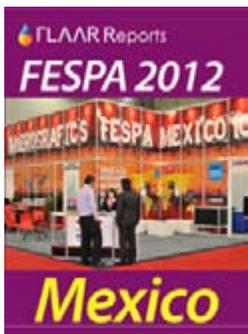
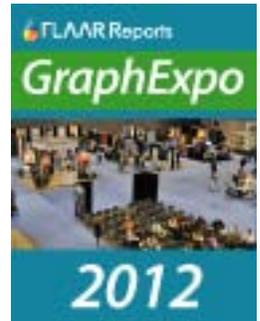
*Masonlite booth, a local distributor company.*





Here are the front covers of all the other FLAAR Reports that will be issued in **2012**

You can subscribe by Pay Pal, credit card, or bank wire transfer.  
Write [FrontDesk@FLAAR.org](mailto:FrontDesk@FLAAR.org) to order.



# Subscription Levels

(May include Consulting if desired; the decision is yours)

**Level 1:** Keeping track of which brands and models of printers and which kinds of inks, are exhibited and launched when and where...

**List Price** = If bought individually, **Subscription** = If all bought at once

Benefits, Coverage, Contents	List Price	Subscription
Level 1A: <b>(USA: Graphics of the Americas, ISA, GraphExpo, SGIA)</b> Includes lists and documentation not in any other source on these printer expos	\$140	\$62
Level 1B: <b>(All USA + Brazil + FESPA Mexico)</b>	\$262	\$120
Level 1C: <b>(China: D-PES + Guangzhou + Shanghai APPPEXPO)</b>	\$340	\$210
Level 1D: <b>(DRUPA)</b> 4 days of printers of every size and shape; inks and media; we don't use lullaby illusions if that is the style of the PR releases; instead we provide a reality check	\$570	\$420
Level 1E: <b>(All mayor printer trade shows: North &amp; South America, Europe [FESPA + Viscom + Reklama Moscow], Middle East, Africa)</b>	\$566	\$420
Level 1C+E: <b>(North &amp; South America + Europe [FESPA, Viscom, DRUPA, Reklama Moscow] + Middle East + Africa + China [D-PES,Guangzhou, Shanghai APPPEXPO])</b>	\$1476	\$1000

If you prefer to skip this Subscription, it is easy for you simply to attend all these printer expos yourself, or send your staff: Total travel distance: only about 200,000 miles, which is about XYZ, 000 kilometers. Your wife and family will never forget you being gone this often.

The airfare cost, hotels and meals: roughly \$48,000 (economy class and economical hotels). If you need Crowne Plaza or above quality, and comparable dining level, your expenses to visit the same printer expos will be around \$60,000: or, you can have all basic trade show printer lists + distributor lists for each pertinent country for a mere \$3500. Or, trade show info with no distributor lists for only \$1000 (covers an entire year, world wide international expos).

All the above FLAAR Reports, covering the whole globe and an entire year, list price \$1476 if bought one by one, by Subscription lower price, \$1000.

To order a Subscription, write [FrontDesk@FLAAR.org](mailto:FrontDesk@FLAAR.org)

**Level 2: Introductory printer lists** for pertinent UV, solvent, latex printer trade shows, **plus** lists of distributors for wide-format inkjet workflow products (Printers, laminators, inks, and substrates)...

Benefits, Coverage, Contents	List Price	Subscription
Level 2A: (North and South America UV trade shows printer lists and distributors)	\$1120	\$620
Level 2B: (North & South America, Europe, Middle East, Africa printer lists and distributors)	\$3032	\$1500
Level 2C: (China: UV-cured printers in China: D-Pes, Guangzhou, Shanghai APPEX-PO + worldwide)	\$4092	\$2100
Level 2Da: (DRUPA + Distributors of mayor countries worldwide)	\$3930	\$1200
Level 2Db: (DRUPA + FESPA Barcelona + Distributors worldwide)	\$4790	\$2200
Level 2Dc: (DRUPA + FESPA Barcelona + CHINA + Distributors worldwide)	\$6090	\$3100
Level 2D+: (DRUPA + FESPA Barcelona + China + Mexico + USA + Brazil + Europe + Middle East + Africa + Distributors)	\$6426	\$3500





Level 4: Tabulation of Specifications Level, plus trade show reports + distributors around the world...

Benefits, Coverage, Contents	List Price	Subscription
Level 4I: (ink North & South America, Europe, Middle East, Africa + ink distributors)	\$3248	\$1500
Level 4M: (media & substrates North & South America, Europe, Middle East, Africa + media distributors)	\$3476	\$1500
Level 4CP+I+M: (All Chinese printers + all Chinese inks and substrates)	\$4164	\$3200
Level 4Ia+M: (inks + media & substrates; North & South America, Europe [FESPA + Viscom], Middle East, Africa)	\$9494	\$6000
Level 4UV: (world wide USA + Europe; All UV printers outside Asia)	\$7508	\$4100
Level 4CE: (All ink + all substrate + all printers:UV, Textile, DX Epson printheaded manufactured in China)	\$7894	\$4200
Level 4Ib+M: (inks + media & substrates worldwide + China: D-Pes + Guangzhou + Shanghai APPPEXPO)	\$13,534	\$8000
Level 4T: (Textile printers worldwide: USA + Europe + China)	\$10,864	\$6200
Level 4UV + Level 3T, (world wide USA + Europe; All UV outside Asia + Textile printers worldwide: USA + Europe + China)	\$15,602	\$9600
Level 4E: (Everything at list and tabulation level, including China, ALL DRUPA, Graphics of the Americas, FESPA Barcelona, Viscom, ME & Africa, ISA, SGIA, etc.)	\$24,056	\$16,000





Printers & Wide-Format Products for  
**Sign and Graphics Imaging**  
SGI Middle East **2012**

