

# 2012 DRUPA

Dusseldorf



**What to expect**  
Wide-Format, Inkjet, Printers, Inks,  
Media & Software

## There are many ways to look at DRUPA:

**The normal way,** WOW, it's a drupa Year; everyone needs to go to drupa. It is so important, I am going too. Wow wow.

In this scenario, you must repeat in at least every paragraph that this is the biggest expo for printing. Be absolutely sure you don't mention that there were as many new wide-format printer releases at FESPA and ISA sign expo than there will be at drupa (this spoils the myth).

**Second scenario:** you must repeat as many PR releases as possible. Try to copy in your blog, word-for-word, every PR release you have received.

Also in this scenario, you must repeat at least every paragraph that this is the biggest expo for printing.

Be absolutely sure you don't mention that there were also many new wide-format printer releases at FESPA and ISA sign expo than there will be at drupa (this reality check really spoils the myth).

There are dozens, scores, hundreds, tons of these two scenarios. Every trade magazine makes it clear that drupa is important because... hmmm, well, because everyone says how important it is.

So, like lemmings we all hurry to drupa.

And, once we get there, we all say how great it is, since after all, we are naïve enough to be paying the excessive hotel costs and wasting hours in back-and-forth trains because there are not even over-priced hotels near drupa messe. So we have to stay 90 minutes away (or further). And be scrunched in sweaty S-Bahn or U-Bahn trains day after day after day.

Plus the torture is F O U R T E E N days too long.



I prefer a third way to look at drupa: **realistically.**

This is the year 2012, Chinese expos have long ago taken over #1 place for about everything in the entry-level through mid-range printer world. So drupa is limited to the mid-range through high-end (Durst, efi VUTEk, HP Scitex (former NUR), at the high end; JETRIX, Dilli at mid-range). Yes there may be intermediate options (Sun Innovations) but not really much at entry-level.

This is the year 2012: FESPA, ISA, SGIA, Serigrafia/Sign Brazil, and VISCOM display plenty of the basic range of printers, actually at all ranges. Plus the demo rooms are readily available: in the Meredith New Hampshire demo room I have been able to learn lots about both technology and applications for efi VUTEK printers and related products.

Plus: Mimaki, even Durst, efi VUTEk have already shown their new machines (at least most of them). HP already flew half the world to Israel to see their new machines. So if merely seeing new machines is what you expect, 50% of what is "new" has already been revealed and shown.

So the first step, to prepare to enjoy drupa 2012, and to really benefit from the pain in your wallet for being gouged by hotels, is to BE REALISTIC: most of the new stuff has already been shown, so don't go to drupa assuming it will be a treasure of new toys for boys.

**Instead, go to drupa for what is really there:**

Lots of software. You can see a lot of this at IPEX, and GraphExpo: not very much at ISA or SGIA.

A sample at FESPA. But at drupa you will get all the giant multi-national workflow and RIP software companies.

**Totally new chemistry or different technology:**

Occasional major new launch. drupa has the reputation for being where companies save up their brand new technology. But Mimaki already showed their SUV ink. So (unless Canon launches their latex printer, or unless the two other companies that also have latex show theirs; forget about new ink chemistry launches). The only thing I can see that is really new and different is the Landa alternative to offset (in effect, the Landa alternative to what he already sold to HP earlier as Indigo). So Nanography is (at present) the only thing I am convinced is totally new at drupa (in the world of production digital).

**But always, be realistic:** In the world of WIDE-format INKjet, there is (not yet) a single new ink chemistry or significant new printhead or remarkable anything on the horizon. The one new ink that was hinted at last year (epoxy ink, at SGIA, ink chemists say is even less likely to succeed than cationic ink or resin ink). However, I like all exciting new inks, and thus hope that epoxy ink will be successful. But it is very noteworthy that it was NOT exhibited at ISA last month. And none of this will be at drupa (at least not that we know of).

**Learn about inks:** Inktec, Collins Ink, Sun Innovations (Sunflower) and Hongam will exhibit. I wish Jetbest, and others were present, but I will see them in Shanghai in July.

## Is drupa a trade show or a PR release frenzy?

So many tons of pre-expo press releases, but virtually every PR release is just a repeat of the PR release sent out by the PR agency. We try to study printers with our own eyes, and to listen to end-users, and industry specialists in inks, and technology.

Also, I have not really seen a complete list of printer booths. What you see mainly is a list of who has sent out the most PR releases. On the next page is a list we made ourselves, of the printer manufacturers who are expected to have a significant booth. I had to smile when I noticed that most of the even official drupa press releases and official drupa exhibitor lists conspicuously omit several key exhibitors.

This is because drupa and their official partners are printer-centric. We at FLAAR Reports are immersed in the real world of wide-format inkjet, worldwide, year after year after year. So we can't help but notice (also sad) to see million dollar commercial print magazines that all missed several of the key wide-format booths. We have one more booth we will add next week (it was missing in 100% of all official magazine releases!). Since I am not the official drupa exhibitor list reporter (sorry, we are not commercial enough), surely there are some wide-format booths we have missed, but what counts is that I have found several not in "official" sources.

Perhaps this is why we have over one million readers around the world.

One advantage of drupa over all other exhibits is that you get lots of exercise. Most expos group all wide-format inkjet into one or two adjacent halls (even the Chinese, with an exhibit of 14 giant halls, are clever enough to put the wide-format printers into W1, W2, W3, and W4).

drupa did last time (2008) and has done a great job again for 2012, of dispersing wide-format inkjet in halls every which way. So I look forward to plenty of exercise hiking from one far-away hall to the other extreme end.

Here is the tentative list of major UV-cured printer manufacturers at drupa 2012. What is important about this list is both who is present, and who is missing: 95% of the Chinese manufacturers are missing from drupa.

Presently the organizers of this trade show are spelling the name all small letters, so drupa. Many other people are still spelling it DRUPA. Frankly all small letters is a tad too cute, but if that's what they want, it's their expo brand, not mine. All caps sounds strong; all small sounds wimpy. At least Drupa is better than drupa.

In 2008, most people spelled the trade show Drupa; a few spelled it drupa or DRUPA.

In 2004, most people spelled the trade show name DRUPA, Drupa or drupa.

In 2000, the expo name was spelled DRUPA and Drupa and drupa.

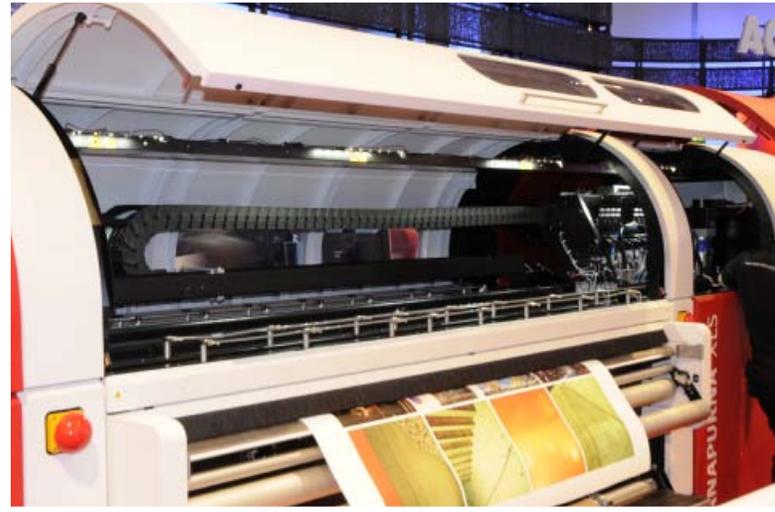
But at least the branding of DrUpA is not as messed up as the logo and branding of all four Viscom events. They are a prize for mishmash of how to ruin a brand name.

# Agfa

The product most important for Agfa to have released: their :Anapurna flatbed, came out already last year. This is the only way they can compete against the #1 Océ Arizona flatbed printers and against all the Korean, Taiwan, Japanese, and Chinese dedicated flatbeds.

Full-solvent is not dead but is not a valid space for new models. There are plenty of solvent printer manufacturers in Asia (much more than just China) who will take over what microscopic market share any Fortune 500 printer manufacturer has left in full-solvent.

Agfa :Anapurna XLS at Agfa booth at drupa 2008



Agfa :Anapurna MV at Agfa Booth at drupa 2008



Agfa :Anapurna XLS at Agfa Booth at drupa 2008



Agfa :Anapurna MV at Agfa Booth at drupa 2008

## Atlantic Zeiser

It is helpful to see some narrow format UV-cured printers. Sometimes you can see potential new products at narrow format, before they are developed and enhanced into wider format.

I am always on the look for narrow-format solutions, as Fortune 500 companies come to FLAAR to ask where to find specialized printers for their in-plant needs.



Atlantic Zeiser booth at FESPA Hamburg 2011



Dilli UV Neo Jupiter at drupa 2008



## Dilli

I have been to Korea three times: once to JETRIX; once to InkTec (both their impressive facilities). I have been to D.G.I. twice and have spent several days with Dr Choi at Dilli.

Dilli has intelligently maintained a moderate independence from their major world partner, Agfa. This independence actually can be seen as a benefit to the partner: the independence means that Dilli can also think on its own. So Dilli can, on its own, develop great new products. Later, when successful, their partner can also benefit from these.

I have not been to the Dilli factory now in three years, so we don't have any new reports on the new MARS series, or the new Dilli roll-to-roll.

I have been to the Keundo factory (when they were working on a Yuhan-Kimberly printer project). I have been to the factory of IP&I twice, and also know the other Korean UV-cured printer projects that each imploded (due to lack of sales).

Thus I have experience in the fact that merely having excellent technology is simply not good enough. More Korean printer manufacturers have failed than any other country (even more than China or Japan or North America). Yet Korean engineering is often as good, if not better than all of these other countries put together.

This is why we now offer TRENDS reports, to spot potential market implosions in advance. We have watched Staedtler Lumocolor ink lose market share and effectively disappear. We have seen Kiian ink literally evaporate from the market place. And over the last four years have witnessed the rise, and unfortunately demise in market share, of several more really promising inks.

## Durst

Durst has cleverly kept itself intact through the economic recession. Durst has cleverly provided print-shop owners and managers what they seek: better resolution generated from lower picoliter drop size without making the production lose speed.



Print Samples

Durst booth at drupa 2008



Efi printer at drupa 2008



## Efi VUTEK, efi Rastek

The posted sales figures for this company suggest that business has been good the last year or more. With drupa approaching they have intelligently brought out additional models. In a separate hall-by-hall report we list the new Efi VUTEk printers that were launched at drupa.

Efi printer at drupa 2008



vutek tx 3250r at drupa 2012



vutek gs3250lx at drupa 2012



vutek hs100 pro at drupa 2012



## Fujifilm

Although Fujifilm may show digital presses, for wide-format there is not much indication of anything major from Fujifilm for drupa itself. The Océ printers are already long ago out (rebranded by Fujifilm).

The Mimaki-made 1.6 meter hybrid pinch-roller roll-to-roll (which could, in theory, be rigged with roller tables).

As for the grand-format segment, the Matan Barak roll-to-roll printers are rebranded by Fujifilm as the UViStar, both 3 and 5-meters.

So only if Inca produces anything new; or if Fujifilm comes up with their own SUV printer. Fujifilm is primarily a distributor; so it would be great if they move ahead and become an actual "manufacturer." Unfortunately, everything in their booth in wide-format is from other manufacturers.



Fujifilm printer at drupa 2008



## Gandy Digital

Their names for their models are absolutely the best: Pred8tor and now Domin8tor.



Gandinnovations booth at drupa 2008

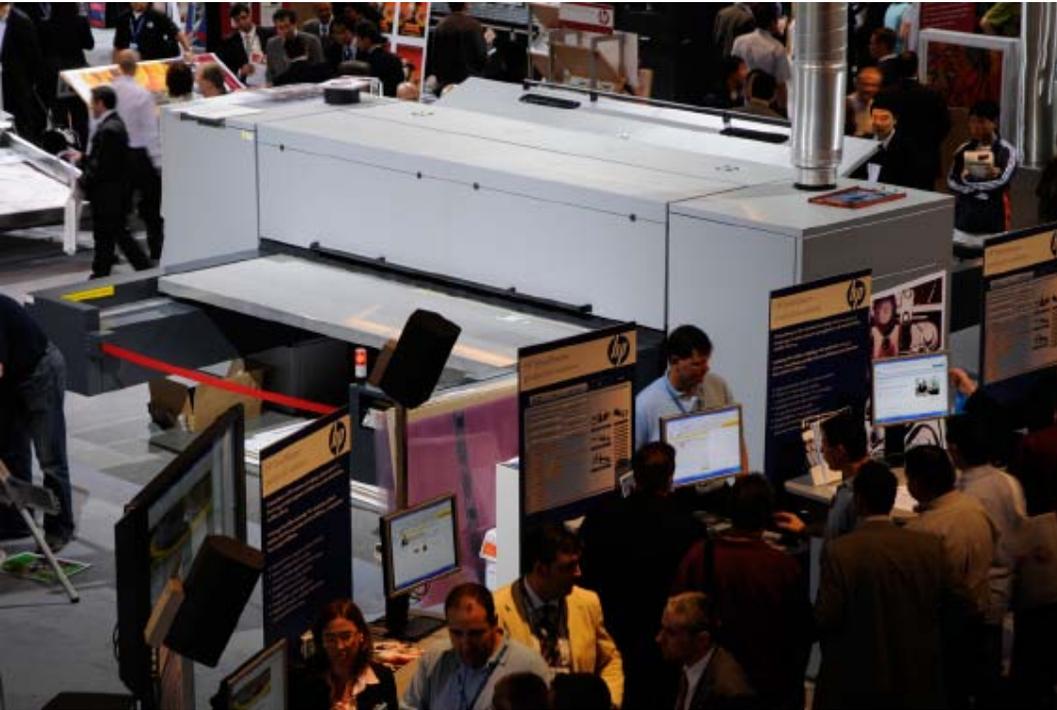
GD Pred8tor at Fespa Hamburg 2011



## HP

Not much new in wide-format for HP since most of their new releases are in digital Indigo realm. HP rarely exhibits its entire portfolio. At drupa they show a good range, but you need to go to a demo center to see all the other models.

HP Booth at drupa 2008



HP Booth at drupa 2008



## JETRIX

The advantage of JETRIX is that their parent company knows ink inside out (InkTec). Plus JETRIX comes from the tradition of quality Korean engineering.

Korea does not try to compete with low-bid prices of China. Instead Korea offers better engineering quality, but at a price lower than in Switzerland or Germany.

At drupa 2012 Jetrix has launched a really clever printer, the 1212FK: small footprint but capability to handle full-sized rigid materials. It also has an intelligent method of aligning the rigid boards.

Print Samples



Jetrix UV 2030 FRK at Jetrix booth in Fespa Hamburg 2011



## Matan

Israel has precision technology; a major part of the country is like a Silicon Valley. The factories in Israel are remarkable. Yet very very different than a Swiss factory.

Matan is the only UV-cured printer manufacturer which has the stamina to survive in the shadow of Nur, Scitex Vision, and HP. All other Israeli UV-cured printer manufacturers have simply lost presence on the international marketplace. At ISA sign expo just last month, the other Israeli UV printer company never put anything in their booth (#682 or whatever) and how they planned to exhibit a printer in a booth this small was also an open question.

Matan often has two booths at some expos: such as Reklama Moscow. We also rate Matan as hospitable and helpful, in addition to having capable engineers. We rate everything about a company. Having a manufacturing company with executives, managers, or sales reps who are snooty, rude, and assuming superiority are all things that printshop owners and managers wish to avoid when they interact with a printer manufacturer.

The BarakiQ is a worthy competitor. We have not been to the factory, nor yet had facilities to do end-user site-visit case study (our entire staff has been occupied on a dozen other simultaneous projects). But we will definitely visit the Matan booth at drupa 2012.

Matan booth at drupa 2008



Mimaki JF 1631 at drupa 2008



Mimaki UJV 160 at drupa 2008



Mimaki UJF 605R11 at drupa 2008



Mimaki AF360 at drupa 2008



## Mimaki

Mimaki already launched their much-discussed latex ink printer Mimaki JV400LX at FESPA Digital Barcelona, and then showed it to audiences in the USA at ISA sign expo a month later. So you have probably already seen a Mimaki JV400-130LX or JV400-160LX

Mimaki also already revealed their printer which was frankly even more spectacular than latex: namely the SUV concept. So again, if you were in USA then you saw either the Mimaki JV400-130SUV or JV400-160SUV at ISA sign expo, or earlier at FESPA 2012 Barcelona.

The second new update of the table-top UV-flatbed Mimaki UJF-3042 FX has also already been displayed both at FESPA and ISA.

Even their 'High Gap' Mimaki UJF-3042 HG was also shown at least one if not twice already. But at drupa there really was a new UV-cured printer: a large flatbed, their JFX500-2131.

## Oce

Oce already launched their more entry-level model Arizona 318 GL at two or more earlier trade shows, Oce Arizona 318 GL. Oce specializes in tweaking their #1 model. Actually very clever. It makes it look like they have a new model every 18 months. Of course it is the same core structure; just modest improvements. But, hey, better to improve it than have one dull model stay the same for six years as other brands do. And, since the Oce flatbed is the #1 best seller worldwide, why mess with success.



Oce booth at drupa 2008

Oce Arizona T220UV at drupa 2008



## Roland

Roland is rumored to be launching a new printer. I have already seen two completely different prototypes, each using a completely different ink. We comment in our TRENDS level on these.

Officially, Roland will not launch anything major or new at drupa, which of course is either unlikely (why bother to exhibit if you have nothing new) or Roland will attempt to show something new, at least workflow something or other.

Roland is very conservative and is slow to release new products. Roland has used incessant PR re-

leases about its metallic ink to cover over the fact that Mimaki has long ago surpassed all other Japanese manufacturers for innovation. Mutoh is no longer in the running (outside of its nice ValueJet eco-solvent printers); when Mutoh Japan closed down Mutoh Europe, that closed the door on innovation and solidified Mutoh behind Roland in market share in most parts of the world. This is sad, as Mutoh Europe and Mutoh USA (and Mutoh Hong Kong) have very good people. I have never known the people at Mutoh Japan headquarters.

Roland booth at drupa 2008



## Screen

Screen has immense technological resources. But merely having top technology is absolutely no guarantee that enough people will want to buy the size, shape, and structure of the printer you launch. This is why FLAAR now offers its TRENDS reports ([www.FLAAR-Reports.org](http://www.FLAAR-Reports.org)), so that manufacturers can learn the trends before they launch printers that are of a style popular in past years but which no longer have much future.

I will be very curious to see if the new Screen UV-cured printer is simply a technology horse, or whether it has enough innovative features to make it really newsworthy (other than merely being new).

What Screen exhibited was a rebranded Mimaki printer; Screen itself has so much technology available. I really wish I could see a completely “developed, engineered, and manufactured by Screen” printer; even if Screen+Inca Digital.



Screen Truepress Jet 650UV printer samples

Screen Truepress Jet 650UV at drupa 2008



## Sun Innovations

It is fascinating to see a Russian business at work. If I were an MBA student, it would be a valued thesis or dissertation to write about Russian business traditions and practices. And how a totally Russian company can come out from this operating style and be successful in diverse non-Russian cultures around the world.

I have lived in Japan. I have lived in Switzerland and Germany. And Latin America. So I can understand how each culture impacts its international business style. I have now spent an increasing time in China, and they are very adept.

Sun has many good people in their company headquarters and this is an important factor towards future success. Plus, their Director of R&D department has years of experience and is literally dedicated to printer technology and usability. Also there is an experienced new Director and new Marketing & Business Development Director.

So the products you have, the technology you have, these are only part of the equation. The personality of your owner; the personality of your managers, and the personalities of your sales reps. These often count as much, if not more than, your technology.

Sun Innovations booth at Fespa Hamburg 2011



Sun Innovations booth at Fespa Hamburg 2011



Sun Neo UV LED at drupa 2008



## SwissQprint

SwissQprint is creating names you don't forget. I like a name (like Oryx, Impala, the new Nyala), rather than a model designation such as YaddaCamm ViceVersa7281MP-and-a-half.

Nyala, with a printing table width of 3,2m, can be equipped with fourfold CMYK.

SwissQprint is clever to focus on a specific range of printers. If they tried to cover everything, they would stretch themselves too thin.



SwissQPrint Impala UV Flatbed printer at Fespa Barcelona 2012



## Teckwin

Reportedly they will display the same printers as at FESPA and/or ISA. New will be their cutter.

Most Chinese-made cutters are old-fashioned CNC routers, so it will be interesting to see what they produce, and where it is manufactured. In past years (if my memory serves me), they offered XYZ cutters from Canada. At ISA sign expo they exhibited a cutter branded as Samurai. In the future we may see new options in flatbed cutters via Teckwin.

Teckwin Teckstorm at drupa 2008



Teckwin booth at drupa 2008



## WIFAG-Polytype

WIFAG-Polytype, former WP Digital), since they are in a far far away hall, will be interesting to know if they show only their enviable newspaper presses, or whether they will also show any of their UV-cured printers (former L&P, former Spuhl, former WP Digital, now branded as "Polytype").

We list manufacturer's booths, since new launches tend to be in a manufacturer's booth.

We will list distributor's booths starting on May 3rd, since there is no easy way to really know precisely which distributors will be present and what will actually be in their booth until we are standing in front of their booth.

Print samples at Fespa Hamburg 2011



Polytype booth at Fespa Hamburg 2011



## Epson's new printers

I have seen prototypes of two new Epson printers; two different kinds of inks. We do not show these in our reports nor discuss them openly as a courtesy to Epson. Neither of these were shown to the public at drupa 2012.

When drupa opened its doors on 3rd of May, then we would know whether either of these printers will actually be launched. What we found at drupa was zilch new inks: only some Chinese made printers with Epson brand on them.

## In summary

Half the new models were exhibited at FESPA and then at ISA. But since some distributors are waiting for drupa, most people will not see these already-introduced printers until May 3rd.

Durst and SwissQprint will have new models not yet shown before (at least not to the public). You can expect a new printer model from Sun Innovations (we are in their R&D department and new factory this week before drupa to learn about it, and we will be evaluating the new printer in their booth.

We know of many more new models which are not yet in anyone else's lists, but we do not discuss them in print.

## What happened to the Canon "latex ink printer?"

Two years ago Canon spent millions of dollars for lavish gala in Paris and USA and elsewhere, to show their "Canon outdoor printer." But the printer never reappeared.

Now there is a Chinese latex printer. Within a few months there will be another different Chinese "resin" printer. Plus everyone has seen the Mimaki "latex" ink printer. So if Canon is not able to reveal at drupa, to the public (in other words, more than just in a "back room") their new latex printer, it is probable that the competition will take most of the market share.

Epson booth at drupa 2008



## MEMS Printheads

In the earlier edition of this report (issued several weeks before drupa started), we wrote about Memjet. At drupa itself there were so many new Memjet printers that we realized this whole part of drupa needed to be rewritten, so we will have a separate report on Memjet printers (in about a week).

### Some tidbits of history

CalComp CrystalJet was the most talked about printer technology circa 1997 and 1998. Every industry trade magazine drooled with praise.

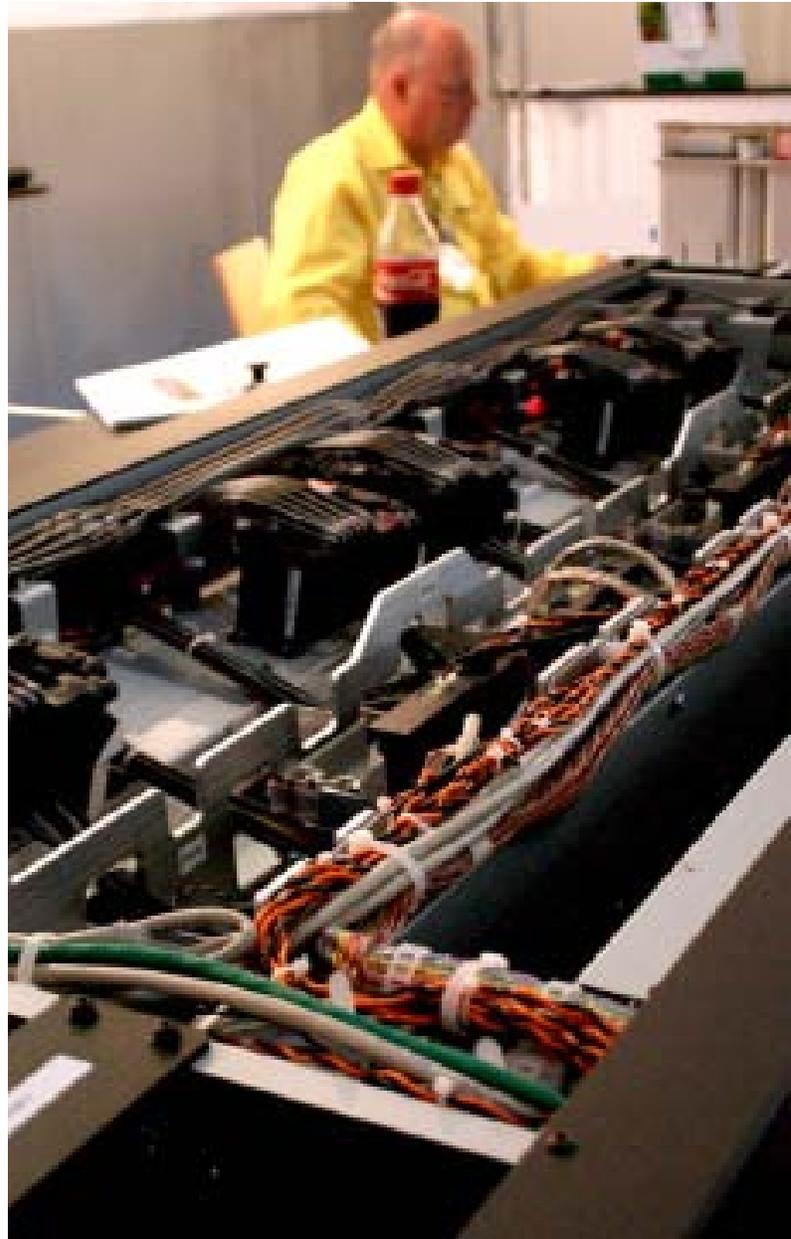
Initial production run of printers were initially sold but problems in every direction resulted in meltdown of the corporate structure and eventual dissolution.

MILLIONS of dollars went down the drain. Nonetheless Kodak bought the remains...

Three years later Kodak (2001) pours more PR money into a new printer launch than in any previous wide-format printer launch (other than all the PR hype for CrystalJet). For two years Kodak claims their new 5260 is the greatest wide-format inkjet printer invention to ever happen.

Two years later the Kodak 5260 is quietly withdrawn. This printer never is spoken of again.

So, unfortunately, PR releases do not guarantee that a printer will function out in the real world.



MEMS Printheads in Xante Excelagraphix booth at Fespa Barcelona 2012



MEMS Printheads in Xante Excelagraphix booth

## Mild-solvent/Lite-Solvent

Here Seiko II is still the leader. Seiko II is now offering various kinds of ink and is successful because the printers are consistent. The brand, the message, and applications are consistent. They do well what they do well.

## Eco-solvent

The Epson GS6000 (chassis by Mutoh, Japan) is an acceptable option. Not cheap, but good quality structure and good quality output. Just that most signage does not need that resolution (but does need more speed). But if some clients want an Epson solution, you can get it from the Epson GS6000.

The newer SureColor looks too flimsy and thus a step backwards for Epson. Whichever company in China manufactured this probably makes a similar or better printer for 25% to 40% less price. And to push into eco-solvent when everyone else is trying to break away and move to resin or latex or UV-cured is a step backwards not forward.

Mutoh's ValueJet are good printers for what they offer, as are the Roland and Mimaki eco-solvent series. You see occasional new models of eco-solvent printer, but nothing revolutionary, and the Chinese copies keep getting lower cost (and a tad better quality).

So you do not need to attend drupa to learn about eco-solvent printers. ISA before and VISCOM afterwards offer anything you need to know. Plus you will find even more at the Chinese printer shows.

Seiko W-64s at Fespa Hamburg 2011



Epson Styluss PRO GS6000 at drupa 2008





D-gen Teleios textile printer at Fespa Hamburg 2011



Oce colorWave 600 at Fespa Hamburg 2011

## Textile Printers

d-gen offers experience in textile printing. I would tend to trust a company which is 100% dedicated to textile printing for many years.

D.G.I. is moving into textile printing. All their printers have been exhibited from ITMA last year through all the normal printer expos already this year. Unfortunately D.G.I. dropped out.

drupa is not a soft-signage show, or really a signage expo either. drupa is a printing expo. But it is nice that at least a few soft-signage printer options will be available as long as you are here in Germany.

## Toner & other non-traditional inkjet but in wide-format

Oce, ColorWave 650

KIP C7800

Ricoh Aficio CW 2200SP

Although inkjet has the most advances in technology and ink chemistry, the world of toner has not given up. So there will be at least three wide-format options in toner technology to see at drupa (or more if you count CAD printers and if Seiko has their CAD printers on display).

Xerox has not done much outside of copiers and their impressive iGen series of digital printers. I have been to the Xerox factory and to the Indigo factory. I preferred the Xerox technology.

Xerox is a textbook example of how to drop out of the wide-format market. Kodak is an even better study for an MBA program of how to stumble in wide-format technology (Encad, and then the infamous Kodak 5260. Ironic that the printheads back then in 2001, from "Brother" may have been prototypes for the later, currently, successful Kyocera printheads). It is fascinating how two companies bumbled wide-format inkjet (Xerox and Kodak) where as Oce and HP have done well. Oce is actually the #1 seller now for several years of flatbed UV-cured printers.

## Variable Data Presses

Xeikon

Xerox

HP Indigo

Kodak has so many headaches that I am not going to waste much time seeing what they have to offer. HP Indigo, Xerox, Xeikon (and others) are not hamstrung as is Kodak.

So drupa is a good place to see variable data presses, and the three listed here are only the tip of the iceberg. Actually you can see most of the brands at Graph Expo in Chicago, but drupa will definitely be heaven on earth for people wishing to learn about variable data narrow format presses.

## Software: RIP, Color Management, Workflow

This is an entire world unto itself. The world of RIP is Wasatch, ErgoSoft, Caldera, Onyx, SAI with more color management oriented and proofing solutions such as GMG.

drupa is definitely the place to be for software, especially printing workflow software.

## New printing inks; New printing technologies

I am not sure how anyone can trademark nanoink since this concept has been a common concept for too many years. But the nanographic printing process, with nanoink as a curiosity, is of interest.

Nanography is trademarkable, but it makes little commercial sense to trademark "Kleenix" or "xerography" because you want competitors to provide competition. If HP were the only company in the world that jumped into "latex" ink, it would be boring quickly.

drupa is definitely the place for launch of new printing concepts.



The Dotrix is a modular printer that allows adding high variable data, showned at Print 2005



HP Latex Inks at drupa 2008

## Recent drupa expos

I can still remember attending drupa 2000. I had begun studying large-format printers with an Encad NovaJet 36 circa 1997. So 90% of my interest was water-based printers: these were the days of Encad and HP plotters. In 2000 Epson was still with a relatively slow printhead and first-generation pigmented ink.

2000 was when I saw my first UV-cured printers: Durst Rho 160, and the prototype of what (with lots of clever corporate manipulations) became the Zund UV-cured printers.

drupa 2004 was when I first noticed a grand-format UV in roll-to-roll format. drupa 2004 was when UV-curing was king of the hill, and finally mature in many (but not yet all) respects. FLAAR was pretty much the de-facto leader in evaluation of UV-cured printers already by drupa 2004.

drupa 2008 was the initiation of HP latex ink. 2008 saw several launches of prototypes of off-brand UV-cured printers. This is what I believe will be totally missing at drupa 2012: there will not be any “unknown” brand of UV-cured printer in 2012. In fact 50% of the UV-cured printer brands will not even be present (they were already at FESPA or ISA or will wait until the July Shanghai printer expo).

And now we are at drupa 2012. I am of German descendency (rather obvious with the surname Hellmuth, the 19th century way of spelling what today is usually Helmut (and today normally a first name, and not as often a family name). Plus I have lived in Germany for about nine years and had a German girlfriend the entire time. So hopefully I can make a few comments about Germanic tendencies: drupa is very Germanic, all F O U R T E E N days of it.

- I can remember when Xerox had an entire hall just to themselves.
- I can remember when Heidelberg had an TWO entire halls to themselves.
- I can remember primitive UV-cured printers: brands not widely known.

Now you need to be almost a billion-dollar company to launch a wide-format product at drupa.

So, now that someone at last explains that DRUPA 2000, DRUPA 2004, and DRUPA 2008 will never happen again, and that in today's world there is viable competition to limiting focus only on drupa, let's look at reality: what makes drupa 2012 worth the over-priced hotels and worth putting up with all the PR hype from people who don't seem to realize that the hype is occasionally a tad counter-productive?



## What will FLAAR Reports enjoy seeing:

- On-demand book printing: such as the Espresso Book Machine from Xerox.
- Faux 3D printing (anything except more lenticular; sorry, lenticular at ISA sign expo was literally nauseating). FFEI RealVue3D and hopefully more will be available. The 3D images from Sun Innovations looked impressive.
- New innovative technologies, such as Nanography. Of course if MemJet works, that will take the wind out of the sales of other new technology.
- I will enjoy seeing totally new and different ink technologies: more latex, more resin (but from other players: more than HP, Mimaki, etc).
- Toner color printers becoming more realistic in price, and color consistency (and able to protect this technology if MemJet does actually work; so far neither Xerox, Ricoh, nor KIP seem worried about a technology that shows only a paten farm).
- Software, including color management: GMC and other solutions.
- And finally, we hope to find surprises; we hope to find things that small innovative companies have been working on.

### Summary on the reality

- 99% of what is cramming the airwaves about drupa today is issuing from PR agencies.
- 99% of what people are writing about drupa today is based on PR releases, Webinars (more PR releases).
- And of course 99% of the Press went to Israel to be spoon fed information on the most recent advances in HP technology.
- We at FLAAR are the only Press in the world who was politely NOT-invited to the HP event (very simple: we don't accept the chemistry of HP latex ink to be "water-based" and we don't accept the need for excessive heating temperatures to be "green."
- I will admit I enjoy HP briefings; and of course the trips to HP facilities is fun too. But this year we are doing our own studies: such as learning about the Chinese projects to get into latex ink for Epson printheads.
- We at FLAAR prefer to go out, on our own, and learn directly from the source.
- So, as but one example, we hope to be in the ink R&D labs and demo rooms of a company exhibiting at drupa just the week before drupa starts.
- We will be the only industry research person here (two of us from FLAAR). This is how a research professor works. We moved off campus because we don't like to spend time on committee meetings: and since we are in the air 447,000 km in a single year we missed most of the committee meetings anyway! So we prefer to be out in the real world: In print shops, and mostly, in R&D labs and demo rooms.
- We look forward to offering you an updated report after the first day (May 3rd).

## What will YOU enjoy seeing, or doing at drupa 2012:

As Silvia of our staff points out, another reason for attending drupa is networking. You will meet people at drupa who come from an offset or copier printer world. They realize their world is going digital (albeit narrow format). And drupa is an appropriate expo for them (as would be IPEX in the UK or Graph Expo in Chicago).

## Here is a view of the reality of drupa

Drupa always has been, and always will be, an expo on

- Offset presses
- Flexo printing systems
- Toner-based printers
- Office printers
- All accessories for all the above



Pipes



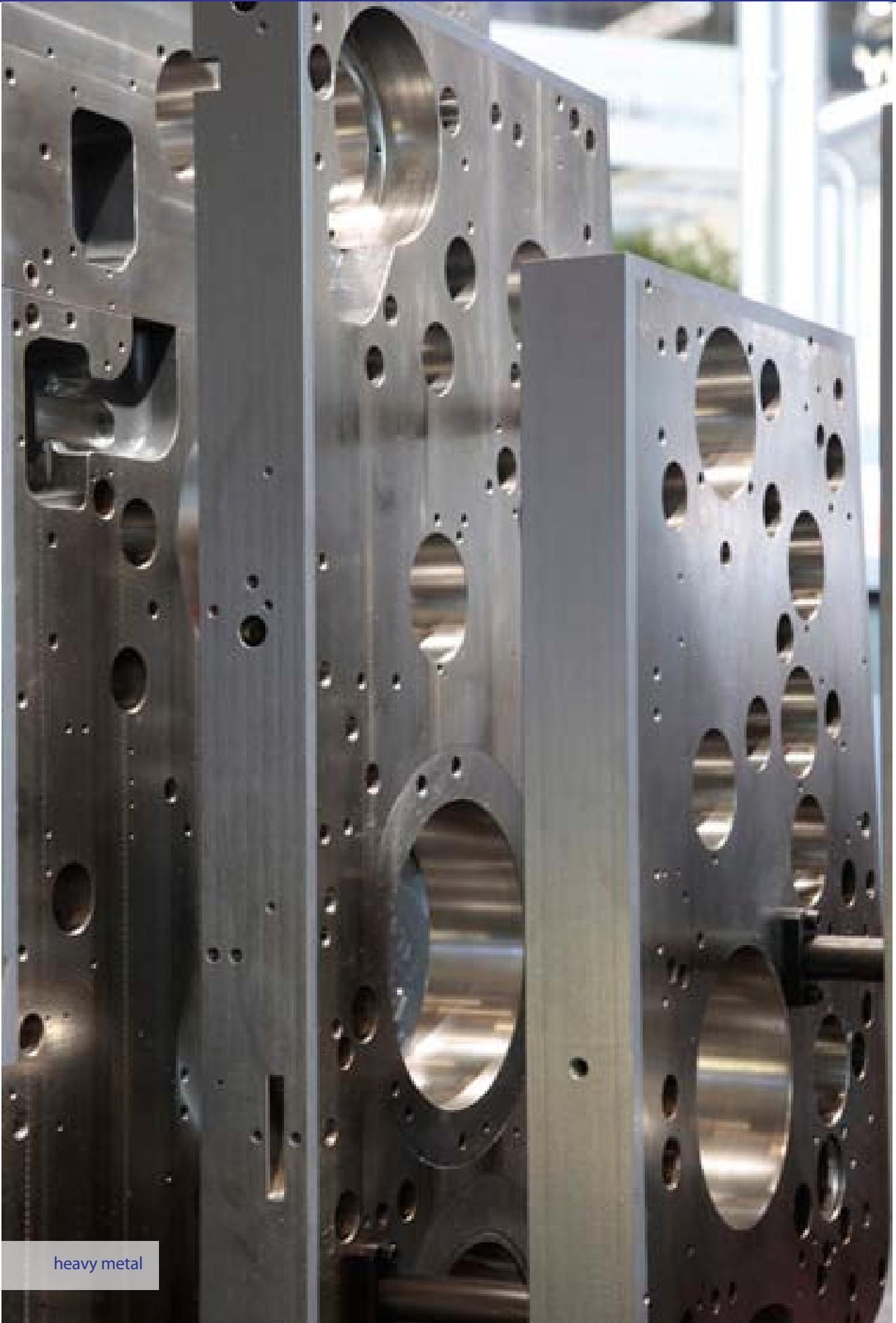












heavy metal



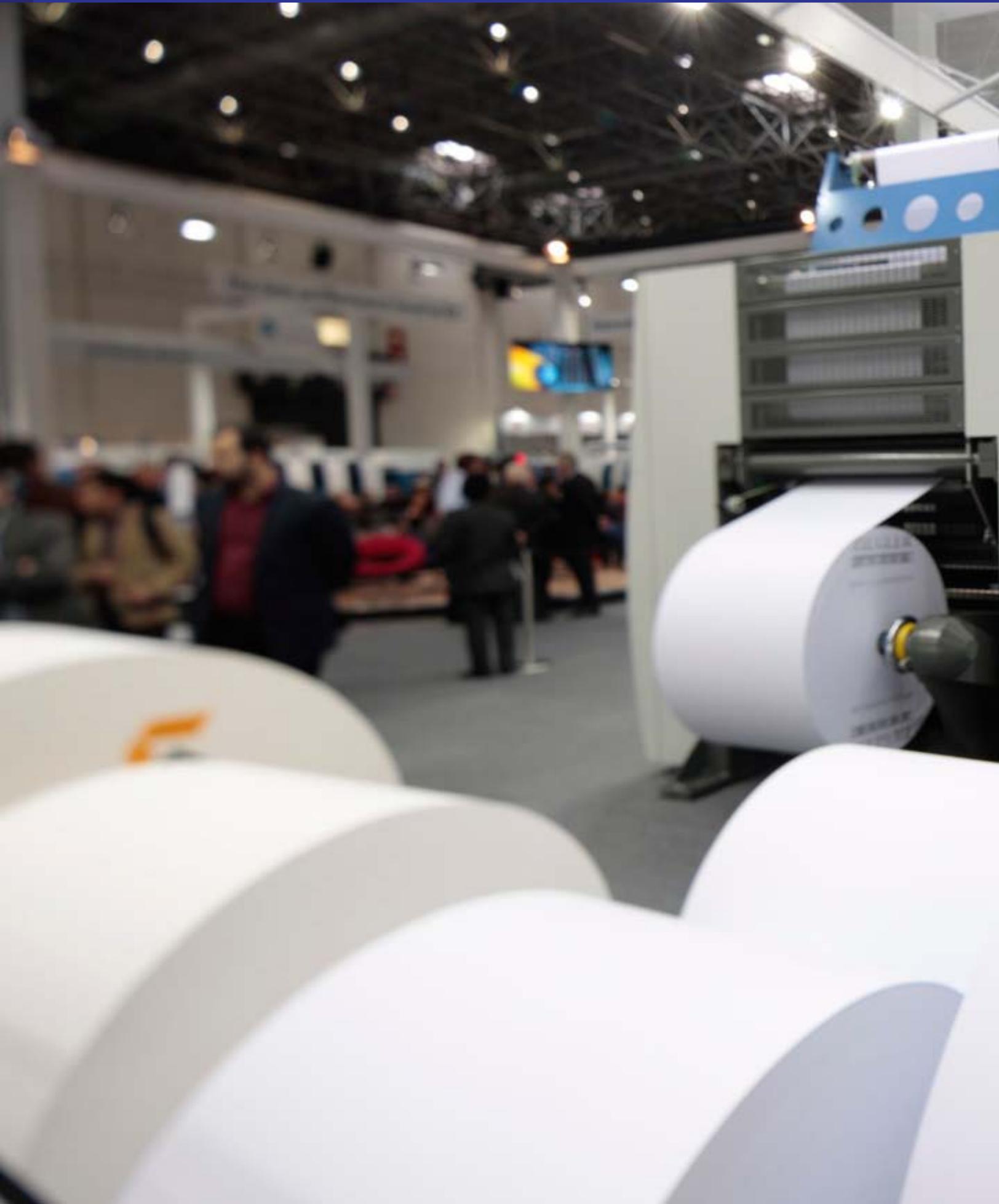
offset printers

offset printers





offset printers





Most recently updated May 8, 2012, after drupa opened.

Previously updated April 25, after spending two days at Sun Innovations in Russia. Updated May 5, 2012.

Earlier previously updated April 20, 2012, after we learned of still another wide-format inkjet product brand that is TOTALLY MISSING in all the "official" drupa pre-show reports.

First published April 12, 2012, about three weeks before drupa, after we noticed that all the other "lists of wide-format printers" were missing three key booths. We have added two of these brands now and will add the third brand before drupa opens.

# Appendix



drupa 2008



drupa 2008



Gandinnovations Jeti at drupa 2004



Fujifilm scanner at drupa 2000



HP photo quality at drupa 2000