# Why do we at FLAAR Reports attend Isa 2017?

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We at FLAAR Reports would not take the time to fly to attend ISA 2017 unless the expenses were worth the time. You need to pay for airfare, hotel, meals, etc. Plus the number of days you are not at the office (because you are on an airplane or at the expo).

You learn more at a trade show than you do anywhere else. But not just any expo: ten years ago we attended about 20 expos a year; but we stopped attending all VISCOM expos in Europe since FESPA was better conceived, more professionally organized, and had a more consistent brand recognition. Plus we enjoy attending Sign Istanbul every year, SGI (Sign Middle East) every year in Dubai, and Sign Africa (co-located with Africa Print and FESPA Africa), every year in Johannesburg.

We used to give lectures every year at Graphics of the Americas, but the Miami expo center closed for renovation, the expo moved to Ft Lauderdale, and the lecture program had new people in charge. Plus the entire trade show has new head. So we did not attend nor give any lectures. Same with GraphExpo; they changed their personnel who had us presenting lectures for year after year after year. The new organizer had mainly offset or flexo lecture topics, so we no longer lecture there, and thus no longer attend GraphExpo nor Print.

LRM Distribution (ICA, Island Clean Air, air purifiers)
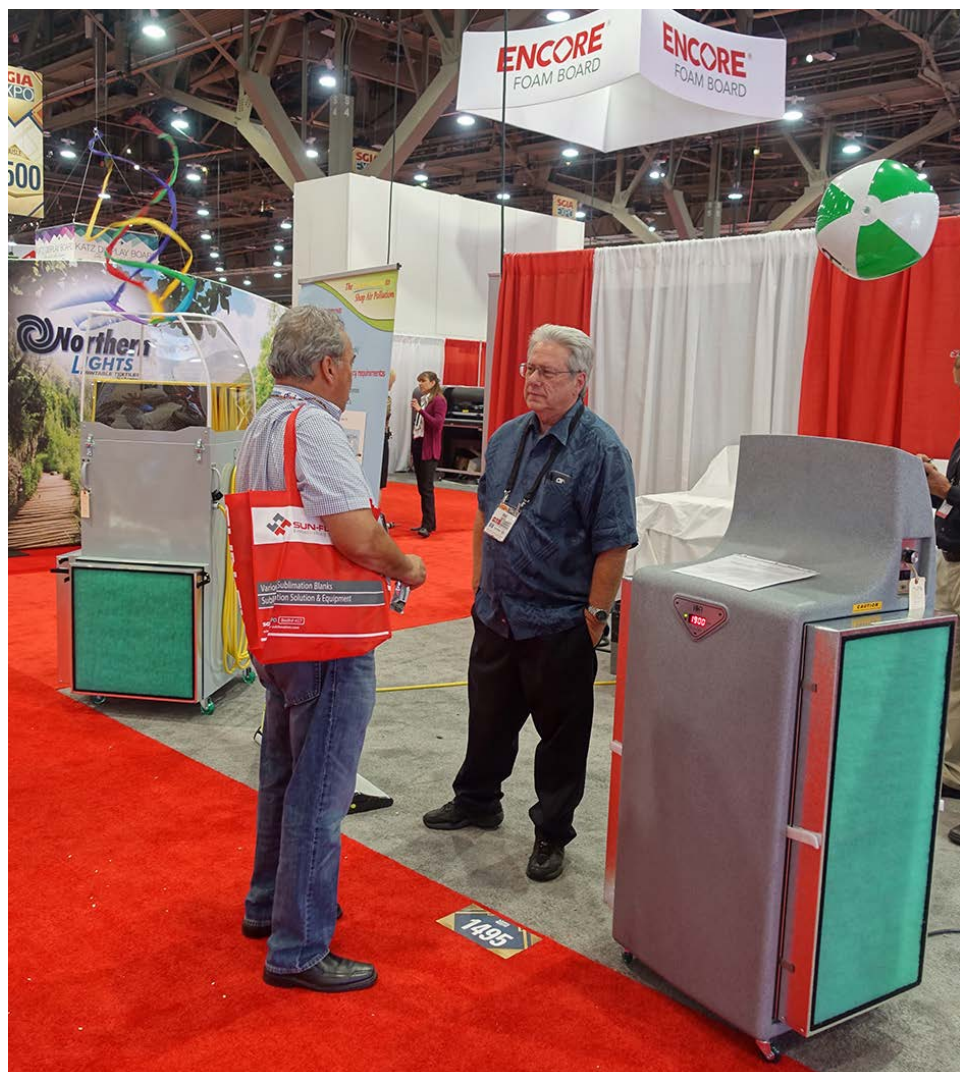
But we do attend ISA, SGIA, and of course the recent enormous APPPEXPO in Shanghai. We will also attend APPPEXPO Thailand and APPPEXPO Kenya.

We attended InPrint 2016 in Milano and will attend InPrint USA in Orlando just after ISA.

We are considering LabelExpo in Brussels and Inter-Pack packaging expo in Germany. But first, three of us will be at ISA all three days. We hope to see you at the FLAAR Reports booth #605 or in the aisles.

So you can find us, here are the members of the FLAAR Reports team who will be at ISA.
Other team members will of course be at our main office continuing work on all our upcoming FLAAR Reports.

Booths which FLAAR Reports will be visiting

(We will also visit booths, subject by subject, starting with printers.)

Gerber Technology, 1324
HP, 2532, 2132, superfast 40" printers for GIS, CAD
LRM Distribution (ICA, Island Clean Air, air purifiers), 1457
Jetbest Corporation, 6164 new ink
JK Sign Supply, 6068
Massivit 3D Printing Technologies, 6186

Printer brands at ISA 2017

AGFA, 1350
Canon, Canon OCE, 2068
CET, 5992
Dilli, 732
Direct Color Systems, 2752
EFI, 1332
Flora, 1386
Gandy Digital, 344
HP, 2532, 2132
iti, 5489
Mimaki, 3569, 3374
Mutoh, 3980
Novus Imaging, 1968
OKI Data Americas, 1368
Roland, 1280
Shanghai DOCAN, 1589
SwissQprint America, 5175
Teckwin, 4789
Vanguard, 111

Distributors (that tend to have printers)

Aeromatrix, 3786, 3985
ITNH 5570
Grimco, 1962, 2162
N, Glantz & Son, 953, 404
NuSign Supply, 939
SID Signs, 5180
SignWarehouse, 4386, 4600
Tubelite, 2324

Note: this list is in advance of the opening day. Once we are at the expo we will add all the other brands and booths.

Textile Printers at ISA 2017

DGI, 2782
Digifab Systems, 3585
Efi, 1332
Media One, 712
Mimaki, 3569, 3374
Mutoh, 3980

Textile Media at ISA 2017

Aberdeen Fabrics, 2789
Berger Textiles, 716
Fisher Textiles 4774
Soyang, 1406
Top Value Fabrics, 4764
Verseidag US, 2364

T-shirt Printers at ISA 2017

Anajet, 1424
Direct color Systems, 2752

Cutters at ISA 2017

AXYZ, 1539
Epilog Laser, 2770
Esko, 3180
Fotoba 759
MultiCam 1362
Trotec Laser, 746
Zund America, 3189

Inks at ISA 2017

Many ink booths; the most recent ink factory we have visited is TRENDVISION Technology, 700

Media at ISA 2017

3A Composite, 139
3M, 1345
7C Digital Printing Textile, 4067, 4767
Alusign, 3895
Arlon, 1374
Avery Dennison, 4380
Fisher Textiles, 4774
Jutu, 1982
KK Label, 3185
Magnum Magnetics, 762
Naisi, 5289
ORAFOL Americas, 1168
Soyang, 1406
Starflex, 2359, 2362
Verseidag, 2364

Laminators at ISA 2017

Advanced Greig Laminators 2750
GBC & SEAL, 1157
Laminators Incorporated, 4686
ROLLSROLLER, 900
Royal Sovereign International, 4168

RIP Software at ISA 2017

Cadlink Technology Corporation, 1786
Caldera, 1142
Onyx Graphics, 2375
SA International 4375
Wasatch personnel are usually present inside various booths.

Additional Software for Printing Workflow at ISA 2017

Cyrious, 1845

Sign Franchaise Companies at ISA 2017

FASTSIGNS, 1159
Signarama 501

Trade Magazines at ISA 2017

Digital Output Magazine, 5368
Sign & Digital Graphics Magazine, 2779
Sign Builder Illustrated, 2180
Signs of the Times, 2125

Lecture Program

Most of the lectures are on dynamic digital signage or comparable or on in-house organization, marketing, etc. We at FLAAR Reports focus on printers, inks, cutters, laminators and especially on workflow applications and trends. We found one lecture topic on printers:

ISA16, Thursday, April 20, 11am,
UV Printers: The V is for Versatility, Michael Perelli

FLAAR Reports Although most of the day we are out in the aisles and taking notes in booths around the show, there will always be one FLAAR Reports person in the booth, # 605.

Summary

Printers are obviously a focus of our attending a signage trade show, but it is essential to learn about ink and substrates as well. In past years signage was solvent, and then evolved deeply into UV-curing. For the past recent years textile printers have become popular worldwide, so the first booths we will visit at ISA 2017 are the following:

TRENDVISION is an ink company that two of us visited last year, so we know their capabilities. They offer inks for textile printers and LED UV-curing printers, plus a lot more.

Booth 700

Shanghai JiuKui Digital Technology Co., LTD is best known as JK SignSupply. You can see them in booth 6068. We got to know the owners of this company while four of us from FLAAR Reports lived and worked in Beijing with another company about four years ago. JK SignSupply focuses on inks and media.
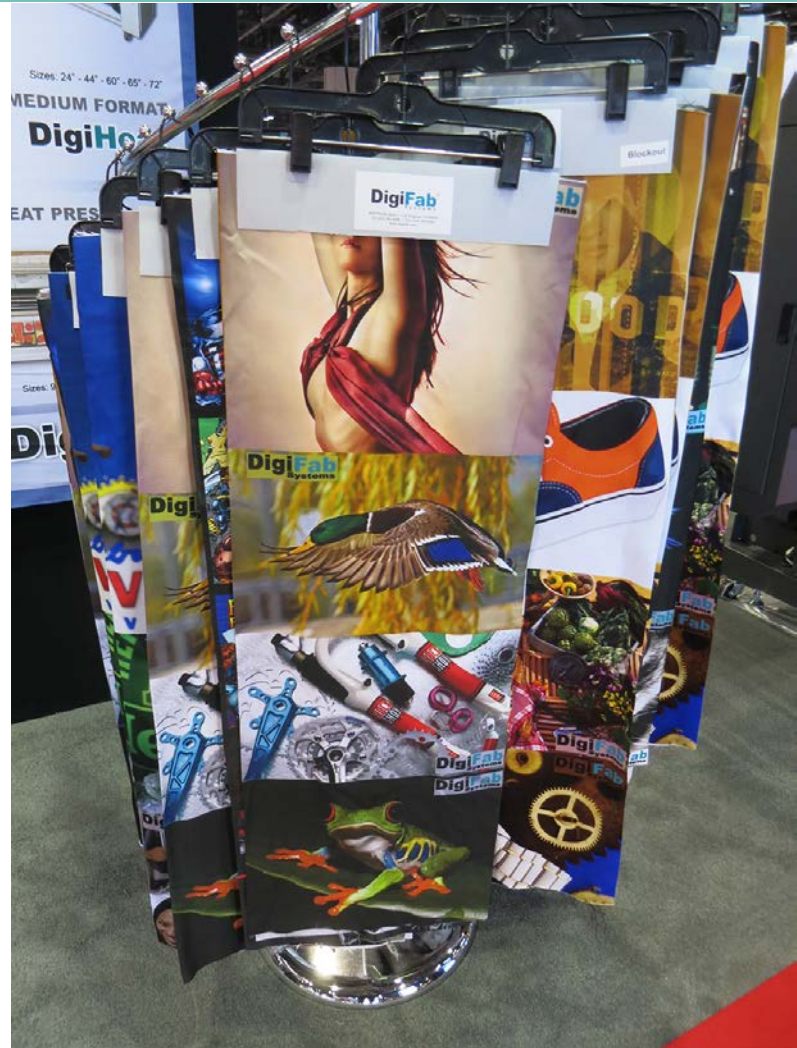
Booth 6068

DigiFab is a company that we have known since the days of Encad. When we would walk the aisles in those early years, the best textile colors were always in the booth of DigiFab. One reason they are successful with textiles is that the focus of the entire team is on fabrics, textile inks, and printers to handle these inks and materials. Booth 3585.

Booth 3585

Efi has continued its rise to worldwide success. We have visited printing companies in the Middle East, South Africa, and the USA where we have evaluated efi printers out in the real world. One of many reasons for the success of efi is that they know, understand, and offer to the client, a diverse range of the entire software workflow: efi Fiery RIP and now a wide range of practical software to assist sign shops handling a growing clientele. Starting with textile expertise from their own background combined with efi REGGIANI, you can find solutions at the price range which best suits you.

Booth 1332

Dilli offers the benefits of Korean engineering expertise, plus decades of experience with UV-curing printers. I have visited their factory twice. You can learn about what dilli offers here at ISA 2017, in booth 732

Plus we will be visiting about 200 other booths, since ISA offers a lot to attendees.

Booth 732

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