

# SIGN AFRICA

JOURNAL FOR THE VISUAL COMMUNICATION INDUSTRIES

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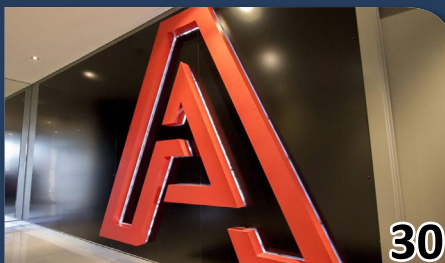
Arlon Graphics is a leading global manufacturer of pressure-sensitive adhesive vinyls for the sign and graphics industry. Arlon's renowned cast vinyl, polymeric vinyl and flexible substrates are now exclusively available to the South African market through Eco Signage Supplies.

COVER STORY PAGE 26

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AND DIGITAL  
GRAPHICS EXPO  
**POLOKWANE**  
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28	<b>WHAT YOU SHOULD CONSIDER WHEN SELECTING PRINTERS, INKS AND MEDIA FOR PROJECTS</b> <b>BY ILISNA O'REILLY, SALES MANAGER SOUTHERN AFRICA AT NUTEC DIGITAL INK</b> In the large format industry today, especially in South Africa, and I am sure in other parts of the world as well, distributors are required to constantly look for alternative solutions in terms of textiles, self-adhesive and rigid substrates that are more attractive from a pricing, availability and lead time perspective.
30	<b>WHAT MAKES A GREAT SIGNAGE BUSINESS?</b> <b>BY KURT TYACK, SIGNARAMA SOUTHERN AFRICA</b> In my more than 20 years in the signage industry, I have visited more than 100 sign businesses across 11 countries. I've been fortunate to interact with and learn from some of the brightest minds in the game.
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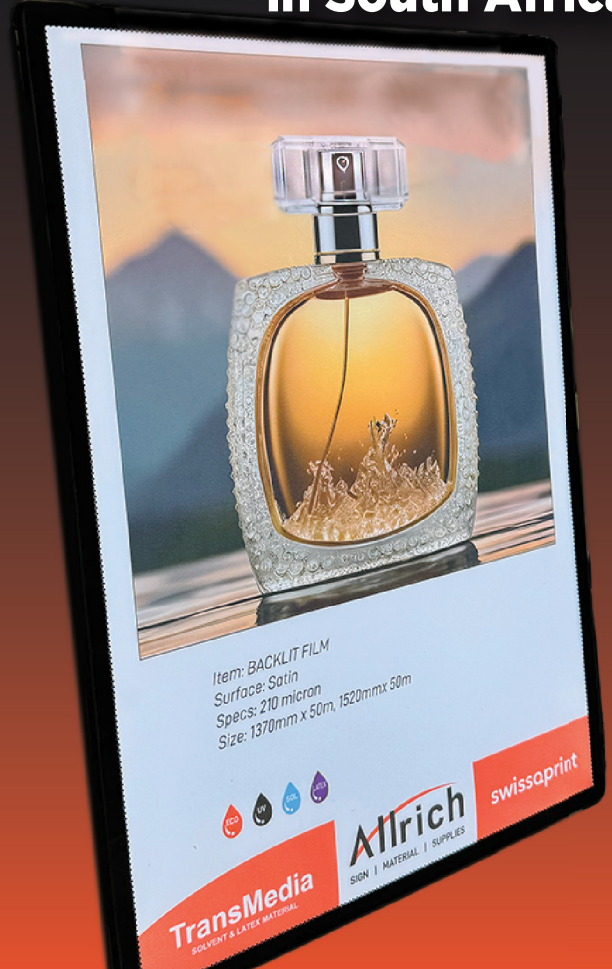
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# EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

**We wish our readers and advertisers everything of the best for 2025. May your businesses thrive! We will continue to bring you the latest industry news, and some new events such as Africa Wrap, where professionals in vehicle wrapping, fleet branding, and vinyl-based branding solutions on windows, acrylic, flooring, walls, furniture and more will converge for an immersive experience.**

We also have the new Change One Woman (C1W) initiative, which is dedicated to empowering women through connection, conversation and support. C1W aims to bring women together in the branding, print and signage industries. Of course, you can also look forward to the Sign Africa expo's, taking place in Polokwane, Durban, Cape Town and Johannesburg.

## Feature highlights in this issue:

What impact do lower cost substrates have on your business as a converter? The statement that not all substrates are the same is often misunderstood and converters need to ensure that their product selections in terms of the printer, ink type and application is thoroughly tested and quality approved before taking on projects where the application could potentially fail. Different manufacturers use different raw materials and often, even though the media is manufactured with a specific ink type in mind and even recommended for certain ink types, it is not guaranteed that it is in fact compatible.

The amount of thought and planning that goes into what may look like a simple finished sign is often underestimated by those outside of the industry. There are certain things that the most successful sign companies and their owners have in common. Whether it's a small one or two-person operation or a massive R250 million a year behemoth with more than 100 employees, there are five things that separate a good sign business from a great sign business.

While not required in every application, lamination is one of the most widely used techniques to not only protect printed work but also to add that extra special finish to make your graphics stand out to passers-by. New developments across hardware and materials have made life easier for industry professionals but there are still several issues that crop up and cause headaches for those laminating work.

Digital signage isn't just about sharing news, weather and advertisements, it can also be leveraged to deliver timely, targeted safety messages. Screens can be deployed across the workplace — from entryways to lunch rooms to hallways to warehouses — providing employees and visitors with vital, real-time safety information. By leveraging visually engaging content, digital signage can help employees remember safety guidelines, follow protocols and act swiftly during emergencies.

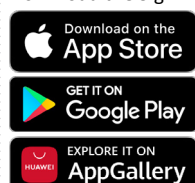
The technology industry is in a continuous state of change driven by evolving consumer expectations and pressing global needs. Personalisation and quality have become pillars of consumer expectations, especially in printing and visual displays. People increasingly seek tailored solutions, driving growth in personalised printing and custom visual technology. Whether it's a unique home theatre set-up or a business requiring more engaging visuals, demand for high-quality, personalised technology is growing. On the road, it's a 20-car pile-up positioned directly in your path. It's critical that you eliminate policies and procedures that prevent empowerment, which prevents employees from acting quickly.

## Signing off Meggan McCarthy

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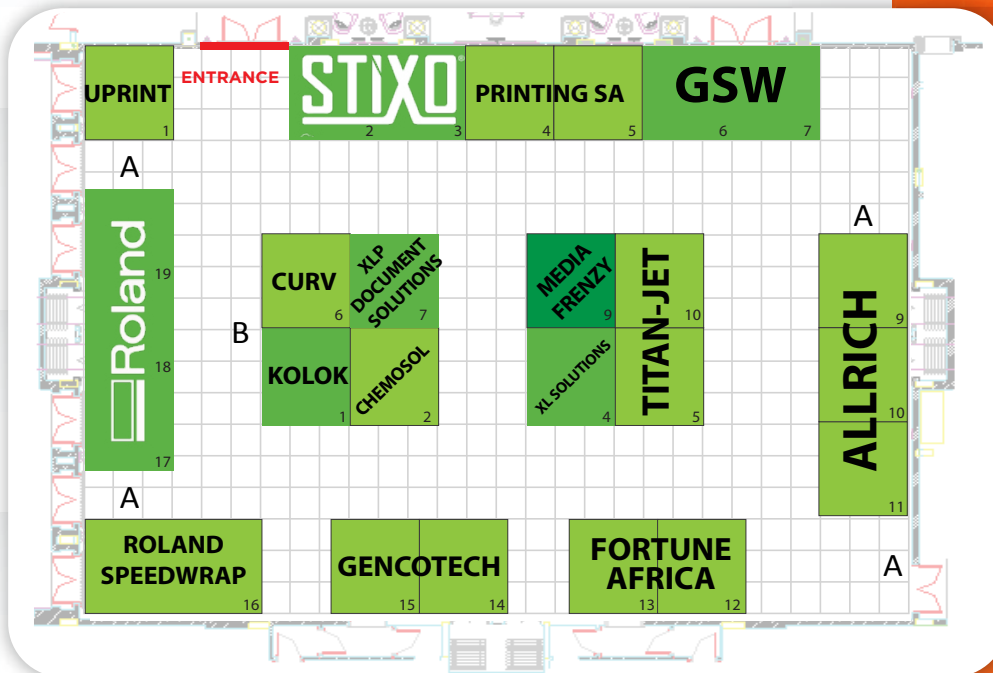
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Updates will be made online at [www.africaprintexpo.com](http://www.africaprintexpo.com),  
[www.signafricaexpo.com](http://www.signafricaexpo.com) or [www.graphicsprintsingn.com](http://www.graphicsprintsingn.com)

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05 February 2025

**12 FEBRUARY**  
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# HOT NEW PRODUCTS

## Allrich Lightbox

According to Allrich, their lightbox is the slimmest in South Africa. It comes in A2, A3 and A4 sizes and features even distribution of lighting, with no hot spots. The company's lightbox backlit film print can easily slide into the frame from the top. The lightbox has no unsightly wires and transformers, and adjustable holes for mounting are available. The LED lightboxes are just 7mm thick, making them much more compact compared to conventional lightboxes. [www.allrich-sa.co.za](http://www.allrich-sa.co.za)



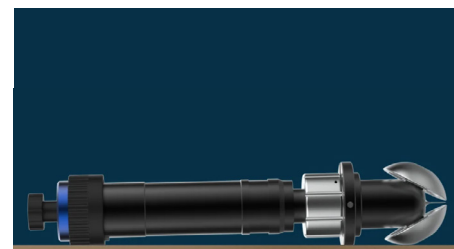
## STAHL'S' Name And Number Kits

STAHL'S' now provides official FC Barcelona name and number kits, allowing users to easily create authentic fan and replica jerseys using the official licenced font. Whether crafting for local teams, loyal supporters, or one's own retail business, these kits ensure authentic customisation that mirrors the pros. These licenced kits use the exact lettering and numbering style seen on the home play league jerseys of FC Barcelona's stars. [www.kolokgs.co.za](http://www.kolokgs.co.za)



## Summa Corrugated Tool

The tool is ideal for cutting corrugated boards precisely. The unique design eliminates air gaps by compressing the material. This makes the board nearly solid in shape and easy to cut. This not only prevents tearing, it also makes the cutting process faster, smoother and significantly more efficient. Unlike the up-and-down motion of an oscillating tool, the corrugated tool cuts in a single, straight line, up to 10 times faster. [www.fujifilmgraphicsystems.co.za](http://www.fujifilmgraphicsystems.co.za)



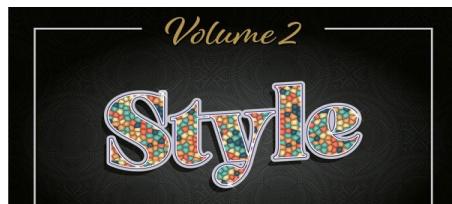
## SwissQprint Updated Flatbed Generation

Kudu, along with the Nyala 5 and the Impala 5, offer a top speed of 341 sqm/h. The new models are 23% faster than their predecessors and all come with 10 freely configurable colour channels. With efficiency-enhancing features also in the mix, users benefit from short throughput times and consistent high quality. The Generation 5 flatbeds are based on a completely reworked machine concept, with electronics and software included. [www.sign-tronic.co.za](http://www.sign-tronic.co.za)



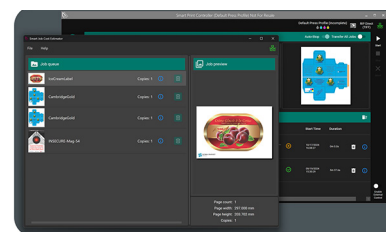
## Color-Logic Text-FX

Volume 2 is designed for creatives and graphic designers, enabling them to dramatically change the way text can be used in various design projects, including signage, posters and greeting cards. It provides graphic designers with a unique, stylised Illustrator palette of 40 extraordinary text effects. Text-FX provides unparalleled flexibility, allowing designers to modify colour, size, font and the applied Illustrator FX styles. Switching fonts to create diverse and beautiful designs takes only seconds. [www.altron.com](http://www.altron.com)



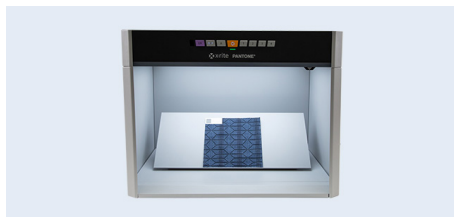
## Global Graphics SmartDFE™

Version 4.9 introduces several powerful enhancements, most notably a completely rewritten Smart Job Cost Estimator (SJCE), designed to take full advantage of the Smart Print Controller. Tailored for print sales teams, the standalone SJCE allows for precise job quoting. It shares the same settings as those used to configure the press, using Smart Media Definitions to deliver accurate cost estimates for supported media. [www.digitalview.co.za](http://www.digitalview.co.za)



## X-Rite Judge LED Light Booth

The booth incorporates advanced LED technology to ensure compliance with environmental regulations and help brands and suppliers to transition smoothly to LED-based colour assessments, maintaining quality without operational disruptions. The custom-designed LEDs are optimised to offer the best SPD match for legacy fluorescent tubes, including U30, U35, CWF and TL84, ensuring a seamless integration into colour workflows. [www.digitalview.co.za](http://www.digitalview.co.za)



## HP Latex Printer Series

Users can drive higher margins with up to 30% wider gamut, and print a wide range of signage and décor applications with consistent colour and quality, with the new HP Latex FS50 And FS60 printer series. The printers are also built to last and meet key environmental certifications. Users can avoid repeated maintenance and white ink waste with automatic ink recirculation and an offline rotating chamber. Water-based HP Latex inks mean no hazardous air pollutants and odourless prints. [www.midcomp.co.za](http://www.midcomp.co.za)



## Drytac Polar Smooth 150 Air

Suitable for both indoor and outdoor use on most surfaces including painted walls, melamine, glass and many other flat or simple curved surfaces, Polar Smooth 150 Air is the ideal solution for applications spanning interior décor, wall and window graphics, decals and stickers, point of sale, and construction hoardings and barriers. At 6 mil (150µ) thick, it ensures an easier installation compared to thinner alternatives. [www.midcomp.co.za](http://www.midcomp.co.za)





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# Roland

# SIGN INDUSTRY NEWS

## Roland DG Is A Platinum Sponsor For The 2025 Sign Africa Expos

Roland DG South Africa, a leading supplier of solutions to the graphic arts, design and technology industries, has announced that it will be sponsoring Sign Africa Expos for 2025 at a Platinum Level. The company's products are manufactured using industry leading techniques and standards while minimising environmental impact.

The Roland name is synonymous with superior digital printing, equipment performance, reliability, service and support. The company provides a wide range of machines that offer customers the most versatile, advanced and reliable production.

The company eats, dreams and sleeps digital production solutions, be it for sign-writing, tool and die making, fashion, dentistry and engraving. They are always dreaming up new and exciting ways for customers to become proficient and self-reliant with digital solutions.

Once again, Roland will be investing in your future.



### The 2025 Expo Dates:

- **Polokwane:** Wednesday, 12 February 2025, Meropa Casino
- **Durban:** Wednesday and Thursday, 5-6 March 2025, Durban ICC
- **Africa Wrap:** Tuesday and Wednesday, 15-16 April, Focus Rooms

- **Cape Town:** Wednesday and Thursday, 14-15 May 2025, CTICC
- **Johannesburg:** NEW EXPO DAYS Tuesday, Wednesday and Thursday, 9-11 September 2025, Gallagher Convention Centre

[www.rolanddg.co.za](http://www.rolanddg.co.za)

## Stixo Announced As A Platinum Sponsor For 2025 Sign Africa Expos

Stixo Signage Supplies offers a world of solutions for visual communication supplies. The company caters for printing, signage, branding and architectural businesses as well as resellers. Being a solitary owned and managed company, they ensure swift decision making and individualised service to their clients.

Stixo has been announced as a Platinum sponsor

for the Sign Africa Expos, taking place throughout 2025. The company's range of products comprises of digital printing media, rigid substrates, signage material, sign making tools, branding equipment, digital textiles, sublimation paper, machinery, sublimation blanks, equipment and sublimation consumables.

The company is a truly passionate team with a

solid foundation in place to keep up with the high demands of the industry, and is a market leader for signage, display and sublimation supplies. With an aggressive, involved attitude within the industry, Stixo recognises the importance of keeping it alive and thriving.

The company also recently opened its Cape Town branch. Customers in the province can expect efficient sales and delivery service and reliable stock holding. Stixo's existing loyal customers as well as new customers will now have the pleasure of not having to wait for cross country deliveries for ordered goods and save precious, valuable time for themselves and their respective clients.

Stixo has committed to being a Platinum sponsor for all the Sign Africa expos across South Africa, including the flagship Johannesburg event taking place in September 2025 at the Gallagher Convention Centre.

[www.stixo.co.za](http://www.stixo.co.za)





# SIGN INDUSTRY NEWS CONTINUED

## C1W Launched To Create Positive Change For Women In Branding, Print And Signage

Change One Woman (C1W) is a new initiative dedicated to empowering women through connection, conversation and support. Launched as a women-led initiative, C1W aims to bring women together in the branding, print and signage industries, building a community where ideas, experiences and support can be freely shared and put in action to make a change to uplift women in these industries.

It starts with a single conversation that can cause a ripple effect. By helping just one woman, you can help create a chain reaction that uplifts many others.

C1W is not about large time commitments or complex programmes. It's about doing what you can, when you can, to make a difference in your sphere of influence in another woman's life. It's about the power of small actions adding up to significant change. It's about changing opportunities for women. It's about looking at how you can make a difference to women around you.

In South Africa, women make up approximately 51.1% of the population, and women are more often than not responsible for their family's well-being, yet they face challenges such as higher unemployment rates and persistent gender inequality. While our constitution is among the most progressive globally in terms of gender equality, the reality of inequality and gender-based violence remains. With youth unemployment reaching 60.8% in the second quarter of 2024, the need for job creation is critical.

C1W is open to everyone — men and women alike — who want to support the mission of empowering



women in our industry. With no joining fees, C1W offers opportunities for companies to sponsor networking events, contributing to initiatives for women, and making training and learnerships available for women — allowing allows businesses to play an active role in supporting this movement.

### Networking Events

The Sign Africa and Africa Print expos provide a platform where anyone interested in C1W can attend the networking events and share ideas. We will identify opportunities in training, learnerships and workshops for women, and any opportunities to uplift women-owned businesses and women in the industry.

### Networking events will be held at the 2025 expos:

- **Polokwane:** Wednesday, 12 February 2025,

Meropa Casino

- **Durban:** Wednesday and Thursday, 5-6 March 2025, Durban ICC
- **Africa Wrap:** Tuesday and Wednesday, 15-16 April, Focus Rooms
- **Cape Town:** Wednesday and Thursday, 14-15 May 2025, CTICC
- **Johannesburg:** NEW EXPO DAYS Tuesday, Wednesday and Thursday, 9-11 September 2025, Gallagher Convention Centre

### Women-Led Editorial Content

C1W will focus on women-led industry-related content, features, trend and thought pieces. If you would like to submit your content, please email: [meggan@practicalmedia.co.za](mailto:meggan@practicalmedia.co.za)

**Find us on LinkedIn and Facebook.**

## UPrint Showcasing Multi-Tasking Printer At Sign Africa Polokwane Expo



Visitors can elevate their productivity with UPrint's innovative PRO860WT printer, being exhibited at the Sign Africa Polokwane Expo, taking place 12 February 2025 from 9am-5pm at Meropa Casino.

The printer is designed to handle multiple jobs simultaneously, maximising a user's earnings per minute and boosting efficiency. UPrint's costing feature integrated into the software provides precise cost calculations for each job, ensuring competitive pricing and profitability.

Visitors to the stand can also learn about UPrint's global support network, allowing instant access to a

worldwide WhatsApp group of UPrint users.

With the company's inks, users can leave their printer standing unaffected for months, with no clogging up of pipes etc. UPrint is able to brand on any item imaginable, with no messy inks. It is time to start maximising your profits. Customers receive a USB training manual, online training and WhatsApp, Telegram and Teamviewer support.

Sign Africa Polokwane Expo is sponsored by Stixo and Roland.

[www.uprintglobal.com](http://www.uprintglobal.com)

## Eco Signage Supplies Tasks Design Lab With First Test Wrap Of New Arlon Vinyl Range In SA



Arlon South African distributor, Eco Signage Supplies, has partnered with Design Lab, a vehicle wrapping and branding company, to test wrap a car in Arlon's new Premium Colour Change™ vinyl. This is the first car in South Africa, and one of 10 in the world, to be wrapped in the new vinyl, as part of Arlon's international launch of the range.

The wrap was performed on a Honda CR-V in Gloss Future Berry Metallic, the colour that Arlon selected to be tested in South Africa. The other new colours released in the range are: Gloss Ruby Red Metallic, Gloss Golden Ray, Gloss Electric Lime, Gloss Stealth Green Metallic, Gloss Sea Breeze Metallic, Gloss Stealth Blue Metallic, Gloss Infinity Purple Metallic, Matte Forest Green Metallic and Matte Cobalt Blue Metallic. Gloss finishes include a specially adapted PET protective film to protect and ensure maximum gloss level.

Shamalin Naidoo, Director at Design Lab, commented on his experience with the range: 'The new Arlon Premium Colour Change™ vinyls come with a protective layer. They have a high shine, a really good metallic finish and they are bubble-free. In terms of ease of use, the vinyls are brilliant.' Premium Colour Change features Arlon's best-in-class FLITE Technology® adhesive system, which revolutionised vinyl film installation when introduced seven years ago. FLITE Technology®

enables single installers to handle even the most challenging wraps with ease, delivering professional results while saving time and maintaining exceptional quality.

Arlon has been working with installers from around the globe to understand and solve installer pain points. Films that are too tacky make it impossible to reposition a graphic into place, while films that bond too quickly don't allow users to fix errors. FLITE Technology® in the Premium Colour Change™ range overcomes these challenges. The lite contact system allows graphics to float over a substrate until firm pressure is applied. During application, this allows users to float, snap and reposition with ease, making most wraps a one-person job.

The Premium Colour Change™ cast film has various features that make it stand out, including its high gloss level, zero glue lines or orange peel, invisible air channels for a smooth finish and clean removal without glue residue on the vehicle. The engineered liner with invisible air channels provides an ultra-smooth finish for full and partial vehicle wraps. It is also guaranteed to stay down in deep channels, curves, recesses and the most demanding shapes.

[www.ecosignagesupplies.co.za](http://www.ecosignagesupplies.co.za), [www.pcc.arlon.com](http://www.pcc.arlon.com) and [info@designlabsigns.co.za](mailto:info@designlabsigns.co.za)

## Titan Jet Africa Announces Suzuki Competition Winner



**Annalize Oosthuizen, My Design.**

Titan Jet Africa has announced the winner of its competition. The lucky winner, Annalize Oosthuizen from My Design, won a brand new Suzuki Celerio.

Entrants needed to spend R1000 or more, online or in store, at Titan Jet to be eligible for the prize.

Ten finalists were revealed during December, with the winner announced on 13 December during a prize draw that took place at Titan Jet's premises.

The company's Mardien Swarts said, 'Titan Jet Africa want to thank all our loyal customers for entering the competition. We wanted to show our gratitude to customers that spend money at our new warehouse. Since all printing companies were under great deadline pressure at the end of the year, our aim was to make buying materials a fun exercise.'

[www.titanjet.co.za](http://www.titanjet.co.za)

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# SIGN INDUSTRY NEWS CONTINUED

## Custom African Print Apparel Manufacturer Invests In Dye-Sublimation Printer From Midcomp

Midcomp has installed an HP Stitch S500 dye-sublimation printer at Chepa Corporate Services. The customer also opted for Midcomp's Pay Per Use (PPU) programme, which gives Chepa Corporate peace of mind and cost savings.

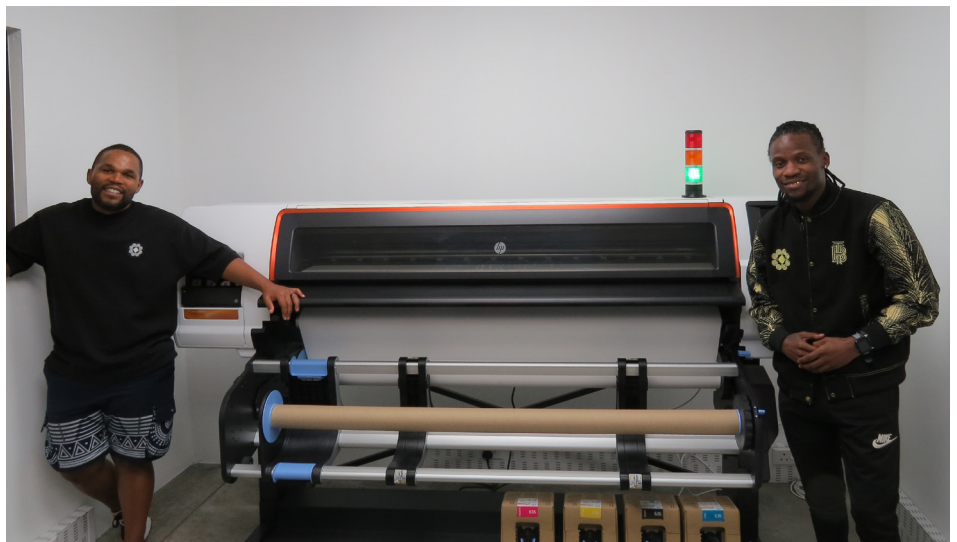
The S500 is an all-in-one dye-sublimation solution. With a single device, users can print on both transfer paper and direct to fabric with great results. The printer also features reliable image quality with 2 x CMYK user-replaceable printheads and automatic compensation of up to 30% nozzles out. Without increasing production space, users can double their unattended printing capacity. Users can also efficiently manage their fleet, and remotely monitor printer status and ink/substrate use with HP PrintOS.

Chepa Corporate Services' founder and managing director, Dumi Mahlangu, said, 'I started manufacturing custom African print apparel for the retail industry seven years ago. We grew from there and now we also offer B2B services.'

'We've just introduced customisation options for our clients. Now we're also doing golf shirts and jackets, which we sublimate for clients. We use their corporate identity, reinterpreted into our own style, and then produce bespoke items for them.'

Previously, Chepa Corporate Services would outsource this function, which impacted on its timelines, with huge back and forth in terms of quality, and sometimes the colours didn't come out the way the company wanted. The company were also required to do very in-depth consultations with the service provider until they got it right.

Mahlangu said that the printer has helped the company to ensure that they get their colours correct. They also enjoy improved lead times, and have the ability to experiment with materials from different fabric bases as well as offer clients new products.



Dumi Mahlangu and Dumo Mthethwa, Chepa Corporate Services.

'We're able to customise products better now because instead of doing an all-over print, we can sublimate in panels and then join the garment together. So it makes things much easier. It's faster than I thought – we're able to print and get a lot more product out.'

Mahlangu described the service from Midcomp as 'fabulous'. 'I've known Navin Jeewanlall (one of the directors at Midcomp) for two years and engaged with him when I first learnt about sublimation and customisation. I went to their offices and he explained the whole process to me. I bought the Stitch a year later. Midcomp's process is seamless, with great support and great technical knowledge. They are also very helpful with complementary machines that can help my business.'

Navin Jeewanlall, Director at Midcomp, said, 'It has been an absolute pleasure partnering with

Mahlangu and the staff at Chepa Corporate Services. I love his creativity and entrepreneurial spirit. We look forward to supporting Chepa and helping Mahlangu grow his business to the next level in the not too distant future.'

'Midcomp has had great success with the HP Stitch technology over the last five years, from the 3.2m wide HP Stitch S1000 to the HP Stitch S500. This is a mature product and will add value to any business looking to start up or expand into the apparel or soft signage business with one of the lowest cost per square metre in the market. These printers are workhorses and continue to collectively and effortlessly print tens of thousands of square metres per month at various customer sites. Partnered up with our PPU Programme, the end user has total peace of mind.'

[www.midcomp.co.za](http://www.midcomp.co.za) and [www.chepa.co.za](http://www.chepa.co.za)

## Beith Digital And Fujifilm South Africa Showcased Africa's First Acuity Ultra Hybrid LED At Open House Event

Beith Digital, in partnership with Fujifilm Graphic Communication South Africa, hosted an open house event on 21 November, where visitors could see the new Fujifilm Acuity Ultra Hybrid LED – the first in Africa. The Acuity Ultra Hybrid LED is a high-end printer designed for rigid and flexible media, offering superb, high quality printing. It is designed

with specialist inks to support near photographic quality printing on a huge range of applications.

'This special open house event was hosted in partnership with Beith Digital. We came together to celebrate innovation, creativity and the exciting future of retail branding,' said Grant

Potgieter, Fujifilm Graphic Communication South Africa General Manager. 'We're thrilled to have introduced the Fujifilm Acuity Ultra Hybrid LED. It's the first of its kind in Africa.'

This revolutionary technology is designed to transform our brand communication retail spaces.

It blends cutting-edge design, eco-friendly solutions and cost efficiency to deliver unmatched value.'

He added that Fujifilm's collaboration with Beith

Digital will inspire the industry, showcasing how transformative retail branding can ignite creativity, innovate in-store branding and build memorable customer experiences.

Potgieter expressed his deepest gratitude to Beith Digital MD, Devyn Wagner, and his team for their vision and commitment to delivering excellence in retail branding. 'Your leadership is pivotal in helping the industry bloom into greatness.'



Chris Daniels and Devyn Wagner, Beith Digital, with Anja Kirton, Fujifilm, Alex Rodger, Beith Digital and Grant Potgieter, Fujifilm.

Anja Kirton, Wide Format Product Manager at Fujifilm, added that the aim of the event was to show what the Fujifilm Acuity Ultra Hybrid LED can achieve, especially in the retail space, as well as the machine's capabilities. 'You can expand into many different applications in the retail industry. With the quality of the machine, there's a lot to offer to the retail industry.'

'The event was held to bring our customers together and show them the technology that we are able to run,' said Beith MD, Devyn Wagner, adding that the event allowed Beith to demonstrate how up to date the company is with the latest technology.

[www.fujifilmgraphicsystems.co.za](http://www.fujifilmgraphicsystems.co.za) and [www.beith.co.za](http://www.beith.co.za)

## Sign Africa Expo Announces Initiative To Upcycle Branded Expo Fabric Into Apparel And More

The Sign Africa Expo organisers are committed to hosting sustainable events. One way of doing this is partnering with organisations to upcycle waste fabric used for expo branding into useful items that can be sold.

For the recent Sign Africa Johannesburg expo, nonprofit social enterprise, Taking Care of Business, collected branded fabric used at the event to distribute to its entrepreneurs (previously unemployed people), who can repurpose the fabric and sell it for profit.

Taking Care of Business equips unemployed and aspiring entrepreneurs with the skills and resources they need to unlock their full potential and access the circular economy. Their flagship programmes ensure that unwanted fashion and other products are responsibly eliminated from the main market and distributed to secondary ones while protecting the contributing brands, reducing waste and creating self-employment opportunities.

Another organisation Sign Africa plans to partner with is Sealand, a lifestyle label marketing responsibly-made bags and apparel. Since its inception in 2015, Sealand has created products from textile waste and materials sourced through



ethical supply chains that uphold workers' rights. To date, it has saved more than 90 tonnes of toxic material from our earth and avoided 2226 tonnes of CO2. Designed to stand the test of time, its

product range is durable, functional and undeniably stylish.

[www.signafricaexpo.com](http://www.signafricaexpo.com)

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## Stixo Signage Supplies Launching New Mug Press At Sign Africa Polokwane Expo



Stixo Signage Supplies, Platinum sponsor for the 2025 Sign Africa Expos, will kick off this year's events with its participation at the Sign Africa Polokwane Expo, taking place 12 February from 9am-5pm at Meropa Casino. Stixo will launch its new state of the art CAMEL 5-in-1 Mug Press at the expo.

A show special will be run on this product, so visit the company's stand and be the first to see this new technology.

Renowned for bringing you a world of solutions for visual communication supplies, Stixo will also be showcasing some of their newly launched products like the MONTANI range of digital printable textiles/fabrics, the Flame Banner, CAMEL Desktop Sublimation paper and much more.

Sign Africa Polokwane Expo is sponsored by Stixo and Roland.

[www.stixo.co.za](http://www.stixo.co.za)

## Roland DG Showcasing Wide Format Print Innovations At Sign Africa Polokwane Expo

Platinum expo sponsor Roland DG South Africa will exhibit a range of wide format printers at the upcoming Sign Africa Polokwane Expo, taking place 12 February 2025 from 9am-5pm at Meropa Casino. One of these is the TrueVIS LG-300.

The combination of ultra high-definition print technology and specially formulated UV ink lets users accurately reproduce colours in a wide colour gamut. Combining the flexibility of print and cut, the benefits of UV-LED printing and TrueVIS heritage, the LG series adds a new dimension to graphics printing.

### Other Highlights:

#### TrueVIS SG3-300

Available in two sizes to fit a business and its budget, the latest SG3 series of large format graphic printer/cutters have been enhanced to answer the ease and productivity needs of sign and graphics providers. Expand current operations or provide the right start in sign and graphics with superior colour and performance.

#### VersaSTUDIO BD-8

This product makes it quick and easy for anyone, even those with no prior experience, to print vibrant and detailed graphics on a wide range of objects.

The printer fits on the user's desktop, making it ideal for use in home businesses, small offices, retail spaces and classroom settings. With a BD-8, adding value and appeal to items like phone



covers, cosmetic cases, fashion accessories, sports memorabilia, gifts, bottles and more is a breeze.

#### VersaSTUDIO BN2-20

BN2 series devices are perfect for creating prints, posters and stickers as well as on-demand heat-transfer custom graphics for T-shirts, hoodies, bags and many other popular and profitable items.

#### VersaSTUDIO BN-20D

The desktop direct-to-film system makes enhancing apparel with eye-catching graphics, even the most detailed designs, images and text, a simple and

trouble-free process.

#### VersaSTUDIO GS2-24

With the VersaSTUDIO GS2-24 desktop vinyl cutter, users can create professional quality graphics from a huge range of materials and take their business to the next level. With everything one needs to get started, this solution is the only choice for serious entrepreneurs.

Sign Africa Polokwane Expo is sponsored by Stixo and Roland.

[www.rolanddg.co.za](http://www.rolanddg.co.za)

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# SIGN INDUSTRY NEWS CONTINUED

## JG Electronics Hosted Entrepreneur Day

JG Electronics' Entrepreneur Day events, held on 24 and 25 February, focused on how to start a corporate novelty and gifting business. The company showcased their printing solutions and held presentations by entrepreneurs who have found success in the printing industry.

The events were marketed towards school leavers, graduates, privately employed individuals and anyone dreaming of starting their own business. The events showed the opportunities in sublimation printing, DTF printing, heat presses, vinyl cutting and button presses.

Attendees were given hands-on experience with JG Electronics' systems and solutions, with three demonstration stands set up. The first stand showcased DTF printed graphics being heat pressed and applied to various products, such as T-shirts and mugs, via sublimation. The second stand showcased a button press with an interchangeable mould system that allows users to create various badge sizes. The final station demonstrated vinyl cutting software and solutions, showing the entire workflow from design and plotting to cutting to the final heat press onto a substrate.

Two presentations were held, covering entrepreneurship, technology, marketing and profit generation. The morning session covered the use of print and cut solutions in various industries, and learning how to apply various technologies



to various industries. Several guest speakers with varying industry specialisations spoke about how they used print and branding as their flagship service for creating income. By providing branded products to their clients, they helped their clients maximise their brand identity.

The second session covered how to start a profitable business and generate income. Guest speakers discussed business tips and how to market brands in new or established businesses to maximise profits.

[www.jgelectronics.com](http://www.jgelectronics.com)

## Intamarket Graphics Announces Open Days In Cape Town

Visitors at Intamarket Graphics' events can see live demonstrations of the company's top-of-the-line equipment, and explore more with OLFA tools and ALTEZZE tape demonstrations. There will also be informative NUtec ink conversion sessions, and

interactive vehicle detailing training happening daily.

Attendees can enjoy coffee and doughnuts from 9am-2pm, or a tasteful cheese and wine pairing from 2-3pm while exploring everything the company has to offer. There will also be discounts on selected products.

The expert team can assist visitors in finding the perfect fit for their business while in-house finance experts can aid in funding an ideal solution. Whether it is a business in graphics, signage or print, this is a chance to discover why Intamarket is an ideal partner.

Venue: Inospace Building, Unit 2, Jagger Street, Goodwood, Cape Town.

Dates: 19-21 February, 9am-3pm. Enquire at [marketing@intamarket.co.za](mailto:marketing@intamarket.co.za).

[www.intamarketgraphics.co.za](http://www.intamarketgraphics.co.za)



## Win R10 000 Cash In AM.CO.ZA's DTF Printing Competition



AM.CO.ZA is giving away R10,000 in cash for the best DTF printed T-shirt produced on an AM.CO.ZA DTF printer.

Create a stunning design using an AM.CO.ZA DTF printer and transfer it onto a T-shirt. There are no limits on the design theme.

Submit your entry by placing your name and email address inside an envelope and write 'DTF Competition' on the envelope. Attach the envelope to the inside back of your printed T-shirt using a staple. Then deliver the T-shirt to AM.CO.ZA's showroom for display: 2 Makro Place (Blue Gate), Sunnyrock 1401, Gauteng.

Every T-shirt will be showcased in AM.CO.ZA's showroom, where over 100 clients visit daily. Each client will vote for their favourite design by signing the back of the T-shirt. The T-shirt with the most signatures by March 31 will be declared the winner. The envelope will be opened, and the creator will be contacted to claim their R10,000 cash prize in person.

Every entry will also receive a R200 credit to spend in AM.CO.ZA's online store. However, participants must be registered buyers with AM.CO.ZA to qualify for the credit.

[www.am.co.za](http://www.am.co.za)

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# INTERNATIONAL NEWS

## PERSPEX® Announces 90th Anniversary Milestone



PERSPEX® is celebrating its 90th anniversary. PERSPEX®, from the Latin verb to see through, was registered as a trade mark by the British chemical company ICI on 16/11/1934. ICI was at that time looking for a safe and transparent alternative to glass, a material which would also be durable and robust.

At the end of the second World War, ICI looked for new markets for PERSPEX®. Acrylic sheet material was revealed to be an excellent transparent material for roofing purposes and PERSPEX® skylights allowed natural light into factories, agricultural buildings and schools.

The first PERSPEX® bath tub was created in 1947. Although the emphasis was on the material's transparent qualities in the early days, later on, coloured matt finishes were also produced. PERSPEX® soon became popular in more and more everyday contexts. Acrylic sheet material is nearly always used in applications ranging from incubators for premature babies to implosion protection for cathode ray tube (CRT) televisions.

Starting in the 1960s and '70s, things became really colourful: an increasing number of designers discovered the material with its unique formability and range of colours. Furniture, handbags, buttons, jewellery, glasses, toys and tableware were all made from PERSPEX®.

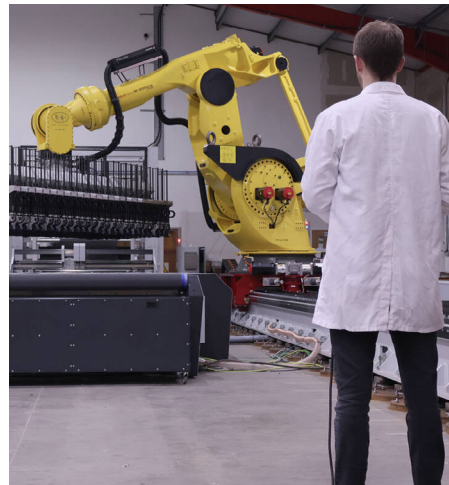
A firm favourite in shop design and shopfitting applications since the 1950s, PERSPEX® is also a key element in signage and corporate design. But over the last 90 years, there has been a massive increase in the number of colour options. Practically every customer request for a particular colour can be fulfilled – the database already includes thousands of colour formulations for acrylic sheet material. Lighting technology has also experienced a great deal of innovation.

Perspex International Ltd. was acquired by Schweiter Technologies in late 2018. The product

range has been part of 3A Composites since that time. The most significant application areas for this versatile material currently include architecture, visual communication, shopfitting and furniture construction as well as lighting technology.

[www.display.3AComposites.com](http://www.display.3AComposites.com)

## Zünd Wins Award For Collaboration In Composites Innovation



FibreLINE is a high-speed preform system that significantly accelerates the production of composite structures. Zünd's cutting system, Q-Line, plays a central role in this automated production cell. FibreLINE is used to produce composite aircraft structures such as wings and fuselage sections, as well as smaller parts and components.

FibreLINE, developed by Loop Technology Ltd in collaboration with Zünd, has been honoured with the prestigious JEC Composites Innovation Award 2025 in the 'Aerospace Process' category.

FibreLINE is available in various configurations and can be used beyond the aerospace industry in sectors such as defence, automotive and renewable energy for the production of wind turbines.

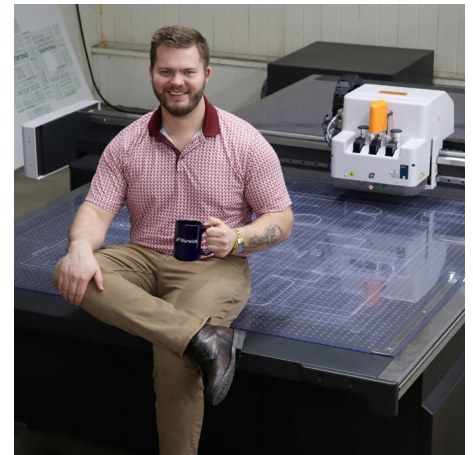
Oliver Zünd, CEO of Zünd, highlighted the significance of this achievement: 'We are proud to play a leading role in this innovative project, in which our Q-Line cutting technology is an integral part. We look forward to help shape the future of automated manufacturing and driving progress in the aerospace industry.'

The JEC Innovation awards identify, promote and

reward the most innovative composite solutions worldwide and have engaged 2100 companies globally over the last 27 years. The awards are split into 11 categories from across industries including aerospace, automotive, renewable energy, building and maritime. The finalists are selected by an internal JEC jury and then the winner is selected by an external jury made up of composites professionals.

[www.midcomp.co.za](http://www.midcomp.co.za)

## Kongsberg Cutting Table Opens New Wide Format Print Markets



**Alexander Paschal with the new Kongsberg X24 Edge at Warwick Publishing Co.**

Delivering speeds of 30m/min with acceleration of 0.3G, the Kongsberg X24 Edge digital cutting table can handle the full spectrum of wide format display, signage and packaging jobs, delivering exceptional quality results at high production speeds. Warwick Publishing Company has acquired a Kongsberg X24 Edge.

Alexander Paschal, president and owner of the almost 100-year-old Warwick Publishing Co., explained how the latest addition to the facility in St Charles, Illinois, was part of a strategic plan to continue the expansion into a growing sector.

'We're a fifth-generation family business, and for the last few decades our focus has been solely on the production of calendars and a wide range of other paper-based items for the promotional products industry,' he said. 'We already have a fleet of three older cutting machines as part of our set-up, and after acquiring a new Fujifilm printer we needed a new cutting machine that could deliver the precision and handle the intricate designs demanded by these wide format products.'

Paschal chose the Kongsberg X24 Edge to complement the Warwick Publishing Co. production suite, with its combination of power, precision and versatility being key factors. 'This is our first Kongsberg table, and it has already opened up all wide format print markets to us,' said Paschal. 'Previously we've been able to make small frames and prototypes with our existing machine base, but now we're able to deliver full production capabilities.'

Matt Sisson, Territory Sales Manager with Kongsberg Precision Cutting Systems, said the addition of the X24 Edge was an investment in the future. 'Working with a Kongsberg cutting table means that Paschal and the Warwick Publishing team don't have to choose between speed, precision or production power,' he said. 'The engineering of the rack and pinion drive, the construction of the table top, the quality of the motors and the traverse all ensure that the table provides the greatest cutting accuracy and consistency, which is crucial for a business like this that prides itself on quality.'

Importantly, the Kongsberg X24 Edge can be easily upgraded in both speed and acceleration to ensure it keeps up with business demands – something Paschal is keen to exploit.

'The speed of the new machine is nice, but that's never been a bottleneck for us,' said Paschal. 'We're a specialty shop. We do all kinds of cuts, and we needed a machine that could handle a variety of jobs while delivering maximum quality. The tooling options Kongsberg has developed were a big plus for us – we took the VibraCut, Drag knife and Creasing tools so that we can handle almost any job on any material. The fact we can add on a router as and when needed is a bonus too.'

[www.gsw.co.za](http://www.gsw.co.za)

## Summa Cutting Plotter Cuts Costs And Improves Signage Efficiency



LBS Projecten decided to bring some cutting work in-house to make the organisation more efficient and meet growing demand. To achieve this, LBS invested in a Summa S Class 3 cutting plotter, an advanced machine known for its precision and speed.

This investment enables them to deliver high-quality results for applications such as signage and interior finishing. The Summa cutting plotter not only solves current challenges but also provides a strong foundation for growth.

Based in Slidrecht, the Netherlands, LBS Projecten is a specialised project agency focused on brand communication and the design and signage of corporate buildings and premises. With the slogan 'LBS Gets It Done!' the company emphasises its commitment to tailored solutions and a personal approach.

Previously, LBS Projecten outsourced all their cutting work. As the company and demand grew, particularly in signage and frequent updates (mutations), they needed a more efficient and flexible solution.

Outsourcing did not always prove to be the best solution. Saving costs, working more efficiently, and wanting to respond more quickly to customers made it necessary to carry out the cutting work in-house as well.

To address these challenges, LBS Projecten chose the Summa S Class 3 T120, a vinyl cutting plotter featuring True Tangential cutting technology. Although LBS had previously worked with cutting equipment, it could not match the top-tier quality of the Summa plotter.

The decision to invest in the Summa S Class 3 T120 has brought significant benefits to LBS Projecten. Urgent orders can now be handled internally and efficiently. The machine's pinpoint accuracy guarantees top-quality results, regardless of the design's complexity.

[www.fujifilmgraphicsystems.co.za](http://www.fujifilmgraphicsystems.co.za)

## Mimaki Showcased Printing Solutions

Mimaki showcased its latest advancements and solutions tailored to the needs of the Middle East's print professionals. Mimaki's booth featured a comprehensive range of products, catering to a variety of printing needs.

Mimaki Europe participated at FESPA Middle East



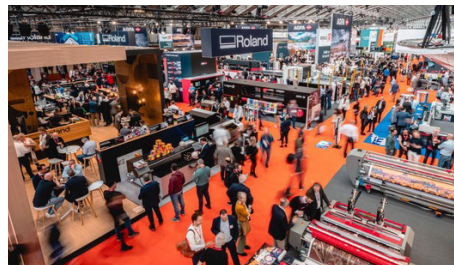
2025, which took place from 20-22 January in Dubai. Making its Middle East debut was a concept model of the next generation of print and cut systems, designed to meet the specific needs of the region's market and enable lower running costs.

The line-up also consisted of the CJV330-160 solvent print and cut solution and an array of Mimaki's UV printers, including the cost-efficient and reliable UJV100-160Plus, the JFX200-2513 EX, a flatbed printer serving both sign, graphics and industrial products segments, and the versatile UCJV330-160 print and cut system. Additionally, the CG-130AR cutting plotter demonstrated precision and efficiency, while the TS100-1600 sublimation printer showcased high-quality textile applications.

Arjen Evertse, General Manager Sales, Mimaki Europe, commented, 'The Middle East remains a critical market for Mimaki, and in 2025, we continue to lead with over 40% market share in sign graphics, while also maintaining a strong presence in the industrial sector.'

[www.gsw.co.za](http://www.gsw.co.za)

## FESPA 2025 To Serve As Meeting Point For Visionaries



As FESPA marks its return to Berlin for the first time in three years, it looks forward to welcoming its

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# INTERNATIONAL NEWS

global exhibitor and visitor bases, many of whom are familiar with the host city. The Messe Berlin has been a trade show venue for over 200 years and the city itself is well-known for its history, as well as its trusted connections and established speciality print market.

In addition, Berlin is easily accessible from mainland Europe via both car and public transport, and it offers visitors a multitude of options for affordable accommodation.

From the 6 to 9 May 2025, at the Messe Berlin, Germany, FESPA Global Print Expo and its co-located events, European Sign Expo and Personalisation Experience, will become the ideal meeting places for visionaries to discover a wealth of products and solutions for use in speciality print, signage and personalisation.

Michael Ryan, Head of FESPA Global Print Expo, commented, 'We're thrilled to be back in Berlin this year with our new strapline: 'Where Visionaries Meet'. This year's message shines the spotlight on our futuristic and forward-thinking FESPA community, including our visitors, exhibitors, award winners, Association Heads and more. It also highlights that our events serve as a meeting point for these visionaries, empowering them to discover new opportunities and make impactful decisions for the future of their business.'

He added, 'In an ever-evolving industry like ours, it is vital that we are consistently looking forward. How can we guarantee a sustainable future? How is AI impacting the sector? The possibilities for our community are endless and we look forward to highlighting them at our 2025 events.'

'FESPA, as an organisation, is delighted to welcome visionaries from our community to the Messe Berlin in May to not only discover the range of solutions being displayed, but to share their thoughts on what the future holds too.'

Visitors to FESPA Global Print Expo 2025 and its co-located events, European Sign Expo and Personalisation Experience, will be able to explore an array of technologies, media, services and consumables from confirmed exhibitors including: 3M, Brother, Caldera, Canon, Durst, EFI, EFKA, Epson, Fujifilm, Kit Builder, Kongsberg, Optimus Group Limited, Roland, Ricoh and swissQprint.

Visitors can embrace the future of signage, wide format print, screen print, DTF and T-shirt printing at the FESPA Africa 2025 expo. The event will be hosted in Johannesburg, at the Gallagher Convention Centre. Take note of the new expo days: Tuesday-Thursday, 9-11 September 2025, from 9am-5pm daily.

[www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com)

## Neschen Exhibiting Laminator Range



Neschen will showcase its advanced laminator portfolio, including innovative solutions for a wide range of applications in the graphics and communications industry. Neschen laminators are ideal for sign making, digital printing or trade show presentations.

They handle materials such as paper, cardboard, self-adhesive films, laminates and banners, making them indispensable tools for professionals in the graphics and communications industry.

The company has announced its participation at wetec, an international trade fair for sign making, digital printing, illuminated advertising, and digital signage, being held in Stuttgart from February 13-15.

Stephan Liegerer and Christopher Adamkowsch, two industry-leading technical experts, will demonstrate the exceptional capabilities of the ColdLam 1650 SW and EcoLam 1650. These live demonstrations will highlight the laminators' thoughtful ergonomics, high efficiency and precise performance.

[www.allrich-sa.co.za](http://www.allrich-sa.co.za)

## Pantone Announces Colour Of The Year For 2025

A warming rich brown hue, new PANTONE 17-1230 Mocha Mousse nurtures with its suggestion of the delectable quality of cacao, chocolate and coffee, appealing to our desire for comfort. The evocative soft brown transports the senses into the pleasure and deliciousness it inspires as the Pantone Colour of the Year selection for 2025.

'Underpinned by our desire for everyday pleasures, PANTONE 17-1230 Mocha Mousse expresses a level of thoughtful indulgence,' said Leatrice

Eiseman, Executive Director Pantone Color Institute. 'Sophisticated and lush, yet at the same time an unpretentious classic, the colour extends our perceptions of the browns from being humble and grounded to aspirational and luxe. Infused with subtle elegance and earthy refinement, it presents a discrete and tasteful touch of glamour. A flavourful brown shade, it also envelops us with its sensorial warmth.'

There is a growing movement to align ourselves more closely with the natural world. Characterised by its organic nature, PANTONE 17-1230 Mocha Mousse honours and embraces the sustenance of our physical environment. Imbued with authenticity, it finds harmony and balance between the demands of modernity and the timeless beauty of artful creation.

'The everlasting search for harmony filters through into every aspect of our lives including our relationships, the work we do, our social connections and the natural environment that surrounds us. Harmony brings feelings of contentment, inspiring a positive state of inner peace, calm and balance as well as being tuned in with the world around us. Harmony embraces a culture of connection and unity as well as the synthesis of our mental, spiritual and physical well-being,' added Laurie Pressman, Vice President of the Pantone Color Institute.

'With that in mind, for Pantone Colour of the Year 2025 we look to a colour that progresses our embrace of the feeling of our (former) PANTONE Colour of the Year, PANTONE 13-1023 Peach Fuzz, into another dimension, extending further into our desire for comfort, and the indulgence of simple pleasures that we can gift and share with others.'



[www.kear.co.za](http://www.kear.co.za)

## SwissQprint Announces Installation Of 2000th Large Format Printer



SwissQprint installed its 2000th printer worldwide at SuperGraphics.

SwissQprint has announced a milestone and a new exciting phase for Seattle-based SuperGraphics. The customer has just installed the 2000th swissQprint large format printer worldwide.

Reid Baker, CEO of SuperGraphics, shared the story of his long connection with swissQprint: 'Our journey began back in 2013 at the SGIA Expo. I saw a print with texture in the eyelashes, and it blew me away,' Baker recalled. SwissQprint's capabilities left a lasting impression. 'It's been in the back of my mind ever since.'

Pursuing quality and uptime improvements, SuperGraphics started an elevated press line-up change in 2020. Baker saw that the swissQprint technology would fit into this concept perfectly, due to its colour consistency, the high quality at elevated production speed and the strong vacuum.

The right opportunity came up in the last couple of years, as Baker said, 'We were thinking about buying second-hand at first.' After reconnecting with swissQprint at a Leadership Summit the year before and seeing the Nyala at drupa 2024, he knew that this was the right choice.

Naturally, he and his team were excited to learn that they were going to get a very special printer: the 2000th swissQprint machine. Carmen Eicher, Chief Sales and Marketing Officer at swissQprint HQ in Switzerland said, 'The installation of our 2000th printer at SuperGraphics marks an exciting milestone for us, and we look forward to seeing how the Nyala will contribute to their success.'

SuperGraphics has started integrating the printer into its operations. 'We marketed the Nyala

before we even had it and have received more interest than we've ever seen for a new piece of equipment,' said Baker. His idea is to use the Nyala especially for high-value applications such as texture and neon prints, spot varnish and droptix 3D effects, but also for regular jobs of up to 100 boards.

SuperGraphics has already received high-volume enquires, promising increased production opportunities. The operations director intends to move a whole sector of jobs over to the swissQprint. Baker emphasised the importance of getting the most out of the equipment, 'You make money when the press is printing, and with the Nyala, we see great opportunities for introducing a second shift.'

[www.sign-tronic.co.za](http://www.sign-tronic.co.za)

## 3A Composites Display Europe Announces Updates To Classification System



3A Composites Display Europe is updating its FIVE-DOT-MISSION to include the category CO2 Footprint. At 3A, the focus has been on transparency and accountability in sustainability since the introduction of this mission in 2022.

The FIVE-DOT-MISSION provides an innovative five-category classification system – ranging from biobased content to recyclability – for evaluating its products. Not only does 3A carry out an annual review of product evaluations in order to identify recommended follow-up actions, it also examines the actual classification system. 3A has worked intensively for the past few months on developing its assessment criteria and the FIVE-DOT-MISSION.

There was an important addition to this mission

from November 2024: the category CO2 Footprint. This will replace the previous category 'Fossil CO2 bound in the material'. In this new category, the company monitor the kg CO2 eq/kg per product which is released into the environment during product manufacture (cradle-to-gate) according to EN 15804+A2 (A1-A3).

Using the Helix calculation programme from Ecochain Technologies B.V. as well as the latest available LCA datasets from Ecoinvent or similar databases, 3A measures the carbon footprint, also known as the Global Warming potential, of its products in accordance with ISO 14040 und 14044 for the Life Cycle Analysis (LCA).

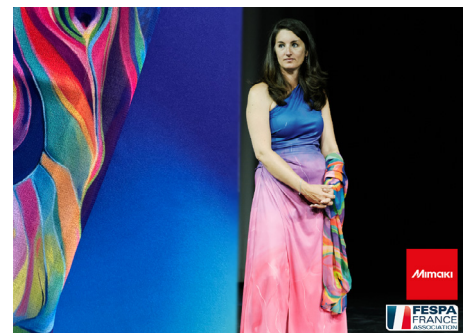
The icon for the newly introduced CO2 Footprint category will also be modified to ensure that changes are immediately recognisable and even clearer guidance is provided by the FIVE-DOT-MISSION.

3A continues to implement its MISSION: TOGETHER. RESPONSIBLE. when developing new products: in recent months, the company has taken specific measures to introduce products comprising a high proportion of recycled material, which result in a reduced carbon footprint. Further additions will soon enhance the product portfolio.

Its FIVE-DOT-MISSION means much more to the company than just an evaluation system: it is a clear compass for sustainable product development and a yardstick for transparency. By integrating the CO2 footprint, 3A are taking this philosophy into account.

[www.display.3AComposites.com](http://www.display.3AComposites.com)

## Mimaki Technology Creates Unique Printed Dress



At the prestigious Icona d'Or 2024 awards

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Eco Signage's Eco-Print digital media options encompass a diverse range of solutions such as a digital vinyl, laminates, One-Way Vision, floor laminates and printable wallpaper, catering to all of your printing and signage requirements.



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# INTERNATIONAL NEWS

ceremony in Paris, Julia Nojac, President of FESPA France, wore a one-of-a-kind, eye-catching dress. This dress was the result of a successful collaboration, featuring an all-female team that combined the creativity of artists, the expertise and accuracy of technology experts and the ingenuity of Mimaki's digital printing.

Under the creative and technical direction of FESPA France and Mimaki, a team of artists and professionals helped turn an idea into a unique evening dress. The iconic print design was created by Madrid-based visual artist Kinda Youssef and, with the expertise of Rosanne Kooijman, Mimaki's youngest female application specialist, the print was turned into a vibrant and detailed fabric. The elegant tailoring, done by French couturier Cécile Derouin, brought the dress to life.

Current trends, that see self-expression, high levels of personalisation and the desire to stand out of the crowd more important than ever, mean that advanced printing technology plays an increasingly more important role in this industry. Leveraging Mimaki's inkjet printing, designers and creators are now able to explore new application opportunities that were not accessible before. Not only can they achieve high levels of customisation, but they can also start from an idea on paper and get their final unique item through a process that is accessible, easy-to-handle and yet top-level in terms of quality.

The Mimaki TS330-1600 dye sublimation inkjet printer served as the backbone of this creative project. The machine delivers on-demand printing with high-quality results, enabling the efficient production of the unique, one-off dress with minimal waste compared to conventional printing methods. Once again, with this partnership with FESPA France, Mimaki demonstrated how technology can be applied towards excellence in creativity. Arguably, this dress marks an outstanding example of what young professionals coming from various sectors and areas of expertise are capable of doing to push the boundaries of creativity using print. It is also a fantastic achievement in the application of personalisation in digital printing, furthering Mimaki's vision of high-quality capabilities for universal application.

[www.gsw.co.za](http://www.gsw.co.za)

## Drytac Wallcovering Film Selected For Printed Mural Project



Drytac's ReTac Textures Linen is an embossed wallcovering film ideal for creating eye-catching graphics for home, business, retail and display environments.

New Jersey-based full service printing business Acu-Print Corp. recently used Drytac ReTac Textures Linen film to create printed wall murals to help transform the Cumberland County Improvement Authority interior office space.

Founded in 1986 by husband-and-wife team Dennis and Arlene Feaster, Acu-Print Corp. operates as a reprographic shop with a diverse offering. The company works with customers on everything from scanning, copying and archiving to large format print, T-shirt printing and graphic design.

In recent times, Acu-Print Corp. has witnessed a marked rise in demand for its large format print services, with printed mural work proving particularly popular with the Cumberland County Improvement Authority.

The brief for this project was a fairly open one for Acu-Print Corp., with the company given the task of producing murals that highlighted the Cumberland County Improvement Authority's accomplishments, both past and present. The idea of this was to refresh the interior of the offices with something

other than traditional portraits of past directors and politicians.

With this in mind, Acu-Print Corp. chose to work with Drytac's ReTac Textures Linen, which was supplied by approved Drytac partner Lindenmeyr Munroe.

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## Zünd Presenting Cutting Solutions



Trade professionals will have the opportunity to see first-hand how seamlessly data management, cutting, and kitting work together in a digital workflow. Zünd will present a comprehensive set of solutions and technologies for efficient, automated cutting of composite materials and technical textiles.

From March 4–6, Zünd will show innovative solutions for digital cutting at JEC World in Paris. The provider of complete solutions for automated processing of composites will present technologies that seamlessly integrate the production workflow, from file preparation to parts handling and logistics.

The centrepiece of the Zünd exhibit is a fully integrated production cell that demonstrates how the flow of data and materials can be managed efficiently. The focus is on potential savings through intelligent automation. With optimised material usage, flexible software and lower personnel costs, companies can sustainably increase their competitiveness. The production cell consists of a Zünd G3 cutter, a ProWinder Vision from material-handling partner CNM, and software solutions from Zünd as well as software partner Jetcam.

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Arlon Graphics is a leading global manufacturer of pressure-sensitive adhesive vinyls for the sign and graphics industry. Arlon's renowned cast vinyl, polymeric vinyl and flexible substrates are now exclusively available to the South African market through Eco Signage Supplies. With a focus on innovation, performance, and sustainability, Arlon is dedicated to producing materials that not only deliver exceptional results but also contribute to a healthier planet.

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Arlon's innovative FLITE Technology® has revolutionised the wrapping process, enabling wrappers to improve productivity and complete full wraps even in the most demanding environments with ease. This technology ensures effortless repositioning, bubble-free application, and eliminates glue lines, allowing wrappers to work single-handedly.



**FLITE**®  
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## SLX+: The Most Preferred Vinyl Films For Mobile Vehicle Branding

In the last couple of years, vehicle wrapping has become a powerful marketing tool, especially for commercial fleets. This innovative advertising method is cost-efficient and reaches a broader audience, making it increasingly attractive to business owners.

SLX+® is an all-season cast film packed with improved outstanding features to make every part of your fleet and vehicle look amazing. The ultra-repositionable film with FLITE Technology® with deep channel warranty and exceptional multi-surface adhesion facilitates the fastest and easiest installations. This is the ideal product for large amounts of fleet applications. With the same high performance in hot temperatures and new cold-weather features, this fast-adhesive bond film is designed to perform its best in a wide temperature range. Experience enhanced cutting and weeding to make even the smallest letters stand out on your vehicle graphics. Expanded with flexibility but dimensional stability, ensuring your graphic panels fit perfectly.

## Premium Colour Change™: Your Ideal Choice For Automotive Restyling And Fleet Applications

Aesthetics now define personal style, especially when reflected in your vehicle's design. The demand for unique colour-changing films and wraps is soaring, with vibrant and classic colours like orange and black, combined with matt finishes, being particularly sought after for their premium look and sleek appeal.

**SLX+**  
A PERFORMANCE  
EVOLUTION







### Fusion Wrap: The Product Of Choice In Cost-Driven Opportunities

Fusion Wrap features FLITE Technology® and is the top choice if shorter to medium term durability is specified, or when a flat to simple curve vehicle wrap application is present. A polymeric film designed for vehicle wraps, the thin and flexible film facilitates ease of use and efficiency. The lite initial contact adhesive system from FLITE Technology® will ensure repositionability, developing a quick anchor tack to speed up installations. Pair with Series 3170 intermediate cast overlamine for the thinnest hybrid installation.

### DPF 4650GLX: White Gloss High Performance Polymeric Film

The 70 micron white gloss high performance polymeric film features a tinted, clean removing and repositionable adhesive system. The repositionable light grey adhesive allows for easy installation while ensuring enough opacity for covering up existing graphics or dark substrates. DPF 4650GLX uses Low Profile X-Scape Technology® that provides installers with the benefit of a bubble-free installation, and is also combined with a smooth printed surface that minimises the liner pattern from showing through the print.

### DPF 5450X: Create Aesthetically Pleasing Surfaces

This etched glass printable vinyl offers excellent opportunities in decoration and design on a variety of glass surfaces and more, both indoors and outdoors. This film is the perfect solution for adding privacy without compromising natural light. The air channels of the Low-Profile X-Scape Technology® enable smooth repositionability of the graphics, creating quick and bubble-free installations. A dry application technique facilitates swift positioning and results in a cleaner outcome for directly completed installs, no follow up needed.

### Arlon Overlaminates Protect And Prolong The Life Of Your Graphic

- Series 3270: features added dimensional stability for easy installation, superior gloss consistency and added UV stabilisers to enhance the life of your graphics.
- Series 3220: this conformable overlaminate is available in multiple finishes to customise your graphics. It is compatible with most digitally printable products. Series 3220 Gloss is approved EN 14041 for slip resistance for interior floor graphics.
- Series 3170: the protective overlaminate is approved for use with SLX Cast Wrap and SLX+ and provides outdoor durability of up to five years. It is ideal for vehicle and fleet graphics, intermediate signage, kiosks and POP displays. It's designed to be laminated cold without any heat.
- Series 3200: provides graphic protection with perfect clarity. It features a synthetic liner for high gloss level and wet installation, as well as optimal clarity for window and window film applications.

Premium Colour Change™ conformable cast film features FLITE Technology® for fast, easy installation, excellent repositioning and clean removability. The engineered liner with invisible air channels gives bubble-free application resulting in an ultra-smooth finish for full and partial vehicle wraps. The specially adapted protective film on gloss colours ensures the highest gloss level. It's guaranteed to stay down in deep channels, curves, recesses and the most demanding shapes. Premium Colour Change™'s eye-catching colours are available in gloss, matt and satin finishes.

### Short-Term Promotional Film Range:

- DPF 510: has a two sided, lay-flat polycoated liner that prevents curling under heavy heat from printers, so you can expect nothing but the best ink receptivity in the market for a budget-friendly price point.
- DPF 510 Ultra Tack: offers secure adhesion for a wide variety of substrates and surfaces for your promotional signage needs. Perfect for store covering, construction graphics, barricades and tradeshow graphics.
- DPF 510GT/MT: delivers an exceptional, vibrant print quality at an unbeatable value for your short-term applications. The high tack permanent adhesive provides a reliable and durable application for your multi-purpose signage.
- DPF 510GTR/MTR: the adhesive features a quick and easy removal of up to one year in either dry or wet applications. Features brilliant print quality, unbeatable value and easy removability

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*You are, I am, We are, team...*





# WHAT YOU SHOULD CONSIDER

## WHEN SELECTING PRINTERS, INKS AND MEDIA FOR PROJECTS

BY ILISNA O'REILLY, SALES MANAGER SOUTHERN AFRICA AT NUTEC DIGITAL INK

**In the large format industry today, especially in South Africa, and I am sure in other parts of the world as well, distributors are required to constantly look for alternative solutions in terms of textiles, self-adhesive and rigid substrates that are more attractive from a pricing, availability and lead time perspective.**

Having said that, what impact do these lower cost substrates have on your business as a converter? The statement that not all substrates are the same is often misunderstood and converters need to ensure that their product selections in terms of the printer, ink type and application is thoroughly tested and quality approved before taking on projects where the application could potentially fail. Different manufacturers use different raw materials and often, even though the media is manufactured with a specific ink type in mind and even recommended for certain ink types, it is not guaranteed that it is in fact compatible.

When choosing which products to select for a project, whether recurring or new, it's important to test different options of the type of material you are considering. Once you have procured these samples, you need to ensure firstly that the ink you are using adheres to the substrate you have chosen and secondly, if it's an adhesive product that the adhesive is suitable for the surface it is going to be applied to. If one vinyl worked for all applications, why would we have so many different monomeric, polymeric and cast films with either semi-permanent, removable, permanent, hi-tac, low tac or repositionable adhesives?

The same goes for ink. No ink type is suitable for every substrate, and it is important to ensure that your media choice works with the ink and the printer you are using. There may be media types that are not suitable with the inkset you are using, and this is why converters must work with the print operator and project manager to ensure that their substrate choice is best suited to cover all the aspects of the project.

I am not saying that more cost-effective media has no place in the market, but customers must be mindful of the fact that using sub-standard media could affect the overall quality of work you put out in the market and both converters and customers need to understand the risks associated with lower cost, possibly inferior products.

Below are critical considerations in the large format printing industry, where the push for cost-effectiveness must be balanced against maintaining quality and reliability:

### 1. Impact Of Low Cost Substrates On Converters

**Risk of incompatibility:** lower cost substrates may lack uniform quality, leading to potential issues such as ink adhesion problems, colour inconsistencies or application failures. This creates risks for converters who may face rework costs or reputation damage.

**Increased testing requirements:** converters need to invest time and resources in testing these substrates with their specific printers and inks. This adds operational costs and may offset some savings from cheaper materials.

### 2. Importance Of Testing And Compatibility

**Adhesive performance:** the wide array of adhesives in the industry highlights the importance of matching the substrate to the application surface. Misalignment here can result in peeling, poor adhesion or residue problems.

Ink and substrate compatibility: the need to match ink types (e.g. solvent, UV, or water-based) with specific substrates underscores the complexity of ensuring consistent output, particularly when switching to new or unfamiliar materials.

### 3. Education And Collaboration With Stakeholders

Converters must work closely with print operators, designers and project managers to align on the suitability of chosen materials for specific projects. This collaboration helps mitigate risks and sets clearer expectations.

It is essential to educate customers on the potential risks and limitations of using sub-standard or cheaper alternatives, ensuring informed decisions.

### 4. Strategic Use Of Media

While lower cost substrates have their place (e.g. for short-term or low-risk applications), understanding their limitations and ensuring proper testing is vital. Strategically choosing these substrates for non-critical projects can help maintain margins while safeguarding quality for high-value applications.

### 5. The Nuanced Role Of Manufacturers And Distributors

Distributors and manufacturers have a responsibility to provide clear technical specifications, guidelines and sample testing opportunities. This helps converters make informed choices.

The variability in raw materials between manufacturers makes due diligence a necessity. This is especially important in regions where logistical challenges and longer lead times can exacerbate issues with substrate quality or availability.

Ultimately, cost savings should not come at the expense of quality. Converters must adopt a balanced approach, ensuring that every substrate and ink pairing undergoes rigorous testing and aligns with the project's performance



requirements. By fostering collaboration and education within the value chain, converters can navigate the challenges posed by an ever-evolving market while maintaining the integrity of their work.

### C1W Initiative

Change One Woman (C1W) aims to empower women in the branding, print and signage industries. As part of this initiative, Sign Africa would like to spotlight women-authored content like this piece. If you have any trend/business articles related to the signage, branding and printing industries, please email content to: [meggan@practicalmedia.co.za](mailto:meggan@practicalmedia.co.za)

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# WHAT MAKES A GREAT SIGNAGE BUSINESS?

BY KURT TYACK, DIRECTOR AT SIGNARAMA SOUTHERN AFRICA

**In my more than 20 years in the signage industry, I have visited more than 100 sign businesses across 11 countries. I've been fortunate to interact with and learn from some of the brightest minds in the game. Watching the industry evolve over this time is one of the things I enjoy most about it. The amount of thought and planning that goes into what may look like a simple finished product is often underestimated by those outside of the industry. Installing a set of 2-metre-tall, fabricated, and illuminated letters on the side of a building, twenty floors up, is no mean feat.**

Despite these and other challenges our industry faces, there are certain things that the most successful sign companies and their owners that I have visited have in common. Whether it's a small one or two-person operation or a massive R250 million a year behemoth with more than 100 employees, there are five things that separate a good sign business from a great sign business:

## Great Sign Businesses Have A Plan

The best sign business owners that I have met have a plan or vision for their business. In an industry where there are new challenges thrown up daily, sign business owners are often too busy putting out fires to sit down and do any structured planning. The best planners base their planning on the lifestyle they wish to enjoy and their financial goals, and they plan their activity and direct their energy around that.

## Great Sign Businesses Focus On Sales

In all of the most successful sign businesses I have visited, there is a concerted effort to focus on sales. This may sound counterintuitive in an industry that is generally classified as manufacturing. Great sign businesses have dedicated sales teams and targets, and this avoids the cycle of working job-to-job. A targeted sales effort drives growth and generally allows the business owner to focus less on having to do all the sales themselves and more on working on other aspects of the business.

## Great Sign Businesses Embrace Change

The best sign businesses out there are always on the lookout for new technologies and processes to ensure that they are early adopters and can continue to service their customers professionally and efficiently. This can be in the form of new equipment or even software to manage their business and

communicate with customers. As we move deeper into a digital world, the need to embrace change will increase.

## Great Sign Businesses Invest In People

The most successful sign business owners build a team comprising the best people in the business. They spend time understanding what challenges their staff face and work to build solutions to those problems — they lead by example. Great sign business owners foster a culture of excellence and go the extra mile. They encourage their staff to learn and grow and are prolific readers of business books. Many sign businesses try to 'save' money by employing people at a low cost. The employees are then left to 'get on with the job' with little to no encouragement or training. This is a recipe for frustration on the employee's and owner's part. The most successful sign business owners I have met are also relentless networkers.

## Great Sign Businesses Build Systems And Processes

The most successful sign businesses I have engaged with make use of systems and processes to ensure that there is a flow and that everyone is aware of what needs to be done next. This also helps to identify and avoid bottlenecks. Staff are educated as to what these processes are, and these systems are continuously evolving and improving. Once again, the use of business management software is a big driver in the most efficient, profitable sign businesses I have encountered.

Almost without exception, the best sign businesses adopt some, if not all, of the behaviours above. Your sign business is yours to shape and grow, and hopefully by applying some of these behaviours, you can enjoy the benefits.

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# AVOID LAMINATION MISTAKES

## WITH THESE TOP TIPS

BY LUIGI CRISTICINI, SENIOR TECHNICAL RESEARCH AND DEVELOPMENT MANAGER AT DRYTAC

**While not required in every application, lamination is one of the most widely used techniques to not only protect printed work but also to add that extra special finish to make your graphics stand out to passers-by. New developments across hardware and materials have made life easier for industry professionals but there are still several issues that crop up and cause headaches for those laminating work.**

One of the stand-out issues is tracking, which can be particularly troublesome when laminating long panels or a full roll of printed graphics. Usually, tracking problems are the result of bad webbing practices or an out-of-square laminator, but the good news is that there are some simple steps you can take to avoid these issues.

First, ensure the roll of printed graphics is not 'telescoped' – when some of the material comes out of line at the end of the roll – and that the roll is centre on the laminator machine, as well as being on the correct supply or unwind shaft.

Next, make sure the laminate is webbed correctly, with Drytac recommending technicians use a single-tape point in the middle of the core release liner to ensure the web remains tight, even in the most important areas.

Once webbed properly, load the media and feed directly through the rollers. This can then be taped to the out-feed table to maintain tension, but this should only be done while maintaining tension and pressure on the entire web. At this stage, you can attach the laminated print to a take-up core – if your machine has one – or feed the web onto an auxiliary out-feed table if not.

Should you continue to have tracking issues, check the side cabinets on your laminator that hold the rollers, as they are quite possibly out of sync. Ensure they are sitting on the same plane so that you achieve a quality finish.

Another common issue is wrinkles, with these coming in various forms. 'Lateral wrinkles' are when the media will try to correct itself but instead the laminate will move and fold over on itself. Check for telescoping, as this is the most common culprit for these wrinkles.

Also keep an eye out for 'vertical wrinkles', which occur in the direction of the feed due to too much brake tension and the release liner splitting too high on the rollers. This should again be a relatively easy fix, with printers simply having to reduce both the brake on the supply shaft and the clutch, lowering the overall speed.

You may also encounter 'D-wave wrinkles', which are caused by excessive pinch point pressure. To fix this, simply back off on the roller pressure and the issue should disappear immediately.

Aside from this, technicians may see 'left or right-side wrinkles', which can happen when the pinch point is uneven on one side of the laminator. Each laminator has different settings, so check your manual to see how to reset the parallelism on the machine.

Finally, 'angled wrinkles', also known as 'boat waking', could crop up when pressure on the rollers is too low – something that is very common on laminators with crowned rollers – but finding the right pressure point will solve this issue. These wrinkles may also be caused by using mismatched widths of laminate and printed media. Always try to match widths within a few centimetres or inches to avoid this.

While there are several issues you are likely to encounter when using a laminator, the good news is that all have a relatively simple way of being fixed or even avoided in the first place.

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# DIGITAL SIGNAGE IS A VITAL ASSET

## IN ANY WORKPLACE SAFETY STRATEGY

BY JENNIFER GVOZDEK, HEAD OF MARKETING AT OMNIVEX

Credit: Adobe Stock.

**With the constant onslaught of cyber threats and the ongoing need to address physical hazards, digital signage provides a proactive and engaging way to inform and protect employees. By effectively delivering information, fostering awareness and guiding employees through proper protocols, digital signage can create a safer environment.**

Digital signage isn't just about sharing news, weather, and advertisements, it can also be leveraged to deliver timely, targeted safety messages. Screens can be deployed across the workplace — from entryways to lunch rooms to hallways to warehouses — providing employees and visitors with vital, real-time safety information. By leveraging visually engaging content, digital signage can help employees remember safety guidelines, follow protocols and act swiftly during emergencies.

Digital signage offers significant advantages over static print signage because it is dynamic, easily updated and can incorporate a variety of media, including videos, animations and live data. Connecting fire and security systems to a print sign isn't an option, but with digital signage, these systems can be integrated, and real-time information can be shared on screens. This versatility makes it ideal for communicating complex physical and digital safety information in an accessible way.

### Enhancing Physical Safety Through Digital Signage

Physical safety in the workplace is a top priority in virtually every industry. Research suggests safety and health communications through channels like digital signage reduce injury and illness rates by 20% or greater.

**Digital signage can be leveraged for safety, including the following tools:**

#### Promote Awareness Of Safety Protocols

Provide regular reminders of safety procedures on digital signage across the organisation. Leverage eye-catching graphics and videos to provide step-by-

step visual guides and reminders of evacuation procedures, safety and security protocols, fire exits, and more. These reminders can help reduce the likelihood of accidents caused by forgetfulness or complacency.

#### Hazard And Incident Alerts

Digital signage can play a critical role in hazard alert systems. In environments with fluctuating risk levels, such as laboratories, factories, or construction sites, digital signage can provide real-time information for employees on current hazards. Integrating digital signage with sensors or Internet of Things (IoT) devices enables organisations to automate real-time alerts and trigger safety warnings on screens when sensors detect things such as gas leaks, excessive noise, or temperature fluctuations. In emergencies like fires, digital signs can be configured to display evacuation routes, providing employees with clear directions for a safe exit.

#### Displaying Safety Metrics And Goals

Display safety metrics and goals to keep employees informed of safety initiatives and reinforce a sense of collective responsibility. For example, signs in common areas can show the number of days without an incident, safety targets, or even reminders about near-miss reporting.

#### Directing Traffic And Crowd Control

In large workplaces or high-traffic buildings, digital signage can be used inside and outside the building to guide foot and vehicle traffic. Digital screens can indicate which parking lot entrances and doors to use and suggest alternative

routes during peak times.

#### Emergency Response And Evacuation Guidance

Digital signage enables organisations to provide real-time updates that can guide employees and visitors through emergency situations. Digital signs can direct people to the nearest exit during an evacuation and provide updates on safe zones or areas to avoid. Screens can also display emergency contact information and response protocols, ensuring that even those unfamiliar with the site can follow safety procedures.

Additionally, digital signage software can be connected to fire alarms, and screens can transition instantly from regular messaging to emergency-specific guidance when an alarm is triggered.

#### Using Digital Signage To Combat Digital Security Threats

Leveraging digital signage to create a safer and more secure environment also extends to the digital world. As cyber threats continue to rise, workplace safety increasingly includes digital security. The CloudStrike 2024 Global Threat Report highlighted a 75% increase in cloud intrusions. While the Egress Email Security Risk Report 2024 found that 94% of organisations had reported email security incidents in the last year. Educating employees on digital security and best practices is essential to preventing breaches, data leaks, and other cyber incidents. Digital signage is an effective way to reinforce these practices and keep employees vigilant against digital threats.

#### Cybersecurity Awareness And Training

Highlighting ongoing cybersecurity initiatives and policies on digital screens across an organisation helps normalise safe digital practices. Leverage digital signage in high-traffic areas like lunchrooms or hallways to remind employees of cybersecurity best practices. For example, creating strong passwords, recognising phishing emails, avoiding suspicious links, encrypting sensitive data, avoiding unsecured Wi-Fi networks, or changes in company security policies.



This article was originally published in [www.digitalsignagetoday.com](http://www.digitalsignagetoday.com)

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# KEY TRENDS

## SHAPING THE PRINT AND TECHNOLOGY LANDSCAPE IN 2025

BY NEIL COLQUHOUN, PRESIDENT OF EPSON META-CW

**The technology industry is in a continuous state of change driven by evolving consumer expectations and pressing global needs. Here are three transformative trends that will shape tomorrow's technology solutions.**

### Evolution Of Printing And Visual Technologies

Personalisation and quality have become pillars of consumer expectations, especially in printing and visual displays. People increasingly seek tailored solutions, driving growth in personalised printing and custom visual technology. Whether it's a unique home theatre set-up or a business requiring more engaging visuals, demand for high-quality, personalised technology is growing.

We believe the printing industry will witness remarkable advancements by 2025, from higher-quality prints and a wider range of printable materials to more accessible 3D printing. Visual technologies will also improve significantly, with more efficient projectors delivering brighter, more colour-accurate images, even extending to 3D applications in VR environments. These developments will empower consumers to explore high-end printing and visual technology for personal projects and enable businesses to meet customer demand for faster, higher-quality, and customisable services.

### The Shift Towards Sustainable Products

Sustainability has become more than a trend – it is a necessity. As the environmental challenges intensify, consumers and governments alike are advocating for more sustainable solutions. In 2025, we expect a significant portion of technology offerings will prioritise sustainability, focusing on energy efficiency, resource conservation, waste reduction and recycling.

### Integration Of AI And Automation

AI and automation are transforming industries, and by 2025, we'll see even deeper integration of these technologies across various sectors, from manufacturing to consumer goods. Beyond simply streamlining tasks, AI and automation can reshape industries by enhancing customer experiences, increasing efficiency, and raising service standards.

With these changes comes the need for new skillsets as industries adopt AI-driven solutions. Upskilling the workforce will be essential to ensure employees are prepared to work alongside these technologies effectively.



### A Look Ahead

The technology industry is at a turning point where sustainability, intelligent automation, and visual innovation intersect. In 2025, we envision a marketplace that is both dynamic and responsive to shifting consumer needs and environmental challenges. For technology to reach its full potential, stakeholders across the sector must engage with these trends, prioritising inclusivity and responsibility.

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# NEWS

## Printing SA's Central Chamber CEO Breakfast Focused On The Future Of AI

Printing SA held its Central Chamber CEO Breakfast at Sasfin Holdings in Sandton. The main topic of the event was 'Winning in the Age of AI,' with a presentation given by guest speaker and AI guru, Dean Furman, CEO of 1064 Degrees. Sign Africa was a proud media partner of the event.

Andrew Tinker, Central Chamber Chairman and Non-Executive Director at Printing SA, spoke about the challenges, triumphs and spirit of collaboration in the printing industry within recent years: 'While we've faced some hurdles, such as global economic shifts and supply chain disruptions, we have also seen remarkable resilience and innovation across the board. However, it has not only been about technology and progress. It has been about the strength of our community. This forum, and the broader Printing SA network, has always been a place where we come together to learn, to share and to grow.'

Furman's presentation focused on how embracing the AI revolution will unlock new opportunities across all sectors within business, and ultimately help create a tenfold increase in productivity. Furman broke down the capabilities of AI into five easily digestible points:

'Understand' correlates with AI's ability to recognise and produce patterns. This ranges from AI chatbots, such as Chat GPT, which uses machine learning to understand and respond to human language, to AI platforms such as Claude AI, which has many functions, including basic software and code generation. AI's ability to understand opens up possibilities for increased productivity. Easy access to information in chat form and the hastening of tedious tasks, that can now be handed over to AI for speedy turnaround, allows for more time to be devoted towards tasks that



Dean Furman, 1064 Degrees.

require more time and the most human input.

'See' speaks to AI's image generation abilities. Generative artificial intelligence programmes, such as Midjourney and Copilot, generate images from natural language descriptions or prompts. Image generation AI can also be seen in graphic design platforms, such as Canva. Certain AI programmes even specialise in specific types of image generation, such as Piktchart, which produces infographics.

'Hear' involves AI's ability for natural language processing, and producing voice biometric solutions. Certain AI programmes will allow you to audibly communicate directly with a chatbot. AI can also be used to identify

individual voices, which can be used for security purposes or for detecting accents and cadences.

'Speak' shows AI's ability to generate natural language, with AI programmes like NotebookLM allowing people to take notes and even receive feedback from the AI chat in an accent or language they are familiar with. During the presentation, Furman asked the AI programme to address the members of Printing SA in a South African accent, and then in isiZulu. Both times, AI's abilities did not disappoint. With AI platforms like Bland AI, companies can now even automate their customer helplines by using an AI bot to communicate with people who call in.

Another amazing feature of select AI

platforms is the ability to type in a prompt, such as 'Write me a country song for the printing industry using Spongebob's voice', and moments later you will receive a piece of music that meets those specifications. 'Move' speaks to the robotic capabilities of AI. Although they have made the least advancement in the field so far, they will most likely become one of the most important parts of it. Companies are already attempting to develop robots powered by AI to help humans with household chores, such as laundry and dishes.

The concern of job losses due to AI was raised by members in the audience, who asked whether we should be striving for some sort of responsible AI. Furman agreed and

added that AI will certainly make some tasks, and therefore some jobs, redundant. Furman asked: 'What can you do to add value that AI can't do?' He added that prompting AI is key, and so people who learn

how to ask AI the right questions will be a valuable commodity in the workforce. Seeing AI as a threat will hold you back from your potential with using it. Using AI at its full multimodal, or multimedia, potential

should be seen as adding to your workflow, as machine learning can process information from different modalities, such as images, videos and text. 'You shouldn't be aiming at competing with AI, but

commercialising it,' added Furman. It might be time to ask yourself, 'What is your attitude towards AI?'

## Printing SA Announces Update On Amendments To Employment Equity Act

The long-awaited effective date of the amendments to the Employment Equity Act, 1998 (EEA), proclaimed by President Cyril Ramaphosa, was 1 January 2025.

The amendments have significant implications for larger designated employers or designated and non-designated employers who seek to do business with the State. Among other things, and once sectoral targets are published in their final form, designated employers will need to review their employment equity plans to ensure that their numerical targets and goals align with any sectoral targets that may be published by the Minister of Employment and Labour, and where they do not, that there is reasonable justification.

It is advisable that such justification is set out in the designated employer's employment equity plan. The amendments introduce two significant changes:

1) The amendments restrict the application of certain sections of the Employment Equity Act to a reduced group of employers, relieving the

administrative burden on smaller employers.

2) The amendments introduce

sectoral numerical targets to ensure equitable representation of historically disadvantaged groups based on race, gender, and disability

at all occupational levels in the workforce.

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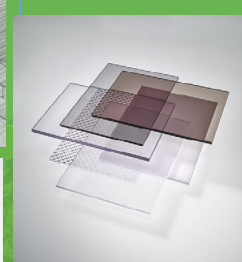
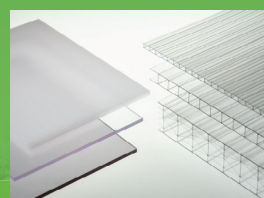
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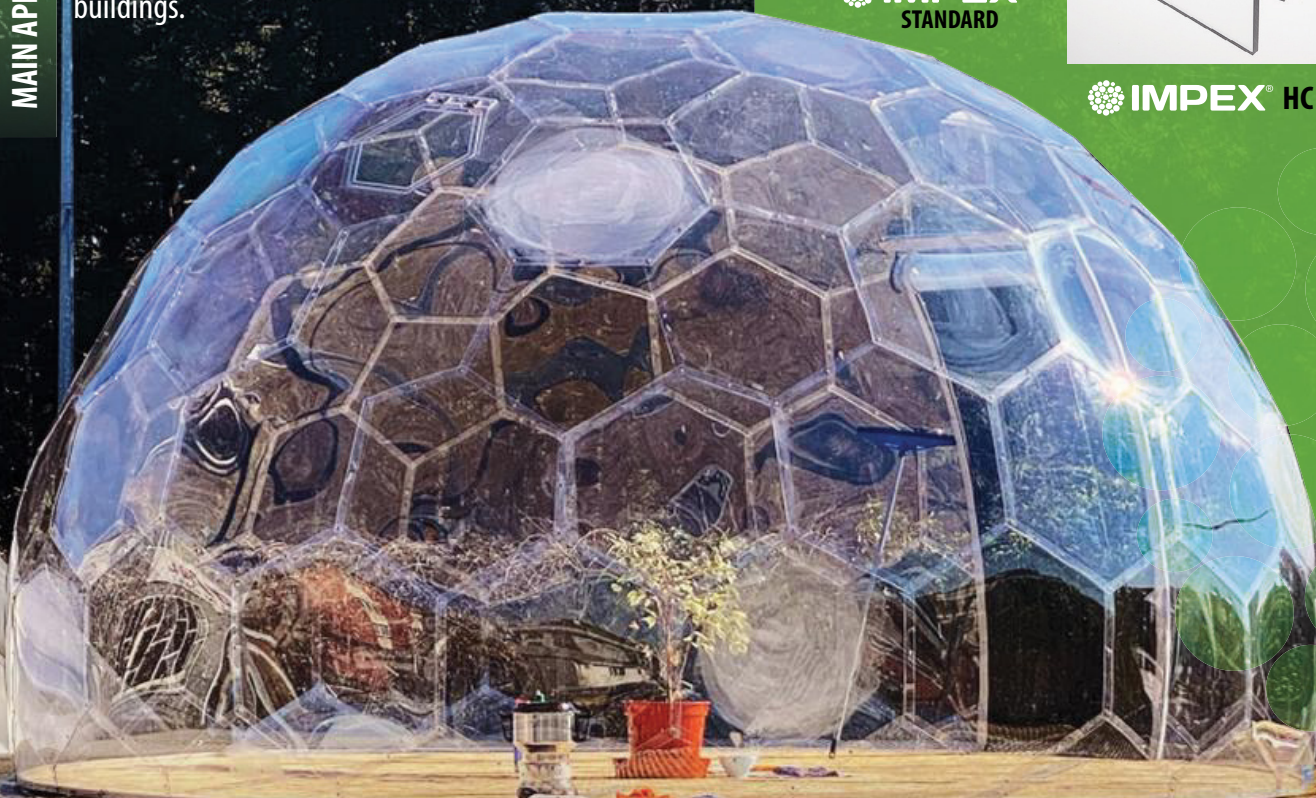
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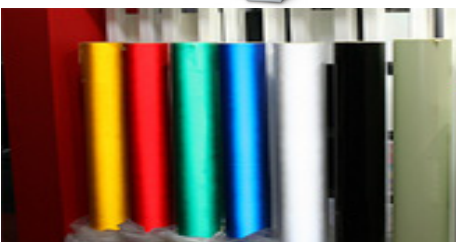
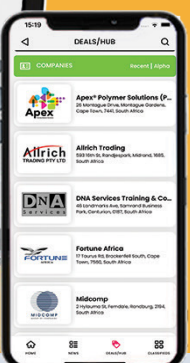
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+27 79 475 7835  
Western Cape

### LARGE LABEL PRINTER 27 JAN

Nielsen + Petersen four colour, four head S-330. Michael michael@embossedlabels.co.za  
+27 87 093 0766  
Gauteng

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Gauteng

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+27 82 496 7738  
Gauteng

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+27 66 376 7698  
Western Cape

### TTM 1700 HEAT PRESS 22 JAN

R125,000. In very good condition. Still working daily. Danie danie@printagon.co.za  
+27 76 611 7759  
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### HP LATEX PRINTER 115 21 JAN

R85,000. 16-month-old HP Latex printer. In very

good condition. All heads are firing and in good condition with all inks full except for yellow. No PC included. Reason for selling: upgraded to 1600-wide.

Nicola nicky@thesublimationwarehouse.co.za  
+27 72 140 9436  
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### OCE ARIZONA 350GT DIRECT UV FLATBED PRINTER 20 JAN

R375,000. OCE Arizona 350GT. Direct UV flatbed printer. Working width: 2500 x 1250mm. Four-colour CMYK with option for white. 100% working condition. Cleaned and used daily. Comes with a set of inks, PC, and RIP software. Julian julian@tornadosigns.co.za  
+27 82 325 1234  
KwaZulu-Natal

### EPSON F9300 DYE SUBLIMATION PRINTER 17 JAN

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+27 76 611 7759  
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R12,000 (negotiable). Pieter pieter@weprintz.co.za  
Limpopo

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Limpopo

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R65,000. 1.6m. Felt blanket (new x 1, used x 1). Must arrange own rigging from Goodwood. Lezahn lezahn@yahoo.com  
+27 79 501 4861  
Western Cape

### SUBLIMATION PRINTER AND HEAT PRESS 7 JAN

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MEKLUC SIGN info@mek-unistore.co.za  
+27 78 240 3721  
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### MIMAKI UVJ-160 LED UV PRINTER 6 JAN

R165,000 ex VAT. Two years old, daily runner. New price is double this. Great printer. Reason for selling: upgrading to a 3.2m UV. Bernard bernard@dpiconcepts.co.za  
+27 82 927 7168  
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+27 72 615 6670  
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R15,000. Cassese CS55M guillotine and KeenCut Ultimat Gold mount board cutter. Both machines in good condition. Contact for price. Errol errolvandermescht16@gmail.com  
Eastern Cape

## JOBS

### JOBS OFFERED

#### SIGNAGE INSTALLERS NEEDED 28 JAN

A well-established signage company in the West Rand requires the services of an installer or rigger. The candidate must have a valid driver's licence and be able to apply vinyl and install signs. Electrical experience with signs is also required. Cherice hr@rocamsigns.co.za  
+27 11 660 6941  
Gauteng

#### OFFICE ADMINISTRATOR 27 JAN

Looking for a dynamic, self-motivated person to join our team. Needs to have extensive knowledge of basic Microsoft programmes such as Excel, Word, and Outlook. Retail knowledge would

be an advantage. Responsibilities include stock control, stock take, and basic administration duties. Ability to build relationships with suppliers and retailers is essential. Must be proactive and fluent in English. Salary: market-related. Zita zita@redcherrydisplays.co.za  
+27 11 499 0170  
Gauteng

#### RETAIL BRANDING VINYL APPLICATOR/INSTALLER 20 JAN

Enigma Signs is seeking a highly motivated, results-oriented individual with a strong work ethic and integrity to become a part of our team. If you're passionate about delivering quality work and thrive in a fast-paced environment, we'd love to hear from you. Requirements: valid Code 8 (B) driver's licence and minimum five years of industry experience with a proven track record. Tyron tyron@enigmasigns.co.za  
+27 82 488 8123  
Gauteng

#### SALESPERSON 20 JAN

Seeking a dynamic and self-motivated salesperson to join our team. Requirements: proven experience in the sign industry, own reliable transport, self-motivated and driven and strong sales experience. Responsibilities: develop and maintain strong client relationships, identify new business opportunities and meet sales targets. Roos design@qps.co.za  
+27 12 662 0511  
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#### GRAPHIC DESIGNER 14 JAN

Looking for a graphic designer with 5-7 years of experience and a strong portfolio showcasing digital and print work. Skills: proficiency in Adobe (Photoshop, Illustrator and InDesign) and CorelDRAW, social media marketing, and the ability to work in a fast-paced environment. Must have educational certificates equivalent to a diploma or degree. Leo gzprintersa@gmail.com  
+27 62 211 7788  
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#### JUNIOR GRAPHIC DESIGNER 13 JAN

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Lindi Lindi@shadetrends.co.za  
+27 11 466 8757  
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#### OFFICE ADMIN/GRAPHIC DESIGNER

8 JAN

Junior office admin with interest or knowledge in Illustrator required for a label printing company in Cape Town northern suburbs.

Wayne Lotz wayne@primedigitalprint.co.za  
+27 83 456 2266  
Western Cape

#### JOBS WANTED

#### VINYL APPLICATOR

2 JAN

I am a professional applicator currently freelancing and seeking clients to do business with. I am also looking for a more permanent position in the application industry, which I have been part of for many years. My experience includes wallpaper application, contemporary vehicle wrapping, fleet branding, banners, rigging, signs, vinyl prints, posters, home decor, and shop displays. I communicate with clients and designers to ensure that graphics are ready for installation and provide a complete briefing on how materials should be printed for quality results. I am self-driven, hardworking, and motivated, with experience in team leadership.  
Virgil nadenelouis900@gmail.com  
+27 82 231 6967  
Gauteng

#### BRANDING INSTALLATION CREW

20 JAN

We are setting up a small agency and require a branding installation crew for future international events. Required skillsets include vinyl application, signage installation, general crew work, abseiling, carpentry, painting, and fabric frame stretch PVC. Also looking for crew members with these certifications: IPAF, PASMA, CSCS, SSSTS, First Aid, and IRATA. Applicants must be of sober habits, have a clean criminal record (security clearance is required for events), and possess a valid passport. Send CV's via email or WhatsApp. No calls will be answered.  
David scot.geoghegan@gmail.com  
+27 78 422 2155  
Gauteng

#### 1.6M SUMMA OR GRAPHTEC VINYL CUTTER

19 JAN

Looking for a second-hand Summa or Graphtec vinyl cutter in good condition.  
Muhammed miimografix@gmail.com  
KwaZulu-Natal

#### VINYL APPLICATOR/FINISHER/DESIGNER

9 DEC

I am a 31-year-old male looking for a job as an applicator, finisher or graphic designer. I have five years of experience running my own small printing company and understand every process in vinyl application, from designing to applying. I am located in Pretoria but am willing to relocate anywhere in South Africa.  
Reid royaltysamuti@gmail.com  
+27 69 756 6274  
Gauteng

#### SALES REPRESENTATIVE/ADMINISTRATION

1 DEC

I am a professional salesperson and administrator

with extensive knowledge of computer operating systems. I have excellent customer and client relationship skills. Meeting my monthly target is my biggest driving force.

Alisha ashoo2019@gmail.com  
+27 71 953 8125  
Gauteng

#### TRAINEE OFFICE

#### ADMINISTRATOR

12 OCT

I am a 22 year old lady looking to be trained within the Printing and signage industry. I am willing to learn.  
+27 63 141 4132  
zilasiyambulela61@gmail.com  
Gauteng

#### VINYL APPLICATOR AND FINISHER

10 OCT

Looking for a job as a vinyl applicator and finisher. I have three years' experience and I have worked in a printing and laser cutting department, so I am familiar with the processes thereof.  
Caroline +27 73 613 3129  
c91295382@gmail.com  
Gauteng

#### VINYL APPLICATOR

9 OCT

I have two years' experience. Looking for a permanent job as a vinyl applicator. Willing to relocate.  
Lebogang +27 73 477 1944  
lebogangmmogoe69@gmail.com  
North West

#### GRAPHIC DESIGNER/ OPERATOR

7 OCT

14 years of design experience in CorelDRAW and Adobe Illustrator. Been in the signage industry since 2013. I can operate Mimaki, Roland and Titan-Jet printers. I'm also a hard worker and willing to take on other tasks within the workplace like vinyl application and site visits for estimation and quotation. I have knowledge of most signage materials. Available to start immediately.  
Thandukwazi +27 78 001 5403  
wandzdlaminisa@gmail.com  
Gauteng

#### VINYL APPLICATOR

30 SEPT

Currently freelancing but looking for a permanent position. Experience: wallpaper application, contemporary vehicles, fleet, banners, rigging, signs, vinyl prints, posters, wallpaper, wrapping, graphics, home decor, shops and displays. I am passionate about delivering great results, working according to customers' expectations and keeping clients happy.  
Virgil +27 66 394 9726  
nadenelouis900@gmail.com

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<p><b>VIATT 2025</b> 26-28 February 2025 Saigon Exhibition and Convention Centre, Vietnam <a href="http://www.viatt.com.vn">www.viatt.com.vn</a></p>	<p><b>APPPEXPO 2025</b> 4-7 March 2025 National Exhibition and Convention Center Shanghai, China <a href="http://www.appexpo.com">www.appexpo.com</a></p>	<p><b>PRINTING SOUTH CHINA &amp; SINO-LABEL 2025</b> 4-6 March 2025 Area A, China Import and Export Fair Complex, Guangzhou, PR China <a href="http://www.PrintingSouthChina.com">www.PrintingSouthChina.com</a> / <a href="http://www.SinoLabelExpo.com">www.SinoLabelExpo.com</a></p>	<p><b>SIGN AFRICA DURBAN</b> 5-6 March 2025 Durban ICC, KwaZulu-Natal, South Africa <a href="http://www.signafricaexpo.com">www.signafricaexpo.com</a> C1W networking event 5 March</p>
<p><b>AFRICA WRAP</b> 15-16 April 2025 The Focus Rooms, Sandton, South Africa <a href="http://www.signafricaexpo.com">www.signafricaexpo.com</a> C1W networking event 15 April</p>	<p><b>AFRICA WRAP</b> 15-16 APRIL SANDTON </p>	<p><b>FESPA GLOBAL PRINT EXPO</b> 6-9 May 2025 Messe Berlin, Germany <a href="http://www.fespa.com">www.fespa.com</a></p>	<p><b>SIGN AFRICA DURBAN</b> 5-6 MARCH 2025 THE SIGN, DISPLAY AND DIGITAL GRAPHICS EXPO </p>
<p><b>SIGN AFRICA CAPE TOWN</b> 14-15 MAY 2025 THE SIGN, DISPLAY AND DIGITAL GRAPHICS EXPO </p>	<p><b>SIGN AFRICA CAPE TOWN</b> 14-15 May 2025 CTICC, Cape Town, South Africa <a href="http://www.signafricaexpo.com">www.signafricaexpo.com</a> C1W networking event 14 May</p>	<p><b>PRINT4ALL</b> 27-30 May 2025 Fiera Milano, Spain <a href="http://www.print4all.it/en">www.print4all.it/en</a></p>	<p><b>HANOI INTERNATIONAL PRINTING AND PACKAGING EXHIBITION</b> 2-5 July 2025 Hanoi International Centre for Exhibitions, Vietnam <a href="http://www.chanchao.com.tw/HanoiPrintPack/">www.chanchao.com.tw/HanoiPrintPack/</a></p>
<p><b>SIGN AFRICA &amp; FESPA AFRICA JOBURG</b> 9-11 September 2025 NEW EXPO DAYS Tuesday, Wednesday and Thursday Gallagher Convention Centre, Johannesburg, South Africa <a href="http://www.signafricaexpo.com">www.signafricaexpo.com</a> C1W networking event 10 September</p>	<p><b>SIGN AFRICA 2025</b> THE SIGN, DISPLAY AND DIGITAL GRAPHICS EXPO </p>	<p><b>SIGN CHINA 2025-SHANGHAI</b> 17-19 September 2025 Shanghai New International Expo Centre <a href="http://www.signchinashow.com/en/">www.signchinashow.com/en/</a></p>	

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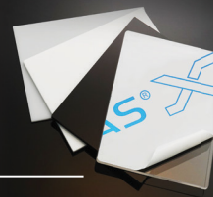
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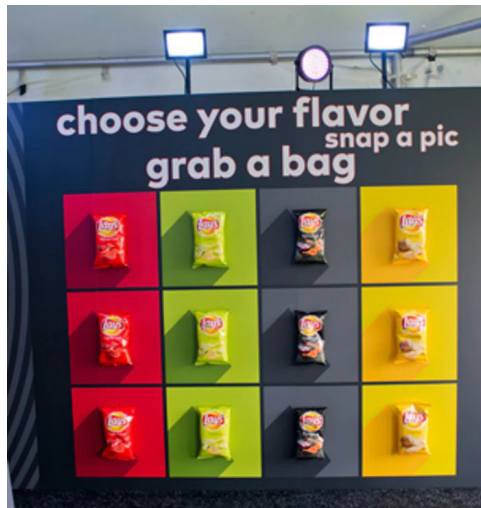
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# THE BACK PAGE

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