

SIGN JOURNAL FOR THE VISUAL COMMUNICATION INDUSTRIES AFRICA

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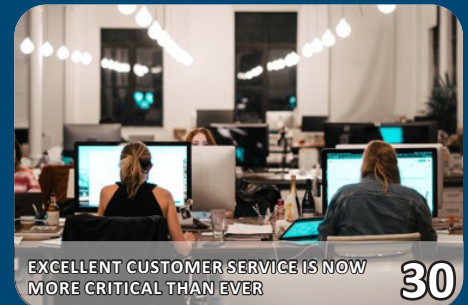
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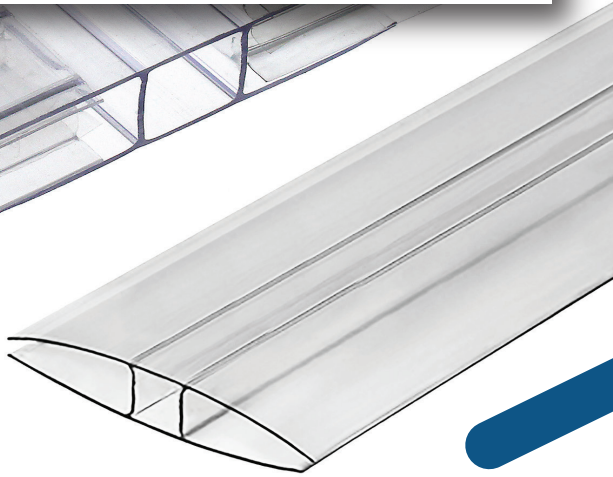
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EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

We're gearing up for our flagship Sign Africa and FESPA Africa Johannesburg expo. Visitors will get new perspectives in signage, wide format, screen printing and T-shirt printing. The event will be held from 13-15 September 2023 at Gallagher Convention Centre. We hope to see you there.

Our front cover story by Eco Signage Supplies features ASTARIGLAS® GP cast acrylic sheets, which are made from 100% virgin methyl methacrylate monomer (MMA), ensuring that the highest quality product is achieved. ASTARIGLAS® GP features excellent clarity, weatherability and high strength. ASTARIGLAS® GP has also been certified by Underwriters Laboratories to UL-94HB, which is the highest flammability rating obtainable for acrylic sheets with 92% light transmission.

Other features in this issue:

3D printing, also called additive manufacturing, has revolutionised the manufacturing industry by enabling the production of complex designs in a range of materials. In fact, while we typically focus on technological advancements of 3D printers themselves, a great deal of the innovation we are seeing today is driven by advancements in printing materials. There is no 'one size fits all' either, so it is important for companies to understand which materials would best create the product they are looking to 3D print. While this undoubtedly could take some trial and error, knowing what is out there is a good place to start.

The importance of branding office interiors is often forgotten or disregarded. Mastering branding within this space may feel like a task that is low on the list of priorities, but it is one that should not be ignored. The interior of the office is an extension of the brand, one that communicates with every individual entering its space.

There are multiple factors making print increasingly vital to organisations around the globe. It is no surprise that a business famous for its printers says the world will continue to print. But it is worth exploring why they believe this with such conviction when digitalisation continues to revolutionise every sector within industry. In short, printing in the form most people will think of is here to stay. But there is far more to printing than just ink on a page.

With the explosion of social networking websites and review platforms, consumers now have an even greater impact on an organisation's reputation, compared to before. Now they can readily share their customer experiences, whether positive or negative, with the entire world, in a matter of seconds. Furthermore, 61% of consumers, globally, agree that they would switch to a competitor after just one poor customer service experience.

As an employee, you can learn a lot about growing and winning by studying athletes — how they train and how they perform. One of the most important things you will learn from them is that, no matter where you come from or what the odds are, you can rise to the top. What does matter is your commitment to doing whatever it takes to succeed.

Signing off
Meggan McCarthy

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HOT NEW PRODUCTS

Car Cleaning Products

In addition to the clay bar for car washing, there are industrial wipes (30 x 35cm) which are available in both 30 and 300 piece sets. Car wash gloves are available in both mesh and microfibre format. Microfibre towels are available in different sizes (30 x 30cm, or 30 x 60cm) and also come made in thick material (30 x 60cm). There is also a foldable water bucket with an 11L capacity.

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ViziPrint Impress White

A versatile solution for self-adhesive applications on glass and other smooth, flat surfaces, the new and improved ViziPrint Impress White allows users to achieve vibrant colours and create stunning graphics to print visuals that make applications stand out. Its flexibility makes it the ideal choice for applications such as window advertisements, screen displays and appliances or white goods decoration. It features Drytac's Adhesive Science technology, which creates a strong bond in both high and low temperatures without leaving residue behind. www.midcomp.co.za



WallPen

This vertical surface printing innovation offers print service providers the opportunity to print any image, directly onto almost any vertical surface, without the need for pre-treatments, vinyl or wallpaper. Print service providers are no longer restricted by costly media or media size limitations, and can offer their clients an entirely new way of creating full-colour prints, directly onto any vertical surface, quickly, cleanly and cost effectively.

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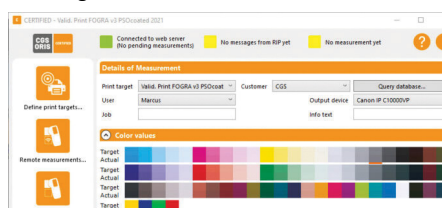
The UG series includes two wide-format inkjet printers that use UV ink, which is growing in popularity in the sign and graphics and digital printing markets. The UG-642 features dual staggered print heads and an output speed of up to 31.9sqm/h (720 x 600 dpi). It is ideal for customers who need to produce large-sized output in a short period of time. The UG-641 is also priced comfortably for those who want to expand the scope of their business, or for those who wish to start a new print business. www.rolanddg.co.za



CGS ORIS Software

CERTIFIED's new look and feel now fits into the appearance of all other applications and is clear, structured and organised. In combination with new icons, this version features a new level of usability. But there are also heaps of new features that make colour control so much smoother. New international standard tolerances have been integrated and tolerance values specified for individual colour patches for determining the pass/fail status of a validation measurement.

www.digitalview.co.za



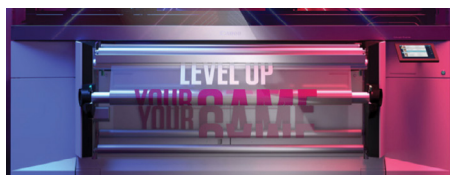
Zünd Q-Line

The new Q-Line with BHS180 is a comprehensive and advanced system solution that takes digital production to a new level. It is ideal for the demands of highly automated, industrial finishing of printed boards for displays and packaging. The individual components like the board feeder with UNDERCAM, the new Q-Line cutter generation, and the off-load unit, are optimally coordinated and provide previously unattainable levels of productivity. www.midcomp.co.za



Colorado M-series

The series is a modular 1.6m roll-to-roll printer with two speed configurations and also features Canon UVgel white ink, boosting the printer's unmatched productivity and substantially expanding the range of applications that customers can create. The introduction of a white UVgel ink maximises the scope for customers to benefit from UVgel's renowned performance advantages for a full spectrum of premium graphics and décor applications – for example window graphics, labels and wallpaper. www.midcomp.co.za and www.canon.co.za



Uvijet HZ Thermoforming Inks

The LED UV cured thermoforming inks are designed for use with the Acuity Prime flatbed printers. The inks, which are quickly cured with conventional LED UV lamps, are the ideal solution for decorating a wide range of materials commonly used in thermoforming applications. The inks offer superb dot reproduction, light-fast colours with outstanding adhesion and elongation, and deliver excellent quality for applications involving deep-draw thermoforming, line bending and dome blowing. www.fujifilmgraphicsystems.co.za



PosterArtist V1.1

PosterArtist v1.1 allows users to easily create professional-level designs which can then be printed on Canon's imageRUNNER ADVANCE DX, imageRUNNER and i-SENSYS X. The software is also compatible with the i-SENSYS Series for small business use, and the imagePROGRAF Series of large format printers. The software is ideal for the creation of posters, banners and signage for private, as well as business use in, for example, events, hospitality and corporate messaging. www.canon.co.za





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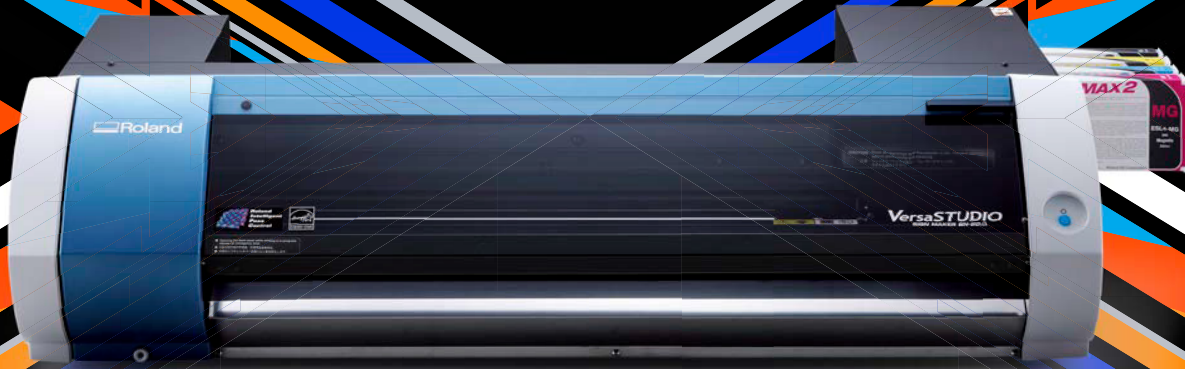
With the ability to print matte and glossy elements in one go, without varnish, and field-upgradeable capabilities, the Colorado M-Series adapts as your business grows. Its UVgel technology delivers hassle-free, fast white ink printing with 40% less ink usage. FLXfinish+ allows you to print in matte, gloss, or a combination of both, taking large-format graphics to new heights. With a wide range of media options, configuration flexibility, low operating costs, and higher margins, the Colorado M-Series empowers your creativity and maximises your business potential.

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SIGN INDUSTRY NEWS

FUJIFILM South Africa Highlights Large Format's Sustainable Future At Open Day

FUJIFILM South Africa hosted an open day on 18 May at its Technology Centre in Sandton. The company highlighted its commitment to sustainability as well as its large format offerings, most notably the Acuity Ultra R2 LED – the first model of this machine in Africa. Also demonstrated was how the company's products fit together to produce an ideal print, cut and workflow process.

'Sustainability is something we should not only be embracing in our personal lives but in our business lives too,' said Grant Potgieter, general manager of FUJIFILM South Africa's Graphic Communication Division. 'We need to start treating sustainability with the importance that it deserves.'

'FUJIFILM is very much aligned with the United Nations' 17 Sustainable Development Goals (SDG's). Everything that we do, from a Research and Development (R&D) perspective, evolves around sustainability. Before we even start building a printer, before we start developing an ink, before we start doing anything, the first thought that goes into all our R&D is: 'how sustainable is this product?,' said Potgieter.

Potgieter added that FUJIFILM's daily global spend on R&D is in the region of \$8 million, and at the forefront of that is sustainability. FUJIFILM South Africa is committed to minimising the environmental impact of its products and operations, and is proactively working to preserve the environment. The company strives to educate printers about environmental best practice and considers sustainable development as the most important issue for the planet, the human race, and all business entities.

FUJIFILM's inks and machines contribute to this by: massively reducing raw material use; using fewer and more sustainable consumables; needing



Grant Potgieter, Pieter Gouws and JP Porteous, Fujifilm South Africa.

far fewer replacement parts; producing less waste; consuming less water and producing 100% recyclable printed products.

Importantly, the new South African head office was constructed to fall in line with FUJIFILM Holdings' climate action targets. The head office has been designed with the help of a green energy consultant. As such, it incorporates the use of solar

power panels with a capacity of 65 kVA, biometric access control, motion sensors, day/night lighting and energy efficient plumbing that consumes less water.

Key trends driving the growth of the green large format market include:

Consumer demand: awareness of the

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SIGN INDUSTRY NEWS CONTINUED

environmental impact of purchases are driving increased demand for sustainable products and services.

Growing awareness of the environmental impact of traditional large format printing, which uses a variety of materials and processes that can have a negative impact on the environment.

Government regulations promoting the use of sustainable materials, such as: The National Environmental Management Act (NEMA), The Air Quality Act, The Water Act and The Waste Management Act.

Technological advancements in the manufacturing of green materials.

Cost savings: reducing energy costs, waste disposal costs and other environmental costs.

Some of the products and solutions highlighted included:

Acuity Ultra R2 LED

This is a high quality, high productivity superwide platform that is available in UV and LED configurations. Engineered with the operator in mind, it is designed with specialist inks to support the printing of near-photographic interior graphics of exceptional quality, and the high speed printing of banners and PVC signage.

The Acuity Ultra R2 is unique in being able to combine ultra-high quality with superb productivity and a groundbreaking return on investment, all in one platform.

Acuity Prime Flatbed LED

The Prime's increased print productivity combined with a seemingly reduced ink consumption shows a very promising cost-in-use potential. Uvjet HM inks are: GREENGUARD and AgBB certified; compliant with strict environmental testing; free from ozone-depleting chemicals, aromatic hydrocarbons and harmful volatile solvents; and have low energy consumption.

Summa F1432 Flatbed Cutter

Up to three tools can be inserted at one time into the multi-module tool holder. Changing those tools is quick and easy, thanks to the simple, single-point fastening system. Automatic tool recognition, combined with digital and mechanical depth/pressure control, ensures precision cutting on a vast array of materials. The base unit comes standard-equipped with an ultra-fast drag knife module, as well as Summa's revolutionary OPOS-CAM optical camera marker recognition system for unparalleled contour cutting accuracy.

Caldera

CalderaRIP offers productivity and efficiency for optimal colour management; automates pre-press tools; and consolidates production with a single RIP for coherent output and time, ink and media savings. It also aids an efficient print to cut workflow.

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Keshav Sharma, Raveen Gamsan, Vineshree Naicker, Anand Jangir and Gourav Baid, Allrich.

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The opening of Allrich Trading's Durban branch has helped bring convenience and streamlined services to customers in the region.

Gourav Baid, business analyst at Allrich Trading, explained, 'The idea of opening the branch was to make sure that stock is readily available to our clients, and to eradicate the logistics issues of having them wait for couriers or other freight partners to deliver. Now the goods are available immediately and customers can drive to our place, which is conveniently located in Cornubia.'

The address for the Durban branch is: Unit 13, Boulevard Business Park, 14 Belladonna Road, Cornubia.

Canon South Africa Outlines Milestone Achievement During Conference

The Canon Partner Conference held at Capital on The Park in Sandton brought together industry leaders and experts. Canon South Africa's recent milestones show that the company is committed to supporting its partners and stakeholders and investing in the local market.

The Partner Conference was a huge success, bringing together some of the biggest names in the industry from South Africa and Sub-Saharan Africa. Opening an extended office space and revamped showroom featuring a range of Canon's latest product models, in Centurion, has created new opportunities for the brand.

'Canon has a definitive and important role to play in society. We use cutting-edge technology to power lives, whether that's the lives of our customers, partners or suppliers,' said David Preston, Managing Director at Canon South Africa during the Canon Partner Conference. 'We seek to inspire efficiency and play a role in business growth. Ultimately, we want to inspire a world of change where profit and societal contribution are linked.'

Standout speakers, including Yamini Benzunie (EMEA Market Intelligence and Insights Lead at Canon) and Katsuhiko Kyle Fujino (B2B Director for Canon's Developing Regions Business Group), offered valuable insights on the day.

Benzunie shared 2023 predictions for print, stating that

factors like digitalisation, high inflation, and a slow-adopting economy can impact future customers. She elaborated on this by providing valuable insights into the current industry and explaining how businesses can adapt to these factors to remain relevant.

Fujino explored product innovation trends and how Canon's innovations can help businesses create a competitive edge. He delved deeper into how hybrid workspaces contribute to this and how Canon products are the underlying factor to productivity and success.

Other speakers included Jimmy de Waal (Head of Partner Channel), Donna Friend (Regional Director for CSSA), Gnesen Naidoo (Customer Services and Support Director at Canon), Ravi Naidoo (Business Operations Director at Canon), Frederik 'Jaco' Moller (Business Development Manager at Canon), Sebastian McNamee (Product Manager at Canon), Alex Ryan (Product Manager at Canon) and Pieter Pieters (Business Development Manager at Canon).

At the end of the proceedings, Stefano Zenti, Executive Vice President at Canon DRBG, thanked all who attended the event, 'We hope that the experience provided valuable insights and networking opportunities to strengthen our partnerships into the future. A competitive advantage, not just price, is what sets Canon apart from our competitors. We enable people to capture special moments and milestones that matter to them, and in the long run, create opportunities to make positive social contributions.'



Tunca Rodoplu, Canon.

The day after the conference, Canon unveiled its new office space in Centurion. Tunca Rodoplu, Senior Marketing Manager for B2B products at Canon, relayed his excitement for the future of Canon and what the new office space means for the team.

'We are focused on contributing to society by reducing our environmental impact and creating opportunities to bring positive change to our communities. I believe that this new space will allow us to do just that: employing only the best minds, driving our passion for transparency and honesty, and planning the future of Canon together.'

The new office space is in the Southdowns Office Park, on the corner of Karee Street and John Vorster Drive in Southdowns, Centurion.

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SIGN INDUSTRY NEWS CONTINUED

Signarama Hosts LED Workshop

Despite being electrically powered, signage (with ongoing load shedding issues endured), neon signs, illuminated signs, and LED signs are the 7th most searched for sign category on the Signarama website. Signarama franchisees from seven stores recently got together at Signarama West Rand for a neon and LED flex product masterclass.

Based on this demand, and after an analysis of what future trends are likely to be for illuminated signs, the Signarama Franchise Office teamed up with Nick Galatis and the team at The Lighting Zone to run the neon and LED flex masterclass.

All the masterclass attendees were able to manufacture an LED flex sign from start to finish. The masterclass began with some insights from Galatis into the products, their correct use and the common problems associated with them. The Lighting Zone are approved suppliers for the Signarama franchise. The fun part of the



masterclass came in choosing colours for the signs, soldering the intricate wiring, inserting LED's and connecting them to a power supply.

The event concluded with some refreshments and a prize giving for the best sign manufactured on

the day. Those franchisees and staff who attended left with a better appreciation for the products and how to make the right recommendations to Signarama clients.

www.signarama.co.za

Falcon SA Announces New Durban Branch

The Falcon SA Durban branch has moved to new premises. The address is: Falcon Pinetown, 12 Caversham Road, Pinetown, KwaZulu-Natal.

Branch contacts: office: +27 31 705 2121;
Melissa: +27 81 010 9213 or
Junaid: +27 78 048 7937.

www.falconsa.com

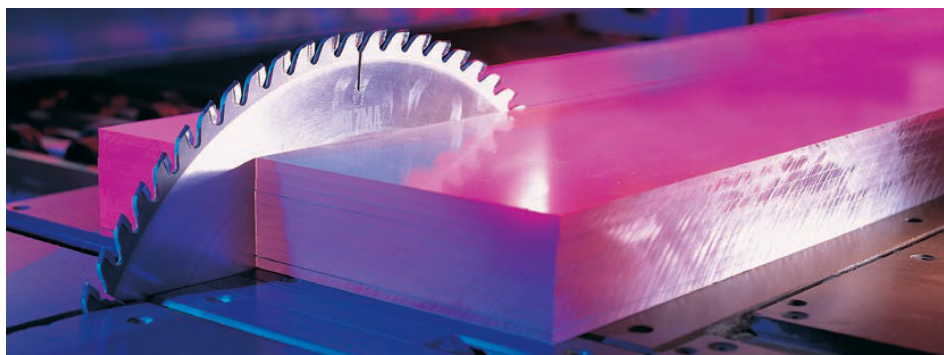


Allrich Announces Distributorship Of Brett Martin Flat Extruded Sheets

Marcryl FS flat extruded acrylic sheet is an offering from the Brett Martin group. It is an ideal alternative to glass. The clear option has a high gloss finish, good optical clarity, very high light transmission and excellent weatherability, at only half the weight of glass.

The gloss and shiny finish gives the material a bright feel, achieving visually stunning effects. When the edges are polished, their perfect transparency makes Marcryl FS the ideal choice for use in interior design, POS, and display applications.

Marcryl FS product options: sheet size: 2050 x 3050mm, clear, thickness: 2, 3, 4, 5 and 10mm. 2mm clear PETG is available in 2050 x 3050mm.



www.allrich-sa.co.za

New Mimaki Printer Can Be Seen At GSW's Cape Town Demo Centre

The brand new Mimaki JFX600-2513 has been installed at Graphix Supply World's (GSW's) Cape Town demonstration centre, and can be seen

for the first time in Africa. GSW has launched an affordable 2.5m x 1.3m machine that features 200sqm/hr printing, which is a unique offering for

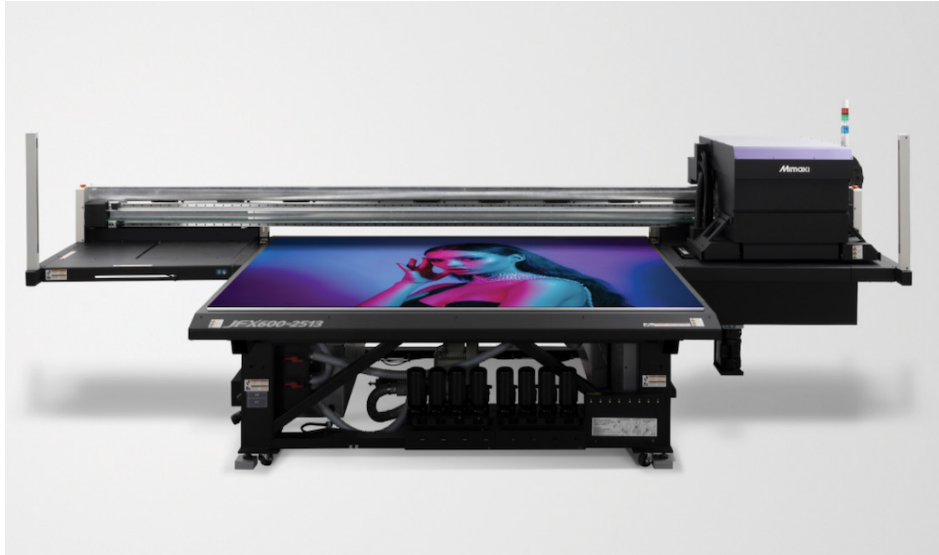
the African market.

The large format UV-LED inkjet printer features all the advanced functions for stable operation and high quality printing that users expect from Mimaki machines. This UV LED printer from Japan can print directly on wood, tiles, glass, mirrors, metals, acrylics, cardboard and more. Six colours and white are available.

The JFX600-2513 is the successor model to the JFX500-2131 and it is compatible with standard size sign board production. The UV inks are certified as GREENGUARD Gold due to their environmental friendliness and feature up to 330% faster print speed than the JFX500 for improved productivity. It has been designed with usability in mind with the table size and vacuum table supporting media as thick as 60mm.

It is also capable of '2.5D' multi-layered printing, creating raised texture effects for high-value, tactile applications. The flatbed is available immediately from GSW, which has stock of the printer.

www.gsw.co.za



Signs-R-Us Wraps Road Safety Vehicles With ORALITE® For Increased Visibility

Signs-R-Us recently partnered with TRAC, and their roadside assistant department, to improve the safety of their fleet of vehicles.

Signs-R-Us wrapped the TRAC vehicles in high-visibility ORALITE® reflective material to ensure that they are visible both day and night, helping TRAC enhance their safety measures and protect their drivers and passengers on the road.

Signs-R-Us are committed to providing their clients with signage solutions that are not only aesthetically pleasing, but that serve a practical purpose. The TRAC project showcased custom vehicle wrapping that improves safety and visibility, helping vehicles stand out on the road and stay safe.

Signs-R-Us stated, 'We look forward to continuing to work with TRAC and other clients who prioritise safety on the road.'

www.orafol.com/en/south-africa



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- # Ultimate professional performance.
- # Lower power consumption, stronger performance.
- # 30% better colour reproduction than EVO series.
- # Better software compatibility.
- # Faster printing speed and higher precision.



Powder Shaker/Fusing unit B301

Flat plate stainless steel without air suction platform. Features a uniform tunnel drying temperature.

Most
Advanced DTF
Technology

Stronger
performance

Better
software
compatibility

Faster
printing
speed



HANRUN PAPER DTF PRO-A600

Hanrun paper® PRO-A600 2 head or 4 head printers are specially developed for customers who want high quality and mass production.

- # The most high-end flagship DTF printer
- # Higher continuous printing stability and fine detail.
- # Larger width, 30%-50% better productivity than EVO series.
- # Better software compatibility.
- # Longer warranty time and more gift accessories.



Powder Shaker/Fusing unit B602 (2 Heads)

The Arch bridge stainless steel air-free platform effectively extends the heating duration of the medium in the tunnel.



Powder Shaker/Fusing unit B603 (4 Heads)

Automated track advancement, based on the air suction platform. It's flexible, and is suitable for single cutting and roll baking.

Most
Advanced DTF
Technology

Continuous
printing
stability

Better
software
compatibility

Better
productivity



SIGN INDUSTRY NEWS CONTINUED

Midcomp Showcasing Large Format Technology And More At Open Houses



Midcomp invites interested parties to register for their free access to its upcoming Open House events at the Midcomp Innovation Hub in June. Presentations will be featured on the latest technology in large format digital printers, finishing systems, media and workflow solutions from its leading brands.

Visitors can get advice from the industry experts on how to grow their margins and gain more market share by expanding into trending applications with the right solutions.

Equipment that will be demonstrated includes: HP Latex 800W print and cut, HP Latex 2700W, HP PageWide Pro XL 5200, HP S500, HP R2000, JHF F3900, Compress iUV1200, Zünd G3 and the Canon Colorado. Visitors can also explore media and

workflow solutions from Drytac, HP, Palram, Contra Vision, 3A, ImagePerfect, Caldera, SAi and Onyx.

Midcomp will also highlight its Pay Per Use (PPU) and PPUGRO programmes. With the comprehensive and customised PPU programme, users can enjoy peace of mind with no unexpected costs and subscribe to a fixed monthly cost per square metre based on their location. There is no minimum print volume required. PPU covers a user's ink supplies, printheads, cleaning cartridges, service maintenance kits, labour and spare parts, and is an ideal solution for cost-efficient printing.

Midcomp representatives will also be available to explain the benefits of the PPUGRO solution in which Midcomp offers a PPU Programme that now gives clients the option of including a printing

and finishing system as well as RIP Software, consumables (excl. media), service costs and insurance charged at a predetermined variable rate per square metre that the customer prints. At the end of every month, a customer will be sent a spreadsheet detailing the jobs they have printed in that month as well as the total square metres printed. Midcomp applies the variable rate per square metre and sends a customer one invoice.

Visitors can enjoy complimentary refreshments and giveaways during unique and informative two hour sessions. Seats are limited to 20 visitors per session. Date: 13 and 14 June 2023. Time slots available: 9am, 12pm and 3pm. Address: Unit 21, Fern Towers, Hyaluma Street, Ferndale, Randburg.

www.midcomp.co.za

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INTERNATIONAL NEWS

Fujifilm Customer Expands Business With Superwide Format Press



Miguel Ángel Gómez Cano, Oedim.

The Acuity Ultra R2, which is part of Fujifilm's new range of wide format printers, is available in 'superwide' 5m and standard 3.2m configurations, and Mercury UV and LED UV configurations. Engineered from the ground up, with the operator in mind, it has won Red Dot, Good Design and iF awards for its impeccable design features.

Spanish wide format specialist Oedim has once again partnered with Fujifilm to expand its fleet of Acuity wide format printers to increase productivity and support its growth. The company, which already owns four Acuity Ultra printers, recently invested in a 5m 'superwide' Acuity Ultra R2.

The new printer, which has been installed at its 20,000 square metre site in Jaén, Spain, will predominantly be used to print wide format advertisements on canvases, as well as signage for events and building wraps.

Established in 1996, Oedim is a wide format print specialist that prioritises personalisation and efficiency, while delivering on versatility and value. Many of its customers operate in the marketing and advertising sectors, and require wide format prints on substrates including vinyl, cardboard, tarpaulin, textiles and more.

Oedim sought another Fujifilm wide format printer

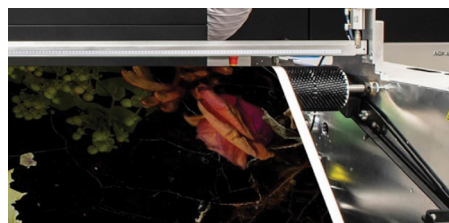
because it was pleased with the quality and reliability of its existing Acuity Ultra machines. It was also very happy with the service it had received from Fujifilm.

Miguel Ángel Gómez Cano, Managing Director at Oedim, said, 'At Oedim, wide format prints are our speciality. Many of our customers operate in the marketing and advertising sectors and require wide format prints – be it on textiles, vinyl, cardboard or tarpaulin. Our investment in an Acuity Ultra R2 has enabled us to prioritise personalisation and efficiency, while delivering on versatility and value – all while achieving growth.'

'The machine is not only intuitive and easy to use, it is also reliable and offers exceptional quality. This is proven, as we use it predominantly to print on mesh and canvases and events canvases. Now, with an Acuity Ultra R2 included in our fleet of printers, we can offer our customers an even faster and more reliable service, particularly when delivering 'superwide' 5m prints.'

www.fujifilmgraphicsystems.co.za

Business Enhances Laminate Décor Paper Print Production With New Agfa Press



The outstanding print quality/price ratio of Chiyoda's first InterioJet printing press, coupled with its ease of use, were decisive factors in the company's decision to invest in a second press. Following the successful installation of their first InterioJet press in 2021, Chiyoda has acquired a second InterioJet water-based inkjet printing press from Agfa to enhance its laminate décor paper print production capabilities.

Chiyoda supplies printed décor paper with exclusive designs to flooring, furniture and car laminate panel makers, catering to their unique requirements. Just like their first InterioJet 3300i, the new InterioJet 2250i will be installed at Chiyoda's European headquarters in Belgium. The inkjet presses complete Chiyoda's gravure presses, yet also offer additional functionality, as they are not limited by cylinder length, and therefore are able to print any design in any quantity.

The InterioJet presses offer 24/7 digital printing production with consistent colour quality. The water-based inks and primer fit perfectly with the traditional melamine impregnation and lamination post-processes of the panel manufacturing industry.

'The InterioJet has proven to be an invaluable addition to our operations, offering unparalleled print quality and great versatility,' says Peter Coenegrachts, COO of Chiyoda. 'Our customers can use the prints in exactly the same way as gravure prints without any modification to their laminate production process. By investing in a second press, we are further expanding our capability to do shorter print runs, allowing us to meet the increasing demand for prints on demand and just-in-time deliveries.'

'We are delighted to extend our partnership with Chiyoda to drive the digital printing revolution in the laminated surface market,' said Mike Horsten, Business Manager InterioJet at Agfa. 'Building on Agfa's expertise in chemistry, inks and software, the InterioJet ensures the highest print quality and colour consistency. We are thrilled to witness how our presses cater perfectly to Chiyoda's needs and enable them to deliver exceptional products to their customers.'

The InterioJet presses are powered by Agfa's Asanti workflow software, which includes a plug-in for décor image optimisation. By working in conjunction with the industry-standard AVA CAD CAM software, Asanti ensures a close match to gravure prints, guaranteeing consistent and high-quality results.

www.agfa.com

Mimaki And Design Software Provider Announce Participation In Global 3D Printing Expos

Autodesk provides design software for the media and entertainment, product design and manufacturing, architecture, engineering and construction industries. Mimaki will present how to bring 3D data from the design, engineering and entertainment industries to life by using Autodesk software and Mimaki's full-colour 3D technology.

Mimaki will participate in 3D print exhibitions across the world in June 2023. By combining Autodesk's widely used software with Mimaki's 3D printers, the 3DUJ-553 and 3DUJ-2207, which are capable of producing full-colour models in more than 10 million colours using the UV-cured inkjet method, 3D data can be brought to the real world in full colour. At this year's exhibitions, Mimaki will present a full-colour world created with Autodesk



software and Mimaki 3D printers through a variety of applications, including:

Character design for games and animations by Nilian Studios (Canada), using Autodesk software with Mimaki's 3DUJ-553 and 3DUJ-2207 for the production and presentation of original figures. The company uses Autodesk Maya and 3DS Max in every stage of the production process, from early animatics to 3D modelling, texture mapping, rigging, animation and final rendering.

For the first time, Nilian used the 3DUJ-553 to create full-colour 3D prints of characters taken directly from their games and animations. The Mimaki 3DUJ can reproduce complex features and highly detailed colours from 3D data, allowing small-lot production at a reasonable cost and short delivery time, a difficult task to achieve with other production methods.

Product design by Autodesk's Boston Technology Centre (USA), featuring visualisation of the internal structure of a generative designed brake pedal for Stewart-Haas Racing, an American stock car racing team, 3D printed using Mimaki's 3DUJ-553. Automotive racing teams are constantly looking for new design and production techniques to improve the safety, performance and weight reduction of their cars in order to win more races. Stewart-Haas Racing partnered with Autodesk to reduce the weight of their brake pedal, one of the most important components of top driver Cole Custer's Ford Mustang, using Fusion360's 'generative design' feature. As a result, the brake pedal's new design reduced weight by 32% and increased stiffness by 50%, provided that it could withstand braking actions equivalent to 3000 laps of a driving course.

Civil engineering design models by Fukken Co., Ltd (Japan) promote solutions to issues faced by the construction industry through integrated 3D data management using Autodesk's BIM/CIM software

and promotion of digital transformation. This system allows for the sharing and management of information through 3D data among all parties involved in each stage of the process, including planning, surveying, designing, constructing, managing and maintaining. Civil engineering models are printed on Mimaki's 3DUJ-553 to build consensus with residents and other stakeholders. The company uses Autodesk's AEC Collection as its BIM/CIM software. It also utilises the Mimaki 3DUJ-553 full-colour 3D printer to produce models from the 3D data it has designed.

Mimaki is presenting the Autodesk x Mimaki Full-Colour World at Next Generation 3D Printer Exhibition/ Japan Manufacturing World (Tokyo, Japan), from June 22–24.

www.gsw.co.za

Zünd Showcasing Integrated Cutting Solutions



Zünd, in cooperation with software partner Mind, presented integrated cutting solutions to help users automate their production environments and make them more efficient. Industry professionals could experience the benefits of integrated leather cutting in the form of a Zünd D3 cutter with dual-beam technology.

The Zünd booth at Interzum 2023 was dedicated to demonstrating all the processes involved in digital leather cutting, from hide scanning to cutting and picking and sorting of cut parts. Visitors could discover the latest modular solutions for digital workflows, including nesting, textile and leather cutting, as well as software-supported parts picking.

Zünd also highlighted its holistic approach to advising customers. 'We offer workflow solutions for an extremely wide range of requirements and work closely with our customers to develop solutions optimally matched to their manufacturing processes and the materials they are using. This requires a holistic, consultative approach that takes

into consideration hardware, software, as well as services,' explained Manuel Enriquez, Segment Manager Leather.

Zünd cutters are at the heart of Zünd's comprehensive, modular digital cutting solutions that encompass the entire manufacturing process, from digital scanning and grading, to interactive or fully-automated nesting, the cutting process itself, and finally, material handling and assisted picking/sorting of cut parts.

Whether for a small upholsterer cutting just a few parts each day or for industrial-scale production, where hundreds of parts are cut on a daily basis, Part Scan enables a straightforward, efficient workflow for digitising the parts that go into an upholstery model. The flexible, automatic part scanner reliably identifies features and is very easy to integrate in an automated production environment. The Over Cutter Camera (OCC), combined with state-of-the-art software, is used to capture patterns and compensate for distortions in the fabric.

www.midcomp.co.za

Metamark Wrapping Materials Used In Fleet Project



Metamark MD-X Clear wrapping film and Metamark MD5 Gloss materials were used in a vehicle wrapping project. David Hammond and his team at Salford-based Seymour Signs and Print were recently asked to provision livery graphics for a fleet of The Doctors Laboratory's vehicles.

The fleet comprises, at this stage, of about 20 suitably specified Toyota cars and the livery design was prescribed by the customer. With a little further judicious input from Hammond's team, it was made to fit the target vehicle and production could commence.

The livery was printed on Metamark MD-X Clear wrapping film, which was laminated with the product's matching laminating film, sandwiching the print detail between two filmic layers that let the vehicle under-colour show through. Other elements of the livery were produced using Metamark MD5 Gloss.

Seymour Signs' novel construction for the livery confers a few other benefits beyond durability. Being able to see the vehicle body colour avoids star contrast between the OEM paint finish and the white of the applied material.

www.sytech.co.za

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ASTARIGLAS® GP

BY ECO SIGNAGE SUPPLIES



ASTARIGLAS® GP cast acrylic sheets are made from 100% virgin methyl methacrylate monomer (MMA), ensuring that the highest quality product is achieved. ASTARIGLAS® GP features excellent clarity, weatherability and high strength. ASTARIGLAS® GP has also been certified by Underwriters Laboratories to UL-94HB, which is the highest flammability rating obtainable for acrylic sheets with 92% light transmission.

The lightweight, rigid thermoplastic material has higher breakage resistance than standard glass and is highly resistant to weather conditions. ASTARIGLAS® GP can easily be cut, drilled, bent, machined, engraved, polished and glued.

ASTARIGLAS® GP is made to exacting standards, offering excellent optical characteristics, light stability and low internal stress levels for consistent performance. It is available in a wide range of standard sizes and thicknesses, in coloured and colourless versions.

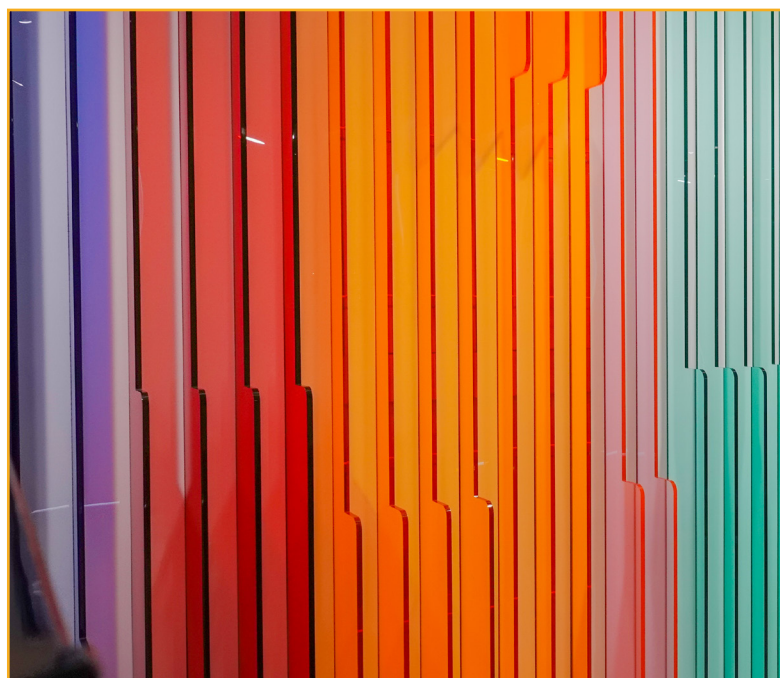
Some of the many application areas:

Retail Display/Point of Purchase: an impressive product display is one of the determining factors for a purchase. Make sure your product is displayed clearly and uses quality materials.

Architecture and construction: ASTARIGLAS® GP acrylic sheets are a preferred material in the world of architecture. The material is easy to fabricate, very lightweight and weatherproof. These qualities are very supportive of producing quality architectural work.

Interior design/interior fitting: ASTARIGLAS® GP acrylic materials in various thicknesses and colours are easy to fabricate and provide opportunities for designers to work without limitations.

Store/shop decoration: decorate your store display with ASTARIGLAS® GP acrylic sheets, to make your product messaging clear and classy.





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TRANSMISSION**

Notable compliance credentials:

- FDA: ASTARIGLAS® GP clear products are in compliance with the FDA Food Additive Regulation 21 CFR177.1010 (acrylic and modified acrylic plastics, semi-rigid and rigid).
- UL94-HB: ASTARIGLAS® GP Acrylic Sheets have been certified by Underwriters Laboratories to UL 94HB.
- ISO 9001:2015 - ASTARIGLAS® GP Acrylic Sheets are manufactured to meet the standard specification of ISO 9001:2015.
- ROHS3: all ASTARIGLAS® GP Clear and Opal Sheet products are in compliance with the applicable provisions of RoHS 3 Directive 2015/863/EU.
- ASTARIGLAS® GP products are BPA free.
- ASTM: ASTARIGLAS® Cast Acrylic Sheets are manufactured to meet the standard specification of ASTM D 4802-10.

Eco Signage Supplies is the distributor in South Africa of the world-renowned ASTARIGLAS® GP acrylic product range, featuring versatile applications and flexibility, while conforming to international standards of quality.

ASTARI's state-of-the-art, in-house laboratories are operated by experienced technicians and researchers, and are dedicated to keeping its product pipeline robust and the quality high. These facilities also enable them to produce customised products according to customer requests.

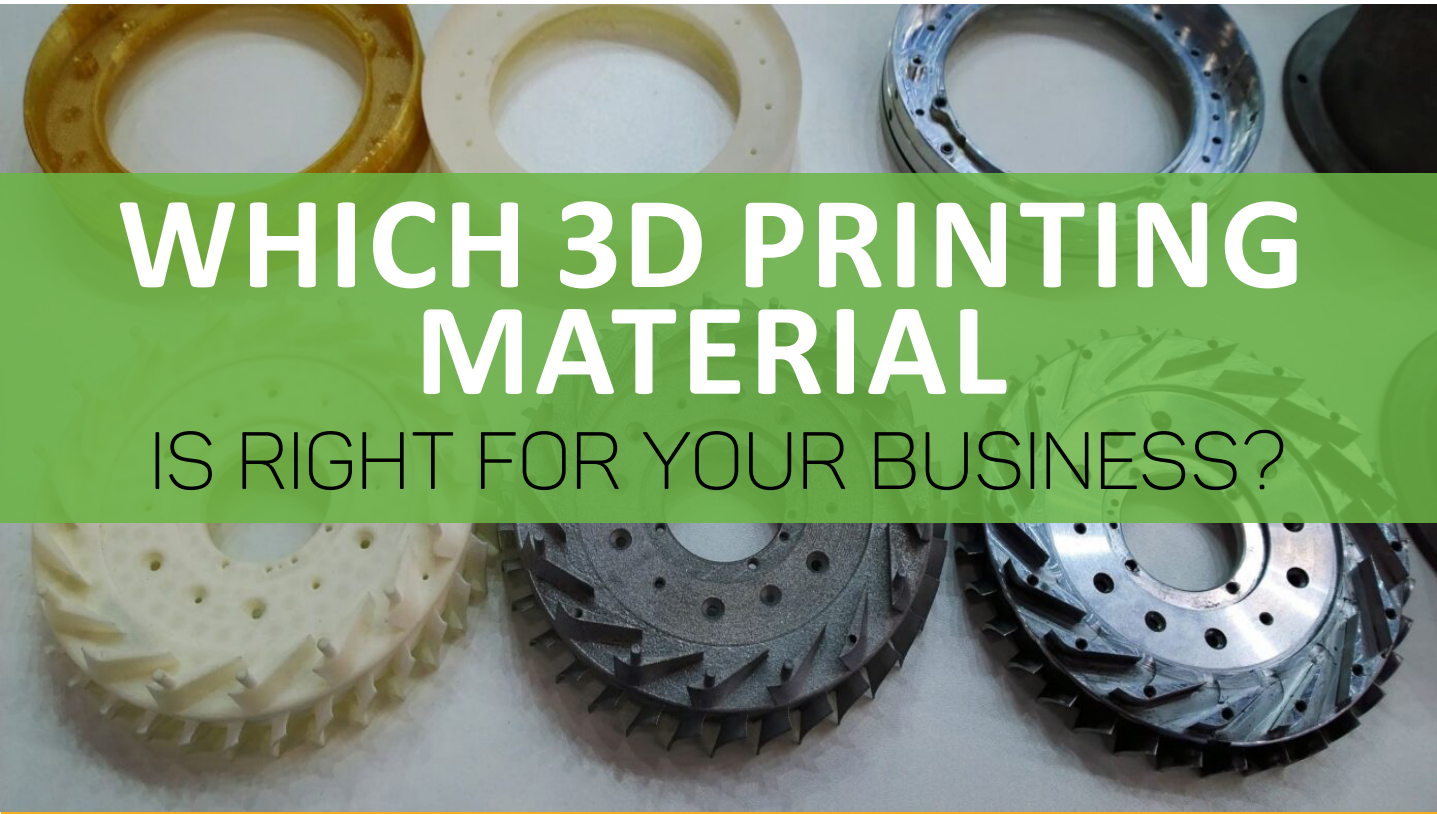
ASTARIGLAS® GP is also available in Tessematt, LED, LED Block, Block, Eco Cast, and Astariglas XT. For more ASTARIGLAS® product information, you can scan the QR code.



The applications are extensive and can be used in a range of different scenarios beyond signage, advertising and exhibitions, such as interior design and furniture, industrial equipment and machinery, medical equipment, food contact, security, sports, recreation and more. 📌

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WHICH 3D PRINTING MATERIAL IS RIGHT FOR YOUR BUSINESS?

BY JAYMES KINE, MASSIVIT 3D

3D printing, also called additive manufacturing, has revolutionised the manufacturing industry by enabling the production of complex designs in a range of materials. In fact, while we typically focus on technological advancements of 3D printers themselves, a great deal of the innovation we are seeing today is driven by advancements in printing materials. There is no 'one size fits all' either, so it is important for companies to understand which materials would best create the product they are looking to 3D print. While this undoubtedly could take some trial and error, knowing what is out there is a good place to start.

Plastic 3D printing materials

Plastic is one of the most common materials used in 3D printing. It is lightweight, durable, and can be used for a wide range of industrial applications, including aftermarket parts, medical equipment, and consumer goods. The most commonly used plastic material for 3D printing is called acrylonitrile butadiene styrene (ABS). It is easy to print with, has good mechanical properties, and is resistant to impact and heat.

Another popular plastic material is called polylactic acid (PLA), which is made from renewable resources such as cornstarch or sugarcane. PLA is easy to print with and biodegradable, making it a popular choice for eco-friendly applications.

Pros: lightweight, somewhat durable, wide range of industrial applications, good mechanical properties, and biodegradable are options available.

Cons: limited strength and heat resistance compared to other materials, can warp or deform when exposed to high temperatures, slow to produce due to lengthy process of heating to melting point and then cooling, and usually limited by the size of printed pieces.

Metal 3D printing materials

Metal 3D printing is becoming increasingly popular in industrial settings due to its strength, durability, and high-temperature resistance. This type of additive manufacturing is ideal for applications such as certain automotive parts as well

as a variety of medical devices. The most commonly used metal materials for 3D printing include stainless steel, titanium, aluminium and nickel alloys. Metal 3D printing can be accomplished using different methods such as powder bed fusion, binder jetting, and directed energy deposition.

Pros: strong and durable, high-temperature resistance, and ideal for aerospace and medical applications.

Cons: expensive, heavy – thus pricey to ship, limited availability of metal powders for printing, slower print times and a more complex printing process, and lack of flexibility means no complex geometric shapes.

Ceramic 3D printing materials

Ceramic materials have high-temperature and chemical resistance, making them great for industrial and aerospace applications. They can create intricate shapes and geometries. The most commonly used ceramic materials for 3D printing include zirconia, alumina, and silica. Ceramic 3D printing can be accomplished using different methods such as binder jetting, powder bed fusion, and vat photopolymerisation.

Pros: high-temperature and chemical resistance, ideal for industrial and aerospace applications, and the ability to create intricate shapes and geometries.

Cons: limited availability of ceramic powders for printing, requires special handling and firing processes after printing, and can be brittle and prone to cracking.

INTRODUCING THE **NEW**



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CAST ACRYLIC SHEET



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The Astariglas® range we stock includes



ASTARIGLAS® GP

ASTARIGLAS® GP cast acrylic sheets are made from 100% virgin MMA (methyl methacrylate monomer) ensuring that the highest quality product is achieved.

This ensures excellent clarity, weatherability and high strength.

ASTARIGLAS® GP is made to exacting standards, offering excellent optical characteristics, light stability and low internal stress levels for consistent performance.



ASTARIGLAS® BLOCK

ASTARIGLAS® BLOCK Clear are weather resistant, strong, non-toxic and transmit a great deal of light. These properties make clear block an excellent choice for many applications like souvenirs, furniture and store displays which make use of these qualities.

ASTARIGLAS® BLOCK gives a powerful statement with its distortion-free view. Available in Crystal Clear, ASTARIGLAS® BLOCK has high mechanical and chemical resistance and is easy to work with, even in complex fabrications.



ASTARIGLAS® LED

Characterized by slim profile, reliability, low energy and long service life, LED lighting is increasingly more popular to illuminate signboards and other display applications, gradually replacing traditional light sources.

The sheets come in opal white and various colours, enabling sign makers and designers to enjoy the virtues of LED lights and create slimmer, brighter and cost-effective backlit solutions.



ASTARIGLAS® TESSEMATT®

ASTARIGLAS® TESSEMATT® S (Single Sided) and TESSEMATT® DS (Double Sided). TESSEMATT® is the name for

ASTARIGLAS® range of matt satin-textured cast acrylic sheets. The name comes from the Latin word "tessera" which means a small cube of coloured glass used for ornamental purposes.

The pleasant-to-touch surface makes this type of material suitable for furniture and certain architectural applications, as well as many other applications.

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Composite Materials

Composite materials, such as carbon fibre, Kevlar, and fibreglass, are materials that combine two or more different materials to create a new material with enhanced properties. Composite material production parts are widely used in a range of industrial applications including aerospace, automotive, marine, consumer goods, and sporting goods due to their superior mechanical properties and optimal balance of being lightweight yet stiff and strong.

Composite material components have traditionally been produced using moulds. There are ongoing concerted efforts to develop 3D printers that can directly 3D print composite materials for real world applications.

Pros: enhanced properties such as strength, stiffness, lightness and durability; ideal for aerospace, automotive, consumer goods, and sporting goods applications.

Cons: can be expensive, limited availability of composite materials for printing, slower print times and a more complex printing process.

Note: even if composite parts aren't directly printed, additive manufacturing can greatly speed up production by printing an industrial mould for these parts (also mentioned below under 'gel-based materials').

Bio-based 3D printing materials

Bio-based materials are 3D printing materials made from renewable resources such as starch, sugar and cellulose. They are biodegradable and can be used in a range of applications such as packaging, toys and medical devices. The most commonly used bio-based material for 3D printing is called polyhydroxyalkanoate (PHA), which is biodegradable, has good mechanical properties, and is easy to print with.

Pros: made from renewable resources, biodegradable, good mechanical properties, and can be used in a range of applications

Cons: limited availability of bio-based materials for printing, can be more expensive than traditional plastics and limited temperature resistance.

Gel-based 3D printing materials


Gel-based materials are a newer addition to the range of materials used for industrial 3D printing.

Pros: capable of producing large-scale items, faster printing times and more efficient than traditional materials, and materials with varying properties such as high HDT and translucency are available.

Cons: gel-based materials are relatively new and not always understood.

What's right for your business?

The range of 3D printing materials available for industrial purposes is constantly expanding. Each material has its own unique set of properties and applications, and choosing the right material for a specific project requires careful consideration of the material's strengths and limitations.

By staying up to date with the latest developments in 3D printing technology, manufacturers can take full advantage of the benefits offered by 3D printing to produce high-quality, complex designs in a range of materials. 

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USING SIGNAGE TO MAXIMISE BRAND VALUE

IN OFFICE SPACES

BY SIGNARAMA SOUTHERN AFRICA

The importance of branding office interiors is often forgotten or disregarded. Mastering branding within this space may feel like a task that is low on the list of priorities, but it is one that should not be ignored.

The interior of the office is an extension of the brand – one that communicates with every individual entering its space. Office branding uses interior signage and design to ensure the environment reflects this message, but it can be tailored to communicate the company's core values and principles.

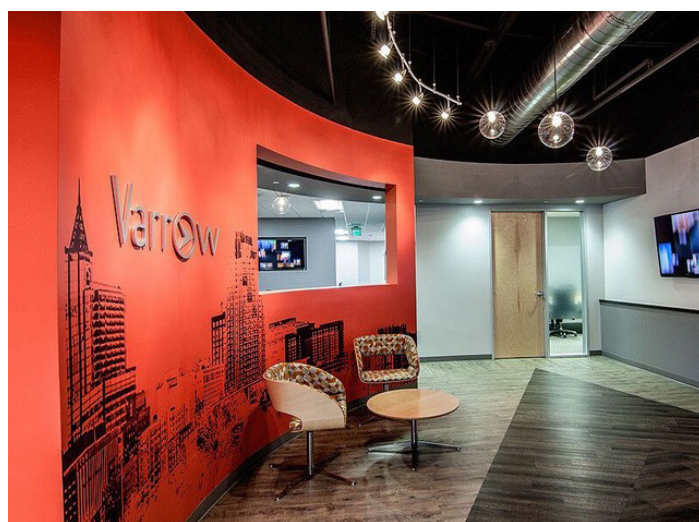
When harnessing the power of interior signage to maximise a brand's presence, it is crucial to find a balance that avoids the extremities of a sensory overload or a lack thereof. The signage chosen for this space should be cohesive, consistent and precise in expressing the brand.

Unfortunately, mastering this is not quite as easy as ensuring the logo is on the walls or adding colours to a wall. It is a process that encompasses every detail in the space and plays a massive role in the impression imprinted on employees and clients. After all, signage is often the first point of contact a business has with new individuals entering this space.

Reception signs can immediately introduce a brand and make a lasting impression, which speaks to the importance of this signage's design process. Depending on the brand, some office spaces may opt for the help of neon or perspex signage to add extra 'oomph'.

However, the branding does not stop there. Interior signage can be done throughout the entire space, from the windows to the wall. The wide range of window signage options help easily improve a brand message and bank on several practical benefits, such as adding privacy on glass partitioning and doors.

Other popular and vibrant signage options to use for interior branding include wallpaper, graphics and decals. The endless customisation capabilities of wall signage options makes them the perfect addition to any space. Whether the



user is interested in creating a small statement piece or covering the walls of their interior, this signage does so flawlessly.

More practical benefits of interior signage include the navigation assistance of wayfinding signs. These signs can be custom designed to help guide individuals in a space whilst staying consistent with the core design elements of the business branding.

The most important step in integrating a brand within an office is the early stages of design and decision-making. This makes selecting a professional signage partner critical for success. 📍

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WHY PRINT HAS NO LIMITS

BY YUDHEER HARBHAJUN, EPSON SOUTH AFRICA



There are multiple factors making print increasingly vital to organisations around the globe. It is no surprise that a business famous for its printers says the world will continue to print. But it is worth exploring why we believe this with such conviction when digitalisation continues to revolutionise every sector within the industry. In short, printing in the form most people will think of is here to stay. But there is far more to printing than just ink on a page.

Printing has no limits

Print has become highly intelligent. There have been huge advances in bio printing, where organic and living materials can be produced for medical procedures, research, training and testing, in addition to developments in printing textiles, packaging, circuit boards and metals.

Across the world, exciting developments are taking place in healthcare. For example, 3D printing is already being used to print human organs. UK scientists have used stem cells to print human corneas. The proof-of-concept research for the 3D-printing technique saw human corneal stromal cells being taken from a healthy donor cornea and then mixed with alginate and collagen to create a 'bio-ink' solution that could be printed. Using a low-cost 3D bio-printer, the bio-ink was successfully printed in concentric circles to form the shape of a human cornea in less than ten minutes (<https://bit.ly/3WnT5m8>).

But it is not just the healthcare industry that's making waves. The use of 3D printing for the creation of foods has moved into the spotlight over the last few months as it continues to expand steadily. Recently, international deep-tech food company Steakholder Foods Ltd announced the release of a new, 3D printed meat cut called Omakase Beef Morsels. The richly marbled

structured meat product is the first of its kind and was created using a specific 3D-bioprinting technology, inspired by the famous Japanese Wagyu beef (<https://bit.ly/43fncOM>).

Not only is this technology highly innovative. It also offers a solution to some of the pressing environmental issues that the world is facing. Currently, industrialised meat farming is one of the biggest contributors to climate change but in this instance, slaughter-free food removes the need to raise animals for the consumption of meat products. In turn, this will help to reduce the food industry's impact on the environment and make food production more sustainable.

A new era for industrial printing

In contrast to traditional methods, digital printing has accelerated in recent years as the capabilities for packaging, textiles and labelling have expanded. Digital printing technologies are by nature more sustainable than traditional analogue alternatives, and offer a way forward towards clean, efficient, profitable and localised manufacturing.

While digital printing was previously adopted to improve quality and save on

time and resources, organisations are now also making the switch because of positive impacts on the supply chain. As a result, nearshoring has become a recognised benefit of digital printing as it streamlines the entire production process, enabling products to be produced on-demand. In fact, according to a McKinsey and Company survey, 71 per cent of clothing and fashion companies expect to raise their nearshoring share by 2025 (<https://bit.ly/42WtLpS>).

When looking at the fashion industry specifically, a major factor driving the adoption of digital printing is the use of sustainable practices, including water efficiency and reduced chemical wastage. When compared to traditional analogue systems, which are heavy on water and energy consumption, digital printing systems reduce unnecessary waste. In fact, digital textile printing can save as much as 95 per cent of industrial water usage, while energy consumption can be reduced by 75 per cent, leading to the minimum use of resources.

Through shortened supply chains, on-demand production and nearshoring, which are all possible because of digital printing, organisations can improve their environmental footprint, as well as their efficiency, quality and costs.

Commercial printing goes green

And while printing now means much more than just office documents and photos, there will always be a need for paper alongside digital media. In fact, 55% of respondents in a recent study said they are more productive and retain information better when working with paper. Fewer than 20% preferred digital documents. This means printing is still important, and in general, printed materials are unlikely to go away anytime soon (<https://bit.ly/45pq11s>).

But there is pressure to boost sustainability and while office printing may not immediately be thought of as a positive in this context, careful technology selection can have a major impact on sustainability goals.

Many companies are investing in inkjet to improve sustainability. According to IDC data, the business inkjet market is expected to grow at +7.2 per cent, per annum, contrasting with a decline of -1.1 per cent year-on-year in demand for laser printing (IDC, Worldwide Hardcopy Peripherals Tracker, Q4 2022). Leaders who are not already considering the change could secure a quick win by doing so.

Home printing is on the rise

Hybrid working is here to stay, and home printing volumes have risen as a result. So too has awareness around ink subscription services. In fact, research has revealed that 63 per cent of people are printing more at home than they were a year ago, while 56 per cent say they need to print documents for signature or archive (Home Printing Trends, 2023: Third Edition, Quocirca, November 2021).

To unlock the benefits of hybrid working, organisations need to address home worker print requirements. Now, more than ever, certain factors are bringing these requirements to the fore, from spiralling energy costs to higher expectations when it comes to the standard of living and working.

Chosen carefully and used well, printers can help cut costs, reduce energy consumption and improve outcomes in many ways – from sustainability and workflow, to reducing lost hours of work.

Long live printing

Printing has an exciting future, especially as organisations continue to embrace innovative technology and materials that go beyond the imagination. The fact that we continue asking whether the printing industry is dying is a testament to its future. From the humble printing press to printing human corneas – print is thriving. 📖

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GET NEW PERSPECTIVES IN SIGNAGE AND PRINTING AT THE SIGN AFRICA AND FESPA AFRICA EXPO

BY MEGGAN MCCARTHY

Visitors at the Sign Africa and FESPA Africa Expo will get new perspectives in signage, wide format, screen printing and T-shirt printing. The event will be held from 13-15 September 2023 at Gallagher Convention Centre.

Explore business opportunities and meet with industry-leading companies, who will showcase their latest innovations. See live product demonstrations, and get a feel for how these can benefit your business.

Visitors will have the opportunity to meet with industry-leading companies, who will showcase their latest innovations in printing, branding, vehicle graphics, direct to film and garment solutions, laser engraving, digital label printing and other cutting edge technology.

Exhibitors will be on hand to answer questions and provide insights on how to optimise your business offerings, as well as offer advice about new industry developments and opportunities.

Attending the exhibition is also a great way to connect and network with other professionals. Don't miss out on this opportunity to learn, connect and discover new solutions that can elevate your business.



The Sign Africa And FESPA Africa Expo, taking place from 13-15 September 2023, is free, please register online. The event is proudly sponsored by Platinum sponsors, Roland DG South Africa and Stixo Signage Supplies. The expo is co-located with Africa Print, Modern Marketing and Graphics, Print & Sign Expos.

www.signafricaexpo.com

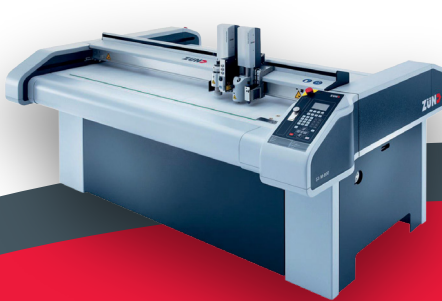


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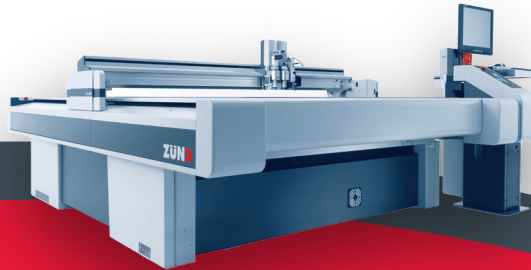
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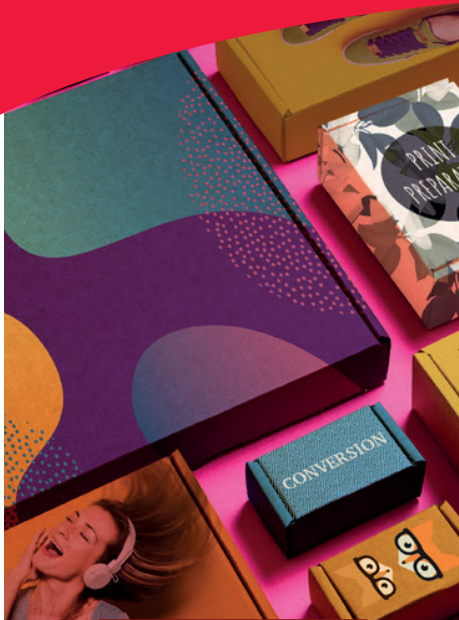
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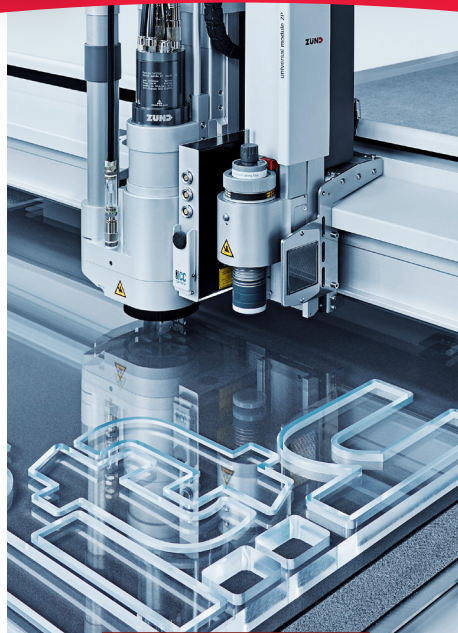
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SIGN AFRICA CAPE TOWN EXPO

ATTRACTS DIVERSE RANGE OF VISITORS

BY MATTHEW WOOD



The successful Sign Africa Cape Town expo, which took place from 3-4 May, attracted 1204 visitors from the Western Cape including areas such as Villiersdorp, Wellington, Langebaan, Hermanus, Gordon's Bay, Somerset West, Stellenbosch, Malmesbury, Worcester, Swellendam, Observatory, Gqeberha, Nigel, Durban, Johannesburg, Mauritius, Windhoek, Botswana and Zimbabwe, to name a few.

Visitors were inspired by the latest technologies and trends in printing, branding, T-shirt printing, vehicle graphics, direct to film and garment solutions, laser engraving, digital label printing and other cutting edge technology.

Exhibitor feedback was positive:

'We had a good expo, and got good leads. There were a lot of clients we didn't know, and a lot of interest in our flatbeds, a lot of interest and sales of the Ruijie router and dye sublimation solutions. We had specific people who came to see us from Namibia, and we had two clients from Johannesburg who came to see us, but most of the walk-ins were from Cape Town,' said Eckhardt Kröhnert, Fortune South Africa.

'We had a whole array of new leads from new businesses that enquired about our products (at this expo). A lot of visitors were interested in new innovation and different vinyls and substrates, as well as new machinery – a lot of interest was shown for Latex products. A lot of people came from Gqeberha, George and Knysna. We also had a few clients from Mossel Bay and Windhoek,' said Derek Cannell, Midcomp.

'The leads were quite good. We had people from Namibia, as well as customers from Worcester, George, Knysna and the Eastern Cape. There was a lot of potential new business, it was really good – better than what we imagined,' said Pierre Moller, Maizey Plastics.

'We had a very good turnout this time in Cape Town. We were very happy with the leads we got, especially on the second day. The quality of leads that we got were solid, they were customers that we didn't know about that came to visit the show, which was really great for us to see that there is still some interest in



the market. The market is still growing, there are still some new users coming into the market, which is exciting for us, and just shows that you have to actually be at the expo to meet those people. It was awesome, we will definitely be back next year and we're looking forward to meeting up with the customers afterwards,' said Illze Bester, Kolok.

'The Cape Town expo was fantastic. We had some good interest all over the board, including interest from Mauritius and Gqeberha, even some people from Johannesburg, surprisingly. All in all it was brilliant. What really captured the visitors was the 3D printing, the neon flex and the hologram fan, but then we got other people who were also interested in the LEDs, so it was good,' said Bevan Geduldt, Exion Corp.

'The show was very interesting for us and we definitely saw a return to (normal) attendance levels. We also had many new customers coming from different industries, unlike the usual traditional print, signage or textile side. We also had a lot of customers that came from neighbouring countries such as Zimbabwe, Zambia, Namibia and even some visitors from far away cities that we have outside the Western Cape seem to have come through to Cape Town. Being a one stop solution provider, we find that we were introducing technology from the DTF textile branding solutions all the way up to the very large 3.2m flatbeds, 3.2m roll-to-rolls and also all our complementary finishing equipment. This

definitely created a lot of interest and there were a lot of people wanting to diversify from traditional printing on rolls. The show was a success for us and we believe that the outcome will really be proved in the next couple of days,' said Rob Franco, Graphix Supply World.

'The quality of leads was very pleasing. Customers are looking for DTF, they know it's new on the market, so that was excellent for us. There were more people who knew what they wanted and what they were looking for,' said Mustapha Jacobs, Rexx Screen & Digital Supplies.

'The Cape Town show was a very impressive one for Intamarket. We had a lot of leads. We sold 3 or 4 machines and had a lot of enquiries outside of Cape Town like Kenya and also Botswana. So we're happy, we met the people in Cape Town, they got to meet us, and it was a wonderful show to be a part of,' said Richard Bell, Intamarket.

Judges visited each stand at the expo and judged the stands according to criteria based on design, staff friendliness and professionalism. The results are as follows:

Sign Africa Small Shell Scheme

Winner: Mr Plastic.

Tie Second: Project Rhino and Rexx Screen & Digital Supplies.

Sign Africa Small Floor Space

Winner: Trodat.

Second: Exion Corp.

Sign Africa Medium Shell Scheme

Winner: Chemosol.

Second: NSDS.

Sign Africa Medium Floor Space

Winner: Media Frenzy.

Second: Curv.

Sign Africa Large Floor Space

Winner: Maizey Plastics.

Second: Allrich Trading.

Sign Africa Mega Floor Space

Winner: Roland Speedwrap.

Second: Crafttronic.

Africa Print Small Shell Scheme

Winner: PitchPrint.

Second: Biz-In-Box.

Africa Print Medium Shell Scheme

Winner: Midcomp.

Africa Print Medium Floor Space

Winner: Clear Solutions.

Second: Fujifilm South Africa.

Africa Print Mega Floor Space

Winner: Graphix Supply World.

Second: Fortune South Africa.

Be sure to add the Johannesburg expo date to your 2023 calendar: Johannesburg, 13-15 September 2023, Gallagher Convention Centre.



Roland Speedwrap Challenge



Gareth James from Wrapformula and Taku Hasegawa from Roland DG Corporation Japan.

Gareth James from Wrapformula was the overall winner of the two-day Roland South Africa Speedwrap Challenge at the Sign Africa Expo in Cape Town. Contestants had to wrap a car door in 10 minutes to stand a chance of winning cash prizes.

The Speedwrap Challenge is brought to you by platinum sponsor Roland, vinyl sponsor GraftiWrap (distributed by Maizey Plastics), and expo partners Sign Africa and Graphics, Print and Sign.

EXCELLENT CUSTOMER SERVICE

IS NOW MORE CRITICAL THAN EVER

BY LIEZLE BARRIE, INTAMARKET GRAPHICS

Image credit: www.unsplash.com

With the explosion of social networking websites and review platforms, consumers now have an even greater impact on an organisation's reputation, compared to before.

Now they can readily share their customer experiences, whether positive or negative, with the entire world, in a matter of seconds. Furthermore, 61% of consumers, globally, agree that they would switch to a competitor after just one poor customer service experience (<https://bit.ly/3Oxxztd>).

Each organisation develops its own set of customer service standards, but the basis is built on core customer service values such as speed, transparency, and empathy (<https://bit.ly/3Oxxztd>). However, a successful organisation responds to the ever-changing landscape and demands of its customers. An organisation that manages to maintain a sense of urgency will prove better able to make decisions rapidly, effectively, and in the best interests of its customers. This corroborates why 46% of consumers expect faster and more efficient problem resolutions when dealing with an organisation's customer service department (<https://bit.ly/3BP9Xc6>).

A sense of urgency may improve an organisation's agility and responsiveness to change. A sense of urgency doesn't necessarily mean to work faster or longer. Working smarter and more effectively on the most vital tasks and responsibilities is essential. It also entails making rapid decisions. According to Zendesk, 81% of consumers believe that a positive customer experience increases their chances of making another purchase (<https://bit.ly/3BP9Xc6>).

Customer satisfaction and a sense of urgency are inextricably connected. If an organisation fails to meet a customer's expectations, it will be reflected in their initial and current customer retention rates. That's how black and white it is. Nothing frustrates customers more than poor or inadequate customer service. If a company is unable to deliver on its promises of quality and experience, it

must be considered to be a breach of contract. Similarly, attention to detail, exceptional service and an organisation's attempts to go above and beyond the ordinary to offer the extraordinary are what genuinely create a world-class brand.

Furthermore, organisations are going to want to strive to prevent even one bad customer experience, lest it is amplified and tarnishes their brand. Word-of-mouth marketing has two aspects to it, it not only has the potential to increase marketing and generate revenue, but it also has the power to do the opposite, especially if it is the consequence of a bad customer experience. According to Salesforce, six out of every ten consumers share negative experiences with friends, family, or even online (<https://bit.ly/3MtTn6g>).

There is an old proverb that says the only constant in life is change. However, it appears that this rate of change is intensifying. That is why, now more than ever, a sense of urgency is vital. Organisations must be able to react promptly to changes in the marketplace in the current fast-paced landscape. A sense of urgency may assist organisations to stay focused and motivated while also allowing them to complete tasks more quickly.

In a market where customers are presented with a vast variety of options, organisations must convey a sense of urgency now more than ever. Customers want organisations to be responsive and attentive, and they are ready to move their business elsewhere if they do not feel heard. 🗣️

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BECOME YOUR COMPANY'S MOST VALUABLE TEAM PLAYER



BY JOHN TSCHOHL, SERVICE QUALITY INSTITUTE

Basketball courts were a hotbed of excitement in the United States during March Madness as 68 men's college basketball teams competed for the national championship in seven rounds of a single-elimination tournament. By the time the teams had been whittled down to the Final Four in late March, what made things even more exciting was those teams were underdogs that had overtaken top-seeded teams in historic upsets.

As an employee, you can learn a lot about growing and winning by studying athletes — how they train and how they perform. One of the most important things you will learn from them is that, no matter where you come from or what the odds are, you can rise to the top. What does matter is your commitment to doing whatever it takes to succeed.

What drives athletes to succeed? What steps do they take to achieve their goals? How can you achieve similar success in your job? Moving up in any career, whether it's on a basketball court or in an office, takes dedication, focus and skill.

If you want to be your company's most valuable player, take these steps:

Don't be afraid to fail. You will learn more from your failures than you will from your successes. In order to learn from failure, however, you must analyse your shortcomings. Then you must address them and move forward. Self-imposed limitations are the biggest barriers to success. If a football kicker misses three out of five kicks during a game and wants to improve, he analyses what he did wrong and then continues to practice in order to do better.

Conduct a self-assessment. Look at yourself and your skill set. Honestly scrutinise your attitude, your work ethic, and your skills. A good self-assessment will allow you to measure your progress and move forward. It will also help you become more proactive with your career and set you apart from other employees.

Seek constructive feedback. Athletic coaches give their players feedback during practices and games. Players might not ask for it, but they get it. As an employee who wants to improve your performance, it's critical that you ask for feedback from your superiors who are, in essence, your coaches and from your co-workers. Ask them what you are doing well and what you need to do better. Use that feedback to develop a plan of action.

Believe in yourself. Success begins in your mind. Nothing will happen until you


make it happen. Realise that you can do anything you set your mind to do. Praise yourself to yourself. Positive personal affirmations help you develop new beliefs that can eventually become second nature. Pat yourself on the back when you take a step forward, and then take another step forward.

Set goals. Envision what you want to achieve and what you want to become. Your goals should be realistic, specific and measurable. They should include a time frame that will keep you focused. There's a saying: if you can dream it, you can do it. Create a blueprint for your life, and your career, and set benchmarks so you can track your progress in achieving your goals.

Focus. Don't let life distract you from achieving your goals. Your job affects everything you do, including your personal life, so it's critical that you are successful.

Be positive and passionate. Don't give up. If you do, you will become stagnant and you will not move ahead, whether that means getting a raise or being promoted. Being positive and passionate includes being a good member of your team and doing whatever you can to ensure each player is successful.

Never stop learning. If you fail to learn, you fail to grow. Learning can involve taking an online class, reading a book on personal development every month, attending seminars and lectures in your field, and taking advantage of tuition reimbursement opportunities.

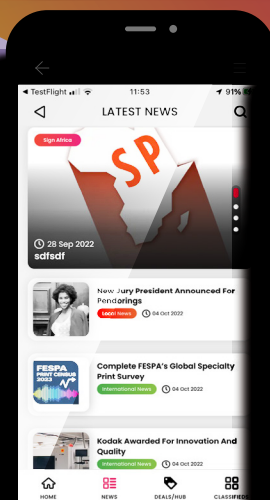
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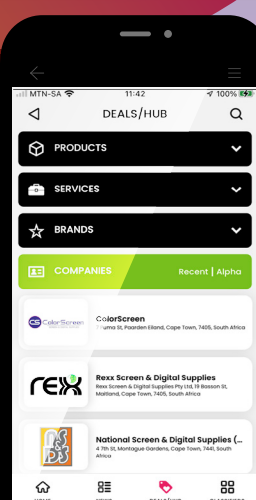
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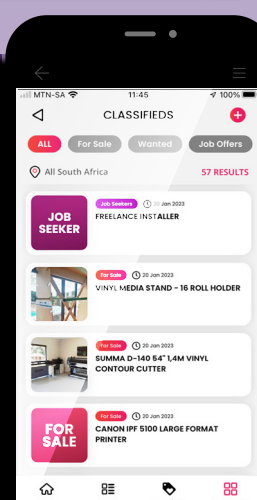
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WHY

ARE THERE SO FEW CHIEF SUSTAINABILITY OFFICERS IN PRINTING?



BY LAUREL BRUNNER, THE VERDIGRIS PROJECT

Chief Sustainability Officers (CSO), who are tasked with managing the sustainability of a company, have an extensive and interesting job description. On the one hand you'd think they just worry about the environmental dimension of a company. But their responsibilities may also extend to the overall health of the business, and of ensuring its sustainable future. Which one takes priority and by how big a margin, depends on the starting point.

We've got CEOs, CTOs, CMOs, CFOs and CPOs so why are there so few CSOs in printing and publishing? In the printing and publishing industries most companies are small to medium sized enterprises. This can make it expensive to appoint a single individual to manage environmental sustainability. And smaller businesses are not necessarily equipped to support the role of a dedicated CSO long-term. More sensibly, the role can easily be added on to existing functions, such as finance or business development.

The CSO remit is to drive the company's overall mission and commitment to pushing and managing sustainability programmes. But in such a scenario, there is a risk of loss of focus, so commitment has to be absolute.

It has to be said that sincere and active commitment to sustainability within printing and publishing and their supply chains is patchy. Sustainability is not universally seen as a top priority in the sector, so making it a core task or responsibility is relatively unusual. Sustainability is on the edge of most managers' views, even though the whole company might appreciate initiatives to develop a more sustainable organisation and business. Sadly, it's still more theoretical than real. But no matter how large or small the organisation is, all businesses should put environmental impact mitigation front and centre.

How individuals tasked with doing this achieve it, depends on the degree of support senior management and other stakeholders provide. Getting and quantifying the right support is obviously the first step, along with capturing budget. After that, a CSO must be able to fully appreciate the sustainability

dimensions of all company policies, from HR through to sales and supply chain management. They must also be prepared for continuous and often pretty tedious knowledge development. Concept development plus dogged determination to improve existing habits and implement changes is perhaps the hardest part of the role: it has to be effective and accountable.

New ideas for improved sustainability must also meet wider business objectives as well as sustainability goals. Effective communication is central to the role of a CSO, especially when it comes to selling ideas to skeptical colleagues and suppliers. Fortunately, this is a two-way street because few managers want to have to keep up with the slippery landscape of environmental regulations.

If a business reaches across multiple jurisdictions, that aspect of the role becomes even more vital both for the business and for the planet.

This article was produced by the Verdigris Project, an industry initiative intended to raise awareness of print's positive environmental impact. Verdigris is supported by: FESPA (www.fespa.com), Fujifilm (www.fujifilm.com/sustainability/), HP (www.hp.com), Kodak (www.kodak.com/go/sustainability), Practical Publishing (www.practicalpublishing.co.za), Miraclon (<https://miraclon.com>), Unity Publishing (<http://unity-publishing.co.uk>) and Xeikon (www.xeikon.com). 🌱

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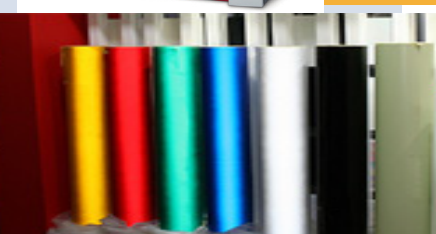
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Printing SA Hosted Forum On Research Of Remuneration

In partnership with REMchannel, Printing SA invited members to attend a series of its Salaries and Skills Benchmarking Research Forums at its four chambers around the country. The third and final forum was held for its Northern and Central Chambers at The Canvas Riversands in Midrand on 11 May 2023.

Central Chamber regional manager, Ashley Samuel, welcomed attendees, and CEO Dr Abdool Mahomed outlined the objective of the forum, in which Printing SA – commissioned by the FP&M Seta – has partnered with REMchannel to help give its members a better understanding of the current markets with respect to salaries and skills. REMchannel is a reward management platform giving employers the tools for weightings, thresholds, targets and benchmarks of remuneration.

‘This project is about benchmarking at least 50 job titles that we find are commonly used in the sector,’ said Dr Mahomed. He emphasised that there are about 140 skills across the value chain in print, packaging and signage, and Printing SA are currently just targeting the 50 most important regarded by its members.

‘The idea is to get at least a minimum of three comparative companies, and to be able to make a valid assessment as to what the remuneration range for that particular skill would be. We aim to illustrate in broad terms what the minimum or maximum will be.’

‘It could be that your company had got a specific kind of equipment for a particular operator to operate on, and it may differ from one company to the next. Another difference could be perhaps that a person has come in with your company and has developed with the processes for 10, 15 or 20 years, and he/she may have that experience behind his/her name, whereas another company may be employing a new person fresh from wherever. So there will be differences. The job might look the same, but in terms of experience and even affordability, it will differ from company to company.’

What will come out of this research for example is the ability to identify a range within a particular job description used commonly in the sector, and



Rene Richter, REMchannel.



Dr Abdool Mahomed, Printing SA.

companies will have an idea what to benchmark against their own. Printing SA have also engaged with their associative unions to maintain confidentiality.

‘We are very honoured to be partnering with Printing SA on this project,’ said Rene Richter, REMchannel owner and managing director, who said that 50 occupations and 25 companies will be included in the first year of this research, but that it will be a longer term engagement.’

‘The goal is to assist you – the printing company –

in your decision making process.’

The research will be conducted in survey/questionnaire format with many participating companies. REMchannel is introducing printing jobs into its research, and wants to customise the research so it is valuable to the printer.

‘We pride ourselves that we do not only collect quality information – and we can of course only do that with participants, we can’t do that on our own – but we’ve got those mechanisms in place to ensure that we manage it effectively. And then

we provide advisory services to our clients on that basis.'

'Why are we conducting the research? There's a major need for this kind of information. Every company looks at their salaries and their remuneration practices as their competitive edge and they don't necessarily want to share that with a wider audience.'

Standard research methodology will be applied, with a report to be published later, online and accessible to all REMchannel's clients.

Any information not updated will be deleted, as REMchannel need all the information possible, such as various ranges of pay, promotional histories of pay, how long they've been with the organisation etc.

Data confidentiality is ensured through stringent

data penetration testing, with a stringent submission process, and research consultants will be sworn to confidentiality. Furthermore, the report is aggregated information, and not a list of company names and their respective information.

Richter outlined the numerous benefits of this research which include assistance in making informed remuneration decisions, helping have anecdotal discussions with staff more, addressing individual performance of people within an organisation and dealing with the attraction and retention of staff.

There is always also the risk of losing staff to a competitor, and the data can determine if an organisation's staff are underpaid, and can make an organisation reconsider if they were told by their staff that they were underpaid.

'We're hoping this research will give you the

guideline to ask 'can I afford to invest more money in scarce skills?', 'how does that affect the attraction and the retention of my staff?', or 'what do my benefits look like?'

This data will also help employers make better decisions in terms of retirement, medical aid and leave. The Department of Labour's guidelines are also used in the research in terms of various different job levels with an organisation. Union wage negotiations also need to be factored into research.

'Without your participation, there will be no research, so we are very much reliant on you to analyse whether this is going to provide you with value, and if so we need you to commit to the research and help us make it valuable, maybe not only this year but into the next years. It's part of a broader plan, there's a lot of other work being done, it's not only this research,' said Richter.



Heidie-Mari Middel, KYOCERA Document Solutions South Africa, and Rene Richter, REMchannel, with Dr Abdool Mahomed, Ashley Samuel and Lana Human, all Printing SA.

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17 MAY

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16 MAY

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15 MAY

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AND CUT

12 MAY

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PEN PRESS MACHINE

10 MAY

R2500. Never used. Bought it for R4500 excluding VAT at JG Electronics. Rudolph +27 84 635 8375 info@affinitydesigns.co.za Pretoria

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27 MAR

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7 MAR

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18 MAY

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15 MAY

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10 MAY

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10 MAY

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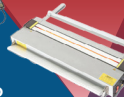
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pbayliss98@gmail.com
Western Cape

GRAPHIC DESIGNER **8 MAY**
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Western Cape

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with contactable references.
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duane.scharneck2204@gmail.com
Eastern Cape

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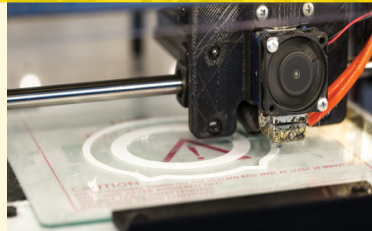


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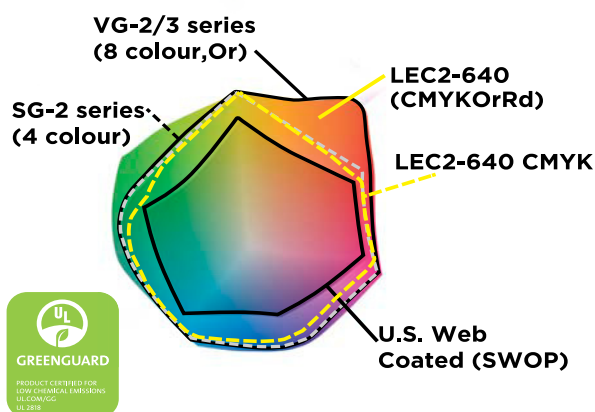
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