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**COVER STORY PAGE 30** 



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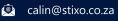
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**ISSUE 139 NOV/DEC 2025** 

#### **REGULARS**

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#### **COVER STORY**

#### STIXO NOW THE NEW HOME FOR PERSPEX® CAST ACRYLIC AND PERSPEX® XT EXTRUDED **ACRYLIC SHEETS**

BY STIXO SIGNAGE SUPPLIES 30

Stixo Signage Supplies are proud to announce a ground-breaking development in their product offering: They are now an official distributor of PERSPEX® Cast Acrylic Sheets – the world-renowned acrylic sheet with limitless colour, texture, and lighting possibilities. The full range of PERSPEX® acrylics are now available only at Stixo.

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The Sign Africa Expo, held from 9-11 September at Gallagher Convention Centre, attracted 5218 visitors from 25 countries. The event was sponsored by Platinum sponsors Roland DG South Africa and Stixo Signage Supplies.

#### HOW THE TEXTILE PRINT INDUSTRY'S FUTURE IS BEING SECURED

BY FOCUS LABEL MACHINERY

Despite the pandemic and subsequent supply chain earthquakes in many industries, research indicates that the digital printing market is successfully weathering the storm, with an Allied Market Research report predicting growth in excess of 200% by 2027.

#### **USER GENERATED CONTENT'S ROLE IN DIGITAL SIGNAGE**

BY JENNIFER GVOZDEK, OMNIVEX 38

From social media posts to online reviews, user generated content (UGC) is a powerful way to enhance brand  $authenticity, foster \ community, \ and \ drive \ customer \ engagement. \ UGC \ can \ transform \ static \ screens \ into$ dynamic, interactive experiences when integrated with digital signage software.

#### **BECOME AN AI PROMPT MASTER**

BY GERALD YAPP, IN-DETAIL ADVERTISING

Al is advancing at a pace that is almost too incredible to believe. In order to stay up to speed on developments I subscribe to dozens of YouTube channel and social media accounts.

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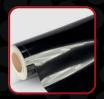
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## EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

Thank you to our exhibitors and visitors for making the 2025 Sign Africa and FESPA Africa expo an incredible success. Visitors could see new products and business opportunities in wide format digital printing, vehicle wrapping, textile printing, signage, laser engraving, display, direct-to-film (DTF) printing, garment printing, screen and pad printing and other cutting edge technology. Our Platinum Sponsors were Roland DG South Africa and Stixo Signage Supplies. Read about the event highlights in this issue.

Our front cover article is by Stixo Signage Supplies, who are proud to announce a groundbreaking development in their product offering: they are now an official distributor of PERSPEX® Cast Acrylic Sheets, the world-renowned acrylic sheet with limitless colour, texture, and lighting possibilities. This milestone represents the next chapter in Stixo's thriving partnership with 3A Composites, world leaders in advanced materials manufacturing.

#### Other Features

One of the hottest topics in the signage industry is vinyl durability. It's a term that gets thrown around a lot, but not many people truly understand what it means. It's important to remember that durability is not the same as warranty, and durability does not mean 'forever'. Also, no vinyl will last 10 years in South Africa. In signage, durability refers to how long the vinyl stays functional and visually acceptable after application. But that lifespan is influenced by far more than just the material itself.

Despite the pandemic and subsequent supply chain earthquakes in many industries, research indicates that the digital printing market is successfully weathering the storm, with an Allied Market Research report predicting growth in excess of 200% by 2027. Key factors are playing their part, like on-demand business models, which facilitate a rapid response to needs, with print delivered on-time, whenever and wherever it is required. High-quality products can be produced without the need for large inventories, while rapid shipping networks enable timely delivery.

All is advancing at a pace that is almost too incredible to believe. In fact, there has been no time in history where every person can have access to such incredible computing power at such a low cost. The barriers to producing incredible things have become universal — all the incredible things you see being created by Al can be created by you — there's no need for expensive equipment or processing power. How do you master the use of Al? It comes down to becoming a prompt master to get the most out of the Al tool you use, and to get the results you need quickly without wasting time or tokens, which end up costing you in the end

From social media posts to online reviews, user generated content (UGC) is a powerful way to enhance brand authenticity, foster community, and drive customer engagement. UGC can transform static screens into dynamic, interactive experiences when integrated with digital signage software. UGC is any form of content, such as text, images, videos, or reviews, created by users of a system or service. It has become a cornerstone of a digital marketing and engagement strategy.

Signing off
Meggan McCarthy

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## **HOT NEW PRODUCTS**

#### **Canon Colorado XL-Series**

The 3.4m roll-to-roll and hybrid graphics production printer is designed to handle both flexible and rigid media with speed and ease. It is one base printer that is configurable and upgradable in the field. Print creative applications with a spectacular colour gamut and use the optional white for multilayer applications. Print white gel like any other colour and overcome common clogging and maintenance issues faced by other white ink technologies.

www.canon.co.za



#### **SwissQprint Flatbed Printers**

Topi 5 is a 3.2 x 2m flatbed printer capable of producing up to 126sqm/h. Oryx 5 is its 2.5m wide counterpart with an output of up to 114sqm/h, which is 26 percent more than the Oryx 4 predecessor model. Both machines facilitate maximum versatility, not least thanks to a roll-toroll option, and are highly precise. Precision and print quality are also top-notch, with a maximum resolution of 1350 dpi. SwissQprint has built the flatbed Generation 5 on a whole new foundation, with features such as state-of-the-art linear drives that deliver utmost precision and speed.

www.sign-tronic.co.za



#### **Drytac Polar HiGrab Air**

The product has been designed for tough-to-adhere to surfaces and is ideal for short-term applications. The 4.0 mil ( $100\mu$ ) white matt monomeric PVC film features a high coat weight permanent pressure-sensitive grey acrylic adhesive with bubble-free technology and is available in widths of up to 1370mm. Built with a durable double-sided PE liner and air egress technology, the product ensures smooth, bubble-free application.

www.midcomp.co.za



#### **Eco Signage Lucid Light Boxes**

The innovative, modular booth solutions are designed for small to medium exhibition spaces. These light boxes are engineered to combine elegance, functionality, and sustainability, giving a brand the visibility it deserves at trade shows, expos, and promotional events. For any exhibition or event, Lucid Light Boxes provide a modern alternative to traditional booth systems. Their standardised, easy-to-assemble design transforms any space into a professional and visually striking showcase, ensuring brands stand out.

www.ecosignagesupplies.co.za



#### **Roland VersaSTUDIO BD-12**

The machine 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 BD-12 fits on a desktop, making it ideal for use in home businesses, small offices, retail spaces and classroom settings. With a BD-12, users can add value and appeal to items like phone covers, cosmetic cases, fashion accessories, sports memorabilia, gifts, bottles and more.

www.rolanddg.co.za



#### **Allrich AT Inks Range**

The range includes solvent, eco-solvent, ceramic, UV, LED and water-based inks. AT Inks has a vast and varied experience of over 50 years in various areas of colour technology. The inks are now available at Allrich's nationwide branches. All inks are designed to be robust with excellent printing reliability. The inks have been extensively tested on printhead manufacturers' kits/lab equipment and on machines to ensure the highest standards of printing reliability. www.allrich-sa.co.za



#### **Mutoh US81 Inks**

Developed for Mutoh's XpertJet 1682UR, US81 inks combine regulatory compliance, operator safety, and outstanding print performance. The US81 inks are SVHC-free and TPO-free, aligning with the latest and upcoming EU REACH chemical safety regulations. By using safer and more sustainable photo-initiators, Mutoh ensures that US81 is a future-proof ink solution. With excellent adhesion, scratch resistance, and up to 200% elongation, US81 inks are perfectly suited for flexible substrates. www.documentsolutions.altron.com,

www.hitechgraphics.co.za and www.mipstech.co.za



#### **Fujifilm Acuity Prime Hybrid**

Engineered with precision and built for performance, the Acuity Prime Hybrid is a dedicated hybrid platform that delivers exceptional results whether it is printing onto rigid substrates or flexible rolls. From corrugated boards to selfadhesive vinyl, the Acuity Prime Hybrid empowers businesses to do more with less, all while maintaining the high standards Fujifilm is known for. It is purpose-built to handle both rigid and roll media with ease, ensuring consistent quality across applications. www.fujifilmgraphicsystems.co.za



#### Printbase Textiles Fabric And Wallpaper

Unicorn Double Side Coated Fabric redefines versatility in UV printing. Marketed as a 5-in-1 fabric at 215gsm, it performs seamlessly as a backlit, frontlit, fabric frame, gazebo/parasol, and double-sided UV printable material. UV Pro Seamless Textile Wallpaper, a 3.2m wide, 315gsm substrate, is designed for floor-to-ceiling wall wraps with no joins, making installation simple and efficient. Its 100% non-scratch coating prevents UV ink delamination, while a grey back enhances opacity for flawless, professional installations. www.pbtex.co.za



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## SIGNINDUSTRY NEWS

#### **Sign Africa Expo Organisers Announce 2026 Event Dates**

Sign Africa expo organisers Practical Publishing have announced the 2026 dates, with events to be hosted in Bloemfontein, Cape Town, Durban and Johannesburg. The events are proudly sponsored by platinum sponsors Roland DG South Africa and Stixo Signage Supplies.

Visitors to the 2026 Sign Africa events can see the latest opportunities in wide format digital printing, vehicle wrapping, textile printing, signage, laser engraving, display, direct-to-film (DTF) printing, garment printing, screen and pad printing and other cutting edge technology.

A major theme of the Sign Africa Expos will be live on-stand demonstrations by product experts from all the leading brands and companies. You can also see the latest and most relevant products to help streamline and grow your business.

#### The 2026 Expo Dates:

- Bloemfontein: Wednesday, 11 February 2026, llanga Estate
- Cape Town: Wednesday and Thursday, 11-12
   March 2026, CTICC
- Durban: Wednesday and Thursday, 27-28 May 2026. Durban ICC
- Johannesburg: Tuesday, Wednesday and Thursday, 8-10 September 2026, Gallagher Convention Centre



www.signafricaexpo.com

#### **GSW Appointed As A Klieverik Agent**

Graphix Supply World (GSW) has been appointed as an official Klieverik dealer for sub-Saharan Africa and the Western Indian Ocean region. Klieverik is a global leader in calender technology, known for their innovation and future-proof solutions in textile and graphic applications.

This partnership strengthens GSW's commitment to delivering world-class solutions to its customers across Africa and the Western Indian Ocean.

With GSW's local expertise and Klieverik's industryleading technology, the company look forward to offering even more value and tailored support to



the market. GSW will offer Klieverik's full range of machines. GSW's Managing Director, Rob Franco, commented on the motivation behind the partnership: 'Klieverik are quite simply the world's best heat press manufacturer, and this fits squarely within our stated aim of offering the world's leading printing and finishing equipment.'

'Many of our customers are experiencing significant growth in the dye-sublimation market, with existing entry level presses unable to keep up with their demand. The more robust Klieverik presses will help our customers avoid production bottlenecks.'

'Klieverik presses have an extremely long working life – often in excess of 10 years – with the lowest electricity and maintenance costs. Our strong and experienced technical team will support Klieverik customers effectively and efficiently.'

www.gsw.co.za

# FESPA Foundation Raising Funds For Bakkie To Help UnderResourced Schools



The FESPA Foundation, guided by 'Print For Good' is dedicated to transforming the specialty print and visual communications industry through sustainable practices, community supply and educational outreach.

The FESPA Foundation, (NPC) Registration number 2025/698380/08, is kindly requesting cash donations to help purchase a bakkie that is required to transport items to various underresourced schools, many of which are located in remote areas. For companies that would like to show their support and have their logo included on the FESPA Foundation vehicle, there is a branding opportunity available for R25,000. FESPA Foundation will guarantee three years' exposure and issue a Section 18A certificate.

The FESPA Foundation aims to positively impact lives in sub-Saharan Africa by providing printed materials for early childhood development. The Foundation exists to combine waste reduction efforts with meaningful impact for young people living in challenging circumstances. The initiative was founded in October last year by FESPA CEO, Neil Felton. The Foundation is currently headed by team leader Steve Thobela ka Mdlalose. He is an experienced print business executive with knowledge of running non-governmental organisations (NGOs), having served as the CEO of Printing SA, and managed one of the Nelson Mandela charity organisations.

Banking details:

Account name: FESPA FOUNDATION NPC Account number: 63173563199

Branch code: 255355

steve.thobela@Fespa.com www.fespa.com/en/about/fespa-foundation/

## **Epson Appoints New Regional Sales Director For Africa**

In his role as Epson's new Regional Sales Director for Africa, Gareth Jay will oversee the company's business operations across the continent, driving the company's growth and commitment to delivering innovative solutions tailored to the region's unique needs.

Jay brings a wealth of leadership experience and in-depth knowledge of Epson's solutions, having advanced through several key roles at the company since joining in late 2016. Most recently, he served as Business Unit Director – Product Marketing for Epson Europe. His roles have equipped him with a deep understanding of Epson's portfolio of high-quality, eco-conscious solutions across printing, scanning, visual displays, manufacturing and lifestyle, as well as a customer-centric approach to business.

In his new capacity, Jay will focus on developing and implementing a comprehensive market development strategy that aligns with Epson's global vision, while working closely with channel partners to expand the company's reach.

'Epson is uniquely positioned to transform industries with its innovative products that prioritise efficiency and sustainability – this I have learned first-hand over my nine years at the company. Together with our teams and partners, I am excited to strengthen Epson's presence across Africa, inspire growth, nurture talent and help our customers thrive across the continent,' said Jay.

Suat Ozsoy, VP Commercial Operations, Epson META-CWA, commented, 'We are excited to welcome Jay to this critical role leading our African operations. His deep experience and exceptional leadership skills will be instrumental in building new opportunities, deepening our relationship and



advancing Epson's vision across the region.'

This appointment underlines Epson's commitment to realising Africa's growth potential and maximising its unique value as a company that champions efficient, compact and precise innovation.

Through Jay's leadership, Epson will continue to empower its stakeholders while delivering solutions that enrich lives and create a better world in Africa and beyond.

www.epson.co.za



DISPLAY PRODUCTS









#### SignMax Used Drytac Materials For Wall Graphics Projects

South African signage business SignMax recently used Drytac's Polar Grip white polymeric self-adhesive vinyl and ReTac Textures embossed wallcovering film to complete several striking interior graphics projects for various clients across the country.

SignMax partners with its clients on all manner of projects, with wall graphics proving to be one of its most sought-after services. For much of this work, the company uses Drytac materials, having first been introduced to the solutions by Midcomp, Drytac's exclusive dealer in South Africa, in 2019.

Among its most recent wall graphics projects was a collaboration with Fish & Chip Co., where it used Polar Grip to produce an eye-catching installation depicting the company's famous 'Fresh, Hot And A Lot' brand message.

'We chose to advise the client on Polar Grip due to the wall not being very smooth,' said NJ Vermaak, Managing Director of SignMax. 'The previous wallpapers were also lifting in corners and where panels were joined. The client wanted a product where something like this would not happen again, so Polar Grip was the obvious choice.'

SignMax also used Polar Grip to create a set of stunning, graffiti-style wall graphics for its own reception. The graphics were designed to mimic actual graffiti, with the final piece appearing as if graffiti had been spray-painted onto the reception wall.

A polymeric self-adhesive PVC film, Polar Grip offers up to seven years of durability on both interior and exterior jobs when paired with a matching laminate. The film's high bond adhesive allows users to permanently apply graphics to a range of surfaces such as metal, plastic, wood, glass and brick.

Alongside this, SignMax used Drytac's ReTac Textures product to create striking wall graphics for New Life Church, electing for a canvas finish



to achieve the desired effect on the interior wall. In addition, SignMax used Polar Grip at the same location to create striking and colourful wall décor. 'Our client wanted a softer look and feel, which is why we opted to offer them the canvas finish,' said Vermaak. 'It gives the feeling of traditional wallpapers with a faster, cleaner and odour-free installation.'

www.midcomp.co.za

#### **Allrich Wins Mega Custom Stand**

Allrich exhibited signage equipment and materials during the Sign Africa and FESPA Africa Expo. During the event the company was awarded first place in the Mega Custom Stand category. The event took place from 9-11 September at Gallagher Convention Centre.

Display items included parasols, promo counters, gazebos, flags and flat sock banners. Visitors could see samples of Neschen easy dot® and easySTYLE vinyls. Easy dot is the perfect solution for short-term campaigns on windows, walls, and floors, point of sale, events, trade shows, mass transit etc.

EasySTYLE is an ideal solution for keeping up with shorter advertising cycles, changing interior trends and seasonal promotions. Allrich brands including TransMedia vinyls, TRINSEO acrylic, and EX-CEL foam PVC were also showcased.

The MEHTA EVA-II CO2 cutting machine cuts leather, acrylic, MDF boards and PERSPEX®. The machines come in different versions: the VA 21-II, VA 32-II and VA 43-II, and they have a linear inner sliding guide rail for long life as well as smooth and high speed operation. Engraving and cutting continue after the power goes off. They feature a dynamic 4.3 colour TFT LCD display. The Red Light Pointer realises the exact laser beam cutting position and the machine is provided with mounting legs so there is no vibration. The MEHTA E2-II-25 CNC engraver was also on display.

The ABM 1300 line bender can soften and bend

acrylic, PLEXIGLAS®, PVC, PC, ABS, PP and more. The machine also includes a water pump and water tube. The machine is widely used in school technical courses, building models, decoration engineering, display cases, market shelves, advertising light boxes and artware making. It is small and portable and can be used anywhere.

The EVAN-30 fibre laser marking machine, Oscarjet laminator, slim LED frames (which are available in sizes from A1 to A4) as well as spares, inks and consumables for printing machines, were also showcased.

The AT Inks range includes solvent, eco-solvent, ceramic, UV, LED and water-based inks. AT Inks has a vast and varied experience of over 50 years in various areas of colour technology and are now available at Allrich's nationwide branches. All inks are designed to be robust with excellent printing reliability. The inks have been extensively tested on printhead manufacturer(s') kits/lab equipment and on machines to ensure the highest standards of printing reliability.

Visitors could also see Jasani gifting and promotional products such as notebooks, bottles and chargers, to name a few, as well as Amari PVC vinyl flooring construction supplies.

The event was sponsored by Roland and Stixo.

www.allrich-sa.co.za





#### **Sign-Tronic Exhibited Large Format Printing Solutions And More**

Sign-Tronic exhibited large format printing solutions, calenders and more at the Sign Africa and FESPA Africa expo, which took place from 9-11 September at Gallagher Convention Centre.

Colour management partner Colorflow Solutions was also present at the stand, as well as customer National Flag, who were conducting live

demonstrations. Customer Shereno Printers were also present.

SwissQprint Nyala 4 and Nyala 5 models: The strengths of this large format printer impress from every angle. Both the ink configuration and the options can be retrofitted for adapting to a user's ideas and needs.

SwissQprint Karibu: this printer is all about efficiency, reliability and a huge variety of roll printing applications.

ColoRate industrial series roll-to-roll printers are designed for high throughput, multi-function printing requirements, and the high-performance printers are designed for high-efficiency, ecofriendly textile printing.

Monti Antonio calenders are ideal for thermoprinting and reactivation of direct-to-textile inks, supplied complete with a front preparation table, allowing the transfer/reactivation of both rolls and materials in piece.

Zünd G3 L-2500: The G3 digital cutting system is based on the most flexible, adaptable, and easily expandable machine concept on the market.

The event was sponsored by Roland and Stixo.

www.sign-tronic.co.za



#### **Printbase Textiles Launched World-First Locally Manufactured Fabrics**

Printbase Textiles launched two 100% locally manufactured fabrics, both world-firsts in their categories, at the Sign Africa and FESPA Africa Expo, held from 9-11 September at the Gallagher Convention Centre.

Unicorn Double Side Coated Fabric redefines versatility in UV printing. Marketed as a 5-in-1 fabric at 215gsm, it performs seamlessly as a backlit, frontlit, fabric frame, gazebo/parasol, and double-sided UV printable material.

Soft and supple, with just the right amount of stretch, this fabric is both durable and versatile, making it ideal for a wide range of indoor and outdoor signage applications. Featuring both mechanical and chemical diffusion properties, it has quickly become the go-to lightbox fabric.

Completely waterproof for outdoor use and available in 3.2, 2.6, and 1.6m widths, the Unicorn's non-scratch surface ensures vibrant, long-lasting print quality and superior handling performance, even under demanding conditions.

UV Pro Seamless Textile Wallpaper is a 3.2m wide, 315gsm substrate designed for floor-to-ceiling wall wraps with no joins, making installation simple and efficient. Its 100% non-scratch coating prevents UV ink delamination, while a grey back enhances opacity for flawless, professional installations.



With thousands of visitors at the expo walking over it, the print adhered and there was no scuffing or delamination whatsoever. Additionally, the fabric's unique coating technology ensures colours appear exceptionally bright and rich, delivering visual results comparable to dye-sublimation printing.

Every metre of these premium fabrics is individually inspected to ensure fault-free quality, reflecting

Printbase Textiles' unwavering commitment to excellence. Both products are stocked in Johannesburg and Cape Town, ensuring fast and reliable supply to the South African market.

The event was sponsored by Roland and Stixo.

www.pbtex.co.za

#### MIPS Showcased Dye Sublimation Printer, Heat Press And More

Visitors could learn more about MIPS' printing solutions at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at the Gallagher Convention Centre.

The Mutoh 137cm (54") XpertJet 1341WR Pro, which is targeted at the dye sublimation market, was showcased. It features one Mutoh AccuFine 1600 nozzle head

The XPJ-1341WR Pro is compatible with Mutoh's genuine DS3-series HC dye sublimation inks. The increased colourant means reduced ink consumption, faster drying and compatibility with

lightweight papers. The DS-3 inks come in degassed 1kg pouches for reliable jetting, excellent image definition and sharpness. The printer delivers sellable production speeds up to 29.2sqm/h.

Visitors could also see the RainJet 1.6m eco-solvent printer, as well as the economical heat press, which features high durability, paper-to-cloth sublimation, and single-phase power.

The event was sponsored by Roland and Stixo.

www.mipstech.co.za



#### **GSW Showcased Versatile Printing Range**

Graphix Supply World (GSW) showcased a range of Mimaki machines for versatile applications, as well as Eurotech finishing solutions and an EFI dye sublimation printer, at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

The TxF150-75 Textile DTF printer is packed with Mimaki technology, and has been designed to overcome the common ink ejection and ink sedimentation issues of current DTF printers in the market. The solution comes with a shaker and curer.

The JFX200-2513 EX large format flatbed UV inkjet printer combines high-value-added printing and high productivity. It also uses Mimaki's 2.5D Texture Maker to enable smooth embossed print at the touch of a button. For the first time, this allows print service providers to offer large format digital print with enticing-to-touch dimensional textured

effects without lengthy file preparation.

The UJF3042 MKIIE flatbed prints directly onto the media/products. Users can create a variety of graphic prints, branding, signage, promo goods and more on almost any media types – from paper, board, ceramics, tiles, wood, aluminium, steel, mirror, metals, illumination signboards, labels, Correx, plastic, rubber, PVC, cardboard and more.

The JV100-160 adopts the recently developed, fast drying eco-solvent ink 'AAS', which reduces graininess and allows for fine details even when printing images with high volumes of ink. Additionally, this new eco-solvent ink has superior scratch resistance and outdoor durability that allows printers to create a multitude of applications, whether they are for indoor or outdoor use.

The UJV55-320 3.2 metre roll-to-roll inkjet printer

uses UV-curable ink, cured with a low-energy LED light array. Designed to produce a wide range of materials and applications with one printer, the TX300P-1800MKII combines multiple inks for both direct textile and paper transfer printing with interchangeable print platens.

The Mimaki CJV150-160 is an integrated printer/cutter that provides high performance, creativity and versatility with vibrant ink types, including new Silver, Orange and Light Black, in a cost effective package for sign makers, display graphics professionals and print shops.

The CG-130AR cutting plotter features improved cutting performance, compatibility with a wide range of cutting materials, and enhanced usability.

The CJV330-160 is a UV model for high image quality, high production, and application versatility.

The EFI VUTEk FabriVU 340i+ printer offers ultrahigh resolutions up to 2400dpi and three-level greyscale printing with 7, 12 and 18 picolitre drop sizes. Its printheads optimise ink drops with no overlay for smooth transitions and perfect crispness. The result is dramatic four-colour printing with a wide colour gamut, rich blacks and deep colour saturation for exceptionally high quality on backlit fabric displays and other graphics.

Visitors could also see Eurotech finishing solutions such as the Eurotech flatbed cutter, Eurotech EST rotary calender heat press to kick-start a dye sublimation business, as well as the Eurotech laser cutter, a large flatbed top vision laser cutter.

The event was sponsored by Roland and Stixo.

www.gsw.co.za





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#### **ORAFOL South Africa Showcased Reflective Solutions And Graphic Innovations**

ORAFOL South Africa showcased reflective solutions and graphic innovations at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

ORALITE® FD 1403 is a high-performance retroreflective tape designed for harsh maritime applications, such as life jackets and buoys, as well as for marking and visualising protective equipment and rigid-surface boats.

Users can get extra brand exposure while increasing road safety with ORALITE® VC 104+. The ECE 104 compliant conspicuity marking tapes allow for any logo to be embedded in the tape. They are also extremely easy to apply, and the application requires no special equipment.

ORACAL® 651G calendered plotter film is a top choice for flat automotive surfaces, general signage and window graphics.



ORACAL® 970RA premium wrapping cast is engineered to maintain shape and shine over time, even on complex curves and corrugations.

Choose from a range of bold and eye-catching

colours, including metallics and specialty finishes.

The event was sponsored by Roland and Stixo.

www.orafol.com

#### **Chemosol Exhibited Innovative Printing Solutions**

Chemosol showcased a range of DTF, sublimation, garment printing and other solutions during the Sign Africa and FESPA Africa expo. The event took place from 9-11 September at Gallagher Convention Centre.

The recently launched SureColor SC-F9500 is renowned for customisable textile printing, and features versatile applications, including sportswear, soft signage and fashion. The SureColor SC-F2200 series of garment printers can directly print onto T-shirts and other clothes.

The SureColor F6400H is a six colour dye sublimation printer that has been developed for

textile producers, promotional goods businesses and photographic studios. The SureColor SC-F500 is designed to help businesses expand their product offerings, and is Epson's first 60.9cm dye sublimation printer.

The SureColor SC-F100 is developed for small businesses and start-ups looking to expand their product offering into the promotional goods sector.

A wide selection of Hanrun Paper printers could also be seen, including the SP-1808 sublimation printer, featuring high-speed industrial production capacity, 5I large ink tank and large air suction platform. The Super A-808 DTF printer with shaker features 8 high-performance printheads and an 800mm wide format, delivering exceptional colour accuracy, greater depth and unmatched production speed.

Other Hanrun solutions included the UV-6002 roll-to-roll UV-DTF printer, H-6042UVA UV printer, UV-H301 UV printer, which can produce stickers for clothing (namely sports apparel), and SEN-A331 DTF printer with shaker.

The Han's Yeuming MF20-P-C fibre laser marker features electric focusing, with a double red pointer positioning focus, easy operation, it is lightweight and easy to carry; has an enclosed design, a laser radiation protection body and observation window. Other Han's Yeuming Laser technologies included the CMA1814C-DFV-B fabric laser cutter, CMH0604-B-A laser cutter, which comes with a chiller unit, and FMD laser marker.

The Eastsign rotary heat press (SOT-H series) is designed for roll-to-roll or piece by piece transfer with continuous consistent results from start to finish. It is ideal for garments, flags, blankets, curtains, and soft signage. The KTK Smart 610SS screen printing carousel was also showcased. It has 6 stations, is the newest addition to the KTK catalogue, and can be adapted to any need the printing businesses may have.

The event was sponsored by Roland and Stixo.



www.chemosol.co.za

#### **Hitech Graphics Presented Signage And Printing Range**

Hitech Graphics exhibited printing and signage solutions at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at the Gallagher Convention Centre, 9am-5pm.

The 163cm (64") wide Mutoh XpertJet 1641SR Pro sign and display printer delivers everything a user has come to expect from a Mutoh wide format printer: a robustly built and dependable machine that delivers high quality output.

The XPJ-1682SR-P can be set up in 2 x CMYK as well as in 8C (CMYK, Lc, Lm, Lk, Or). It is compatible with Mutoh's existing MS41 GREENGUARD Gold certified inks, expanding its use in more sensitive environments like schools and hospitals and making the printer suitable for indoor and outdoor use.

The 137cm wide XpertJet 1341SR Pro sign and display printer delivers everything users have come to expect from a Mutoh wide format printer – a robustly built and reliable printer, delivering high-quality output, first time, every time.

Visitors could also learn more about the following:



- ABS, X-Core, acrylic, PETG, HIPS and PST substrates. Hitech Graphics are distributors for Apex Polymers.
- Jetbest eco-solvent inks: the products pose no risk to machine printheads, have a two year outdoor durability, excellent scratch resistance, allow for high-speed printing, wide colour gamut and plug and play.
- X-banners, economy banners, executive banners, wall banners, and snap frames.
- Various fabrics like eco-display, backlit, dyesublimation transfer, flag etc.
- Media: gloss white vinyl, matt and gloss lamination, greyback vinyl, one-way vision and more.

The event was sponsored by Roland and Stixo.

www.hitechgraphics.co.za

#### **Gawk Launched Display System Accessories**

Gawk launched a new range of accessories for the TRIGA® Go display system, designed to further enhance the system's functionality, versatility, and overall appeal, at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

Renowned for its innovative design, TRIGA® Go delivers exceptional solutions for exhibitions, activations, and various display needs. As the African master distributor for TRIGA®, Gawk offers extensive support, including design assistance and expert guidance in customising TRIGA® displays to

suit specific requirements and branding objectives.

The company's grand format print studio is equipped with the latest technology, ensuring the production of high-quality, vibrant visuals. Wide format textile print studios, print brokers, marketing professionals, and retail marketing service providers are encouraged to visit Gawk's stand to witness first-hand the display revolution powered by TRIGA®.

TRIGA® Go is so much more than a two dimensional display. Using the primary accessory mount kit,

users prepare their exhibition stand to accept everything from LCD screens, shelving, waterfall hangers, garment rails, pegboards and more.

Gawk's self-tensioning textile display frames are often used in trade shows, retail stores, showrooms, and exhibitions and have become a preferred choice over rigid signage because they're lightweight, versatile, and cost-effective. They're ideal for indoor branding campaigns where there is a need for regular interchanging of prints, while still delivering a high-end, professional look.

Gawk stock a selection of textile frame profiles and sizes depending on your specific requirements. Custom sizing is also an option. All printing is done in-house and the company delivers a finished end-product ready to mount. Its digital print department can print to a maximum width of 3m and a maximum length of 50m without the need for joins.

The event was sponsored by Roland and Stixo.

www.gawk.co.za

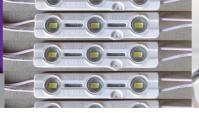




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## **GZ Technology Exhibited Sublimation And DTF Solutions**



GZ Technology exhibited a vast range of printing and signage solutions at the Sign Africa and FESPA Africa Expo, held from 9-11 September at the Gallagher Convention Centre.

These included the new Gongzheng Apsaras G4D MAX 3.2m hybrid sublimation solution. It has 4 x Epson I3200 A1 printheads, and features direct printing for soft signs and sublimation paper printing in one, with an eco-friendly design. DEMA digital cutting, laser, and bending solutions were also showcased.

Other Apsaras models were also on display. The G2 sublimation solution has two Epson I3200 A1 printheads and an output of up to 95 sqm/h. The G5 sublimation solution has 8 Epson I3200 A1 printheads and an output of up to 360 sqm/h. The G4 sublimation solution has 4 Epson I3200 A1 printheads and an output of up to 185 sqm/h.

Visitors could also see Gongzheng Pixy DTF solutions, including the T2 model, which has two Epson I3200 A1 printheads with an output of up to 12 sqm/h; and the T4 model, featuring 4 Epson I3200 A1 printheads and an output of up

to 24sqm/h. Applications include shirts, hoodies, mugs, phone covers and more.

The Gongzheng H2513GN UV flatbed printer has enhanced water-cooling LED UV lamps that cure ink quickly during high speed printing, auto height detector for material up to 100mm thick, up to eight Ricoh Gen 6 printheads, a precise vacuum table, and more. Applications include: PVC, metal, wood, acrylic, glass and ceramic.

The Gongzheng HO906I high end small flatbed UV printer is ideal for customising graphics on various substrates. Gongzheng H6090E1 high-end small flatbed UV printer with a camera was also showcased.

Gongzheng eco-solvent solutions at the stand included the AQ1602, AQ1601 and AQ 3204S Thunderjet models, all of which can produce banners, vehicle wraps, billboards, outdoor signage and more.

The event was sponsored by Roland and Stixo.

www.gongzheng.co.za

## **Clear Solutions Presented Printing Range**



Clear Solutions presented its GenX, JWEI and Handtop printing and cutting range at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

GenX1600 printers: The UV series 3 is a 3-head UV printer, the SP is a 2-head eco-solvent printer and the PL4S series is a dye-sublimation printer.

The JWEI SC1625 flatbed cutter is suitable for cutting ABS board, PVC board, space board, aluminium-plastic board, lamp sheet, back glue, KT board, acrylic, magnetic stickers, and self-adhesive materials etc.

The Handtop HT2512FR5 UV flatbed printer runs at a maximum speed of 91sqm/hour, and can print a maximum sheet size of 2.5m by 1.22m. Equipped with 5 Ricoh Gen6 printheads, the printer can print high precision in 5 colours at a high-resolution of  $1200 \times 1200$ dpi.

The event was sponsored by Roland and Stixo.

www.clearsol.co.za

#### **ZSK Exhibited Embroidery Technology**



ZSK Stickmaschinen exhibited its Sprint 7 and Racer 4S embroidery machines at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

Sprint 7 is an 18-needle single head class 4 style (bridge style) embroidery machine. This machine can adapt specialty devices (such as sequins or cording) without changing any electronic board components or altering any electrical components.

ZSK produces the most compatible and versatile machine in the world. The Racer 4S is perfect for established businesses looking to increase their production. This tubular 4-head embroidery machine was engineered in Germany and effectively allows users to double their production.

The event was sponsored by Roland and Stixo.

www.zsk.de/en/

## STP Engineering Showcased Printers, Cutters And Consumables



STP Engineering showcased its iEcho, Liyu, EZEE, Graphtec and Allwin printing and cutting solutions at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

The iEcho SK2 cutter delivers speeds up to 3m/s. Equipped with three cutting heads and a powerful 1.8kW router with Auto Tool Changer, it handles sizes up to 3.2 x 3.5m.

The iEcho BK4 cutter cuts at speeds up to 1.8m and handles sizes up to 1600 x 2500mm, delivering clean and accurate results on soft and rigid materials. With its integrated conveyor, rolls of vinyl, paper and fabric are processed quickly.

The iEcho PK4 is built for speed, precision, and versatility, handling media up to 1.2m wide and 16mm thick with 0.1mm accuracy. It is ideal for print-and-cut workflows. With three fixed knives, a creasing wheel, USB 3, and camera alignment, cutting needs are covered.

The Liyu DQS hybrid flatbed and roll-to-roll printer is designed to handle both rigid and roll materials with ease, giving users the flexibility of two printers.

The Liyu KCP3020, a 3 x 2m wide flatbed printer, is designed for businesses that need ultimate performance and flexibility.

The EZEE applicator makes applying vinyl or adhesive sheets to flat, rigid boards quick, easy and precise. Designed for convenience and efficiency, it handles materials from 900mm to 1600mm in width and 1200mm to 3200mm in length.

The Graphtec Cutting Pro FC9000 cutting plotter delivers speed, precision and reliability for professionals in signage and graphics. With cutting speeds up to 1485mm/s, widths up to 1625mm and flawless long-length tracking, it handles everything from intricate decals to wide format jobs.

Also showcased were Allwin solvent and UV printers with a 2 or 4 printhead configuration, as well as an Allwin DTF printer with shaker, which can also be purchased with a heat press. A wide range of inks in different colours and varnishes could also be seen.

The event was sponsored by Roland and Stixo.

richard@stpe.co.za

# 3D Fusion Showcased Creality 3D Printing Equipment And Filaments

3D Fusion exhibited its range of 3D printers at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

#### The following Creality products were showcased:

**K2 Plus:** prints multiple colours, and packs a substantial  $350 \times 350 \times 350$ mm build volume. This plus format enables larger objects or larger batches, easily satisfying a user's ever-expanding 3D printing applications.

**Hi:** features a full metal body, with frame parts diecast from aluminium alloy. This robust construction provides the strength and stability needed for reliable performance. It also features multi-colour 3D printing.

**Ender-5 Max:** The print dimensions are equal to a user's model design and the printed surface is smooth without defects. The layer bonding is consistent and solid from the first layer to the last.

**K1 Max:** boasts a 300 x 300 x 300mm large build volume, great for rapid prototyping or design verification. It also offers a high build volume to printer size ratio of 25.5%. The K1C is suitable for carbon fibre 3D printing.

The event was sponsored by Roland and Stixo.



www.3dfusion.co



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## XL Solutions Highlighted Ink Range



Visitors could learn more about XL Solutions' (XLS) extensive ink range at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

The company's team of experienced technicians ensures that the user's printing operations run smoothly and efficiently, minimising downtime and maximising productivity.

XLS has proudly positioned itself as a specialist large format distributor and reseller, providing exceptional products and support services tailored for large format printing needs.

XLS provide sublimation ink featuring intense, vibrant colour and high ink colour density, UV cure rigid ink featuring vivid, bright colours, excellent adhesion and outdoor durability, as well as UV cure flexible ink for rigid and flexible substrates, which can be used for 3D formation after printing on acrylic.

The company have also entered into an exclusive agreement with STS INKS to distribute and resell their full range of compatible inks. This agreement covers ink solutions for various alternative machine brands, offering customers high-quality alternatives to OEM inks.

The event was sponsored by Roland and Stixo.

www.lfpsupplies.co.za

#### **| Locor And Partner Exhibited Printing Range**

Locor, in partnership with Source Printing, exhibited at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

The stand featured its best-selling equipment. Visitors complimented the quality, speed and performance of the machines that were exhibited.

The company's A3 UV DTF printer is ideal for UV transfer stickers, crystal labels and metal label printing.

The A3 DTF printer can be used for T-shirts, hoodies, jeans, bags, household products and more.

The UV 6090 flatbed printer can print on metal, glass, acrylic, phone cases, notebooks and more.

Also showcased was the company's large format printer with an i3200 printhead, as well as a two head embroidery machine.



The event was sponsored by Roland and Stixo.

www.sourceprinting.co.za

## **Edge Signage And Shopfitting Supplies Showcased Acrylic Solutions**

Edge Signage and Shopfitting Supplies exhibited the ACRYLUX cast acrylic range at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at the Gallagher Convention Centre.

ACRYLUX is a premium cast acrylic range used by top acrylic fabricators, signage companies and shopfitters. This top-quality range includes clear, opals, solid and tint colours, 'twin colour', high-impact, aquarium grade and many other exciting new products which are making a big impact in the South African market. ACRYLUX products carry the highest international UV warranty.

The event was sponsored by Roland and Stixo.



www.acrylux.co.za

#### **China Direct Sourcing Exhibited Apparel Range**

China Direct Sourcing (trading as T-Shirts South Africa) showcased its wide range of apparel at the Sign Africa Expo and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

Visitors could speak to company representatives about their range, which spans T-shirts (220g, 300g, oversized, and children's sizes), caps and children's golf shirts, as well as the company's winter range,

including soft-shell jackets, body warmers, rain jackets and hoodies (430 and 300gsm), to name a few. The company also provides DTF printing, screen printing, embroidery and heat press services.

The event was sponsored by Roland and Stixo.

www.tshirtssouthafrica.com







## All-season digital cast film with outstanding features:

- Vibrant and reliable print quality.
- Improved cutting and weeding.
- High-performance liner.
- > Static-free adhesive construction.
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- Stays in deep channels.
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FLITE Technology® is a lite contact system which allows graphics to float over a substrate until firm pressure is applied. During application this allows you to float, snap, and reposition with ease; making most wraps a one person job.

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# Proudly distributed by Eco Signage Supplies in Southern Africa.



The Astariglas® range we stock includes



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



ASTARIGLAS® BLOCK Clear are weather resistant, strong, non-toxic and transmit a great deal of light.



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.



ASTARIGLAS\* TESSEMATT\* S (Single Sided) and TESSEMATT\* DS (Double Sided). TESSEMATT\* is the name for ASTARIGLAS\*range of matt satin-textured cast acrylic sheets.



ASTARIGLAS\* LED BLOCK is an exceptional alternative to conventional fabrication materials and methods. Ideas that were difficult to realize can now be created quickly without compromising quality, light diffusion, and illumination.



ASTARIGLAS\* ECO CAST provides superior quality in optical clarity, weatherability, physical properties and chemical resistance, bringing the concept of recycled acrylic sheet to the next level.



#### **KODAWARI Highlighted Premium Digital Printing Inks**

KODAWARI Premium Ink is a Japanese inks manufacturing company that has formulated inks for a large range of industrial inkjet printheads since 2000. The company exhibited at the Sign Africa and FESPA Africa Expo from 9-11 September at the Gallagher Convention Centre.

The company, which has representation in Durban, used the expo to showcase the brand for the first time on African soil.

At the stand was a variety of digital printing inks

including solvent, hard solvent, eco-solvent, UV, litho and flexo.

The inks are made for all printheads for digital printing machines across the world, and the company have a strong focus on the textile and packaging industry for Africa.

The event was sponsored by Roland and Stixo.

dmo@digitalmediaoperations.com



#### **LBY Africa Showcased LED Products**

LBY Africa showcased its lighting range at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

The company's show special included LBY's paired LED strip and silicone diffuser for professional displays. The versatile product is perfect for indoor signs with an intricate design and is available in a wide range of vibrant colours.

It is available in 6 and 8mm silicone diffusers, and includes optional extras and tools: 70mm interconnecting wire, router tool and cutting tool for the silicone diffuser.

Also at the stand were the LED module series, which includes backlit bar (indoor), power supplies (cabinet, indoor and outdoor), intelligent control LED modules, high light efficacy modules, edge-lit modules, LED strips, and LBY's neonflex series, available in eight colours.

The event was sponsored by Roland and Stixo.

www.lbyafrica.com



#### **Wideformat Print Solutions Showcased Eurotech Range**

Wideformat Print Solutions showcased its range of Eurotech solutions at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

The Eurotech XTRA 3300H flatbed/roll-to-roll 3m printer features a staggered printhead system. The prints dry quickly, so no heat system is required, and therefore much lower power is consumed. It can also have multiple group printheads, depending on the user's requirements. The machine includes a suction bed system to prevent media lifting, and can process hard and soft materials.

The Eurotech X20UV hybrid flatbed/roll-to-roll 2m printer is the 'little brother' of the XTRA 3300H. The machine also includes a suction bed system to prevent media lifting, and it can process hard and soft materials.

The Eurotech XTRA 2512S flatbed printer features Epson T3200 printheads, and it can process



foamboard, woodboard, acrylic and paperboard. It features a suction table, eco-friendly UV ink and is easy to maintain.

The Eurotech DTF printer and curer shaker features roll-to-roll and roll-to-sheet technology, and CMYK + W colours. Applications include T-shirts, hats,

backpacks, lanyards, shoes, denim, fabric gift boxes and more.

The event was sponsored by Roland and Stixo.

www.wideformat.co.za

#### Media Frenzy Unveiled Formula One-Inspired Exhibition Experience

Media Frenzy transformed its exhibition stand into a Formula One simulation during the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

The experience, titled Full Throttle Supply Media, showcased the brand's mastery of large format print, tensioned display systems, and design.

Visitors entered a branded speed stand, explored telemetry-level diagnostics, and participated in the 'Spot the Textile' challenge — a scavenger hunt

revealing 15 hidden branding opportunities across a vibrant F1 race scene.

'Our work is like race engineering,' said Ashraf Kahn, founder of Media Frenzy. 'Every bolt, every banner and every roll of textile is tuned for performance. We don't just supply. We deliver quality.'

The stand was built entirely by Media Frenzy's technical crew, reinforcing the brand's commitment to precision, innovation, and hands-on workmanship. At Media Frenzy, innovation means its media meets technical mastery. The company

designs systems/hardware that perform under pressure, supply textiles that create visuals that hold tension, and experiences that dramatise a user's brand's truth.

#### The stand featured:

- Turbocharged textiles: high-performance textiles that move audiences.
- Pit crew precision: live demonstrations of install techniques and diagnostics.
- Garage advantage: behind-the-scenes walkthroughs of its hardware systems.

#### Why Formula 1?

- The vinyl-wrapped car: Media Frenzy's print technology in motion: bold, layered, and built to endure.
- The pit crew: the company's installation team: trained for race-day readiness and calibrated for precision.
- The telemetry systems: Media Frenzy's diagnostics: tension calibration, adaptive support, and technical know-how.

The event was sponsored by Roland and Stixo.

dion@media-frenzy.co.za



## **Tilara Highlighted Acrylic Sheets**



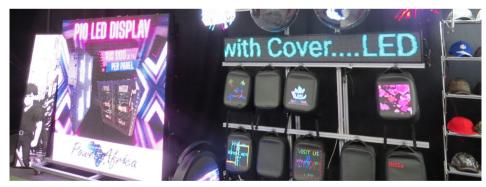
Tilara exhibited at the Sign Africa and FESPA Africa Expo to expand its presence in South Africa. The event was held from 9-11 September at the Gallagher Convention Centre.

Based in India, the company manufacture polycarbonate and acrylic sheets, which are widely used in signage and construction. The company chose South Africa to promote its materials as the country is a mature economy that has been using these products. The company's product range includes Polycarbonate Solid Sheets, Polycarbonate Multiwall Sheets, and General-Purpose Polystyrene Sheets (GPPS). Its acrylic sheets stand out for their crystal-clear transparency, lightweight nature, and glass-like finish.

The event was sponsored by Roland and Stixo.

www.tilarapolyplast.com

## Sino Hitech Showcased Branding Innovations And More



Sino Hitech Trading exhibited at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre. Visitors could learn more about the company's business divisions, which include Power Africa and King Caps.

Power Africa specialises in LED backpacks, which are customisable through an app, are water and dust resistant, and feature an optimised airflow design, luxurious back padding, spacious interior and a padded laptop sleeve (up to 40cm).

With Power Africa's 3D hologram fans, users can send content such as images, GIFs or videos to

the fan from their devices. LED displays were also showcased.

King Caps' dedication to producing high-quality headwear has made it a preferred choice for many customers, and its years of experience have allowed it to hone its craft and offer top-notch products. Visitors could learn more about the Trolley King division, a one-stop shop for high-quality camping and adventure trolleys.

The event was sponsored by Roland and Stixo.

enricopowerafrica@gmail.com

#### **Twentyfour Store Showcased Headwear**



Twentyfour Store exhibited at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

Twentyfour Store is not only a headwear/cap supplier but also specialise in in-house branding, including flat embroidery, 3D embroidery, DTF printing and UV printing. The company also specialise in badges, such as embroidered, thermoplastic, urethane, silicone and leather.

A one-stop shopping solution, the company offer off the shelf stock, keeping 3-4 million units at any one time, and are known as Africa's largest manufacturer of headwear products. Products at the stand included bespoke manufactured custommade items, different cap profiles (5 or 6 panels), flat peaks, curved peaks, and cotton enzyme washed products for a natural comfortable feel and wearing experience.

Visitors to the stand could learn about the company's on-demand programme, a quick solution for manufactured products. The company described the event as their best expo yet.

The event was sponsored by Roland and Stixo.

www.twentyfour.store

#### **Clip-Tite Showcased Display Solutions**

Clip-Tite exhibited clip frames that come in standard sizes, from A5 to A0, and are also available in custom sizes, at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

Light box innovations such as edge-lit light boxes with LED lighting, fabric frame light boxes, and double sided light boxes were also showcased.

Also exhibited were custom display stands, banner solutions such as banner hangers and frames, as well fabric frame cubes, which provide a threedimensional platform for showcasing products, artwork, or promotional materials with style and flair. The company's exclusive PosterPouch was developed to solve a simple problem: displaying posters, signs and information without the messy and sometimes untidy resources available. It is quick and easy to install and easy to use and reuse.



Clip-Tite's display solutions can also be used for archway entrances, as could be seen at the expo registration entrances.

The event was sponsored by Roland and Stixo.

www.clip-tite.co.za

#### **Redline Import Showcased Textile Inks**

Redline Import showcased its inks for T-shirts and textiles at the Sign Africa Expo and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.



Visitors could see plastisol and water-based products, with printed samples at the stand.

The company ensures that all raw material suppliers provide the necessary legal and quality certifications, and sell phthalate-free, fully organic products that are safe and environmentally friendly.

In line with their commitment to quality and sustainable production, the company currently maintain strong business relationships with approximately 20 countries worldwide.

The event was sponsored by Roland and Stixo.

safa@redlineimport.co.za

#### **Blue Lagoon Showcased Digital LED Screens**

Blue Lagoon Media, a growing advertising and LED Display signage distributor, exhibited at the Sign Africa and FESPA Africa Expo, held from 9-11 September at the Gallagher Convention Centre.

Blue Lagoon specialise in delivering high-impact visual communication through cutting-edge LED screens, interactive kiosks and dynamic digital indoor and outdoor billboards tailored to meet the needs of businesses, retailers, and brands.

Some of the solutions at the stand included digital

LED screens (outdoor, indoor, commercial and retail), interactive displays, kiosk displays with USB and HDMI functionality (found in mall entrances in retail spaces) as well as a unit that comes in black, white or gold.

Also at the stand were the company's outdoor, waterproof and weather-resistant walkway display, and price tag LED displays for shelves in retail

The event was sponsored by Roland and Stixo.



Kefiloe Monamodi, Mohamed Kisalita, Matthews Mogole and Adel Chinamora, Blue Lagoon Media.

www.bl-media.co.za

#### Perfect Laser Showcased UV, DTF And Cutting **Technology**

Perfect Laser showcased its wide product range at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

PL-ES-R1625OD CCD Flatbed Knife Cutter: When high-speed cutting without damaging the material is needed, the oscillating knife cutters do the job quickly, quietly and at the maximum profit margin for a business. If the material is on rolls, the auto feeder machine will make light work of the most complicated jobs.

PL-ES-6090 CCD Flatbed Knife Cutter: The machine's features include low noise, long life, safety and reliability. It is easy to maintain and clean, with no toxic gases or fumes. It features high-speed cutting without damaging material.

PL-UVDTF-A3 MAX UV Printer: This solution features high precision and easy operation, as well as the ability to manage small to medium volumes. It offers direct printing capabilities onto a variety of media, and is suitable for: high definition photo printing, 3D relief printing, UV DTF film printing, curved surface printing and more.

XP600 DTF Printer With Shaker: The printer is designed for efficient, high-quality custom printing. With vibrant CMYK+W colour output and a fast printing speed, users can quickly transfer intricate designs to a variety of materials.

UV Printer For Golf Balls: The machine can process



up to 128 balls, and the user can operate and create designs from their cellphone or on the website, without the need to use a laptop.

PLT-PE2 Pneumatic Dual Heat Press: The heat press features an automatic timer, large temperature setting range, low power consumption, low maintenance, high reliability, quiet and clean operation, low electrical consumption, and it produces high-quality prints.

The event was sponsored by Roland and Stixo.

www.perfectlaser.co.za

#### **Marshall Hinds Highlighted Printing Substrates**



Marshall Hinds showcased samples from its product range during the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre. Aside from networking with customers, the company noted interest in its products from visitors who specialise beyond digital and wide format printing.

The key focus was Marshall Hinds' DuPont Tyvek substrates, certified for HP Indigo digital and HP Latex presses. According to the company, Tyvek was popular in the signage industry in the days of screen printing, before the advent of digital or wide format printing. Tyvek is now an alternative substrate for customers with these newer machines

The event was sponsored by Roland and Stixo.

www.marshallhinds.co.za

#### **CURV Exhibited Signage And Letter Bending Solutions**

**CURV Signage Systems exhibited signage solutions** and channel letter bending machines at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

**CURV Signage Systems has been locally** manufacturing and supplying the signage industry since 2009. The company manufactures a complete range of signage kits for the professional trade. The signage kits are supplied with all the fasteners and trims required to create modern signage for any corporate application (as per customer specifications).

Visitors could see the company's light boxes, hanging signs, door signs, pylons, suggestion boxes, pamphlet stands and frames.

CURV also showcased channel letter bending solutions in various formats. The T 20 is mostly used for processing stainless steel to produce flat letters, while the T 16 is used for aluminium, to produce flat and profile letters. The multifunctional ET 20 processes steel, aluminium and



other metals, creating flat and profile letters. Each machine boasts high quality servo motors with a ten year lifetime, as well as smart software to accurately calculate material and dimensions.

The event was sponsored by Roland and Stixo.

www.curvsignage.co.za

#### **PS Branded Showcased Inflatable Solutions**



PS Branded is an outdoor and indoor marketing material manufacturing company that manufacture gazebos, flags, pop-up and pull-up banners, as well as indoor fabric frames, all printed and customised to clients' needs. The company exhibited at the Sign Africa and FESPA Africa Expo, which took place from 9-11 September at Gallagher Convention Centre.

PS Branded showcased its new Inflatable Gazebo, a 4 x 4m, fully printed gazebo, as well as inflatable towers and other inflatable items.

The event was sponsored by Roland and Stixo.

www.psbranded.co.za

#### **Visdom Exhibited DTF And UV Printers**

Visdom showcased DTF and UV printing solutions, alongside a wide selection of consumables, at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

The following products were showcased:

AGP E30 DTF printer (with oven), featuring a print width of 330mm, which can be used for cotton, linen, canvas, knitting, polyester, fibre, spandex and more.

AGP T652 DTF printer (sold with shaker), featuring a printing size of 600mm, which can be used for cotton, linen, canvas, knitting, polyester, fibre, spandex and more. It features different printing speeds.

AGP UV-F30 Pro UV printer, for UV stickers or any kind of hard surfaces such as diaries and phones. Features include CMYK+W+V, varnish stirring, guide rail, back feed-in system, laminated rubber roller and front take-up system. It can also print and laminate at the same time.

AGP UV-3040 flatbed UV printer for curved and flat surfaces. It can be used for metallics, ceramics, plastic, glasses, cylinder objects, roll-to-roll materials and more. It features environmentally



friendly UV curing ink. Print speeds range from 0.28 – 3sqm/h.

The AGP UV-6090 UV printer is used for glass, plates, various signs, crystal, PVC, acrylic, leather, plastic, cylinder objects and more. It features regular print mode and cylinder printing mode, as well as UV LED air cooling.

The company's stand had a dedicated consumables section, spanning HTV vinyls, inks and powders for DTF and UV applications.

The event was sponsored by Roland and Stixo.

info@visdom.co.za

## Titan-Jet Exhibited Versatile Printing And Cutting Equipment



Titan-Jet showcased DTF, dye sublimation and various cutting solutions at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

Visitors could see the company's 600mm cotton/polyester film printer for garment printing. It uses a five-colour pigment ink that is stretchable and durable. Each artwork is layered with a white backing, which makes this machine ideal for light and dark textiles.

The 16E2 1.6m sublimation printer can be converted to different functionalities: eco-solvent (for vinyls/stickers) or sublimation.

The LaserPecker LP4 laser engraver features a 10W duo-laser for soft materials like wood and leather, and a 2W fibre laser for metals. An app is also available so the user can control everything from their phone.

The SkyCut MC1500 plotter is built for precision and reliability, delivering exceptional accuracy with every cut. With a maximum contour cutting width of 1290mm, it provides ample space for even the largest projects, ensuring clean and consistent results.

The SkyCut XR Max cutter, used for cutting glass protectors for cellphones, as well as a wide range of mugs and bottles, were also showcased.

The event was sponsored by Roland and Stixo.

www.titanjet.co.za

## **Skyco Technologies Exhibited Versatile LED Display Options**

Skyco Technologies showcased its large format LED display solutions at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

Different display solutions were showcased, each with its own configuration, including the P1.5 SMD, P1.5 COB, P2.5 SMD outdoor, P1.8 SMD framed, P2.5 SMD framed and UniLumin SMD curved screens.

Surface-mount device (SMD) technology features compact design, excellent colour mixing, moderate brightness and supports finer pixel pitches; while Chip-on-Board (COB) technology features superior thermal efficiency, high contrast and minimal pixel separation.

The company's professional-grade LED displays have been deployed in mission-critical environments such as corporate boardrooms, control rooms, and high-security operation centres. These projects highlight Skyco's expertise in delivering ultra-fine pixel pitch displays.



The event was sponsored by Roland and Stixo.

www.skycotech.co.za

## Hookei SA Showcased Floor Projector And Retail Solutions



At the Sign Africa and FESPA Africa Expo, Hookei SA showcased holders for retail applications (e.g supermarkets), off-the-shelf and custom solutions, injection mouldings, magnetic bases, hangers, wing holders, shelf rollers, and other POS items. The event took place from 9-11 September at Gallagher Convention Centre.

Metal shelving and various cross merchandising solutions, signage holders, pricing solutions and shelf optimisation solutions were also displayed. Hookei SA also offers custom-made products in metal and plastic.

The company's floor projector works indoors and outdoors. Users can pre-load logos with colours of their choice, which work well even in high-light areas where a user needs to project a darker image onto a darker surface. Different mounting options are available, and multiple units can work together at the same time, projecting different images. Images can also be projected onto roofs and walls.

The event was sponsored by Roland and Stixo.

www.hookeisa.co.za

#### Colorscreen And NVS Showcased DTF Solutions



Colorscreen and Gauteng partner Northern Vinyl Supplies (NVS) exhibited DTF printing solutions, heat presses, consumables and samples at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

The following could be seen at the stand:

#### ORIC OR600Super UV DTF printer (600mm):

features wide applications suitable for surface decoration of various materials such as plastic, glass, wood, metal, leather, ceramics and more. Other features include a maximum printing resolution of 2400dpi, and dual UV LED lights for ink curing.

#### ORIC OR-620 DTF Max high volume DTF printer:

common applications include T-shirts, hats, backpacks, lanyards, shoes and more to create unique fashion pieces. It can also be used for denim clothes, non-woven bags, gift bags, baseball caps, fabric gift boxes and more. Included is a shaking powder and colour fix machine.

#### ORIC A2 DTF Max high volume DTF printer:

suitable for cotton blends, polyester, denim, canvas, nylon, leather and non-woven fabrics. Features include: double-layer fan cooling device, built-in smoke filter, white ink circulation system and more. A shaking powder machine and conveyor oven are included.

**CS4040** auto open slide out heat press: delivers accurate time, temperature and pressure every time. Features include emergency stop, touch screen panel and ergonomic design.

CS4060PNEUDBL pneumatic double station shuttle heat press: delivers accurate time, temperature and pressure. Features include a touch screen panel, flexible shuttle system, thicker heating platen and ergonomic design.

The event was sponsored by Roland and Stixo.

www.colorscreen.co.za and www.northernvinyl.co.za

#### **IPlastics Exhibited Laser Cutting Solutions, Laminators And More**

IPlastics showcased laminating equipment and reflective materials, as well as its MacTech laser solutions, at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

At the stand were Fayon laminators, including a 1.6m machine for hot and cold application, a 1.6m machine for cold only application, as well as an A3 size desktop laminator, which can also be used for UV-DTF applications to seal the ink.

The following DM Reflective Material Engineering Grade solutions were showcased: beaded reflective, prismatic and high-intensity prismatic materials. These products are used for emergency vehicles such as police cars and ambulances, as well as road signs.

At the MacTech section, visitors could see the CNC router, laser welder, CO2 laser cutter / engravers, as well as fibre markers. Users of the 2030 CNC router can choose between a vacuum or clamp table, and the machine can process wood, PERSPEX®, aluminium and foam board.

The MTFL 1.5kW laser welder features: weld-clean, metal-clean, welding and cutting, and it can process aluminium, mild steel and stainless steel.

Users of the 1390 and 9060 CO2 laser cutter / engravers can choose different laser tubes depending on the power requirement, and the machine can process acrylic, wood and other organic materials. Also showcased were fibre markers for stainless steel: the LM30S (desktop version) as well as a handheld version.



The event was sponsored by Roland and Stixo.

www.i-plastics.co.za

## Impumelelo Promotions Showcased Banner Walls And Flags

Impumelelo Promotions, a specialist in sewing and finishing solutions, exhibited at the Sign Africa and FESPA Africa Expo. The event was held at Gallagher Convention Centre from 9-11 September.

The company showcased its banner walls and telescopic flags. The company also specialise in the finishing and stitching of banners, flags and gazebos, as well as the manufacturing of school bags, gazebo bags, banner wheelie bags, roll up bags, telescopic/sharkfin bags, wheelie bags, patio awnings and carport shades.

The event was sponsored by Roland and Stixo.

patrick@impumelelopromo.co.za



#### Mr Plastic Showcased Promo Gifts, Decor And More

Mr Plastic exhibited samples of brochure holders, menu stands, business card holders, name stands, cake stands, entry boxes, sweet bins, clipboards, table numbers and cellphone stands, to name a few, at the Sign Africa and FESPA Africa Expo, held from 9-11 September at Gallagher Convention Centre.

Mr Plastic provides a cutting and manufacturing service for acrylic, PERSPEX® and ABS where customers simply send in their designs and requests.

Sister company Mr Mugs specialise in branded and non-branded mugs, corporate gifts, puzzles and mouse pads, while its other sister company Pepa's Doormats, manufactures quality and personalised mats, suitable for busy traffic areas such as offices, restaurants, dealerships and workshops.



The event was sponsored by Roland and Stixo.

www.mrplastic.com

#### Cover Styl' South Africa Showcased New Film Ranges



Cover Styl' South Africa participated at the recent Sign Africa and FESPA Africa expo. The event took place from 9-11 September at Gallagher Convention Centre, from 9am-5pm.

Visitors could learn more about the company's range of architectural films, available in hundreds of different colours, as well as new high resistance solutions used for wrapping countertops and high-traffic areas. With thermoformable properties, the film becomes hard once it has been wrapped.

With the new exterior range, users can wrap building facades, aluminium window frames, and all kinds of surfaces. Visitors could learn about the PVC-free range, which is made out of polypropylene with a water-based adhesive, and is ideal for stores that want to be more sustainable.

Stand visitors had the opportunity to sign up to become a professional installer and join the company's professional network. Cover Styl' South Africa have a fully comprehensive two-day training course with training centres in Johannesburg, Durban, and Cape Town.

The event was sponsored by Roland and Stixo.

www.coverstylsouthafrica.co.za

#### **Pure Event Gear Exhibited The Absen Polaris**

Pure Event Gear exhibited at the Sign Africa and FESPA Africa Expo. The event ran from 9-11 September at the Gallagher Convention Centre.

At the stand was the company's partner, DWR Distribution, a distributor of Absen LED screens. The Absen Polaris was showcased. The PL 2.9mm pixel pitch indoor screen is a rugged touring product that can be taken apart and moved to different sites.

The screen is not limited to a fixed size, users can take any 500 x 500mm panel and set it in any configuration they desire. It can be made bigger or smaller. DWR Distribution provide training and aftersales service.

The event was sponsored by Roland and Stixo.

www.pureeventgear.co.za



#### **Rexx Screen & Digital Supplies Exhibited DTF Solutions And More**

Rexx Screen & Digital Supplies showcased its range of DTF, sublimation and heat press solutions at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

Xinflying 1.9m L1904 and L1802 dye sublimation printers: each feature an exclusive self-developed aluminium ink sack that is more reliable and robust; an automatic constant temperature drying system that ensures the material is uniformly heated, absorbs ink well and that high quality is maintained.

#### Xinflying JC-420-1900 roll-to-roll heat press:

the design of this machine allows time for users to place panel pieces with accurate positioning; automated separation of blanket and drum, and reduces the time to wait for the machine to cool down

Xinflying 30cm UV-DTF printer: features speeds of 3sqm/hr, 3 Epson I1600 printheads and a built-in laminator

**3 head textile UV printer features:** environmentally -friendly, high durability UV ink, printing speeds up to 6sqm/hr, high-power UV lamp, automatic white ink mixing system, and high-quality ink filter.

C602+C650H compact 60cm DTF printer features: print speed up to 12sqm/hr; uses DTF film and can process a wide range of substrates including cotton, nylon, polyester, leather, PVC and more. The C650H powder application unit is included.

XF-450PRO A2 all-in-one DTF printer: the I1600 printhead has a higher print speed, allowing faster production, provides higher resolution and superior print quality, and has a longer lifespan. The machine features two Epson print heads.

JC-7B semi automatic dual heat press features: advanced linear bearing sliding operation, with simple, convenient and functional features, the heating plate is movable and the U-shaped groove is easy to set-up.

JC-7B automatic dual heat press features: this machine has the outstanding characteristic of automatic control, uses less manpower, and very efficient workflow; and has automatic sliding and pressing using timing and pressure settings.

The JC-7BB double station cap press has an easy workflow and high efficiency, an 8 x 14cm printing size, and 0-260°C temperature range.

The CP2815-3 EasyTrans cap heat press is engineered to solve major cap printing problems, and features a wide operation angle, precise temperature and multi-timer display.

Project Rhino was once again co-located with Rexx Screen & Digital Supplies' stand. Project Rhino sold merchandise at the expo to raise funds. The rhino-



focused association brings together a provincial government conservation body, private and community-owned reserves, rhino owners, leading conservation NGOs and anti-poaching security specialists in the common aim of fighting wildlife crime. The Project Rhino stand was sponsored by Rexx, Expo Guys, Exhibition Building Solutions (EBS) and Sign Africa.

The Rexx team empowered Project Rhino with its very own pop-up business by donating a heat press, giving them the opportunity to host a stand at markets, schools or other events, and print T-shirts for the public on-demand, giving the NGO an opportunity to raise the much needed funds to keep their conservation projects running.

The event was sponsored by Roland and Stixo.

www.rexxscreendigital.co.za

#### **SHAMS NATURALS Exhibited Eco-Friendly Bags**

SHAMS NATURALS exhibited at the Sign Africa and FESPA Africa Expo. The event was held from 9-11 September at the Gallagher Convention Centre.

The company offers the highest quality of ecofriendly sustainable bags and fashion accessories with a unique blend of skillful craftsmanship coupled with environmental accountability. Its in-house facilities include: designing, embroidery, screen printing, heat transfer, debossing and foiling.

The eco-friendly bags are made in India out of bio-degradable natural fabrics. The company have a

store in Dubai that caters to Middle East and Africa, another in Poland that supplies to the whole of Europe, as well as dealerships in Africa, including Shereno Printers in Johannesburg.

The company offer around 300 products that are ideal for DTF and screen printing, as well as print and cut applications. During the event the company announced new partnerships with businesses in Mozambique and Zimbabwe, with further plans for a business venture in Zambia.

Visitors showed a lot of interest in the company's



products. The jute crops used to create the fabrics are only grown in East India and Bangladesh.

The event was sponsored by Roland and Stixo.

www.shamsnaturals.com

#### **Africa PVC Showcased Banner Flex Products**

Visitors could learn more about Africa PVC Industries Ltd.'s Tembo Banner Flex solution at the Sign Africa and FESPA Africa Expo. The event took place from 9-11 September at Gallagher Convention Centre.

The product's features include options of 440 or 510gsm, lengths of 3.2 or 1.5m, weather resistance,

tear resistance, it is easy to weld and it has a high resolution print compatibility. Applications include: outdoor advertising, event banners, building wraps, branding, displays and signage.

The event was sponsored by Roland and Stixo.

www.tembo.co.ke



## **INTERNATIONAL NEWS**

## ORAFOL Announces Global Growth Milestone With Strategic Acquisition



Daniel Kim, Reflomax Co., Ltd. and Dr. Holger Loclair, ORAFOL Group.

Headquartered in Korea, Reflomax Co., Ltd. is a leading developer and manufacturer of retroreflective materials and specialty films. Its acquisition by ORAFOL represents an important milestone in ORAFOL's global growth strategy and reflects the company's continued commitment to expanding the depth of its value chain.

The acquisition provides access to innovative technologies in the field of Reflective Solutions while further strengthening ORAFOL's market position across the Asia-Pacific region. Since its founding in 1989, Reflomax has focused on delivering innovative, forward-looking microprismatic reflective film products.

Daniel Kim, CEO of Reflomax, said, 'The benefits of this partnership are clear and multifaceted, as we are united in vision and purpose. ORAFOL is not only expanding its global presence but also elevating Reflomax's capabilities to an entirely new level. This collaboration with a strong global player like ORAFOL enables us to quickly adjust our production capacities to meet the demand for our innovations. Our strong foothold in the Korean market as an expert in reflective solutions thus forms the foundation for shared success.'

Dr. Holger Loclair, Chairman and CEO of the ORAFOL Group, explained, 'ORAFOL has long prioritised strategic partnerships as a cornerstone of its efforts to maintain a leading position in an increasingly dynamic and competitive market. In this context, we hold the expertise and values of Reflomax in high regard. This trusted partnership marks a significant milestone in ORAFOL's global growth strategy, as the acquisition not only provides access to innovative technologies but also valuable regional market knowledge.'

www.orafol.com

#### Fujifilm Printer Enhances Quality For Wide Format Specialist

The Acuity Ultra Hybrid LED uses Fujifilm's high-

performance Uvijet UH inks, developed and manufactured in the UK. Kent-based wide format print specialist, PressOn, has become the latest UK print business to invest in Fujifilm's Acuity Ultra Hybrid LED, a high-performance printer designed for both rigid and flexible media.

The machine is already delivering significant improvements in speed, quality, and media versatility, while supporting the company's long-standing commitment to sustainable production.

Founded in 1999, PressOn employs 25 people across two sites. The business serves a diverse customer base across retail, property, fleet livery, infrastructure and advertising, with a dedicated specialist vehicle livery division.

Andy Wilson, Managing Director, PressOn commented, 'Large format digital printing is at the core of what we do, and we've deliberately always stayed broad in our offering. That diversity makes us more agile and resilient, especially in today's fast-moving market.'

In late 2024, with two hybrid printers approaching end-of-life, PressOn began searching for a new investment that would meet the growing demands for faster turnaround times and improved media compatibility. After reviewing various technologies, the Fujifilm Acuity Ultra Hybrid LED quickly emerged as a standout.

'We looked at all the usual players in the market, but what really set Fujifilm apart was their approach to ink,' explained Wilson. 'When we visited their ink manufacturing site in Broadstairs, it completely changed the way we thought about print technology. Most manufacturers focus purely on the machine, but Fujifilm starts with the ink. One of their team said something that stuck with me: 'after everything else, the ink is what's left behind.' That perspective resonated.'

Wilson added, 'The ink compatibility across multiple substrates is impressive and extremely beneficial. We get less marking on fabrics, and the white ink on clear film is also very impressive. Switching between substrates is quick and seamless, and the speed and quality are a huge step up from what we had before.'

The investment also supports PressOn's commitment to creating a healthier, more sustainable working environment. 'UV printers often have a reputation for producing strong odours. Our last machine caused many issues for us due to this. But the Acuity Ultra Hybrid LED



produces virtually no smell at all, thanks to the formulation of Fujifilm's inks. It's quieter, cooler, and doesn't require additional ventilation. That's a big deal for our team,' added Wilson.

www.fujifilmgraphicsystems.co.za

#### Epson Reinforces Commitment To Environmental Vision



Epson is reinforcing its commitment to environmental innovation and corporate responsibility through concrete sustainability actions, highlighted in the second phase of its 'Our Actions' campaign. Among the initiatives highlighted is Epson's transition to 100% renewable electricity globally, as well as ongoing efforts to reduce environmental impact in its logistics operations. Last year, Epson raised awareness of its broader sustainability vision and the technologies underpinning it, such as its EcoTank printers that prevent plastic waste. This next phase builds on the company's ongoing work to decarbonise its value chain and strengthen the circularity of its business practices.

In 2023, Epson became the first company in Japan's manufacturing sector to power all global Group sites entirely with renewable electricity. This achievement is a major milestone in the company's aim of becoming carbon negative and underground resource-free by 2050. It reflects Epson's long-standing belief in taking meaningful, measurable action to address climate change and minimise its environmental footprint.

The transition not only covers production facilities but also extends to Epson's offices and research sites worldwide. Complementing its renewable energy transition, Epson is also transforming its logistics operations to be more sustainable. Epson is collaborating closely with suppliers and partners to implement sustainable solutions to improve freight efficiency, optimise transport routes, and reduce emissions throughout the supply chain.

The company's upcoming warehouse in Türkiye is designed with sustainability as its core principle. Powered entirely by solar energy, the new facility will feature heat-treated pallets, automated stretch wrapping machines, reused corner brackets and recycled protective packaging. By shifting entirely to renewable electricity, Epson has taken a big step in its move away from fossil fuels and laid

the foundation for further emissions reductions across its value chain. Epson's switch from standard containers to high-cube containers for maritime transport has improved loading capacity by 14.3%, helping reduce shipment frequency and associated GHG emissions. In another initiative, Epson transported 100 forty-foot containers using ships powered by alternative fuels - specifically biodiesel and green methanol – which led to a reduction of approximately 220 tonnes of greenhouse gas emissions compared to conventional heavy-fuel oil shipping. Adding to its sustainability efforts, Epson opened a new east-coast shipping route to North America, significantly shortening overland rail transit and reducing emissions by approximately 320 tonnes.

Bella Tobing, Head of Corporate Sustainability and Government Affairs at Epson META-CWA said, 'At Epson, we do not believe in sustainability as a slogan, we see it as a daily responsibility. Our transition to renewable electricity and our decarbonisation efforts in logistics are just two examples of how we are acting on that responsibility. We are proud to share the progress we have made and reaffirm our vision for a more sustainable, equitable future.'

www.epson.co.za

#### **Screen Printing Decorator Adopts Kornit Digital Production** Solutions



Promos Ink, a screen and embroidery decorator, has added the Kornit Apollo to its multiple Atlas MAX PLUS platforms to create more agility in its production capability. Promos Ink is transitioning production volumes from its 60 analogue systems to Kornit Digital production solutions, enabling them to provide the agility customers need for rapid turnaround and faster delivery of custom apparel.

Based in Dallas, TX, Promos Ink has built a reputation as a top provider of screen printing. embroidery and fulfillment services - with more

than 1.000 partners, distributors, and authorised decorators. The company specialises in providing exceptional services from planning to postproduction for high-quality, custom-made prints for a range of businesses and has traditionally relied on analog screen printing to meet this demand. However, with the ever-changing competitive market and customer requirements for improved time-to-market, variety and choice of order quantities, Promos Ink turned to Kornit's technology to expand their offering without compromising on their exceptional quality standards.

Promos Ink began its journey with three Atlas MAX PLUS systems less than a year ago and have recently added the Kornit Apollo platform to take its business one step further. While the first MAX systems were primarily used to address quick, quality turnaround for short runs, the Apollo platform is the engine for screen replacement to transition customers at scale.

'There are two key reasons customers align with Promos Ink – our speed of delivery and unmatched quality of products - especially apparel. Our offerings aren't just about bringing ideas to life for customers, they're about creating a lasting imprint that narrates the ultimate brand story,' said Carla Dooley, Owner and Chief Executive Officer at Promos Ink. 'While screen printing was effective to match all production needs in the past, we felt the current state of market demands something different. By aligning with Kornit's on-demand, mass-digital technology – we genuinely believe this is the future for us to say yes to all our customer needs'

'They say necessity is the mother of invention - and nowhere is this clearer than in the custom fashion and apparel marketplace. Brands and producers have been stuck, faced with surging demand for the highest quality products delivered quickly to meet the requirements of an eCommerce age, but limited by traditional production technology,' said Ronen Samuel, Chief Executive Officer at Kornit Digital. 'Based on the power of our on-demand, mass-digital production portfolio, customers like Promos Ink are able to not only meet but exceed customer requirements that today's consumer demands.'

www.rexxscreendigital.co.za

#### **MUTOH And Grafityp Announce** Validation Of Water-Based UV Ink

AQUAFUZE water-based UV ink combines

the safety of water-based chemistry with the performance expected in high-demand wrap jobs, making it suitable for print professionals seeking safer, low-VOC working conditions.

Mutoh Europe and self-adhesive media supplier Grafityp, part of UPM, announced the validation of AQUAFUZE in combination with professional-grade AE38C cast media for vehicle and object wrapping applications. This joint technical initiative confirms that AQUAFUZE, Mutoh's low-odour hybrid ink technology, is fully suited for demanding 3D wrapping scenarios, including conforming to deep recesses and curves.

Comprehensive testing, conducted jointly by both companies, demonstrated excellent media compatibility and mechanical performance. The tests included stretch performance up to 185%, tensile strength evaluation, and peel force measurements under different lamination timings.

'This collaboration shows that water-based ink technology can now reliably handle the more challenging wrap applications that were traditionally the domain of solvent-based printing systems,' said Markku Pietarinen, Global Product Manager, Graphics, UPM Adhesive Materials.

#### **Key Test Observations:**

- No delamination or ink cracking, even in 3D deformation
- Strong ink cohesion with simultaneous break of the film/ink/laminate sandwich under tensile stress.
- Lamination possible immediately after printing: no need for dwell time.
- Excellent resilience under post-heating and film memory recovery processes.

Mutoh and Grafityp both see this as a milestone for more sustainable ink technology, 'With AQUAFUZE, print professionals no longer need to choose between environmental responsibility and application versatility,' said Stephan Heintjens, General Manager Applications, Service and QA, Mutoh Europe.



www.bdsol.co.za, www.hitechgraphics.co.za and www.mipstech.co.za

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**COVER STORY ADVERTORIAL** 



Stixo Signage Supplies are proud to announce a groundbreaking development in their product offering: They are now an official distributor of PERSPEX® Cast Acrylic Sheets, the worldrenowned acrylic sheet with limitless colour, texture, and lighting possibilities. The full range of PERSPEX® acrylics are now available only at Stixo.

This milestone represents the next chapter in Stixo's thriving partnership with 3A Composites, world leaders in advanced materials manufacturing. Already a trusted supplier of PERSPEX® XT and CRYLUX®, Stixo now expands its offering to include the full PERSPEX® Cast Acrylic range, reinforcing its commitment to providing customers with only the finest solutions.

'It is our mission to deliver a superior product of this nature with seamless service to the industry,' said Asif Sidik, Managing Director of Stixo Signage Supplies. 'The industry demands reliable supply of premium materials, and we are committed to maintaining stock levels and sourcing special orders to meet those requirements.'

#### PERSPEX® - From Then To Now: The Original Made In The UK Since 1934

PERSPEX® acrylic sheet is recognised as a premium product, one of the best quality acrylic materials in the world. Continuous innovation over the past years has resulted in the creation of a wide spectrum of products. These innovative materials are widely used in various areas of application such as architecture, visual communication, shopfitting, furniture construction, and lighting. The versatility of PERSPEX® acrylic sheets offers designers a valuable source of inspiration.

PERSPEX® acrylic is available in a variety of different colours, tints, textures and effects. Experts at the in-house laboratory can match almost any colour for unique design concepts. They can also combine colours or create new bespoke hues tailored to customer requirements.

PERSPEX® acrylic sheets are produced according to DIN EN ISO 7823-1 and do not contain any toxic materials or heavy metals, which may cause environmental damage or health risks. In addition, PERSPEX® acrylic sheets are only half the weight of glass.

The impressive characteristics of PERSPEX® Cast Acrylic sheets is one of the main reasons that it is such a superior product: high impact resistance, UV resistance, good thermal stability, low water absorption, perfect transparency for display applications and a 92% light transmission for clear sheets for amazing optical transparency, to name a few.

To give you an idea of just how impressive the PERSPEX® Cast Acrylic range is and its variety, you can now get accustomed to sourcing all of the following acrylics from from Stixo Signage Supplies:



**ADVERTORIAL** COVER STORY

PERSPEX® Clear: Transmitting 92% of all visible light, no other product offers better light transmission - not even glass. Add to this its excellent resistance to outdoor weathering, its high tensile strength and rigidity, light weight and good resistance to impact. PERSPEX® Clear is the product of choice for applications requiring critical visual performance and durability.

PERSPEX® Opal/White: From solid whites to translucent opals, and with a wide range of light transmission values, PERSPEX® acrylic offers a huge range of options. Whether you are looking to create a dense white fascia, a bright eye-catching sign, a lightbox or even a soft lighting feature, PERSPEX® Opals can refract and diffuse light to create stunning visual effects. PERSPEX® Opals and White carry a full range of benefits such as ease of fabrication, excellent surface hardness, durability and colour consistency from one sheet to the next.

PERSPEX® Solid and Translucent Colours: Colour is at the very heart of the PERSPEX® brand, and as a designer, PERSPEX® can help you fully express your creativity. From vivid yellows to sophisticated blacks, PERSPEX® Solid and Translucent Colours can give your project the best chance of standing out and being noticed. We can deliver guaranteed performance in the colour you want, and thanks to our flexible production process, in small or large quantities adapted to your project needs. With excellent resistance to outdoor weathering, unsurpassed batch-to-batch colour consistency and excellent environmental credentials, PERSPEX® Solid and Translucent colours will help you bring your ideas to life.

PERSPEX® Transparent Colours and Tints: From subtle greys to vibrant reds, PERSPEX® Transparent Colours and Tints harness natural light to bring them to life. PERSPEX® Transparent Colours and Tints are used in a whole spectrum of applications from automotive and marine glazing to signage and displays, where colour and transparency are key to the design and function. If you are looking to add the 'wow-factor' to your designs, then the vibrancy of the PERSPEX® Transparent Colours and Tints range will do just that.

PERSPEX® Frost are cast acrylic sheets with a double-sided matt finish available in four collections: Pastel, Vivid, Urban and Hot. PERSPEX® Frost Pastel – the original Frost range. Timeless subtle classics that have been a firm favourite since they were launched, whether you choose one of the zingy Vivid or Hot Frost, a Pastel classic or chic Urban shade.

PERSPEX® Satin offers you all the benefits of using PERSPEX® acrylic with the added feature of a smooth subtle matt finish on one side of the sheet. The smooth antireflective PERSPEX® Satin surface finish is primarily to help avoid glare, but works equally well to hide finger marks from handling. Available as standard in clear and opal/white, PERSPEX® Satin can also be produced in a vast array of colours to meet all of your POS, signage and design needs.

PERSPEX® Fluorescent: The fluorescent edge effect is one of the most popular choices of designers and fabricators who want their ideas to catch the eye. PERSPEX® Fluorescent combines a delicate transparent tinted sheet with a striking fluorescent edge perfect for interior signs, POS displays and in-store retail media. And because its physical properties are identical to standard PERSPEX® Cast Acrylic sheet, the PERSPEX® Fluorescent range is easy to shape and fabricate, making the most complex and intricate designs easily achievable.

#### **APPLICATIONS**

- Displays (POS/POP)
- Signage | Lettering
- Corporate identity
- Shop design | Interior design
- Cladding

- Exhibition design/ Construction
- Model making
- Light boxes | Lighting
- Illuminated letters
- Glazing
- Food contact approved

#### **PROCESSING**

- Digital | Screen printing
- Laminating
- Painting | Spray paint | Lacquering
- Contour milling
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- Sawing and punching
- Gluing | Drilling | Riveting
- Screwing | Thread cutting
- Folding (V-groove) | Cold bending
- Thermoforming | Hot bending
- Engraving | Polishing





Stixo Signage Supplies and 3A Composites look forward to strengthening their partnership and delivering world-class acrylic solutions that inspire innovation, elevate design, and set new benchmarks in the industry. Customers can now source the complete range of PERSPEX® Cast Acrylic sheets directly from Stixo Signage Supplies.

Our professional sales team is ready to assist with expert advice and tailored solutions for all your project requirements. Samples are readily available at our Johannesburg and Cape Town branches, making it easier than ever to explore the versatility of this exceptional product range. We look forward to supplying the industry with this premium-quality acrylic, designed to elevate production standards, enhance creativity, and inspire innovation in every application imaginable.





















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### UNDERSTANDING

## VINYL DURABILITY

LIEZLE BARRIE, NATIONAL SALES MANAGER CONSUMABLES. INTAMARKET GRAPHICS



#### The Difference Between Durability And Warranty

Durability is what you'll see on a Product Data Sheet (PDS). It's helpful for comparing products across different brands. But those figures are based on:

- Central European conditions (Zone 1).
- Vertical exposure only.
- Unprinted media.
- Specific colours: black and white often last longer than metallics or brights.

In signage, durability refers to how long the vinyl stays functional and visually acceptable after application. But that lifespan is influenced by far more than just the material itself, it also includes:

- The vinyl type (monomeric, polymeric, or cast).
- Where it's applied (flat vs. rivets/curves).
- Orientation (horizontal surfaces take more sun than vertical ones).
- Climate and UV intensity.
- Ink, printer type, and laminate pairing.
- Substrate preparation and surface cleanliness.

In comparison, a warranty is a formal commitment from the supplier or manufacturer. It's based on:

- The exact product and colour used.
- The environment where it's applied.
- The printer, ink, and laminate used.
- Actual application conditions, not just lab tests.

It's not a blanket promise, it's a specific assurance for a specific setup.

#### **Vertical Vs. Horizontal Applications**

One of the biggest misconceptions is around exposure angle. A product might be rated for 7 years, but that's usually for vertical applications only. Use it on a horizontal or angled surface, and the UV exposure can triple, cutting lifespan drastically.

For example, a cast vinyl may last 7 years on a vertical wall but the same product may drop to 2–3 years on a horizontal sign.

#### Climate Zones Matter

Vinyl durability is also region-specific. Manufacturers use these climate zones: Zone 1 (cool and mild): e.g. Scandinavia; Zone 2 (temperate): e.g.

Central Europe; and Zone 3 (hot and sunny): e.g. South Africa. Here in Zone 3, conditions are harsher. That 7-year vinyl in Germany? You'll be lucky to get 4–5 years in Johannesburg under the same conditions.

#### **Ink, Printer And Laminate Pairings**

This is where it gets even more technical, and important. The type of printer, ink, and laminate used all impact durability. That's why certain brands publish detailed durability matrices under their ICS Performance Guarantee Programme.

These documents break it down by: printing method, ink type, laminate compatibility, application angle and climate zone. For example, a 7-year vertical warranty might drop to 3 years horizontally, and that same product may perform differently in South Africa than in Europe. If you use the wrong ink or laminate, durability claims go out the window.

Understanding all this isn't just technical trivia. It helps you: choose the right product for the job; set proper expectations with your customer; prevent premature failures (and angry calls); and back up your quotes with real data.

#### Tips When Quoting Or Planning A Job:

- Ask about application location and direction.
- Check climate and sun exposure.
- Use matching systems (media, ink, and laminate).
- Don't assume durability = warranty.
- Print the PDS and warranty, and read them.

Vinyl doesn't live in a lab. It lives in the real world. So when a customer says, 'I want it to last 10 years,' the first question should be: 'Where? On what? And in what conditions?'

Signage is about being fit for purpose, and that means understanding everything that affects durability. When you get it right, your signage lasts. And your customer keeps coming back.

#### C1W Initiative

Change One Woman (C1W) aims to empower women in the branding, print and signage industries. As part of this initiative, Sign Africa Journal 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

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    - Vinyls + substrates
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## **Expo Organisers**

Announce Successful Sign Africa And FESPA Africa Johannesburg Expo

# PLATINUM SPONSORS

Roland STIXO

BY MATTHEW WOOD

The Sign Africa Expo, held from 9-11 September at Gallagher Convention Centre, attracted 5218 visitors from 25 countries. The event was sponsored by platinum sponsors Roland DG South Africa and Stixo Signage Supplies.

The top 10 countries with visitors outside of South Africa included: Zimbabwe, Mozambique, Botswana, Lesotho, Zambia, Eswatini, Malawi, Namibia, Mauritius and Kenya. Visitors could see new products and business opportunities in wide format digital printing, vehicle wrapping, textile printing, signage, laser engraving, display, direct-to-film (DTF) printing, garment printing, screen and pad printing and other cutting edge technology.

#### Exhibitors had positive feedback about the event:

'People came to the event with either the intention to purchase with a goal in mind, or to see what they were going to purchase in the future. It was definitely a good show,' said Darryl Braithwaite, Midcomp.

'The show was beneficial. We generated a lot of traffic and exposure for our brand,' said Shiraz Shaik, Eco Signage Supplies.

'We saw visitors coming in their numbers three days in a row, so that was great for us. We're always excited to be at the show and to meet new customers,' said Thomas Smith, IPlastics.

'We had a lot of international visitors, like people from Zambia and Zimbabwe, who came to see us. We sold some machines to visitors from these countries. We had a couple of clients from Cape Town visiting as well. Regarding our cooperation with Midcomp, we had a lot of interest from their clients coming to look at our products,' said Gavin Peterson, Clear Solutions.



'It was absolutely fantastic. We had quality visitors at our stand. People were seriously interested in our products – they weren't just browsing. It was really good for us. Just on a rough count, we've sold approximately six printers, three heat presses, and a few other products. There were lots of new customers, but more importantly a lot of existing customers visited our stand,' said Charmaine Poulter, Rexx Screen & Digital Supplies.

'The show was very good, with good quality clients. It gave us a nice opportunity to show the entire range that Fujifilm has, like the wide format, print-on-demand and cutting solutions,' said Anja Kirton, Fujifilm Graphic Communication South Africa.

'The show was very busy. I was really excited to see all the sales coming



through. We already closed a lot of deals at the show. I think it was one of the best shows in the last five years for us, so we felt really positive about it, and will definitely be back again next year,' said Nardus Mouton, Gencotech Laser Marking.

'We had a lot of people that said we have very unique products and key technologies. The feedback from visitors was great. A lot of verbal commitments were made. We'll see what materialises into real sales, but most certainly it's been a great show for us,' said Shawn Bezuidenhout, NSI-Label / NSI-4-Africa.

'We had a lot of customers that arrived ready to buy, but who were also very interested in our new solutions. We must have sold at least five of our new offerings – our Eurotech finishing and wide format solutions. Then in our traditional markets – the Mimaki market – we also did quite a number of transactions. There were good quality customers and we met a lot of interesting new people. It's also always good to connect with our old customers as well and see what they're up to, particularly those who are ready to move on, upgrade and see what new technologies we've got and how we can help them grow their business,' said Adam Querido, Graphix Supply World.

'A major highlight for us was definitely the Change 1 Woman (C1W) networking event. The collaboration between Printing SA, the FESPA Foundation, C1W and FP&M SETA was a great success, and our biggest turnout for C1W yet this year. We were so proud to see how this movement has evolved, and is continuing to grow, and we hope that it continues to do so. The show was very well attended. The first two days were exceptional – we had so many enquiries and we helped so many people. Our stand was full every single hour of the day,' said Abisha Katerere, Printing SA.



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 Super Mega Custom Stand:**

Winner: Roland DG South Africa

#### Sign Africa Mega Custom Stand:

**Tie Winner:** Intamarket / Allrich / Stixo **Tie Second:** STP Engineering / GZ Technology

Third: Chemosol

#### **Sign Africa Large Custom Stand:**

Winner: Maizey Plastics Second: Eco Signage Supplies Third: Kolok Graphic Supplies

#### Sign Africa Large Shell Scheme:

Winner: Rexx Screen & Digital Supplies

#### **Sign Africa Medium Custom Stand:**

Winner: 3A Composites **Second:** Titanjet

Tie Third: Hornet Solutions & Signarama / Woodline

#### Sign Africa Medium Shell Scheme:

Winner: Gencotech Laser Marking

Second: Perfect Laser

Third: Northern Vinyl Supplies & Colorscreen

#### **Sign Africa Small Custom Stand:**

Winner: LBY Africa

**Tie Second:** Zimstone / Kodawari Inks **Tie Third:** Pure Event Gear / Gawk

#### Sign Africa Small Shell Scheme:

Winner: Shams Naturals
Tie Second: ZSK / Mr. Plastic

Third: Hookei SA

#### **Africa Print Super Mega Custom Stand:**

Winner: Sign-Tronic

#### **Africa Print Mega Custom Stand:**

Winner: Graphix Supply World

Second: Fujifilm Graphic Communications South Africa

Third: Midcomp

#### **Africa Print Large Custom Stand:**

Winner: Mimaki Second: Fortune Africa Third: Clear Solutions

#### **Africa Print Medium Custom Stand:**

Winner: Graficomp

Second: Hitech Graphics SA

Tie Third: Canon South Africa / WPS

#### Africa Print Medium Shell Scheme:

Winner: NSI Label

Second: Kyocera Document Solutions South Africa

Third: Photo USA Electronic Graphic Inc.

#### **Africa Print Small Custom Stand:**

Winner: FESPA Foundation **Second:** Blue Lagoon Media

Third: MIPS

### Africa Print Small Shell Scheme:

Winner: Big 5 Distribution & Citizen Second: Intellistor & Imagemed

Third: JG Electronics

#### **Modern Marketing Large Custom Stand:**

Winner: Curv Signage Systems

**Second:** Visual Communications Supplies **Third:** Edge Signage And Shopfitting Supplies

#### **Modern Marketing Medium Custom Stand:**

Winner: Skyco Technologies Second: Media Frenzy Third: PS Branded

#### **Modern Marketing Medium Shell Scheme:**

Winner: Lebone Litho Printers

#### **Modern Marketing Small Custom Scheme:**

Winner: Cover Styl' Second: 3D Fusion Third: Visdom

#### **Modern Marketing Small Shell Scheme:**

Winner: Twenty Four Store

Second: Pocket Media & Marin's South Africa

#### Top Vehicle Wrappers Set World Wrap Record



A team of 10 top South African wrappers set the world wrap record for the fastest vehicle wrap done at an expo in a live environment. They managed to wrap a Mercedes GLA in 19 minutes and 3 seconds.

The team won R300,000 for setting the record. Visitors could see them in action at 3pm daily on the Roland Speedwrap Stand. The event was sponsored by Roland DG South Africa, Hexis, Fedrigoni, ORAFOL, Arlon, Sign Africa and FESPA Africa Expo

Now that South Africa holds the record, they have set the standard for other countries to beat. The Sign Africa and FESPA Africa organisers will challenge other expo organisers to host the same challenge made up of teams of 10 from a specific country to claim the record-breakers title.

#### **Roland Speedwrap Challenge Winners Crowned**



Contestants could test their wrapping skills and see if they could beat the clock.

Day 1 winners: Edwell Ndlovu: R1250; Jolenn Pollock: R250; M Tavengwa: R250 and Gift Makwala: R1000.

Day 2 winners: Nhlanhla Sibanda: R500; Gift Makwala: R1000: Edwell Ndlovu: R2000

**Day 3 winners:** Sidney Moyo: R2000: Gift Makwala: R1000: Ntobeko Khambule: R1000 and Edwell Ndlovu: R1000.

www.signafricaexpo.com

#### **Change One Woman Hosted Inspiring Johannesburg Networking Event**



Change 1 Woman (C1W) hosted a successful networking event on Wednesday 10 September at the Sign Africa and FESPA Africa expo. Attendees could connect with women in branding, print and signage, and left feeling uplifted, guided and inspired.

Attendees could also interact with suppliers, discuss their challenges and generate new ideas for their businesses. Proceeds from the 40 C1W T-shirts that were sold on the stand went to 18twenty8, a women-led non-profit organisation that empowers young women by developing strategies for their educational and personal development.

We believe meaningful change starts with one conversation. By helping just one woman, we can ignite a ripple effect that transforms many lives. Thanks to our sponsors of this event: Printing SA, The FP&M SETA, Graphix Supply World, Avery Dennison and DTF Printing Africa.

www.c1w.co.za



Despite the pandemic and subsequent supply chain earthquakes in many industries, research indicates that the digital printing market is successfully weathering the storm, with an Allied Market Research report predicting growth in excess of 200% by 2027.

Three key factors are playing their part:

#### 1. On-Demand Business Models

Firstly, internet based on-demand business models facilitate a rapid response to need, with print delivered on-time, whenever and wherever it is required. High-quality products can be produced without the need for large inventories, while rapid shipping networks enable timely delivery. A number of new business opportunities have taken advantage of this over the past five years, such as personalised greeting cards.

#### 2. The Sustainability Agenda

Secondly, the growing importance of the sustainability agenda, and consumers' awareness of it, is changing the way that businesses operate when commissioning print products. Digital printing fits the bill, consuming less water and energy compared to other methods, such as screen printing, and a much smaller carbon footprint.

It also eliminates many of the tasks that, in analogue production, tend to

drain time and energy. For example, digital printing eliminates the need to methodically create printing plates or screens, which need large floor spaces on which to be stored, while the accurate mixing of high volumes of flexo printing inks and the subsequent washing of rotary screens is no longer necessary – activities that, previously, were demanding on time and energy.

#### 3. Efficient And Cost-Effective Practice

Finally, for low volumes, on-demand digital printing is incredibly efficient and cost-effective, optimising workflows, reducing inefficient and expensive practices, and increasing profit margins, while still producing high-quality printed products.

Ultimately, manufacturers will need to adapt and harness the latest on-demand print technology to deliver the high-quality goods that consumers demand. Digital printing will greatly simplify the process, being able to consider the contrasting ways that different fabrics react without extensive and costly equipment and processes.

www.focuslabel.com



# USER GENERATED CONTENT'S ROLE IN DIGITAL SIGNAGE BY JENNIFER GVOZDEK, OMNIVEX Photo credit: A.1 Adobe Stock.

From social media posts to online reviews, user generated content (UGC) is a powerful way to enhance brand authenticity, foster community, and drive customer engagement. UGC can transform static screens into dynamic, interactive experiences when integrated with digital signage software.

UGC is any form of content, such as text, images, videos, or reviews, created by users of a system or service. It has become a cornerstone of a digital marketing and engagement strategy.

UGC encompasses a wide range of formats, each offering unique opportunities for engagement and interaction. It can be both internal and external to an organisation. Internal UGC can be accessed by integrating digital signage with systems such as Microsoft Office products, SharePoint, or other internal communications platforms.

Common types of external UGC include social media posts, reviews and testimonials, blog posts and articles, Q&A and forum discussions, polls and surveys, and event coverage.

Each type of UGC can be repurposed for digital signage to create engaging experiences:

**Social media posts:** Social media platforms like Facebook, Instagram, X, YouTube, and TikTok are popular sources of UGC. Users frequently share photos, videos, status updates, and stories that can be repurposed for digital signage. Hashtags, mentions, and location tags make aggregating and displaying relevant content easy.

**Reviews and testimonials:** Customer reviews and testimonials are not just invaluable to UGC; they are trust builders. They provide authentic feedback about a product, service, or venue, instilling confidence in potential customers. Displaying positive reviews on digital signage reinforces brand credibility, making an audience feel reassured and confident in their purchasing decisions.

**Blog posts and articles:** Users who write blog posts or articles about brands' products or services provide high-quality, in-depth content that is particularly effective for educational or informational displays. They offer detailed insights and personal experiences.

**Q&A** and forums: content from Q&A sites can be a valuable source of UGC. Displaying frequently asked questions and expert answers can help educate an audience and provide immediate value.

**Polls and surveys:** results from polls and surveys conducted on a website or social media platforms can be displayed to showcase customer opinions and trends. This type of UGC encourages audience interaction and can provide insights into customer preferences.

**Event coverage:** user-generated content from events, such as live tweets, photos, and videos, can be displayed in real-time to enhance the event experience. This engages attendees and provides a virtual experience for those who couldn't attend.

Strategies For Managing UGC: Before collecting UGC, one must consider how to moderate and manage it. Effectively managing UGC on a digital signage network involves several key strategies to ensure content is relevant, engaging, and appropriate. Here are some best practices:

**Content Moderation:** Moderation is crucial to ensure that the UGC displayed on digital signage is appropriate and aligns with brand values. Implement a moderation process to review and approve content before it goes live. This can be done manually by assigning a team member to review all submissions or through automated tools that filter content based on keywords and other criteria. For instance, one can set up filters to block content that contains profanity or is unrelated to the user's brand.

**Content Scheduling:** Scheduling content ensures that digital signage displays fresh and timely UGC. This can be useful for time-sensitive content like event coverage or seasonal promotions.

Audience Targeting: Tailor the UGC displayed on digital signage to the audience. Use demographic and location data to show content that is most relevant to viewers. For example, a retail store might display different UGC in different departments based on the shoppers' interests in those areas. If there is a digital signage network in multiple locations, one can use location-based targeting to show content specific to each location.

Real-Time Updates: One of the advantages of digital signage is the ability to display real-time content. Use this capability to show live social media feeds, event coverage, and other real-time UGC. This keeps content dynamic and engaging.

**Encourage Participation:** Run campaigns and contests to encourage audiences to create and share UGC. Use digital signage to promote these initiatives and display submissions. This generates content and fosters a sense of community and engagement.

Legal Considerations: Ensuring you have the necessary permissions to use UGC on your digital signage is not just a formality; it's required. This may involve seeking user consent or adhering to the platforms' terms of service from which the content is sourced. Being aware of copyright and privacy laws is essential to avoid legal issues.

Quality Control: Maintain high standards for the quality of UGC displayed on digital signage. Ensure that the content is visually appealing and aligns with brand aesthetics. High-quality content will engage viewers and reflect positively on the brand.

www.digitalsignagetoday.com



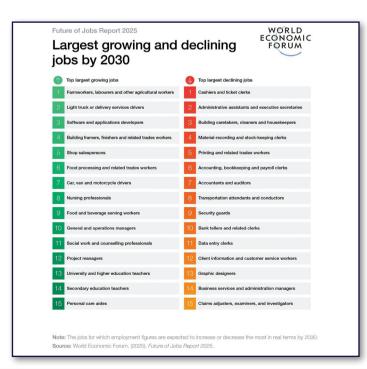
BY GERALD YAPP, CREATIVE DIRECTOR, IN-DETAIL ADVERTISING

All is advancing at a pace that is almost too incredible to believe. In order to stay up to speed on developments, I subscribe to dozens of YouTube channels and social media accounts. These videos all start with a similar preamble: 'All never sleeps' or 'You won't believe what happened in Allast week'.

As a designer, developer and entrepreneur who started my career 34 years ago as the desktop publishing revolution unfolded, I can draw parallels to the rapid changes I witnessed in the design and print industry at the time — seeing repro houses retrench dozens of strippers and make-ready staff in the space of a couple of months. The DTP revolution meant many people lost their jobs as they were simply no longer required. But many new jobs emerged as DTP empowered designers to create better at a much faster pace. There was a surge of interest in layout and design and it became far more accessible.

The same is happening right now with AI and it is going to affect many industries all at once. Jobs will be lost but many new jobs will be created. AI will not take your job, but someone using AI will.

The prediction by the World Economic Forum of the largest growing and declining jobs has graphic design listed as the 13th most declining job. So be worried about your job and start taking action now to embrace Al and use it to your benefit.



#### **Prompt Mastery**

How do you master the use of AI? It comes down to becoming a prompt master to get the most out of the AI tool you use, and to get the results you need quickly without wasting time or tokens, which end up costing you in the end.

All Al models work in a similar way: you pay a monthly subscription and in turn you receive a number of tokens to be able to prompt. The average is often around R432 (\$25) a month for access to the computing power that each offers.

In fact there has been no time in history where every person can have access to such incredible computing power at such a low cost. All the incredible things you see being created by Al can be created by YOU — there's no need for expensive equipment or processing power. It is an exciting time to be alive.

#### **Use AI To Its Fullest Potential**

Most people's first flirting with AI is through ChatGPT, like using it to help write an email, do a little research, get guidance on a topic or to build out ideas. This is just scratching the surface of what this LLM can do for you. ChatGPT can be used to write and automate complete marketing plans, write legal documents, do deep research on provided documents and it can do incredible image generation.

Here are 10 powerful uses for text based LLMs like ChatGPT, Claude, Deepseek or Google Gemini:

- 1. Writing and editing: ChatGPT can help write emails, generate marketing copy, and assist with various writing projects, as well as summarise lengthy documents and rephrase text.
- **2. Coding and debugging:** It can provide code examples, explain syntax, and help troubleshoot programming issues.
- **3. Language translation:** The tool can translate text into many different languages.
- **4. Content creation:** ChatGPT can generate ideas for blog posts, social media, and even create images based on descriptions. You can create award winning visual adverts right in ChatGPT, and even upload a design and request text edits, which it does perfectly.
- 5. Research and summarisation: It can quickly summarise long texts, answer

questions, and help you understand complex topics.

- **6. Learning and tutoring:** Use it as a personal tutor to explain concepts, create study guides, or generate practice questions.
- **7. Brainstorming:** It can help brainstorm ideas for creative projects, business strategies, or even names for a product.
- **8. Planning:** ChatGPT can help with travel arrangements, like finding flights and accommodation, or assist in creating long-term goal plans.
- **9. Daily task management:** It can help organise thoughts, plan your day, or even reframe chores into fun challenges.
- **10. Conversational partner and games:** Use it for practising conversations in a new language or playing text-based games.

#### **Image Generation**

Coming from a background where I started my career as an illustrator and would do concept art and airbrush work, the image generation aspect of AI really excites me. AI image generation used to be terrible, think hands with several fingers, distorted bodies, awful text rendering, bad designs and unrealistic imagery.

But it has come of age, and it is now difficult to know what is real or generated. You can create anything you can imagine just by describing it to the Al image generator.

The leader in this category was Midjourney, but Seedream, Ideogram and Nano Banana compete closely now. Each image generation tool has their own unique nuances. Midjourney is exceptional at illustration and creative imagery, Ideogram handles text and design work really well and Mystic from Freepik is insanely good at realistic people.

Prompting for images has also become so much easier than the early days where text prompts required keyword weighting, careful sentence structure and shortcodes. Image generators have far more advanced visual interfaces that greatly simplify the creation process, making it far easier and more intuitive for users.

Use style references to reimage images that match a photographic or drawing style precisely. Use character references to reimage the same person in different scenes or scenarios.



#### **Special Mention: Nano Banana**

Google surprised the AI world and unseated the image generation dominance when they launched the incredibly powerful Nano Banana (Gemini Flash 2.5). Suddenly an image editing AI could understand and recognise subjects or elements in an image and intelligently edit these. Think of it as your personal Photoshop master.

#### A few applications of Nano Banana:

- Image blending: seamlessly combine images.
- Remove objects or people: pixel perfect removal.
- Replace objects: just describe the image you want to replace and the Al
  will identify and replace it.
- Change camera angle: take an existing image and change the camera angle.
- Professional headshot / full body: just upload a photo of yourself and create a professional image.
- Outfit try-on: upload a photo of a person and an image of clothes you want them to wear. No need for model shoots anymore.
- Hairstyle change: change the hairstyle instantly.
- Mock-ups: upload a logo and mock it up on anything you want quick and easy.
- Change object colour / colourise: upload a black and white image and professionally colourise it.
- Change perspective: alter the perspective of any image.
- Make photo look older / historical outfit: super easy photo editing.
- Style transfer / artistic style: upload a reference style and transfer it to any image.
- Add text / logo / branding: who needs a graphic designer?
- Website / banner / ads mock-up: create professional graphics.
- Character consistency: use one character and render them in many different ways.
- Landscape / interior design: reimage any scene easily.
- Location annotation / AR: since it's a Google product, it plugs into Google Maps.
- Isometric design: render anything in an isometric view.



#### **Upscaling Images**

Image generators often generate images that are around 2K, meaning they are often 1000 x 1000px in size. This size is workable for a lot of online work but limited for print or 4K devices. This is where AI image upscaling comes to the rescue and upscales intelligently to produce an image 16 times the original size. Now you can generate images for print or even billboards. Leaders in this are Topaz Labs, Freepik, Let's Enhance and Magnific.



#### **Product Shots Or Mock-ups**

Al allows you to upload low quality product images and reimage them as high-quality style images that would have taken a great deal of time or huge budgets to achieve. Armed with your PC and some skilful prompts, you can rival high-end photographic studios. Now you can mock-up some signage on a building in minutes.



#### **Vector Images**

Al image generation for logos, graphics or designs is not quite there yet, but there is a workaround as you can generate pixel based images in a vector style and then image trace to get vectors. When prompting the image, you just need to specify that you want vector style artwork with limited or flat colours, for example. Like all aspects of Al development, this will only improve in time.

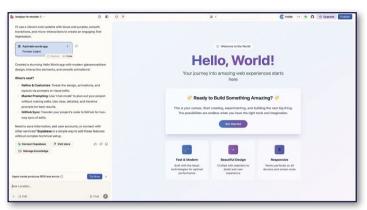


#### AI Coding (Vibe Coding)

Text based LLMs like ChaGPT, Claude, Deepseek, Google Gemini and Grok are all extremely powerful code generators. Use it to build complete websites, apps, WordPress plug-ins, software and scripts. Just describe the project you are building, what it needs to do and how it needs to do it.

Al is code and it has access to millions of code repositories and scripts to refer to. It can develop high-quality code in far less time than a human coder could. As you prompt it, you see the code being written out line by line. It is often referred to as vibe coding because you don't need to know how to code, only how to describe what you want through text or speech.

Al coding tools like Loveable, Cursor, Replit and Windsurf allow you to describe and test your code in a live development environment and refine it until you have it working perfectly. It's like having your own personal coder. It is in this space that we will see the biggest job losses early on.



#### **Multiple AI Tools**

One thing you quickly realise when you start using AI to generate content is that you need multiple tools to achieve a complete product. When creating a video advert, for example, you start off in ChatGPT, generate images in Midjourney, animate the images in Kling or Runway, create voiceovers in ElevenLabs and create a soundtrack in Suno.

Subscribing to many different tools can be expensive, especially when converting the rand to other currencies, so picking and using the right tools is important. Switching is also common as one tool surpasses another.

There are platforms such as Freepik which combine access to leading image and video editors in one cost effective platform. You can get access to their proprietary image models like Mystic model, Google, Nano Banana, Ideogram, GPT and Seedream. On the video generation you get access to Google Veo, Sora 2 Pro, Kling 2.5, Seedance Pro, MiniMax Hailuo, Kling, Wan and Runway.

#### **Constantly Changing**

The AI landscape changes so quickly that the LLM leaderboard that tracks the best tool for each application changes not weekly or daily, but hourly. AI is being used to create AI and the development is logarithmic.

#### The Worst It's Going To Get

Al is moving fast and although it's pretty amazing what is possible right now, this is the very worst it's going to get. Each day it gets better and better.

#### **Best Suggestion**

The most cost effective way to get the best tools on a South African budget is to subscribe to ChatGPT and Freepik. This will give you the power of a leading text based LLM and a great image and video generator.

#### **Examples Of AI Specialities**

- GPT 5: best for logic and reasoning.
- Claude 4.1: best for writing and memory.
- Gemini 2.5: best for research and images.
- Deepseek 3.1: best for open-source model.
- Perplexity: best for instant answers.
- Runway: best for cinematic Al video.
- Veo 3: best for realistic and talking videos.
- Grok 4: for integration, accuracy, and real-time knowledge.

www.in-detail.com



Federation of Printing, Packaging, Signage & Visual Communication



### **Printing SA's Managing Director Discusses The Industry's Economic Climate**

Jermaine Naicker, Managing Director of Printing SA, discussed his goals for the federation, how the industry is navigating a tough economy and what the keys to a successful economic turnaround strategy are.

Naicker explained that it has been an exciting time driven by a dynamic team, but it has also had its challenges, filled with a period of significant changes. Right from the onset, he was tasked to come to the organisation to disrupt, implement a myriad of changes, and challenge the status quo, which came with support and guidance from the board of directors at Printing SA. Since the beginning of his appointment, there has been a restructure, which is the first time in Printing SA's existence that this was done.

'It was a whirlwind of brand new strategic objectives and operational planning that we put in place. We've created new positions within the organisation. We've had a new focus on business development, like the master plan that we are pursuing for the industry — taking a different view on what we do with our strategic priorities: from a training and development standpoint, from a career awareness standpoint, and from a member engagement standpoint. There's challenges that come with that, as far as resistance to change is concerned.'

He mentioned that some people are still fond of more traditional ways of doing things, but equally there are people who have quite happily been ready to face the challenges ahead. Navigating the space after a restructure, like in any organisation, is quite difficult when building the trust of the team. However, the team is now on-board with how Printing SA operates. The federation has also received positive feedback from industry stakeholders, who unequivocally note a vibrancy in the association, about the team, and

about how they approach a set of variables and problems.

#### **Team Achievements**

Naicker cited some of the highlights for the team, from a financial standpoint, such as the stabilisation of the organisation. 'When I took over, we were in a quagmire as far as the structure of the organisation went, and how we performed. That led to undesirable financial performance, but last year was the first year that a surplus was realised against a break-even objective. Following that was setting a surplus target in 2025 so that we can deliver greater value to members - as we stand, we are on track to achieving our financial objectives. That financial stability puts Printing SA in a better position and will allow us to contribute more to the industry.'

Some of the ways in which Printing SA is looking to add value to its members is by potentially reducing membership fees to some extent, subsidising events, subsidising or playing a more pivotal role in the training and development space, and giving back to the industry so that the skills gaps can be addressed.

'The Women In Print series has been incredibly successful,' he said, adding that Printing SA has put together some of the best events so far, and that the series this year is a marked difference from the previous years.

Last year under severe pressure, the association also completed the quality assurance with the IEC ballot printing. Another achievement was the launch last year of Printing SA's Career Days, 'It's creating a positive buzz and impact in school leavers' minds, and creating a lot of awareness about the printing industry.'

'One of the core resilient characteristics of our team was tested a few months ago with the passing of Zayed, a very vital and significant part of our team who was our Director of Technical, Training, and Business Development.'

'His passing came at a time when we just started our series of technical forums around automation and digital print, and the adaptation to that from an industry standpoint. We learnt of his passing in the midst of hosting the events, but with immense resilience and maturity, the event series continued without any hiccups. Every one of our staff members put their minds to it and just carried on. So that shows how we are developing as a team.'

Lastly, he cited Printing SA's participation in exhibitions such as the Africa Print expos across the country, describing it as a remarkable journey, where Printing SA are now featuring a lot more prominently.

#### **Goals For Printing SA**

According to Naicker, the industry needs the greatest amount of assistance with skills development, and influence with government policy. He said the Printing SA team is fundamental to all of that. When he was appointed as MD, his foremost goal was to strengthen and motivate the team, and from that springboard start to deliver on the mandate of members.

'The goal of Printing SA is to now start assisting members, and the industry as a whole, and to fill the gaps where there is a skills crunch. This is being done in various ways: by partnering with the FP&M SETA, and interacting with TVET colleges to start plugging in printing training at that level so another route to market can be found.'

'From a policy perspective, we are working very closely with government to start influencing the establishment of a master plan that will be crafted and articulated for this industry so



that the interests of the business environment that the industry operates within can be protected. A testament to that was having the Minister of the Department of Women, Youth and Persons with Disabilities as a speaker at the Johannesburg Women in Print event.'

## Thoughts On The Printing Industry And The Economy

Naicker outlined that pre-2020, before the pandemic, was extremely challenging for the industry. The political environment was unstable, and it still is to some extent. There have been extraneous market shifts from various perspectives: from that of a supply chain, of local supply, of consumer demand, and of a trend perspective, that affected quite a bit of the industry. But post-COVID, around 2022/23, the industry started to latch onto new opportunities, with businesses reinventing themselves in different spaces, so that they could fund new growth and adapt to that and survive.

'There's some parts of the industry that have become obsolete or some that are close to an obsolete state, but there's been a firm resilience that is demonstrated by our industry. Businesses have emerged in the packaging space quite significantly; both flexible packaging, the label market, and paper-based packaging.'

'The industry has also integrated itself into the technological space.

Businesses are not just putting ink on paper, they're providing a turnkey solution, right from coding of software for the likes of supermarket apps, to including smart packaging technology in their products.

During the advent of COVID, there was a greater need for packaged goods, and the industry obviously tacked onto that opportunity.'

# The Economy – Challenges And Opportunities

Some of the challenges that the economy faces at the moment are geopolitical. The environment is quite unstable at the moment. 'A lot of that impacts the imports of raw materials coming into the country, like paper and inks, as well as raw materials that are used to manufacture inks, and machinery too,' he said.

There is also the export/upstream market to consider. 'We feed into the agriculture industry, and the agro-chem markets, so for us to get our product to the USA or Russia and to some of those markets is now becoming a challenge with geopolitical wars and the US' policy shift.'

Naicker said that South Africa can turn this situation around in two ways. Firstly, government needs to have pro-business policies, with a balance for socioeconomic needs. Secondly, the economic problem can't be solved only with money, but with skills development too.

'There's a brain drain in South Africa, with a lot of skilled artisans moving abroad. If we can retain those skills in the country and start developing rural areas and improving the basic education in those areas, it will start to filter into the formal economy at some point. It is going to be cyclic.

It will take a long time, but if we can start filtering it through the system now, skills development is going to hold the key to success for this economic turnaround.

## Projections For 2025's Economic Climate

Naicker said the South African GDP is not growing at the rate that it's supposed to. 'Pre-2009 we used to grow at 4%. Before that, we used to grow at 7%. This year we are struggling to stay at 1% GDP growth. Our GDP growth is negative, which means that we've got no foreign direct investment coming in to the country, we're not manufacturing for exports, and that we're not creating enough jobs.'

Naicker projects that GDP growth for 2025 will end up at around 1.1%. 'That's not good enough. We need to grow north of 2%, and we need to ramp up in the next five years to around 4-5%, to actually show strong economic growth in the country,' he said

#### Printing SA's Economic Imprint Newsletter

Naicker touched on the inspiration behind the newsletter. 'We are quite progressive and diversified in how we approach things, and one way or the other, our members have finance at the heart of their business. So I felt I could add value by sharing insights for our members that touch on industry innovation, new opportunities, and globalisation.'

Printing SA also shares information from their investment company, as well as some of their other financial institutions with which they are aligned, with members. Members are responding positively to the newsletters and have highlighted that there's even more relevance to having a Printing SA membership.

### Printing SA Updates Industry On Significant Development In SA Labour Law

On 4 September 2025, the Minister of Employment and Labour officially signed into law the new Code of Good Practice: Dismissal, which now replaces Schedule 8 of the Labour Relations Act and the previous Code on Operational Requirements. This newly promulgated Code introduces critical amendments that affect how dismissals are handled across all sectors, including the printing and packaging industry.

It is imperative that all employers, HR professionals, and business owners familiarise themselves with these changes to ensure compliance and avoid potential legal disputes.

#### **Key Amendments And Highlights**

**Unified framework for dismissals:**The new Code consolidates all forms

of dismissal – misconduct, incapacity, and operational requirements into a single, structured document.

#### Small business considerations:

Recognising the unique challenges faced by small enterprises, the Code introduces tailored provisions that reduce the procedural burden on smaller employers.

#### **Expanded definition of incapacity:**

Incapacity now includes non-healthrelated factors such as imprisonment or incompatibility with company culture or colleagues.

#### Probation and performance: The Code clarifies that probation serves to assess both performance and suitability. It also relaxes procedural requirements for dismissals during

probation.

#### Dismissals for poor performance:

Employers must now consider whether performance standards were reasonably achievable. For senior or highly skilled employees, prior warnings may not be required before dismissal.

#### Misconduct and procedural fairness:

Emphasis is placed on informal disciplinary processes and the need for genuine dialogue. Employees must be given a fair opportunity to respond, preferably in a language they understand.

#### Operational requirements and retrenchments: The Code now includes comprehensive retrenchment guidelines, including a template for Section 189(3) notices, consultation protocols, and selection criteria.

**Industrial action:** New provisions guide employers on dismissals related to unprotected strikes, including factors like the legitimacy of demands and the impact of the strike.

#### Improved structure and accessibility:

The Code is now divided into clearly defined sections (Parts A–G), with simplified language and detailed procedural steps to enhance usability.

These changes are not merely administrative, they directly impact your disciplinary procedures, retrenchment processes, and overall HR compliance.

Failure to align with the new Code could result in costly disputes or CCMA referrals.

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# **CHANGE ONE WOMAN**

# SPOTLIGHTING WOMEN'S MENTAL WELL-BEING

# IN THE PRINTING INDUSTRY

BY MEGGAN MCCARTHY



There is a growing awareness of the importance of mental health in the workplace. This issue was also in the spotlight during October, which is Mental Health Awareness Month in South Africa. Cindy Möller, Support Specialist, Graphic Communication Division at Fujifilm Graphic Communication South Africa, discusses prioritising women's mental well-being in the printing industry.

#### What can women do to prioritise their mental health in the workplace?

In the fast-paced print and production industry, it's easy to get caught up in deadlines, the pressure, and the need to constantly prove ourselves. But as women, we need to remember that our strength doesn't only come from how much we can carry, it comes from knowing when to pause, breathe, and realign. Prioritising your mental health starts with setting boundaries and giving yourself permission to rest. It's taking a few moments each day to regroup, pray, or simply step outside for fresh air. It's also about surrounding yourself with people who uplift you. When you take care of your mind, you give your best to your work, your team, and your family — not what's left of you.

#### What more can be done to support women's mental health in the workplace?

We need to create spaces in the workplace where women feel safe, heard, and valued. In print and production, it's still a very technical and often maledominated environment. Support starts with leadership listening with empathy and making sure women know their voice matters. Companies can make a real difference by promoting flexibility, encouraging open conversations about burnout and balance, and recognising that mental well-being is just as important as productivity. We shouldn't have to choose between being strong professionals and human beings, we can be both.

## Why are you passionate about prioritising your and your team's mental health?

I've walked through seasons where I gave everything to my work until my body and mind reminded me I was human. Over the years, I've learned that success

means nothing if your peace is missing. In the printing industry, we work with precision, creativity, and deadlines that can easily take a toll. So, I make it a priority to lead with empathy and balance. When my team feels supported and seen, they perform better, create better, and show up with pride. Mental health isn't a "soft" topic, it's the foundation of excellence. I'm passionate about reminding people that their well-being is not a luxury, it's a necessity.

#### What is your advice for women who are feeling overwhelmed?

First breathe. You are not failing; you are feeling, and that's human. It's okay to step back and refill your cup. Sometimes, strength means slowing down so that you can stand tall again. I always tell women in the print industry: don't forget why you started. You've already overcome so much to be where you are. Take it one day at a time, pray when you feel weak, and remember that even small progress is still progress. You are not alone, and your story still matters.

#### C1W Initiative

Change One Woman (C1W) aims to empower women in the branding, print and signage industries. As part of this initiative, Sign Africa Journal 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



www.c1w.co.za

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LAMINATING MACHINE 15 OC ExcelMaster-1600. R30,000 slightly negotiable This machine is still in excellent condition. We bought and never used it because it uses a three phase cur-rent. The previous owner took good care of it, and it worked well in his factory. Hot and cold laminating, Maximum lamination width: 1600mm. 4500W. Rolls are in supreme condition. Selling because we need a

new laminating machine.
Aaron +27 65 961 3202
aaron123456789jones@gmail.com
Gauteng

#### **HP LATEX L115 PRINTER AND**

Large format printer and separate cutter. Purchased as new in 2020 for R195K for the set. Used fairly often, however not used on a daily basis but serviced and maintained by the technician that installed it and it's in excellent condition. HP Latex 64 Cutter offers the ability to continue printing runs while the cutter is trimming vinyl, as opposed to one print/

Tanya +27 31 701 3101 tanya@minutemanptn.co.za KwaZulu-Natal

#### PNEUMATIC DUAL-PLATEN

R35,000. Dual-station heat press with pneumatic pressure. Large platen size. Digital timer and temperature controls. Safe for transfers, vinyl, sublimation and direct-to-film. Built solid. Suitable for frequent use. Condition: good working order. Some cosmetic marks. Heaters and pressure tested. Michelle +27 10 446 7682 alisca@lift.fit

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R30,000. Used rotary screen printing press. Four
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Heavy duty steel frame. Perfect for small to medium run T-shirt or textile printing. Works with standard screen sizes. Includes turntable base. Ideal for start-ups or expanding workshops. Condition: functional, some wear on clamps and paint; all arms

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PRINTER PRINTER 295 Fastcolour™ One 1600mm eco solvent printer. R45,000 negotiable. Needs new head. Eco solvent printer. Can be upgraded to UV printer. Standard

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#### HP STITCH S500

RASS,000. Print unattended or overnight with 1.6m wide media rolls and large ink supplies. Reliable image quality (CMVK). Rely on colour consistency from printer to printer. Includes software. M Mare +27 61 542 2806 wildclothingmanufacturing24@gmail.com

#### PRINTER AND VINYL CUTTER

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john@cosmicdigital.co.za

#### ASUS DYE SUBLIMATION

8 months old. Immaculate condition. Original software included. Print heads practically new. 1600 wide paper and/or direct to fabric. Beautiful high quality printing. Runs very smoothly and efficiently and can be left unattended when taped correctly Nicky +27 72 140 9436 nicky@littlepoplinen.co.za

#### 2013 MODEL HEBBECKER 6 COLOR AUTO PRINT-ING MACHINE

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R10,000. Unlock your creative potential with this professional-grade screen printer, designed to deliver precision and consistency in every print. Ideal whether you're starting a custom printing business or looking to upgrade your existing equipment.
Achieve sharp, vibrant designs with ease, thanks
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enough to fit in smaller workspaces without sacrificing print size or quality. Grant +27 82 325 1234 julian@tornadosigns.co.za waZulu-Natal

R10.000. Homemade 3D Printer. This custom-built machine delivers professional-level performance at a fraction of the cost. Sturdy, precision-built frame. Large build volume. Heated bed and auto-levelling. Compatible with PLA, PETG, and ABS. Open-source firmware, fully customisable. Tested and calibrated for smooth and reliable prints. Built by a maker,

for makers. Grant +27 82 325 1234 julian@tornadosigns.co.za KwaZulu-Natal

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#### **JOBS OFFERED**

#### FABRICATOR AND ASSEMBLER

R5000. Manufacture and assemble high-quality signage components using materials such as aluminium, steel, and acrylic. Operate workshop tools and machinery safely and efficiently. Assemble signage structures and ensure precise finishes. Read and in-terpret technical drawings and cutting lists. Previous experience in signage, metalwork, or fabrication (advantageous) required. Must be reliable, punctual, and self-motivated. Fleur +27 11 568 9507

fleur@zelus.co.za Randburg

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Established wide format printer supplier looking for a highly competent printer technician with good problem solving skills. Looking for technicians in Gauteng and Western Cape but able to work nation-wide. Must have extensive experience with work on Chinese machines. Marco Busanello

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#### 14 OCT

R6000. Must be able to work on all programmes. Experience with Mimaki printers, laser cutter and CNC router. Long hours, including weekends. Must be flexible. Includes installation. Must have drivers licence. Vincent +27 74 015 4846

vincent@sign-torque.co.za

WORKSHOP STAFF 14 OC R6000. Signage company is looking to employ workshop staff that are experienced in vinyl application/ single star lital are experienced in why application, we work long hours so you need to reside close to the company, which is based in Roodepoort.

Vincent +27 74 015 4846

vincent@sign-torque.co.za

#### CLADDING SPECIALIST

Looking for an experienced cladding specialist to join our production team. Must have experience and demonstrable skills kevin@signs4sa.co.za

Gauteng

1 AUG

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Corporate signage and branding company seeks an experienced sales exec that is driven, self-motivated, and who has a passion for sales. Ideal candidate should be comfortable engaging with corporates and small businesses alike. Benefits include: salary, commission, incentives, petrol and cellphone. Kevin +27 82 337 9798 kevin@signs4sa.co.za

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sales@signz.co.za

#### SIGNAGE ALL-ROUNDER Must be skilled across the entire signage lifecycle,

from production to final installation. Large format

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KwaZulu-Natal

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**26 SEP** 

R5000. Experience: UV printer, DTF printer, laser cutter, installations and application. +27 82 385 1823 madelein@nxtlink.co.za

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ckawishi@gmail.com

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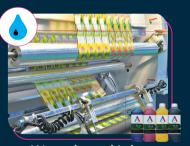




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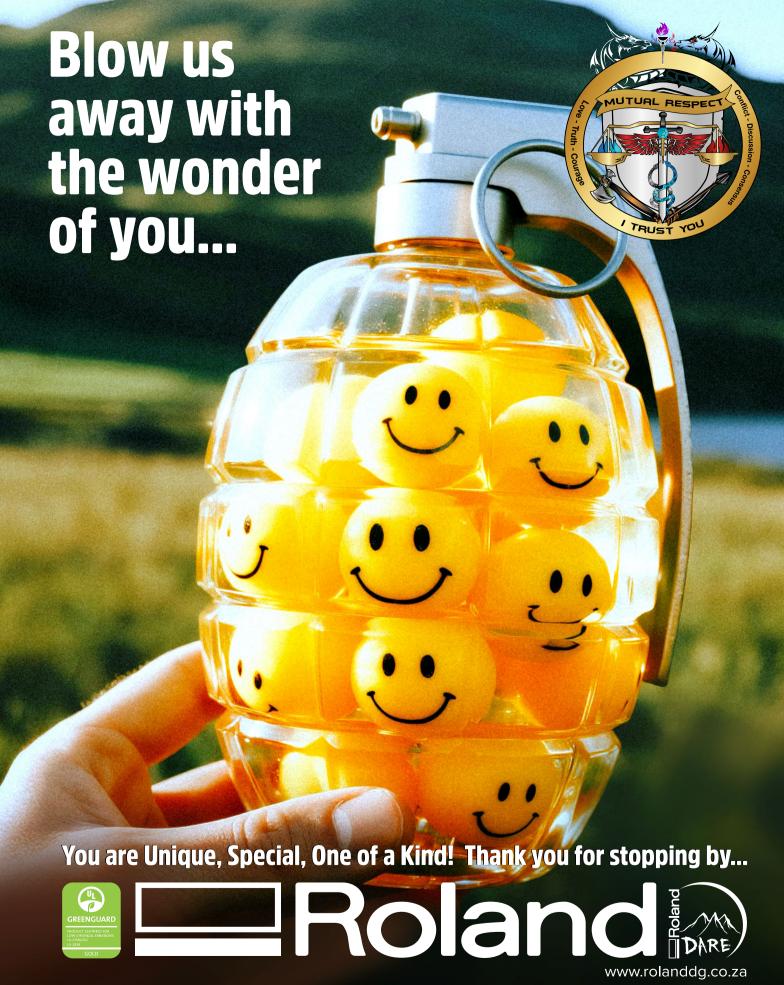
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