

SIGN INDUSTRY NEWS

Epson South Africa Host Discussion On Gender Equality

Epson has been an advocate of equal opportunity employment for five decades. It abolished gender-based pay differences in Japan in 1983 and has been working to eliminate the gender gap and enable its employees to maintain a balance between work and personal life. Epson South Africa recently hosted its inaugural Women in Business panel discussion, where industry leading speakers were invited to discuss and explore the daily challenges women face in the business world.

Founder and editor of 'Tech Girl', Samantha Wright; entrepreneur, author, and speaker, Nicky Rowbotham; and Roxanne Pierrus, sales manager for business print at Epson South Africa, shared their secrets of successfully navigating working in the technology sector, balancing work and home life, especially in a hybrid working environment, and how they secured their seats at the boardroom table.

The speakers also discussed how more females are being recognised for the value they bring to the workplace, and emphasised how organisations like Epson are demonstrating their commitment to women in their relevant channels and elaborated on how more industries should follow this lead.

'I'm starting to see some progress in the workplace, where people realise that women are looking for something different,' said Rowbotham. 'More people are aware that females think nothing like men and can add value in vastly different ways. However, we are definitely not there yet, we have a lot of work to do.'

The event also addressed how society can play a more prominent role in empowering women to take a stand. 'It's necessary for society to change how we raise our children. We must encourage them despite their gender to go out, take risks and



Caption here.

make their voices heard,' said Rowbotham.

The three trailblazers closed off with advice for women who want to break into male-dominated professions, with Wright leading with, 'I always say do it. I know it may not always be easy but just do it. For example, if you want to make YouTube videos about games, switch your camera on and go for it. It doesn't have to be perfect, it just has to get done.'

Although much still needs to be done to realise the United Nation's gender equality Sustainable

Development Goal, more organisations are levelling the playing field and working towards bridging the gender gap.

'It was an honour to be able to present at this Epson event. I have always wanted to contribute to Epson's ethos on gender equality. I hope that through this event, we can continue this really important conversation,' concluded Pierrus.

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Intamarket Showcases Printers, Consumables And More At Open Day Event

Intamarket hosted an open house event, presenting an opportunity for the sales and technical team to meet with customers in the company's demonstration centre. Visitors could experience the capabilities of a new range of equipment through live demonstrations.

The overall visitor feedback was positive, with visitors stating that events such as these are long overdue, and that while virtual demonstrations are great, it is better to see how the equipment operates and truly experience the quality of the final product.

The most popular products included the Stratojet Piranha dye-sublimation and Hawk CleanInk printers, clam shell heat presses, Avery Dennison's new range of Paint Protection Films – including the Matt and Neo Black versions, Olfa tools and tapes, with a demonstration by tapes specialist, Jacob Machaba.

www.intamarket-graphics.co.za



Midcomp HP Latex Solution Broadens Business's Service Offerings

Midcomp has installed an HP Latex 1500 at Frame Fun. The HP Latex 1500 machine prints up to 74sqm per hour, prints double-sided backlit applications and its prints are dry and scratch-resistant immediately after printing.

Running costs are reduced with cost-effective five litre HP ink cartridges. Additional features include unattended printing with robust roll-to-roll design as well as an optional roll-to-freefall, which enables the prints in a long run to be cut

and moved to finishing.

Frame Fun are specialists in all types of framing, certificates, custom framing of originals, block mounting, stretch canvas, lamination, digital printing (canvas/photo paper) and more. The company has a history which spans over 30 years.

Frame Fun CEO Aron Mudau, said, 'The HP Latex 1500 is much faster than what we currently have on the floor, and the quality is just amazing.' He praised its features, which include its 3.2m width and the fact that operators can load two 1.6m rolls, thereby printing different images at the same time. 'That is what I like about the machine. It is good value for money,' he added.

In terms of new markets, Mudau said it has allowed them to tap into billboards, something which was previously outsourced. 'Now we can print anything: wallpaper, wall banners...the opportunities are just huge. Instead of having to join the images, we can just print them straight away.'

Mudau added that his company has been dealing with Midcomp – where they get all their inks – for some time, that the two companies work in hand in hand and that the turnaround service was amazing.



The Frame Fun team with the HP Latex 1500.

www.midcomp.co.za
www.framefun.co.za

Graficomp Installs HP Print And Cut System

Minuteman Press Bryanston's HP Latex 335 print and cut system, installed by Graficomp, has been praised for its versatility and high levels of productivity.

The system allows users to expand into wider applications with the 1.63m true print and cut solution, featuring print speeds of 13sqm/hr and a cut speed of up to 112cm/sec. Users can print and cut at the same time — versus print or cut with solvent — with this reliable, dual-device solution, and they can avoid solvent wait time.

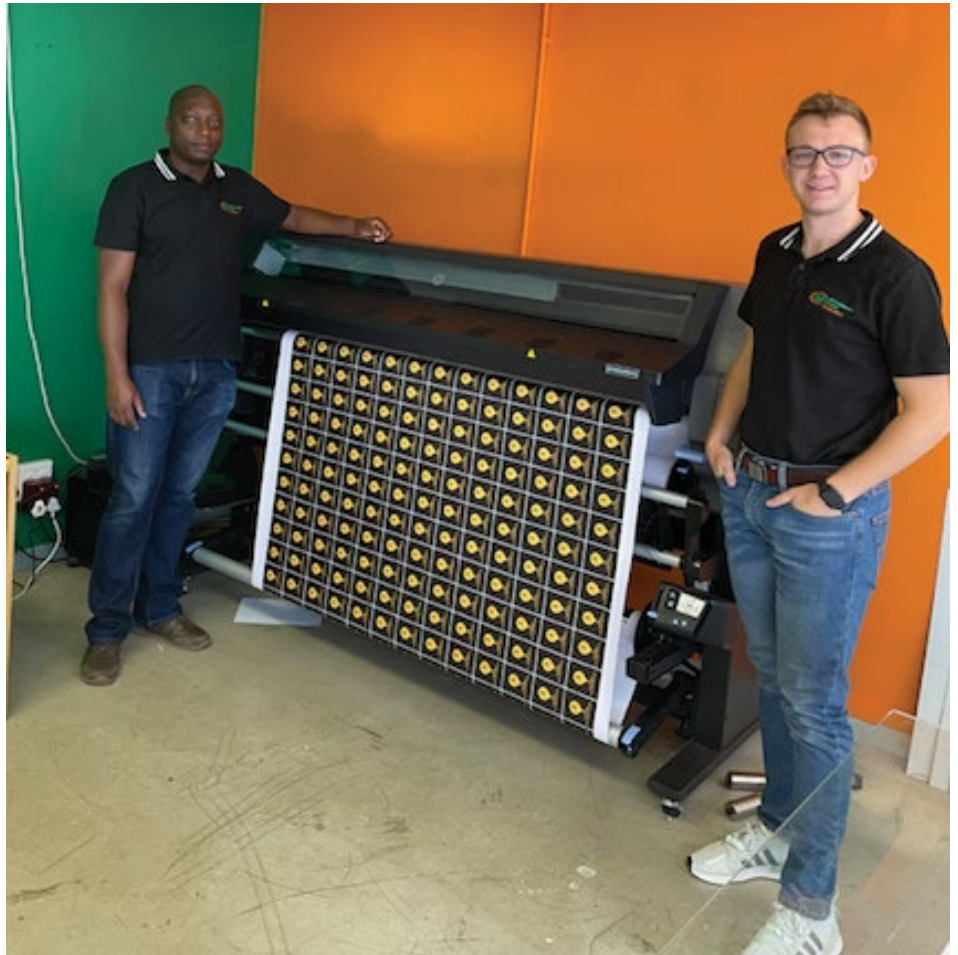
Prints come out dry and ready to cut or laminate right away with no degas time — ready to deliver on the same day. Users can avoid lamination for short-term applications, with scratch resistance comparable to hard-solvent inks.

The HP Latex 335 allowed Minuteman Press Bryanston to keep up with trends such as Covid stickers and signage to meet their clients' demands. 'The printer is the Rolls Royce of its kind, especially when it comes to the smaller wide format machines. The machine allows us to print on various substrates without compromising on quality,' said owner Jacques du Preez.

According to du Preez, this is a huge benefit as Minuteman Press Bryanston only needs one machine to print all of its wide format jobs. The HP Latex is very easy to operate and the parameters on the machines are highly customisable, allowing the company to change settings exactly as it needs, depending on the specific print job and the output required.

He also said that the HP Latex is very fast and effective, allowing for a quicker turnaround time. One of its unique benefits is the fact that it can print unattended. 'This allows us to print through the night, without anyone manning the machine. This is almost done on a weekly basis for big print runs, effectively giving us an extra eight hours of production time. This is also where the offline cutting comes in very handy, as we can start cutting the next morning, and the printer is not still occupied. This also maximises our productivity. The HP Latex is a must have for any small print shop as it is an excellent all-round machine, capable of handling high volumes of printing, while maintaining top quality,' added du Preez.

In terms of new markets, du Preez said that the HP Latex has allowed his company to not only print standard jobs, but also allowed them to move into different market segments, which they would



Vandirai Verenga and Jacques du Preez with the HP Latex 335 system.

not have considered before, 'We have recently started to print wallpaper — something we would have declined in the past. The HP Latex is capable of printing high resolution wallpaper at any size, depending on the customers' needs,' said du Preez. 'We have also managed to print on non-printable substrates due to the HP Latex using an optimiser, allowing us to meet different demands from customers. The printer has given us the power to print anything, from vehicle wraps, T-shirts, signage, posters, canvases, plan printing, wall decals and more.'

The business is currently using the system to experiment with printing on wax paper and tissue paper, which according to du Preez is a popular application with take-away restaurants, particularly low-run volumes.

Du Preez added that the service they have received from Graficomp has been 'out of this world'. 'Their service and support have been excellent, and I would recommend them to anyone without hesitation. We have been dealing with Chris Paulet, and he has assisted us on numerous occasions with small issues with the printer. Even after hours, he is still willing to go the extra mile in order to solve problems if and when they come up.

Paulet is also well informed in terms of the different substrates on the market and gives the best advice in this field. We currently source all our vinyl supplies from Graficomp and use them to service the printer as and when needed.'

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Romano Group Installs Latex Innovation With White Ink

Midcomp has reported the installation of an HP Latex 800W machine at Romano Group. With this solution, users can win high-value jobs with white ink and productive printing and sharpen their sustainability edge.

Additionally, users of the device can print white without complexity as the printer features automatic recirculation and printhead cleaning, which reduce manual purging. This allows the capability of delivering vivid colours at high speed — getting striking contrast using pure blacks and expecting sharp 4-point text.

According to CEO Alexi Romano, the HP Latex 800W is a robust, yet very easy to use roll-to-roll digital printer, and it produces high quality prints at high speed, on a variety of substrates. 'It is the perfect machine for our present digital printing requirements,' he said. 'For many years we have served the corporate identity signage market, for which the HP Latex 800W is perfect. We will also use it for wallpaper printing and other similar retail applications.'

Romano also praised Midcomp's service: 'Having dealt with founder Rob Makinson and his team for so many years, I have always found Midcomp to be a highly ethical company that delivers on its promises.'



Amjad Mentor, Annelize Marrison and Basil Hansby, Midcomp, with Keith Williams, Romano.

www.midcomp.co.za and www.romano.co.za

Intamarket Appointed As A Distribution Partner For Neschen Laminators In SA

Neschen's laminators, which feature exceptional precision and high production capacity, offer optimal finishing solutions for enhancing, protecting and embellishing large format applications that meet new-generation digital printing standards.

For Neschen Coating GmbH, a leading German manufacturer of self-adhesive media, laminators, and industrial coating solutions, the new year begins with the start of promising cooperation. With Intamarket, a Johannesburg-based, experienced supplier of high-quality equipment

for the signage and graphics industry, Neschen has found a distribution partner who shares the company's values and will henceforth represent Neschen laminators in the South African market.

With a history of more than 40 years, the distributor serves customers in neighbouring countries such as Namibia, Botswana, and Zimbabwe, and the South African market. 'We combine products from international, renowned manufacturers with excellent service that best meets the business needs of our demanding customers. Neschen's laminators are a welcome addition to our product portfolio,' said Intamarket Managing Director Gavin Turner. Richard Bachora, Head of Sales Graphics at Neschen, is excited to kick off 2022 with the promising new partnership with Intamarket. 'The customer-oriented company philosophy lived by Gavin Turner, coupled with high-quality standards for the products offered, appeals to us very much and makes us look forward to the joint future with great expectation,' said Bachora.



www.intamarket-graphics.co.za

Stixo Announced As A Platinum Sponsor For Sign Africa Expos For 2022

Stixo Signage Supplies has been announced as a Platinum Sponsor for the Sign Africa Expos, taking place throughout 2022.

Stixo is an importer and national distributor of large format digital media, display systems, substrate rigid sheets, corporate gift blanks and signage accessories. The company caters for printing, signage and branding businesses, as well as re-sellers.

The company is solitary owned and managed, ensuring individualised services to each client and swift decision making. The managing team aims to further partner with international well-known companies, bringing world class brands into the South African market.

A major differentiator is that Stixo's range of products are mainly internationally sourced by their expert procurement, and research and development teams, who have a vast knowledge of import and export trade, and who also have substantial market awareness. As a result, Stixo can provide its clientele with very competitive, market-related pricing without compromising on quality.

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Roland DG Is A Platinum Sponsor For Sign Africa 2022 Expos

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Roland DG is the leading supplier of solutions to the graphics arts, design and technology industries. The company's products are

manufactured using industry leading techniques and standards while minimising environmental impact. The Roland DG Care programme encompasses a complete range of premium services that creates peace of mind for the customer to allow their imagination to soar.

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

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

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The Frame Fun team.

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