

# SIGN AFRICA BLOEMFONTEIN EXPO

## HAILED A SUCCESS

BY MEGGAN MCCARTHY

The successful Sign Africa Bloemfontein expo, held on 10 February at Ilanga Estate, attracted 410 visitors from around Christiana, Welkom, Kimberley, Kuruman, Postmasburg, Ladybrand, Klerksdorp and Aliwal North, as well as Maseru (Lesotho), Harare (Zimbabwe) and Nairobi (Kenya).

The event was well received by visitors and exhibitors alike. The event was sponsored by Platinum sponsors Roland DG South Africa and Stixo Signage Supplies.

Visitors were inspired by the latest technologies and trends in wide format digital printing, T-shirt printing, finishing, point of sale displays, signage, banners, flags, vehicle graphics, LED's, laser engraving and more.

### Exhibitors had positive feedback about the event:

'This expo was excellent, all the right people attended in the signage and print industry, and we made great contacts. I will definitely exhibit at the next Bloemfontein expo and look forward to the ones in Durban, Cape Town and Johannesburg later this year,' said Aron Mudau, Curv Signage Systems.

'It has been a busy day and was busier than I anticipated. It's good to see the industry getting together at expos and moving in the right direction,' said Dov Meyers, Chemosol

'We had an extremely busy show and the visitor quality was exceptional. Most our contacts made are from new companies we have met from this region,' said Rakesh Rosen, Midcomp

'It's been a very busy expo. Clearly people are extremely eager to see products and interact at expos again after Covid. We have made great contacts to follow

up with and were very pleasantly surprised about the number of people from Lesotho that attended,' said Richard Bell, Intamarket.



### # PLATINUM SPONSORS



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 Best Small Stand**

**Winner:** MaxLaser

**Runner-up:** Graphix Supply World

**Sign Africa Medium Stand**

**Winner tie:** HFS/Roland DG South Africa and Roland DG South Africa Speedwrap

**Runner-up:** Chemosol

**Sign Africa Best Large Stand**

**Winner:** Stixo Signage Supplies

**Runner-up:** Allrich

**Best Africa Print Small Stand**

**Winner:** Midcomp

**Runner-up:** Printing SA



**Speedwrap Contenders Test Their Skills**

Jacob Mathule from Sante Printing scored the highest number of points (39/50) during the Bloemfontein Roland Speedwrap Challenge, held on 10 February at Ilanga Estate. He won R500.

Contestants had to race against the clock to wrap a vehicle door to the best standards. This event was brought to visitors by Platinum sponsor Roland, vinyl sponsors Grafiwrap (distributed by Maizey Plastics) and show sponsor Sign Africa. I know Charnia usually wants the pic of the Speedwrap plus vinyl sponsors added.



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