

# CONTENTS

MAY/JUNE 2022

ISSUE 118

## REGULARS

- |    |                    |    |                    |
|----|--------------------|----|--------------------|
| 9  | HOT NEW PRODUCTS   | 22 | INTERNATIONAL NEWS |
| 13 | SIGN INDUSTRY NEWS |    |                    |

## COVER STORY

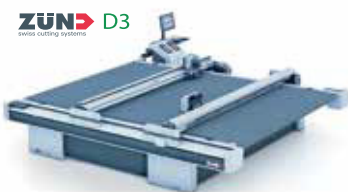
- 28 **ASTARIGLAS NOW AVAILABLE IN SOTHERN AFRICA**  
*BY ECO SIGNAGE SUPPLIES*  
Eco Signage Supplies has been announced as the distributor of the Astariglas® range in Southern Africa. The range includes Astariglas® GP, Astariglas® BLOCK, Astariglas® LED and Astariglas® TESSEMATT®.

## FEATURES

- 5 **CAPE TOWN EXPO 2022 EXHIBITOR CATALOGUE**
- 30 **THREE P'S THAT SHOULD FORM THE BASIS OF HOW A BUSINESS ENGAGES WITH CUSTOMERS**  
*BY DAVID PRESTON, CANON SOUTH AFRICA*  
The pandemic has been the most challenging experience of our lifetime. As the dust settles and we begin to emerge out of the haze of lockdowns and uncertainty, opportunity knocks on the horizon.
- 32 **SIGN AFRICA DURBAN EXPO RECEIVES POSITIVE RESPONSE**  
*BY MATTHEW WOOD, SIGN AFRICA*  
The successful Sign Africa Durban expo, held from 16-17 March at the Durban ICC, attracted 1015 visitors from around KwaZulu-Natal, Free State, Lesotho and Mozambique.
- 34 **SELECTING THE RIGHT ADHESIVE FOR SIGNAGE, PRINT AND INDUSTRIAL APPLICATIONS**  
*BY GLEN FITZGERALD, DRYTAC NORTH AMERICA*  
Selecting the right adhesive is critical for the success of different types of applications and projects. Simply put, if you do not get this choice right, you risk ruining the hard work you put in to creating the application and put the entire job and installation in jeopardy..
- 37 **DIGITAL OUT-OF-HOME ADVERTISING CONTINUES TO RISE**  
*BY NORM CHAIT, QUOTIENT TECHNOLOGY*  
Out-of-home advertising (OOH) has evolved significantly in recent years and has become a cost-effective solution for reaching consumers both nationally and locally. OOH and more specifically, digital out-of-home, is providing brands with the confidence and data to support their media plans.
- 38 **DIGITAL TEXTILE PRODUCTION NEEDS THE RIGHT COMMERCIAL INFRASTRUCTURE FOR ON DEMAND FASHION**  
*BY LAUREL BRUNNER, VERDIGRIS PROJECT*  
The most risky and revolutionary of the many options for print service providers, when it comes to business diversification, is the move into bespoke apparel manufacturing.

## DEPARTMENTS

- |    |                             |    |                                |
|----|-----------------------------|----|--------------------------------|
| 37 | PRINTING SA NEWS            | 41 | CALENDAR OF EVENTS             |
| 38 | CLASSIFIEDS-BUY & SELL-JOBS | 42 | DIRECTORY OF SERVICE PROVIDERS |
| 39 | BUSINESS CARDS              | 46 | BACK PAGE                      |
| 40 | IT'S A WRAP                 |    |                                |



**ZÜN** swiss cutting systems  
Double your productivity



+27 (0) 10 020 9999

psdg@midcomp.co.za

www.midcomp.co.za