

# EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

**We are excited to kick off our Cape Town Expo — our third event for the year, which follows our successful Bloemfontein and Durban events. Read all about the Durban show highlights in this issue. The Sign Africa expo's are proudly sponsored by Roland and Stixo Signage Supplies.**

Our front cover focuses on Eco Signage Supplies, which 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®. ASTARIGLAS® GP cast acrylic sheets, for example, are made from 100% virgin methyl methacrylate monomer (MMA), ensuring that the highest quality product is achieved. This ensures excellent clarity, weatherability and high strength.

They have been certified by Underwriters Laboratories to UL-94HB, which is the highest flammability rating obtainable for acrylic sheet with 92% light transmission. They can be thermoformed, cut, drilled, bent, machined, engraved, polished and glued.

Other features lined up in this issue:

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. Drytac details what companies should look out for when selecting adhesive materials for work.

As the dust settles and we begin to emerge out of the haze of lockdowns and uncertainty, opportunity knocks on the horizon. To grab these opportunities, though, a change in mindset needs to take place, according to Canon South Africa Managing Director, David Preston. 'It is about reanalysing and challenging the values that we want to possess to reach the next level,' he added. 'This is not only as individuals but collectively as a business.'

Ongoing technological advancements are empowering brands to do more with their out-of-home campaigns. They can better target specific markets and more accurately measure the results to determine the campaign's effectiveness. Digital out-of-home (DOOH) has now become a cost-effective way to achieve a national scale while providing the flexibility to customise at the local level and while also responding to last-minute changes. These are just a few of the benefits and some of the many reasons why 2022 will be the year out-of-home shines.

Laurel Brunner says digital textile production has considerable capacity for scale, a more likely scenario in the West. What is still needed is the right commercial infrastructure for on demand fashion, high quality printing on a wider substrate range, marketing to consumers and of course education within existing supply chains. That should be the goal of all manufacturers hoping to push on demand digital textile and garment manufacture.

Signing off

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