

SIGN AFRICA

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CAPE TOWN EXPO 2022 EXHIBITOR CATALOGUE



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DIGITAL OUT-OF-HOME ADVERTISING CONTINUES TO RISE

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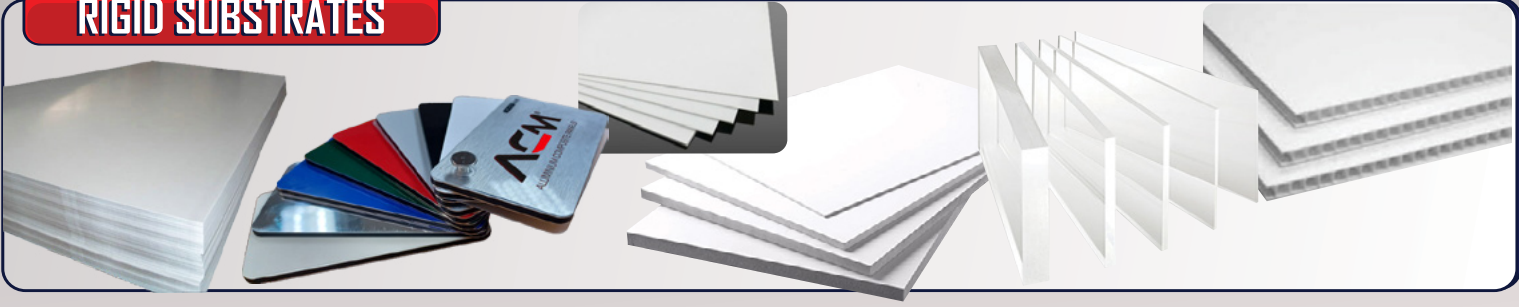
SUBLIMATION BLANKS



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DIGITAL TEXTILE PRODUCTION NEEDS THE RIGHT COMMERCIAL INFRASTRUCTURE FOR ON DEMAND FASHION

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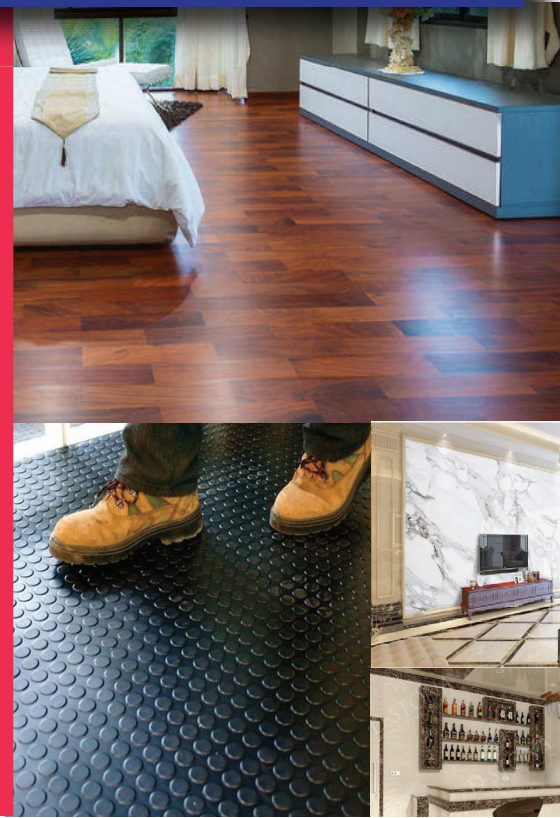
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EDITOR'S NOTE

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.

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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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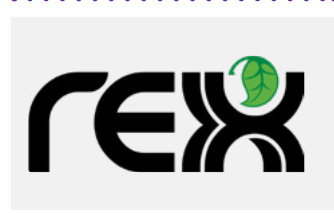
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 JHB: Unit A08, 5 Galaxy Avenue, Linbro Business Park, Johannesburg, 2065



RISO AFRICA

RISO™ (the Japanese word for ideal) has continually strived to 'create fundamentally unique products'. We have done so by creating world-leading inkjet printers and digital duplicators, and for the past 25 years we have effectively brought the superior RISO™ brand to the African continent.

BRAND: COMCOLOR

TEL: +27 11 314 0562 / +27 11 314 0700
EMAIL: marketing@riso.co.za
WEB: www.riso.co.za
 154 Lechwe Avenue, Corporate Park South, Midrand 1683



ROLAND

We are a bunch of people who get excited about teaching digital technology to others. We eat, sleep and dream digital production solutions, be it for signwriting, digital dental milling, tool and die-making, fashion, you name it, we are dreaming up new and exciting ways for you to become proficient and self reliant with digital technology.

BRANDS: ROLAND

TEL: JHB: 0800 ROLAND 765 263 / +27 11 875 9300
 DBN: +27 31 705 5530
FAX: JHB: +27 11 466 1555
 DBN: +27 31 705 5531
EMAIL: sales@rolanddg.co.za
WEB: www.rolanddg.co.za
 JHB: 306 Kyalami Boulevard, Kyalami Business Park, Midrand 1684

INDISOL

Roland Authorised Dealer
TEL: +27 21 593 0803
EMAIL: robin@indisol.co.za / jonet@indisol.co.za
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EMAIL: fb@sheetco.co.za
WEB: www.sheetco.co.za

1619, 5 Sim Rd, Kempton Park AH, Kempton Park, 1619



STIXO SIGNAGE SUPPLIES

A leading supplier of quality signage material and allied products in the Southern African region, covering all SADC countries with logistics and delivery arrangements. STIXO is an importer and national distributor of large format digital media, display systems, substrates, rigid sheets, corporate gift blanks and signage accessories. The company caters for printing, signage and branding businesses, as well as re-sellers.

STIXO ensures individualised services to each client and swift decision making and offer reasonably priced, quality brand-named and unbranded products.

The managing team aims to further partner up with international well-known companies, bringing world

class brands into the South African market.

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MOBILE: +27 84 949 9087 / +27 83 950 6363
EMAIL: info@stixo.co.za
WEB: www.stixo.co.za
 3 Volans Street, Crown Mines, Johannesburg, South Africa, 2092



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WEB: www.troteclaser.com
 3 Appel Road, Kramerville, Sandton, 2090



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We are a leading, technologically focused, World-Class, CNC Manufacturer based in Cape Town, South Africa. We are committed to manufacturing highly reliable, easy-to-use and technologically advanced CNC machines to match and surpass European Competitors. We refer to our solid CNC units as 'Panzer Tanks'- see one and you will quickly understand why the word 'robust' doesn't do our CNC units justice.

We make use of innovative technology backed by decades of industrial automation and manufacturing experience (over 5200 automated units built), with the bonus of a global network of trusted suppliers who share our vision; manufacturing 'No-nonsense' machines.
BRANDS: UNICAM SA CNC ROUTERS, MILLS, DESKTOP AND CNC MACHINING CENTRES

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WEB: www.unicam.co.za
 22 Drill Park, Drill Avenue, Montague Gardens, 7441 Cape Town



UPRINT SA

We sell our own original print technology which has the world's first chemical transfer process. The printer we use is an OKI printer engine. We convert the fuser unit into a new modification, allowing for the paper to pass through the printer without the ink (toner) being fused (dried) to the page.

Our modification, including our unique RIP software, gives birth to chemical transfer printing and

heat transfer all in one printer. You no longer need sublimation products or UV printers to print on limited items. The U-Print Chemical transfer printing process can brand on every single surface on the planet. When we say every surface, we mean it.

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Catalogue listings were correct at time of going to press. Updates will be made online at
www.africaprintexpo.com,
www.signafricaexpo.com
 or www.graphicsprintsign.com



18-19
 MAY
 2022
 REGIONAL EXPO FLOOR PLAN

LAST UPDATED:
 26 April 2022



www.rolanddg.co.za

www.stixo.co.za

HOT NEW PRODUCTS

Roland TrueVIS Inkjet Printer/Cutters

The new VG3-640 and 540 models feature up to eight colours of ink and the value-packed SG3-540 and 300 feature four colours of ink. The flagship VG3 series adopts a new eight-colour ink set of CMYKLCmOrGr for unequalled colour matching and visual expression with a wider colour gamut using special Orange and Green inks, and smoother colours with reduced graininess using Light Cyan and Light Magenta. www.rolanddg.co.za



CalderaRIP Epson Compatibility

The new driver for the Epson SC-F10000H model makes it compatible with Version 15 of CalderaRIP software. Fully scalable, it fits print operations of all sizes, and manages a fleet of devices from one single, user-friendly interface to deliver coherent results no matter the application or substrate. The RIP enhances productivity and colour output.

www.midcomp.co.za



Stahls' Heat Transfer Vinyl

CAD-CUT® UV Shift Heat Transfer Vinyl (HTV) changes from matt white to a vibrant colour once exposed to sunlight. It is available in Blue, Magenta, Violet and Yellow by the roll or in custom transfer services if users don't own a vinyl cutter. UV Shift is the perfect addition to an apparel decorating business. It's easy to weed, easy to apply and has a hot peel to keep production flowing smoothly.

www.stahls.com



Kornit Atlas Max Poly

The system is an industry-first direct-to-garment (DTG) solution delivering superior-quality digital decoration for vibrant, colourful design on polyester and poly-blended apparel. It capitalises on the demand for fashionable, unique sportswear and apparel. For the first time, recreational sportswear, promotional and sports brands can embrace vibrant and colourful design with Kornit's proven MAX technology. www.rexxscreendigital.co.za



Xanté X-98

The X-98 takes Xanté's UV print technology to the next level with a larger bed size, doubling the size of their other flatbed UV products. Using up to four Epson i3200 four-channel printheads, the CMYKW X-98 prints in bold, vibrant colour on virtually any rigid media including wood, glass, stone, metal, acrylic, Coroplast, and more. This new offering is powered by the award winning iQueue Adobe® PostScript®/PDF workflow software. www.xante.com



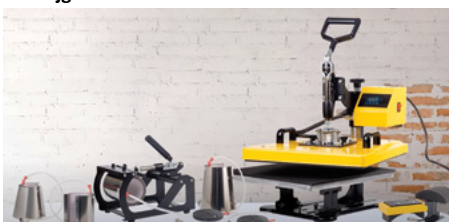
Canon Poster Creation Web Application

The free poster creation web application, PosterArtist, is compatible with a wide range of Canon devices including the large format imagePROGRAF Series printers, imagePRESS production print engines, multifunction imageRUNNER Series devices and the versatile iSENSYS models, right through to home and small office printers included in the PIXMA and MAXIFY ranges. PosterArtist makes in-house poster design and print easier. www.canon.co.za



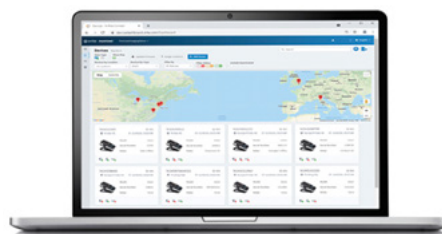
Muggit 8-In-1 Heat Press

The product allows users to print almost everything made for sublimation printing, such as metals, ceramics, plastics, fabrics, wood and magnets. The 38 x 38cm heat press can produce a variety of products, including T-shirts, plates, mugs, caps and much more, with its various attachments. To make a transfer, print onto transfer paper, place the paper into the appropriate press and within a few minutes, users have an ideal transfer. www.jgelectronics.com



X-Rite Link

This intuitive cloud-based platform features an up-to-date status on each colour measurement device including certification, warranty and Service Care Plans, a map of device locations, monthly calibration reports, live updates and tracking for service requests, as well as access to past service records. It provides real-time insights into colour measurement device health. www.digitalview.co.za



Epson 3D Printer

The industrial 3D printer can use commonly available third-party materials to produce strong and accurate industrial parts of various sizes and functions. The printer employs a unique material extrusion method that is achieved using a flat screw (an inline screw with a flattened configuration) like that found in Epson's precision injection moulding machines. This extrusion method enables the printer to be used with a variety of common third-party materials, such as resin or metal pellets. www.global.epson.com



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1000g Inverted Bottle



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D10-ESM
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500ml Pouch

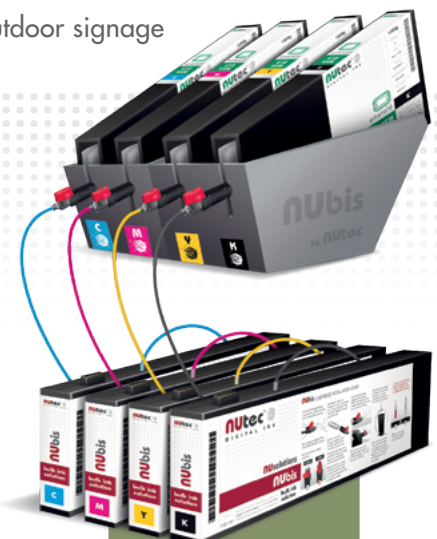
EMERALD ERP environment responsible, HAPS-free inks for durable outdoor signage



E12-MS21
500ml Cartridge



E12-ESM
1L Bottle



E12-ESM
NUbis Bulk Delivery System



Listed products are available in additional packaging configurations as well as additional expanded colour gamut options.

For more on our full product range or to request a sample, contact info@nutecdigital.com, call +27 (0)21 763 6990 or visit our website at www.nutecdigital.com

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SIGN INDUSTRY NEWS

Falcon SA Opens New Express Store

Falcon SA has announced the opening of a new express store in Gauteng's Roodepoort, West Rand area.

The express store stocks Chromadek, digital media, acrylic sheets, magnetic sheets, aluminium extrusions, display stands, pigmented vinyl, heat

transfer vinyl and ink. The address is: 1037-1041 Anville Road, Robertville, West Rand, Gauteng. For more information, contact Thomas Smith, the Regional Sales Manager, at +27 76 492 0238.

www.falconsa.com



Epson Announces Large Format Range Availability At Mass Retailers

Most professionals rely on commercial large format print (LFP) bureaus for their larger prints. However, an in-house, high-quality, large format printer can be a more cost-effective option for reducing production costs and streamlining operations.

Epson has launched its SureColor SC-T3100, SC-T3100N, and SC-T3100X large format printer (LFP) range at 22 Makro stores nationwide, making this the first LFP product available for purchase at a mass retailer.

'We discovered that architects, plumbers and designers who own A3 printers, spend as much as R80 (per print) at printing retailers to print in A1 when they need larger format prints for client presentations or working drawings,' said Vernon Mellors, business account manager at Epson South Africa. 'Offering our leading range of LFP printers at Makro stores provides these customers with the convenient and cost-saving option of owning an efficient in-house large format printer to operate their businesses uninterrupted.'

The Epson Surecolor SC-T3100 and SC-T3100N print technical and CAD drawings in great detail and offer



exceptional throughput speed and a large output (up to 60.9cm). It is an all-in-one solution and includes an automatic A4/A3 sheet feeder and tray.

The Surecolour SC-T3100X is an all-in-one solution that includes an automatic A4/A3 sheet feeder packaged in a robust and compact design.

It boasts a low total cost of ownership, impressive print accuracy, and is exceptionally reliable. This printer is ideal for producing posters, POS, or high print volume CAD/GIS prints due to the Ink-Tank-Solution for larger ink capacity.

www.epson.co.za



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Display products

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SIGN INDUSTRY NEWS CONTINUED

Rexx Screen & Digital Supplies Demonstrated Direct To Film Solution

Rexx Screen & Digital Supplies demonstrated its A3 sheetfed direct to film (DTF) solution at the Sign Africa Durban expo.

The new Rexx DTF systems are easy to use and are available from entry level A3 size through to automatic 30cm and 60cm wide roll-to-roll solutions, allowing anyone to cost-effectively create a digitally printed transfer, which can be applied to a vast range of products and textiles.

These include: cotton, polyester, nylon, spandex, leather and many more via a heatpress. Added to this, users can achieve incredible opacity even though it is a thin, soft and flexible film. The wash durability is outstanding on a multitude of substrates.

The printing ink system is water-based. It is digitally printed onto a special PET film after which there is the application of a powder PU adhesive, creating an amazingly bright, soft and durable transfer. The ease of use and incredibly economical consumable costs that these systems exhibit gives it many advantages over paper-based laser systems and many other existing solutions. The systems allow



users to start an affordable and professional branding business from home.

Visitors could also see the following show specials: A3 DTF bundle special, with choice of humidifier; cutting plotters such as the VicSign HL-630 (stand and software included); VicSign HWX with optical eye (stand and software included) and Q3 hobby

cutter; as well as heat presses: manual heat press, magnetic auto open, dual plate auto open, cap press, magnetic auto open with slide and mug press. The Sign Africa Durban expo was sponsored by Roland and Stixo.

www.rexxscreendigital.co.za

Stixo Signage Supplies Exhibited Digital Media, Display Systems And More

Platinum sponsor Stixo Signage Supplies exhibited its extensive range of products that make the company renowned as a one-stop signage shop during the Sign Africa Durban Expo.

Visitors could see various solutions at Stixo's stand, including large format digital media, display systems, substrate rigid sheets, corporate gift blanks, signage accessories and more.

The company has also launched its impressive

range of Aluminium Composite Panels 'ACM' and 'ACM-Lite' to the Southern African market and beyond. Within the construction and signage industries, the popularity of Aluminium Composite Panels has increased over the past few years. Its uses have grown under the cover of energy efficiency, affordable pricing and construction possibilities.

These materials are designed for ventilated façades, as well as their renovation or rehabilitation.

The aluminium composite panel has the ability to transform, making it a versatile material that can be used for the construction of risky and creative designs. It is ideal for the construction of areas of the façade that would be impossible with other materials. There are also endless possibilities of what can be achieved with Stixo's ACM Lite range, which suits the needs of the signage industry.

Further great news to the advertising, building, manufacturing and furniture industries is the simultaneous launch of the STX Foam Board range.

Stixo Signage Supplies endeavours to always live up to its name as a one stop signage supplies outlet, and this has been further achieved with its complete range of Foam Board, ranging from 2mm to 20mm thickness and various sheet sizes to suit all customers' needs.

The ACM, ACM Lite and STX Foam Board ranges are names that customers can start getting very used to when they need to rely on a quality product and one which will be readily available in an array of finishes, sizes and different coloured sheets. The Sign Africa Durban expo was sponsored by Roland and Stixo.

www.stixo.co.za



Graphix Supply World Announce Winners Of Mimaki Competition

Graphix Supply World (GSW) recently held the I Love My Mimaki competition, which called upon users of Mimaki printers to outline why they love Mimaki by showing something special that was designed and printed with their Mimaki machines.

Entries were submitted on Facebook, and the top three of these were judged and chosen by Sign Africa. The first place prize, won by Wi Corporation, is a trip to Mimaki Europe's headquarters in The Netherlands. Each entry that was featured on Facebook received free media and inks.

Top three winners:

- **First place:** Wi Corporation.
- **Second place:** Canvas and More.
- **Third place:** Ripple Screen Printers.

'The I Love My Mimaki competition gives us a great opportunity to showcase our fantastically creative customers. As always, we are blown away at how our machines allow our customers to produce items that are so rich in creative design and content. We had some fantastic entries. It was too hard to pick a winner, so we enlisted the help of Sign Africa,' said Adam Querido, director at Graphix Supply World. 'The three winners are dedicated Mimaki users and we look forward to working with them all for many more years, helping them attain their business goals with our best in class machines.'

Wi Corporation

Wi Corporation is owned by Ian and Amelia Krämer, and was started in 2010 as a small independent supplier company with the focus on sublimated

sportswear clothing. They are currently using the Mimaki TS55-1800 and Mimaki JV 150-160.

The company changed their focus in 2011 and registered as a manufacturing company. Wi Corporation then decided to open a sporting goods store, focusing on delivering their product directly to the public, and creating more jobs. Soon after, they had the opportunity to start manufacturing their clothing for Ringball South Africa.

Doors then started opening in the supply and manufacturing of school clothing. By the end of 2018, the company received their first sole manufacturing contract on sublimated school wear, which includes athletics, rugby, cricket, hockey and netball.

In 2019, they had the opportunity to work with Jacques Gombault, resulting in their own range of pencil cases and book bags being started. They also started manufacturing their own school festival range like children's wallets, pavilion cushions, lanyards, bags, sublimated mugs and stationery. Today, Wi Corporation is a multifunctional manufacturing company.

In 2020, they supplied more than one million material masks to hospitals, schools and the general public. Wi Corporation are registered as an 'essential service' company, and are still manufacturing face masks and buffs, and supply sanitisers and thermometers.

Furthermore, they started their own camo range and Afrikaans novelty T-shirts line (BOKDROL), and have their own brands of sublimated clothing lines.

Canvas and More

The company was founded by husband and wife team Taryn and Jeremy De Goede in Cape Town in their garage five years ago, and has since grown into one of South Africa's largest canvas print manufacturers. They were approached by one of GSW's sales consultants, who demonstrated how much money they could save by using their printers. A few additional products have been launched since then (thanks to GSW), such as banners, posters, wallpaper, vinyl decals and personalised photo puzzles.

So far, Canvas and More have purchased two large format printers from GSW, the new JV100-160 and the CJV150-160, which they use for their print and cut solutions. They intend on upgrading their entire fleet of printers to Mimaki over the next 12 months. All of their printers run continuously 24 hours a day, but sometimes they get weekends off.

Ripple Screen Printers

After having tried and tested opposition brands, Ripple Screen Printers opted for something new. The company's Allan and Keith Govender welcomed GSW's invitation to showcase its brand and advanced technology, print qualities and capabilities. This, combined with GSW's quick service on delivery and its assistance of Ripple in being able to rapidly secure the finance needed, sold them on the idea of replacing their previous brand with GSW's offerings.

With their first TS300P-1800 and within a space of six months, they were able to grow business capacity and therefore purchased another two machines, of which one is a TX300-1800 (direct to cotton) printer, and they are striving to reach another five machines. With the great service and quick tech assistance, they are certain that this will be attained soon.

The company is extremely proud of having become a Mimaki client and look forward to building on this relationship going forward. Being a Disney approved company, its customers are without a doubt confident in its prints and service as these machines also give them a faster turnaround with very little technical errors and downtime.

The company thanked Mimaki for a well-designed machine and more so for the team behind the brand.



The Wi Corporation team.

www.gsw.co.za



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SIGN MATERIAL SUPPLIES

**Sheets - PVC, Acrylic,
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SIGN INDUSTRY NEWS CONTINUED

Roland DG Showcased Wide Format Solutions And More

Sign Africa Platinum expo sponsor Roland DG South Africa exhibited its wide format innovations at the Sign Africa Durban Expo.

The VersaSTUDIO BN series is a compact, easy-to-use and affordable desktop inkjet printer/cutter for professional use. With over 18,000 units shipped since its launch in 2011, the BN-20 has proven popular among a wide range of users, from those starting a printing business to those producing and selling original goods from their home or stores.

Engineered to exceed the needs of the most demanding sign and graphics professionals, the TrueVIS VG2 series offers comprehensive colour choices, improved machine efficiency and increased print-and-cut accuracy for true unattended production.

The LEC2 series of wide format printers/cutters offer unmatched production capabilities, including creating unique special 3D effects using UV ink and contour cutting printed images on demand.

The new GR2-640/540 162.5cm and 137cm (64" and 54") vinyl cutters provide an ideal balance between affordable pricing and superior cutting performance and are designed to integrate seamlessly with large format inkjet printers. With a maximum cutting speed of 1530mm/s, a maximum downforce of 600gf and smooth media feeding, the GR2 series achieves the precision cutting quality and high-volume productivity required by professional users.

With the DGSHAPE LD-80, simply enter your



personalised text, upload a graphic, and with precision and ease, your unique designs are transferred onto polycarbonate, acrylic and other plastics. The easy-to-use and safe-to-operate machine uses a Class 1 laser to heat transfer metallised foils onto gifts, promotional giveaways,

merchandise and so much more.

Sign Africa Durban was sponsored by Roland and Stixo.

www.rolanddg.co.za

Intamarket Announces Exclusive Wrap Tools Distribution Agreement With PID PROSERIES

PROSERIES is bringing their full line of wrap tools to the South Africa market, in partnership with Intamarket Graphics.

Paint is Dead (PID) PROSERIES was created to bring life to the world of wrap tools. Their professional series tool line features great function and appeal that provides an overall professional image that showcases the flair and individualism of the user.

Proseries CEO, and Paint is Dead Founder, Austin Smith, is excited about this promising new partnership with Intamarket, 'Intamarket Graphics' current brand offerings provide a great fit for our unique and sought-after tools, and we are overjoyed to bring the Paint is Dead brand, and our innovative tools, into the growing and vibrant

market of South Africa,' said Smith.

With a history of more than 40 years, the distributor serves customers in neighbouring countries such as Namibia, Botswana and Zimbabwe, as well as the South African market.

'The addition of PID PROSERIES to our range of wrap tools and accessories offers our clients more choice for their installation requirements, as well as the cool factor,' said Intamarket Managing Director Gavin Turner. 'The range is fantastic and you can tell that PROSERIES has been developed by people with passion for, and great knowledge of, the industry.'

www.intamarket-graphics.co.za



Allrich Exhibited Specialty Vinyls And Acrylic Bending Machine

Allrich exhibited the ABM1300, which can soften and bend acrylic, Plexiglas, PVC, PC, ABS, PP and more, at the Sign Africa Durban Expo. 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.

Other products showcased:

Creative, versatile and durable, Super Clear Vinyl can be used to create designs on glass in every conceivable marketing and branding environment.

It can be applied to glass without compromising light transmission or clarity.

Unprinted areas remain completely transparent, while printed areas can be transparent, translucent or even completely opaque. This, coupled with high resolution colour printing, gives designers and artists a whole new canvas, or 'glass', on which to create arresting graphics that transcend the usual profile cut frosted vinyl and simple window vinyl. Applications include branded, retail, hospitality and corporate environments, where there are glass doors, walls, partitions, windows or skylights.

One Way Vision Vinyl perforated window graphics sign film features punched holes on self-adhesive

materials, using pinhole imaging principles. The structure of this film is a two-layer ink absorption liner. For general one-layer liner, the holes will be easily blocked by the UV ink during printing by a UV printer, thus it will lose the vision function. Based on a two-layer liner, UV ink can be absorbed by the liner, so it can be printed on by UV printers.

Steel gazebos are a popular choice due to their affordability and efficient and hassle-free form of advertising for outdoor events such as sports days or corporate functions. These lightweight gazebos are an ideal branding solution, are fully collapsible, easy to set up and functional as they provide shelter with their water-resistant canvas canopy. Easy to set-up, they are perfect for trade shows and golf day events.



Allrich have relaunched their steel gazebo range in both 2m and 3m sizes, and they are now available in options for premium heavyweight steel gazebos and budget steel gazebos. The company implement a large variety of different design and assembly techniques to ensure the product features high quality, durability and affordability, and stock a large gazebo range with options for every budget and application, from 2m x 2m gazebos to 6m x 3m heavy duty deluxe aluminium gazebos.

Other products included: promotion counter; zig-zag brochure holder; wall banner and director's chairs. The Sign Africa Durban expo was sponsored by Roland and Stixo.

www.allrich-sa.co.za

IPlastics Exhibited Signage Materials

IPlastics showcased signage solutions such as the LayFlat Anti-Curl banner, gazebo, wall banner and more at the Sign Africa Durban Expo.

The company also discussed its wide range of offerings with visitors, including: digital printable vinyl, acrylic sheeting, aluminium composite panels, PVC foam board, laser engraving material, mirror acrylic, PVC banner material and acrylic tubes. The Sign Africa Durban expo was sponsored by Roland and Stixo.

info@i-plastics.co.za



**LEDs & Transformers
for signage**

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SIGN INDUSTRY NEWS CONTINUED

Trotec Laser South Africa Displayed Laser Solutions

Trotec showcased its laser solutions at the Sign Africa Durban Expo. The Speedy 100 features a work area of 610 x 305mm, CO2 laser power of 12-60 watts, fibre laser power of 10-30 watts and flexx technology.

The Speedy is an ideal laser engraving machine, whether one wants to start their own laser engraving business or speed up production. High quality components from the CO2 laser engraver ensure minimal maintenance requirements. The patented InPack Technology provides a higher laser lifetime.

With the laser markers of the U series, users can mark individual single pieces as well as small and medium batches quickly and easily. Thanks to the maintenance-free fibre laser source, plastic can be recoloured and metal permanently marked directly, without the use of sprays or pastes.

Sign Africa Durban was sponsored by Roland and Stixo.

www.troteclaser.co.za










Muggit™ 2

SYSTEM

Silhouette Cameo 4

Muggit™ A4 Press



LASER ENGRAVE WITHOUT A LASER

Need to get an engraved effect on wood but don't have a laser engraver? If you have a vinyl cutter and access to a heat gun, you can use Torchpaste™ to give you an engraved look that's just as good or even better than what's achievable with a laser engraver. Cut out your stencil, apply it to the item to be 'engraved', apply a small amount of Torchpaste™ and use the heat gun to 'burn' it in.

Truly professional results with little cost and even less effort!



SCAN ME



ELECTRONICS

2 Year warranty on heat press and Sublimation printer. (terms and conditions apply)

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Midcomp Recognised As Valuable Caldera Business Sales Partner

2021 was an eventful year, and Caldera wanted to thank all its business partners for their dedication in making Caldera one of the most popular solutions in the digital printing market.

Among them, 34 resellers from all regions, including Midcomp, stood out for the quality of their services.

Midcomp were recognised in the Best Sales Performance category, which recognises the resellers with the best sales performance for the year 2021, as well as the Best Services and Support category, which rewards the quality of the technical support services provided to Caldera users.

www.midcomp.co.za



JG Electronics Exhibited Sublimation And Vinyl Solutions

JG Electronics (JGE) showcased its latest vinyl cutters, heat transfer vinyls and desktop printers designed for sublimation at the Sign Africa Durban Expo.

The Silhouette CAMEO® 4 Pro is the largest and

fastest electronic cutting machine in its class, and is the big brother of the Silhouette® Cameo 4.

The software is easy to use; is versatile with three different blade options; has a punching tool and sketch pens; an auto set blade which is set to

the correct depth by the software according to the substrate being cut; automatic cutting tool detection; 610mm cutting width and maximum cutting length of 61cm with a cutting mat and 3m without (20m if the software is upgraded).

With scan and cut/print and cut features standard, it supports USB and Bluetooth, is Mac and PC compatible and also includes a built-in roll feeder for rolls up to 3m long. The Cameo 4 series allows users to create projects with precision.

JGE also showcased the latest Sawgrass SG500, a desktop printer designed for sublimation. With low start-up and running costs, users can create customised products with vibrant HD images, quickly, easily and profitably. It features a compact footprint and rugged reliability.

In addition to design improvements such as a single roll-bar, the SG500 is more energy-efficient, prints with higher resolution and offers Wi-Fi connectivity. Muggit heat transfer vinyls were also displayed. Sign Africa Durban was sponsored by Roland and Stixo.



www.jgelectronics.com

Uprint Demonstrated Printing Systems

Uprint demonstrated how its solutions can print on just about anything, be it rugby balls, beer glasses, wood, plastic and many more objects that can be personalised at the Sign Africa Durban Expo.

Each system is unique and includes the chemical

transfer system, laser DTF system, inkjet DTF system and heat transfer system. These systems are ideal for starting your own business. Sign Africa Durban was sponsored by Roland and Stixo.

www.uprintsa.co.za



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SIGN INDUSTRY NEWS CONTINUED

Curv Showcased Signage Solutions

Curv Signage exhibited its signage solutions at the Sign Africa Durban Expo. Curv Signage System is founded by experienced sign writer professionals with a goal to fill the gap between custom fabricated sign systems and modular sign systems.

Curv offers the best of both worlds by providing the consumer with all the advantages of a modern modular system, while at the same time, providing a custom solution for the unique requirements of each project.



The company's product range includes:

- Curv READY SIGN: internal and external branding.
- Curv SLIMLINE: indoor poster display.
- Curv LEDGLO.
- Curv ELEGANCE SIGN: doors.
- Curv PYLON: indoor and external branding.
- Curv POLE: external branding.

Curv World products:

- A3 poster board: ideal for use in many applications such as menu stands in restaurants.
- Door sign: comes in various configurations. Custom configurations are also offered.
- Projectile sign: can be mounted on the wall for maximum visibility.
- Full suspension sign: used in wayfinding and many other applications. Perfect for hospitals, schools, office buildings etc.
- The Pylon is Curv's flagship and is trusted by government organisations.

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www.curvsignage.co.za

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SIGN INDUSTRY NEWS CONTINUED

Graphix Supply World Displayed Mimaki Printing Solutions

Graphix Supply World exhibited its Mimaki range of solutions at the Sign Africa Durban Expo.

The CJV150-130 is a high performance integrated printer/cutter, featuring fast printing speeds up to 56.2sqm/h, and a high quality resolution of up to 1440dpi.

The UCJV150-160 roll-to-roll UV LED printing and cutting solution adds creativity to the production of signs and display graphics, while maintaining Mimaki's signature affordability and ease of use.

The JV150 Series inkjet printers go beyond versatility to deliver a range of applications. Gamut-extending eco solvent inks and variable drop technology enable the user to accomplish anything from fine art reproduction to vehicle wraps and more. Or users can choose dye sublimation inks to create vibrant textiles and soft signage.

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 CG60 SR III cutter is renowned for its capability

to cut a wide range of substrates at high speeds. Sign Africa Durban was sponsored by Roland and Stixo.

www.gsw.co.za

Exion Corp Showcased 3D Channel Letter Printing Solutions

Exion Corp exhibited the latest versions of its 3D printers, exclusively designed for channel letters, at the Sign Africa Durban Expo, which was sponsored by Roland and Stixo.

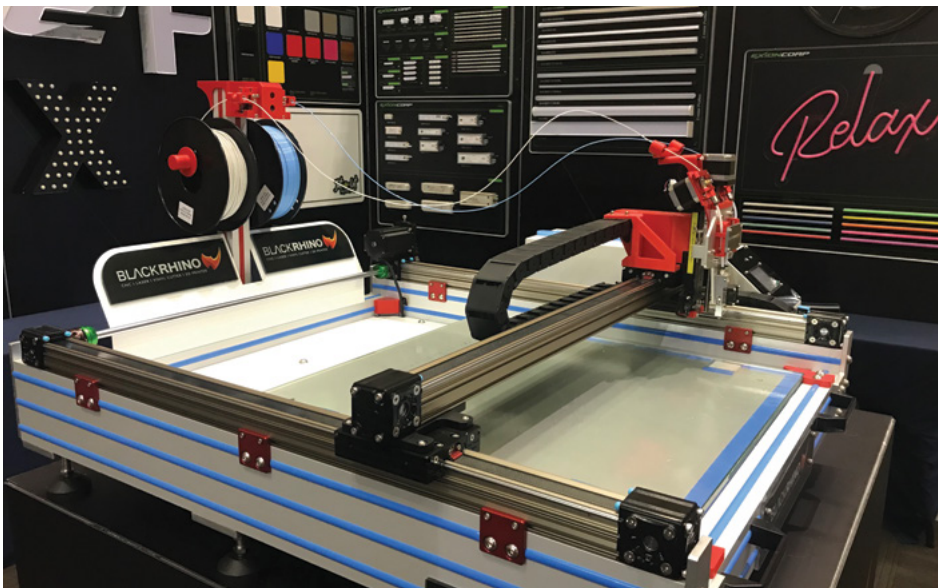
There are two printing sizes of the BlackRhino 3D printers, the bigger one is 780 x 780mm x 60mm, and the smaller one is 580mm x 580mm x 60mm. Both use drop-on-demand technology.

The company have established that the minimum printing size must be 550mm x 550mm. The print material, otherwise known as filament, is made up of polylactic acid (or polylactide).

Its first 3D printer was introduced in 2016, but due to various challenges, the company was not confident to give it the Exion stamp of approval. Exion Corp is now proud to release these products after working through its own trials and errors.

'There are still limitations in plastic and limitations in that it still takes a lot of time, but with letters of about 200mm to 300mm you can get good results using these 3D printers,' said Exion Corp MD, Jay Kim.

'Even though there is great 3D software such as Fusion 360, it is not easy for beginners to learn, or in the case of small business sign makers, they simply do not have the time, and the price is also a burden. We have built-in software that can easily create 3D letters with files from CorelDRAW or Illustrator, making it easy for anyone to access,' explained Cedric Pillay, COO at Exion Corp.



www.exion.co.za

Sheetco Showcased High Speed Sublimation Solution

Sheetco showcased its Avanti i4 180cm wide high speed 4 colour sublimation printer, which boasts a production speed of 120sqm/hour, at the Sign Africa Durban Expo.

The bulk ink system includes 3L ink tanks with a slow level alarm and syphon system sub tanks. The printer features the latest technology Precision Core TFP printheads (4 heads with 12,800 active nozzles). The nozzle size is suited for sublimation print output demands.

Avanti Series CMYK inks ensure printability and the best colour gamut. Free colour profiling is provided with the printer. The purchase of the machine includes: installation and three days' training; colour profile and print set-up; technical backup and support and free first set of ink and paper.

Print productivity

- 2 pass: 360 x 1200dpi, +/- 120sqm/h production speed.
- 3 pass: 360 x 1800 dpi, +/- 90sqm/h production speed.
- 4 pass: 360 x 2400 dpi, +/- 60sqm/h production speed.
- 4 pass: 720 x 600 dpi, +/- 65sqm/h production speed.



Sign Africa Durban was sponsored by Roland and Stixo.

www.sheetco.co.za

Avery Dennison Honours Employees For Courage In The Face Of Adversity And The Unknown

Avery Dennison Sub-Saharan Africa – with nomination and approval from the Asia Pacific (APAC) region – saw Mark Ellis, Country Manager for Sub-Saharan Africa, presenting the Graphics Division team members with the Courage Award, an annual award for a team or individual that stood tall in the face of adversity. The evaluation criteria is based on the individual or team that sets big, ambitious goals, challenged the status quo and overcame significant headwinds.

'The Avery Dennison Value and Ethics Code is a critical part of how its employees conduct business in their everyday activities,' said Lindy van Moerkerken, Business Manager at Avery Dennison Graphics Sub-Saharan Africa, Asia Pacific region. 'Our culture is the foundation of everything we do at Avery Dennison, and our company values are the basis of that culture. These eight core values shape our behaviour and support our business and people as we continue to grow.'

The core values include:

- Integrity: we are driven by doing the right thing. Always.
- Courage: we are brave in the face of adversity and the unknown.
- External: we get out to get better.
- Diversity: we gain strength from diverse ideas and inclusive teams.
- Sustainability: we are focused on the long-term health of our business, planet and communities.

- Innovation: we use imagination and intellect to create new possibilities.
- Teamwork: we are better when we work together and put others ahead of ourselves.
- Excellence: we expect the best from ourselves and each other.

Commenting on some of the biggest challenges the team had to overcome last year, and how the team pulled together, van Moerkerken said, 'The global impact of raw material shortage on supply and direct impact on projects for converters and channel partners alike in the Sub-Saharan Africa business was significant. Worldwide concern around container availability and shipping timelines extended with close to 30 days in some cases. Air freight costs also more than quadrupled during this time.'

'Further to this, the signage converter closures over the last 18 months impacting the business and converting of projects for end users is notable. The team worked consistently on a mitigation plan to turn the business around in 2021, driving new end user specifications as well as converter workload to find alternate partners and, finally, alignment with its channel partners' supply to achieve the required demand.'

'Other challenges that needed to be overcome included Covid restrictions on the completion of end user specifications with limited access to facilities, reduced advertising and the move to



Moir Bausek, Lindy van Moerkerken, Mark Ellis - Country Manager, Rene Dittberner and Sarel Kruger, Graphics Division for Avery Dennison Sub-Saharan Africa.

online trade during 2021. The team rallied behind the active pursuit and identification of alternate product lines and niche applications that would drive improved commercial success and secure and drive share gain during 2021. A robust strategic approach with online training, as well as virtual end user and distribution network, connect to turn the business towards success,' concluded van Moerkerken.

www.averydennison.com

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SIGN INDUSTRY NEWS CONTINUED

Kolok Showcased Vinyls, Films And Inks

The company showcased its extensive range of different textured wallpapers, as well as its Stingray and Jay range of digital print media, encompassing paper, self-adhesive vinyl, PVC, canvas, etc. at the Sign Africa Durban Expo.

Hexis range: Skintac vehicle wrap films; Bodyfence vehicle protection films; Suptac polymeric vinyl for signs; Ecotac and Microtac monomeric vinyl for signs; Purezone antimicrobial film for protecting surfaces from bacteria and Covid-19 and Sandblast

for window decoration.

NuTec ink range: Emerald eco-solvent ink for Roland and Mimaki; Aquamarine for dye sublimation and Topaz solvent inks.

Sign Africa Durban was sponsored by Roland and Stixo.

www.kolokgs.co.za



Chemosol Showcased Solutions In Sublimation, Heat Presses And More

Chemosol exhibited a range of printing solutions at the Sign Africa Durban Expo, including Epson's sublimation printing solutions. Users can significantly reduce downtime and minimise the risk of errors with user-friendly, colour-coded 140ml ink bottles. What's more, with both the SC-F500 and SC-F501, users can replenish the ink while printing.

Because of its compact size, the SC-F100 is the ideal choice where space is limited, such as on shop counters. Its small A4-sized footprint is especially suitable for start-up and smaller businesses. Paper size: A4. Ink: four colours (C,M,Y,K).

The SC-F500 and SC-F501 printers have easy to use touch panels and allow users to easily access all the operational information they need using the intuitive touchscreen, even while wearing gloves. The anti-dust design prevents dust getting into the printer, avoiding misprints from nozzle clogging and reducing time-consuming cleaning cycles, even in dusty environments.

Ideal for producing small promotional goods on hard substrates and textiles, the SureColor SC-F500, SC-F501 and SC-F100 are compact dye sublimation printers that don't compromise on quality or performance.

The SureColor SC-F2100 offers a complete DTG package for designing and printing T-shirts, polo shirts, tote bags and other fabric items. The direct-to-garment printer lets users set up and start printing T-shirts and other items straight away, with a complete solution including printer, printhead, inks and software. This new model offers faster, higher quality printing, with reduced intervention and the ability to create your own designs.

The Hanrun Paper® PRO-A600 DTF printer (4 printheads) is developed for customers who pursue high quality and mass production. The print size is 60cm (24 inches). It works on both white and



dark textiles, with a variety of fabric styles (cotton, poly, blends, high-temperature resistance leathers, denim and more).

Features include: higher continuous printing stability and fine detail; larger width; 30%-50% better productivity than the EVO series; better software compatibility; longer warranty time and more gift accessories. It works on both white and dark textiles and works with a variety of fabric styles (cotton, poly blends, leather, denim and more).

The CY-G3 heat press has an electronic automatic magnetic drawer and is a high pressure heat press. When ready, the heat plate will open automatically. It saves on labour and is safe. Work size: 60 x 40cm.

The CY-M022 single mug press is lightweight and portable, for use at malls, flea markets, shows and

more and features fully digital 2-in-1 temperature and time control. It has easy pressure adjustment, a solid steel welded framework, digital control and easy to adjust pressure.

The 8-in-1 multifunction combo heat press machine features advanced 2-in-1 temperature/time control which is safer, more accurate and practical. The heating plate and working face are constructed with pure aluminium, which tends to not twist easily under pressure and provides a longer product lifetime than those made of metal. It can apply transfers and images to T-shirts, garments, bags, mouse pads, jigsaw puzzles, ceramic tiles, mugs, plates and caps.

Sign Africa Durban was sponsored by Roland and Stixo.

www.chemosol.co.za

SIGN INDUSTRY NEWS CONTINUED

Intamarket Showcased Solutions In Cutting, Printing And More

Intamarket exhibited its cutting, printing, heat press and laminating solutions at the Sign Africa Durban Expo.

The Intec ColorCut SC5000 is a revolutionary new type of automated cutter blending flatbed and sheefed technologies. It is perfect for digitally die-cutting packaging, point of sale and lightweight card projects, as well as kiss-cutting sheet labels. This on-demand digital sheet cutter has no physical dies or time-consuming set-up costs.

Targeted at busy print departments seeking an affordable, high-capacity device for complete unattended cutting production, the SC5000 combines ultra-reliable feeding with an instant job retrieval system and flawless high-speed cutting and creasing. This compact, free-standing device is conveniently mobile and will be easily accommodated in any print shop.

Intec's ColorSplash CS3000, CS4000 and CS5000 digital print solutions deliver superb CMYK imaging quality coupled with an expansive media latitude and a flexible yet modular range of production options.

The ColorSplash range uses advanced organic toner, new LED imaging technology and innovative fusing expertise to deliver stunning image quality every time. The flagship Intec CS5000 model also adds a fifth print station to the conventional CMYK stations, enabling users to broaden their printing capabilities with additional colours such as White or UVClear effects, helping businesses to capture



more high value applications and revenue streams. The CS3100/4100/5100 comes complete with bespoke storage stand, placing the unit at the perfect operational height.

Lightweight, reliable, sturdy and portable, the range of high-pressure Fulei clamshell heat presses are ideal for T-shirt printing. Features include an anti-rust aluminium frame, gas spring control, control opening angle of 50 degrees and 120V/220V voltage.

As a heat assisted film laminator, the Fulei BU1600 E-Warm laminator includes a metal sheet construction ideal for wide format laminating or mounting applications.

The high speed dye sublimation (1.8m) Stratojet

Piranha XT500 features productivity, ease of use and versatility. It is ideal for flags, soft signage, cut-and-sew, home furnishings and more.

The Fulei heat press (HT1720 T2B) is 1.7m wide with a 20cm drum, is simple to install and has an easy feeding table. Main applications include: textiles, furnishings, fashion, sportswear and curtains.

The Stratojet Hawk CleanPrint Eco Clean high volume inkjet printer features clean ink technology for optimum print quality at lower operation cost. Main applications include: billboards, banners, vehicle wraps and more. Sign Africa Durban was sponsored by Roland and Stixo.

www.intamarket-graphics.co.za

Midcomp Exhibited Print And Cut Solution And Print Media

Midcomp showcased its HP Latex 700W print and cut solution, as well as print media from the Midcomp Consumables division, at the Sign Africa Durban Expo.

The machine allows users to print white without complexity, deliver vivid colours at high speed, get striking contrast using pure blacks, and expect sharp 4-point text, while retaining the renowned features of HP Latex printers.

With the HP Latex 64 Plus cutting solution, users can enable new applications and growth for business by enhancing their HP Latex printers with a unique print and cut workflow. Easily integrate this cutter/RIP solution and get accurate high-speed cutting and cut throughs.

Midcomp representatives were also available to explain the benefits of the company's 'Pay Per Use'



(PPU) comprehensive and customised programme, created by Midcomp, which helps accurately calculate a company's costs per square metre.

This ensures peace of mind that if something goes wrong with a machine, it can be fixed without

having a huge bill to deal with.

Sign Africa Durban was sponsored by Roland and Stixo.

www.midcomp.co.za

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INTERNATIONAL NEWS

Kongsberg PCS Showcasing Digital Solutions At Demo Centres Across Europe, The Middle East And Africa



The range of Kongsberg Precision Cutting Systems (PCS) tools, software and automation solutions will now be displayed and demonstrated to customers at two Graphic Supply World demo centres in Cape Town and Johannesburg; Dynagraph in Dubai, United Arab Emirates; at KTA in Helsinki, Finland; Lexplast in Tallinn, Estonia; Lidya Group in Istanbul, Turkey; and at Getter Group in Tel Aviv, Israel.

‘We are delighted that several of our distribution partners have now installed Kongsberg cutting tables and tooling combinations in their demo centres across the EMEA region,’ said Stuart Fox, President of Kongsberg PCS.

‘Kongsberg cutting solutions are renowned for delivering the most robust and reliable digital cutting solutions to packaging, signage and display markets worldwide. We want to ensure that customers are able to witness the power and performance of our range without having the expense, inconvenience and environmental impact of travelling halfway around the world to do so.’

The move is part of the Kongsberg PCS commitment to better service its clients and provide a more localised service where possible, and given the recent global pandemic and worldwide shift towards reducing work-related travel, it is an important investment.

Judd Perring, Kongsberg PCS Territory Sales Manager for the EMEA region, said the ability to experience the power and performance of the digital cutting solutions was a key factor for many businesses in light of recent economic and environmental concerns. ‘We’ve all experienced first-hand how the Covid outbreak affected the way that many businesses are operating, not least the significant impact the situation has had on business travel,’ he said. ‘There’s every chance that the way the industry has adapted to these conditions will

influence and transform the way people work for many years to come.’

‘With that in mind, Kongsberg PCS and our partners recognised the need for local demonstration facilities across EMEA, and we have worked with our distribution partners to open several new locations, in addition to our existing locations in the United Kingdom, Eire, Poland, Spain, Denmark, Italy and, of course, at Kongsberg headquarters in Gent, Belgium.’

By fusing technology and creativity, Kongsberg PCS drives innovation, enabling customers to produce faster, safer, and more efficiently, without limiting imagination,’ said Perring. ‘We are delighted to announce the opening of these new facilities, which will enable more businesses to experience the power and precision of Kongsberg solutions.’

www.gsw.co.za

Durst Group Announces 500th Customer Installation Of Workflow Software



Serge Clauss and Michael Deflorian, Durst Software & Solutions.

This installation milestone highlights Durst Group’s transformation from a press manufacturer to a solutions provider (‘Pixel to Output’) in the digital printing industry. Founded in 2019, the Durst Software and Solutions Division now has more than 60 employees and has developed Durst Workflow, a comprehensive software solution that is also open to third-party providers and which has been successfully integrated into customers’ production.

Michael Deflorian, Business Unit Manager, Durst Software and Solutions, explained, ‘We are proud

that more than 500 customers from different sectors rely on our workflow solution. With the help of their feedback, we try to improve our products every day to offer the best software ecosystem for the digital printing industry.’

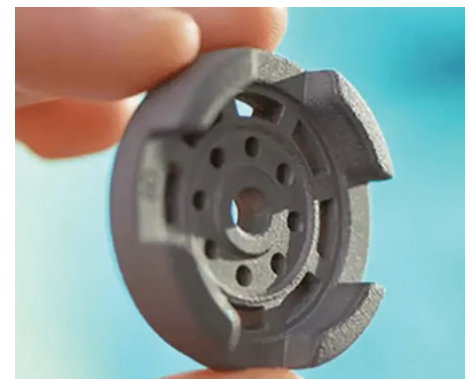
Durst Workflow is the high-end solution for fully automated management of prepress and production tasks. Originally developed to provide the highest print quality for Durst printing systems, it is now also available for third-party printing systems. The complete browser-based solution has a user-friendly interface that allows the entire PDF workflow to be fully automated. Durst Workflow integrates seamlessly with the customer’s existing software environment, enabling a higher level of automation than comparable stand-alone products.

Thanks to preconfigured corrections, data preparation is faster and more efficient, and the integrated, powerful colour engine guarantees exact colour accuracy right from the start. With Durst Workflow, it is possible to print more while using less ink, thanks to predefined colour saving profiles that can be applied with just one click.

Serge Clauss, Product Manager, Durst Software and Solutions, explained, ‘We develop software solutions that help our customers make their prepress and production processes more predictable and productive. Reaching 500 users with our Durst Workflow solution is a clear statement that we are meeting our customers’ expectations.’

www.durst-group.com

Metals Science And Production Business Collaborates With HP For Metal Jet 3D Printing



HP Inc. and Legor Group SPA announced a strategic collaboration for the development of innovative precious metal materials for HP’s Metal Jet system. Legor is the first to produce specialty precious metal materials for the jewellery and fashion

INTERNATIONAL NEWS

accessories markets designed to work with HP's 3D metal binder jet platform.

'Our vision for additive manufacturing goes beyond small series and prototyping,' said Massimo Poliero, President and CEO of Legor Group SPA. 'We see a future where every modern business will have one or more of HP's state-of-the-art binder jetting printers in its facilities, enabled by Legor's technology, design and support to reduce the time to market for both precious and non-precious metal parts. This strategic partnership with HP is the keystone to accelerate this vision and move the industry toward more sustainable manufacturing.'

'Our work with Legor aligns perfectly with HP's vision to disrupt manufacturing norms, accelerate digital manufacturing and sustainable impact for customers around the world,' said Didier Deltort, President, HP Personalisation and 3D Printing. 'The combination of our breakthrough Metal Jet 3D printing platform with Legor's materials expertise and customer-centric approach will disrupt the luxury jewellery and fashion industries. This is an exciting milestone as we prepare to make Metal Jet more broadly available to the market later this year.'

The collaboration will initially focus on enabling the production of functional stainless steel accessories for the jewellery and fashion markets. In parallel, the companies will implement a rigorous R&D programme to parameterise and characterise bronze and silver powders and eventually gold powders, the core material in the precious sector. HP and Legor will work to optimise the printing and sintering parameters for these new materials and the surface finish results. Research will take place in the new Legor 3DMetalHub in Bressanvido, Italy, a centre of excellence focused on accelerating additive manufacturing for the luxury industry.

In addition, working closely with HP, Legor is creating opportunities for its customers to take advantage of the cost, quality and productivity benefits of HP Metal Jet and helping them integrate sustainable manufacturing into their businesses.

The advantages of HP Metal Jet enable Legor to transform product manufacturing on behalf of customers in the precious sectors and beyond. Along with design freedom, production flexibility and lowering development costs, HP Metal Jet enables customers to economically manufacture high-quality metal parts at scale.

Poliero added, 'Producing metal powders and 3D metal objects is part of our DNA and we have always been collaborating with customers in the jewellery and fashion accessories world. The digital capabilities of HP Metal Jet provides an alternative method to the classic investment casting, which requires the combustion of waxes or resins and the use of gypsum (calcium sulphate) as casting

material, containing free breathable silica. It is our way to promote more robust and intentional sustainability into production processes.'

www.hp.com

Zünd UK And Kornit Digital Collaborate To Open Innovation Centre



Unveiled in March, the Fashtech Innovation Centre, at the London training and manufacturing site of social enterprise Fashion-Enter, is designed to showcase the new way forward in ethical garment manufacturing, with the use of the very latest technology in printing from Kornit, digital cutting from Zünd and a team of skilled stitchers from Fashion-Enter.

In addition to highlighting ethical production capabilities that minimises carbon footprint, the Fashtech Innovation Centre will serve as a prototype for brands seeking to mitigate logistical complexities and time-to-market by bringing production nearer to the end consumer. The centre will also train future generations on the right way of producing garments that are responsive to demand and with minimal waste.

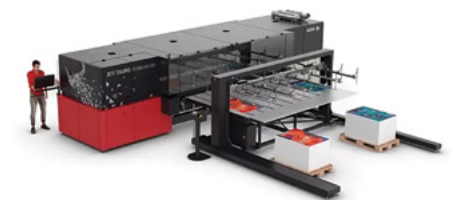
Dean Ashworth, Sales and Marketing Director at Zünd UK said, 'We're extremely excited to be part of such an industry revolutionising project with a Zünd cutter forming an integral element of the workflow. This innovative venture fits in very closely with Zünd's ethos, encompassing all the hot ethical and environmental topics of today but also driving something that I believe is very close to all of our hearts – bringing manufacturing back to the UK.'

Zünd: www.midcomp.co.za

Kornit Digital: www.rexxscreendigital.co.za

Agfa UV LED Wide Format Inkjet Printer Boosts Productivity

After having operated two hybrid 2.5m Jeti Tauro inkjet printers and a hybrid 3.2m Anapurna, French printing company WOWPRINT recently installed another Agfa engine: the heavy-duty 3.3m Jeti



Tauro H3300 LED.

The latest addition enables WOWPRINT to print up to 1250sqm for delivery within 24 hours. Next to the more regular jobs, they also rely on the primer option of the engine to print reliably on glass and other difficult substrates.

The company acquired the new inkjet press to cope with the order growth rate they have been experiencing since the launch of their e-commerce website.

WOWPRINT is a French printing company that specialises in the production of UV inkjet large format prints for resellers. Impeccable print quality, high responsiveness and transparency are key values of the company that serves clients in the whole of France from its printing site in the southern Var region. The company mainly prints on three types of substrates: boards, canvas and adhesive film.

'Agfa is the only company that can provide an integrated solution. Having one point of contact avoids discussions and gives us a competitive advantage,' said Massimo Gallotta, CEO, WOWPRINT.

All printers are driven by Agfa's Asanti workflow software. Gallotta commented, 'Agfa is the only company that can supply the printers, the hardware, the software and the ink. Having a one-stop shop gives us an advantage in the market. We know that we can always count on Agfa. Since 2018, our order book has grown by 33 to 40 percent annually. I have my employees and clients to thank for that, but also Agfa, as we couldn't have done that without them.'

www.agfa.com

Summa Showcasing Cutting Technologies In Berlin

Summa will showcase its various cutting technologies, focusing on the L1810 second generation laser cutter, showing highly productive processing of fabrics; the S1D60 roll cutter in combination with the Tray One sheet feeder for effective sheet and label cutting; as well as the F1612 with conveyor extension and F1832 with

HDRS for automated and flexible workflows.



Another focus will be on the sustainable micro-factory with the L1810 laser cutter in cooperation with Klieverik, Greentex, Mimaki and Neenah Coldenhove. It is all about sustainable materials, processing in an environmentally-friendly manner and usage of the finished parts by a German eco-friendly designer label.

Last year during FESPA, Summa pre-launched the second generation of the L1810 laser cutter built based on years of research and further development of earlier products. This laser cutter is especially suited to process all kinds of textiles, such as sportswear, dye sublimation clothing, as well as all kinds of raw materials used in the composite industry. Various cutting techniques can be used on the L1810 2nd gen, allowing users to match the output of their printer with their finishing capacity.

By using the Tray One sheet feeder on the S One S1D60 roll cutter model, users will be able to enhance automation, facilitate material handling and save a lot of time. This will not only benefit large volume industries but focuses equally on small volume businesses, such as copy shops and retailers. Workflows will thus be facilitated considerably, from copy to cut. The Tray One Sheet Feeder is only available on the Summa S1D60 roll cutter model.

The Summa F Series will be represented by the popular F1612 flatbed cutter with a small footprint that will be showcased together with the convenient conveyor extension. Processing cut designs much larger than the actual cutting is child's play with the F1612 conveyor extension and an absolute must-have for companies that want to offer a broad gamut of signage applications.

The large format F1832 flatbed model will be demonstrated in combination with the Heavy Duty Roll Support (HDRS). The HDRS allows a straight throughput of heavy banner material as well as light to non-stretchable wide textile rolls.

In the textile industry, there are still many steps to be taken in the field of sustainability. It is therefore important to raise awareness and give everyone involved insights into where the difference can be made. Because when there is awareness, we can work together to reduce waste. This is exactly what Summa can do in the sustainable microfactory. This set-up proves the important share of each company in producing textiles sustainably. The company Greentex develops sustainable materials and is launching a special eco fabric for the microfactory at FESPA. The design comes from Purazell, a start-

up fashion label in Germany that is focused on sustainability. These solutions will be showcased at FESPA from 31 May – 3 June in Berlin.

www.fujifilmgraphicsystems.co.za

Mutoh Showcasing Signage Solutions In Berlin



The XpertJet Pro 137cm (54") and 162cm (64") wide sign and display models feature brand new head technology, new generation weaving algorithms and Mutoh's genuine VerteLith™ RIP software. The XpertJet 1641SRP and 1341SRP deliver a significant improvement in both print quality and print speed. The new printers also integrate automatic alignments to ensure uninterrupted production and consistent quality. The printers come with Mutoh's GREENGUARD Gold Certified MS31/MS41 inks.

Users will gain significant quality and speed advantages over previous generations, in all production print modes. Comparing corresponding print modes, the XPJ-1341SR Pro is up to 212% faster versus the VJ-1324X. The XPJ-1641SR Pro is up to 201% faster versus the XPJ-1641SR. This is all achieved by the Mutoh's proprietary technologies working together.

Mutoh now offers its 1682SR dual head 162cm (64") wide XpertJet model in 8 colour configuration with orange inks (C, M, Y, K, Lc, Lm, Lk, Or). The orange ink will allow printing of a new range of reds, oranges and yellows. Thanks to the Lc and Lm inks, the lighter colours, especially skin tones and colour gradients, will come out perfectly. The Light Black ink offers the advantage that grey gradients are printed much better and without any colour shift.

Mutoh's new genuine RIP software, called VerteLith™, is a complete 'in the box' print solution. Recently, the VerteLith RIP won an EDP award in the category 'Workflow Technologies'. The software is built around the Harlequin Core, ensuring fast RIP processing times for both PDF and PostScript files, as well as perfect handling of transparencies and spot colours.

The VerteLith™ RIP integrates halftone screening technology specifically developed for inkjet, called 'Clear Tone'. This Mutoh proprietary technology will allow seamless production of the best possible gradients and skin tones. To avoid waste, the software includes powerful preview functionality, supporting soft proofing and on-screen RIP previewing of the actual printed dots before printing.

The XpertJet 1642WR incorporates two new generation extra wide 1600 nozzle AccuFine print heads, installed in a staggered set-up. The new heads will offer best-in-class drop placement accuracy. Combined with Mutoh's new proprietary i-screen weaving technology, Mutoh's fourth generation weaving algorithms, the new printheads will deliver exceptional print quality at high production speeds. The XpertJet 1642WR will deliver sellable high quality production speeds up to 61sqm/h. Top engine speed of the machine is 98sqm/h.

The new XpertJet 1642WR comes with Mutoh's new generation DS3-series HC dye sublimation ink. HC stands for 'Increased Colourant', which means reduced ink consumption, faster drying and compatibility with lightweight papers. Mutoh's new sublimation inks are suited for paper printing as well as for direct printing onto polyester fabrics.

Mutoh will present its range of solutions spanning signage and display printers, software, direct-to-object printers and more at FESPA, taking place from May 31st – June 3rd in Berlin.

www.mutoh.eu

Metamark Vinyl And Laminates Applied For Charity Project



Whitby Lifeboat crews have been saving lives for at least 200 years and have been recognised with the Royal National Lifeboat Institution's (RNLI) medal for gallantry 36 times.

The station today operates two boats, one works in inshore waters and the other, the mighty Trent Class, covers offshore events and has a range of some 250 nautical miles. Services like those delivered by the RNLI come at a price, and impressive beasts like Trent Class lifeboats have to be paid for. Thankfully, the RNLI ranks very highly in the affections and respect of the British public and it's one of the best subscribed of all the major charities.

The RNLI, Whitby, and its community, have a close and enduring relationship and the boats have been, and are, crewed with volunteers from the town among others. With a view to giving something back to the teams and the organisation itself, the owners of Whitby Tool and Plant Hire came up with a great idea, easily adaptable to others who'd care to involve themselves.

Among Whitby Tool and Plant Hire's fleet of hardworking site assets there's a particular dumper truck that now, thanks to its owners' inventiveness,

INTERNATIONAL NEWS

works hard for those who rent it, and gives something to the RNLI too. A percentage of income from the dumper finds its way to the RNLI every time the dumper turns a wheel. To promote the scheme and raise a bit of further interest still, Whitby Tool and Plant Hire got in touch with Vinyl Signs Whitby. This call required graphics promoting the RNLI connection and Vinyl Signs Whitby obliged.

The hardworking dumper now wears on the flanks of its very accommodating bucket a picture of the offshore boat on one side and the inshore boat on the other. 'Pictures' actually sells it a little short, they're custom designed posters attesting that the dumper contributes 10% of its income to a really great cause.

www.sytech.co.za

SwissQprint Flatbed Printer Announced As Most Purchased In Its Class



According to the Geneva-based market research institute Infosource, the Nyalala flatbed printer is one of the most popular flatbed printers in Europe.

For seven consecutive years, this swissQprint model has been the leader in its category: 'UV flatbed/hybrid printers >60" (152.4 cm) wide' in the respective Infosource price category compared to all brands and models surveyed. The LED UV flatbed printer is a 3.2 x 2 metre flatbed, expandable with a roll to roll option and more. The maximum output per hour is 206 square metres, 370 with the speed model. It features nine freely configurable colour channels and the latest ink options include neon colours for UV printing. The system covers a very wide range of applications.

Nyala machines have been around for 10 years, during which time swissQprint has steadily released optimisations, new features and possibilities. The fourth generation came to market in 2021. At its core are the latest printheads, with a maximum addressable resolution of 1350dpi that takes the already high swissQprint output quality to yet another level.

www.sign-tronic.co.za

Fujifilm Showcasing Wide Format Solutions In Berlin



Three years ago, Fujifilm went back to the drawing board to define a new blueprint for UV inkjet print performance. The result is a brand new range of wide format Acuity printers that redefine price/performance and transform print ROI.

Announced in mid-2021, the Acuity Ultra R2 is available in 5m or 3.2m versions. This new super-wide platform features the same high levels of quality and reliability as its predecessor but offers a huge number of design improvements to benefit both ease-of-use and overall productivity. Like the original Acuity Ultra, the R2 is available in various colour configurations up to eight channels. But recognising the fact that modern print businesses are all unique, with often very different needs and priorities, the Acuity Ultra R2 is available with conventional UV curing as standard, or with an LED UV curing system for six colour and white configurations. This gives customers the option to choose either the ultra-high productivity of conventional UV, or the comparatively lower operating costs and reduced energy use of LED UV.

The Acuity Prime was also revealed to the world in mid-2021. This stylishly designed new flatbed prints at unprecedented speeds with exceptionally high quality onto a range of rigid and flexible media, and offers excellent versatility, value and ease-of-use at a superb price point, to achieve a fantastic ROI.

A new ink system, Uvijet HM, has been formulated to provide outstanding adhesion to a broad range of substrates while also producing a wide colour gamut. The new ink range is optimised to produce high quality, vibrant images day-in, day-out. A new jettable primer improves adhesion still further for particularly challenging substrates. This removes the need for the offline pre-treatment of media before printing, saving time and money. The machine also features a printable area of 2.54m x 1.27m and can accommodate media up to a thickness of 51mm.

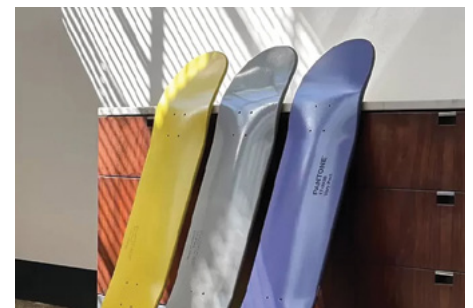
Careful consideration has also been given to operational ease-of-use. Multiple practical benefits for both operators and service engineers have been built into the design, making the day-to-day

operation of the printer as straightforward as possible.

All of the above solutions will be showcased at FESPA 2022 in Berlin, taking place from 31 May - 3 June 2022.

www.fujifilm.com

Skateboard Company Chooses Pantone Colours



For over 20 years now, Pantone's Color of the Year has influenced key product development and purchasing decisions across fashion and furnishings, as well as product, packaging and graphic design. Boardsports heritage brand, Globe, has announced the release of the latest GLOBE + Pantone Colour of the Year limited edition skateboard deck box set.

This fresh installment in Globe's ongoing collaboration with Pantone and the Pantone Color Institute features the official Pantone Colour of the Year 2022, PANTONE 17-3938 Very Peri – along with the two colours named Pantone Colour of the Year 2021, PANTONE 17-5104 Ultimate Grey and PANTONE 13-0647 Illuminating. On the choice of PANTONE 17-3938 Very Peri and the influence that Pantone has within creative circles, Globe President of Global Product, Matt Wong, said, 'As a collective of designers, filmmakers and creatives, we rely on what Pantone have created to make our work match our vision. After what was potentially the weirdest year we have ever experienced, the choice of Very Peri feels encouraging, like a declaration that courage and exploration are going to be the motivators that shape our creative lives in the post-pandemic years to come.'

Each of the three skateboard decks in this latest limited edition drop features Globe's signature Resin-7 Canadian maple construction. The boards are laser engraved and paint dipped for a high gloss expression of the Pantone Colour of the Year that each deck celebrates. The Pantone number, colour story and official collaboration information are also laser etched into the top side of each deck.

www.pantone.com

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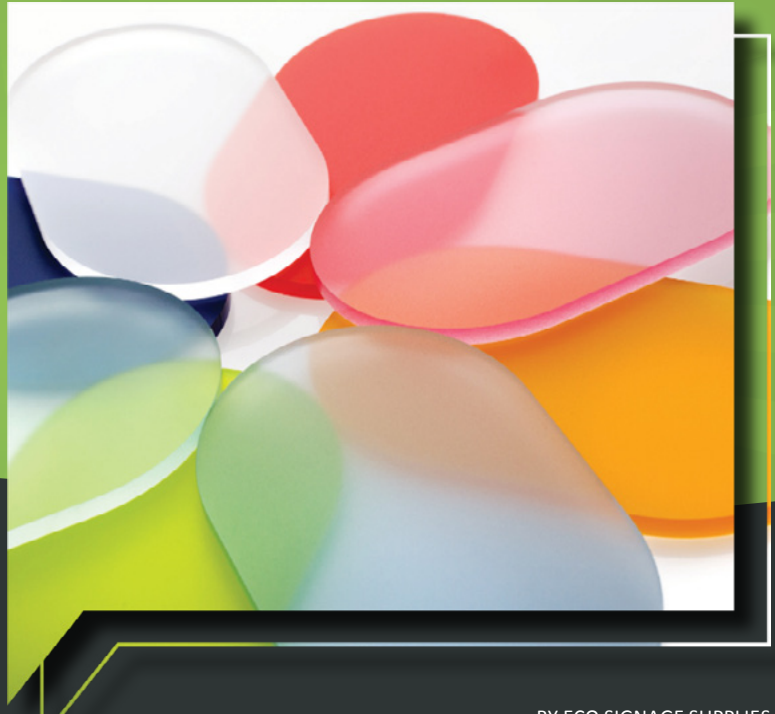
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ASTARIGLAS® NOW AVAILABLE IN SOUTHERN AFRICA

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®.



BY ECO SIGNAGE SUPPLIES

ASTARIGLAS® GP

These cast acrylic sheets 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.

ASTARIGLAS® GP is made to exacting standards, offering excellent optical characteristics, light stability and low internal stress levels for consistent performance.



ASTARIGLAS® BLOCK

ASTARIGLAS® BLOCK Clear are weather resistant, strong, non-toxic and transmit a great deal of light. These properties make clear block an excellent choice for many applications like souvenirs, furniture and store displays which make use of these qualities.

ASTARIGLAS® BLOCK gives a powerful statement with its distortion-free view. Available in Crystal Clear, ASTARIGLAS® BLOCK has high mechanical and chemical resistance and is easy to work with, even in complex fabrications.



ASTARIGLAS® TESSEMATT S and TESSEMATT DS

TESSEMATT is the name for the ASTARIGLAS® range of matt satin-textured cast acrylic sheets. The name comes from the Latin word 'tessera', which means a small cube of coloured glass used for ornamental purposes. The products are available in ASTARIGLAS® TESSEMATT S (single sided) and TESSEMATT DS (double sided).

This special texture provides elements of elegance and warmth. It retains the 'frosted look' even after thermoforming, sawing and drilling. Customers may choose from different degrees of translucency, as light is diffused uniformly, thereby softening strong colours and subtly filtering the light to reduce glare. The pleasant-to-touch surface makes this type of material suitable for furniture and certain architectural applications, as well as many other applications.

ASTARIGLAS® LED

Characterised by a 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. Taking advantage of LED lighting's brilliant features, including optimised backlighting performance, ASTARIGLAS® LED cast acrylic sheets provide high quality lighting while eliminating many of the constraints and challenges that existing LED lighting systems impose.

The sheets come in opal white and various colours, enabling sign makers and designers to enjoy the virtues of LED lights and create slimmer, brighter and cost-effective backlit solutions.

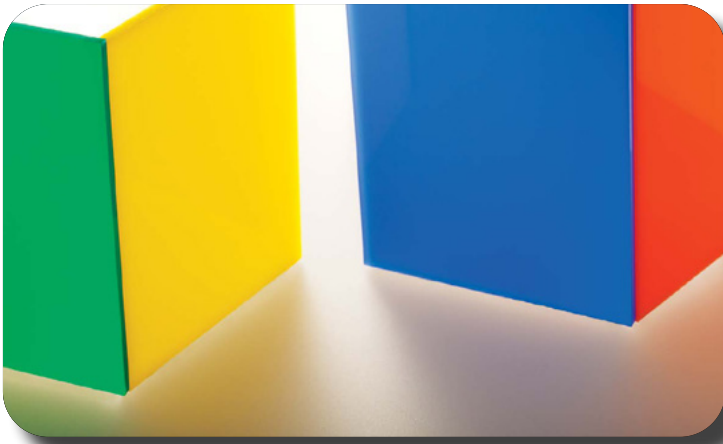


ASTARIGLAS® LED BLOCKS

These are perfect for block shape designs illuminated by homogeneous diffusion of LED backlighting. The WR 438 LD type of LED Blocks is available in 25, 30, and 35mm thicknesses.

Cut to specified measurements and with exceptionally flexible components, ASTARIGLAS® LED BLOCKS are a dazzling alternative to traditionally constructed letters as they allow sign makers to route out channels and embed LEDs either inside or on a mounting plate. The results are stylish, one-piece letters with optimised brightness and even light diffusion to maximise the environmental and economic benefits of energy-saving LED technology.

These sanitary ware acrylic sheets are the result of extensive technical development employing European technology and in conjunction with some of the world's leading sanitary ware producers. The products can be used in a wide variety of thermoforming applications from simple bathtubs, basins and shower trays to unique, deep and complex design of spas.



ASTARIGLAS® HP

HP stands for high productivity. ASTARIGLAS® HP is designed to improve fabrication productivity and the quality of the bond for applications where adhesion is a key property in the manufacturing process.

ASTARIGLAS® HP offers relatively similar properties to its GP grades, but with the benefit that fabricators can enjoy improved productivities in its fabrication process. This range of products offers excellent optical properties, weather resistance and high impact resistance.

ASTARIAGLAS® BR

ASTARIAGLAS® BR uncoated cast acrylic sheet is a lightweight, crystal clear and easy to fabricate bullet resistant material. Astariglas® BR is rated level 1 for bullet resistance as per Underwriters Laboratory standard UL-752.

This rating covers medium and small power firearms for both indoor and outdoor applications. The product is formulated to absorb and dissipate the impact energy of a projectile, making it an excellent choice for clear protective barriers in locations with risk of robbery or assault. Three attributes allow Astariglas® to minimise costs while guarding against incidents that might disrupt or slow production: safety, reliability and efficiency.

The company's state-of-the-art, in-house laboratories are operated by experienced technicians and researchers, and are dedicated to keeping its product pipeline robust and the quality high. These facilities also enable them to produce customised products according to customer requests. The applications are extensive and can be used in a range of different scenarios beyond signage, advertising and exhibitions, such as interior design and furniture, industrial equipment and machinery, medical equipment, food contact, security, sports, recreation and more.

Eco Signage Supplies announces new branch location



Eco Signage Supplies has announced new premises for its Boksburg branch, one of two branches in Gauteng, and the other of which is located in Randburg.

The company was established in January 2011, with its core business to supply signage materials used in the manufacture of visual identity, commercial displays, signage and point of sale products. The company provides quality branded and unbranded products including ASTARIGLAS®, Avery, Orajet, Eco-print, Eco-bond, Samsung, Inflex and Poli-cut products.

The Boksburg branch is located on 142 Michelson Street, Anderbolt in Boksburg.



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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. The global economy's recovery is predicted to occur at an accelerated pace than initially expected, so many businesses are desperate to take advantage and make up for lost time (and sales).

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.'

For Preston, it's about three P's. The first P is proactivity. Preston believes the days of top-down management are harmful to organisations in the long run as they encourage passiveness. 'A business cannot move forward if people fear initiative because they need to be told what to do by someone else,' he said.

'An initiative-taking approach means looking at the business more holistically and with a solution-orientated mindset. If there is a way to improve a process or to solve an issue, come forward with the suggestion instead of waiting for someone else to initiate the next step.' A simple example of proactivity could be answering a colleague's phone or taking the lead to reply to a customer email, according to Preston.

Professionalism is the second P, and it's directly linked to proactivity. 'As a business, it is important to be professional in the face of adversity and to keep emotions in check,' Preston explained. 'Sometimes, customers experience challenges with a business and their responses might be emotional due to frustration or the lack of communication.' If businesses are to truly become customer-centric at all touchpoints, Preston added, they need to have the mindset of changing a negative experience into a positive one through their

communication skills and proactive approach, rather than through emotional reactions.

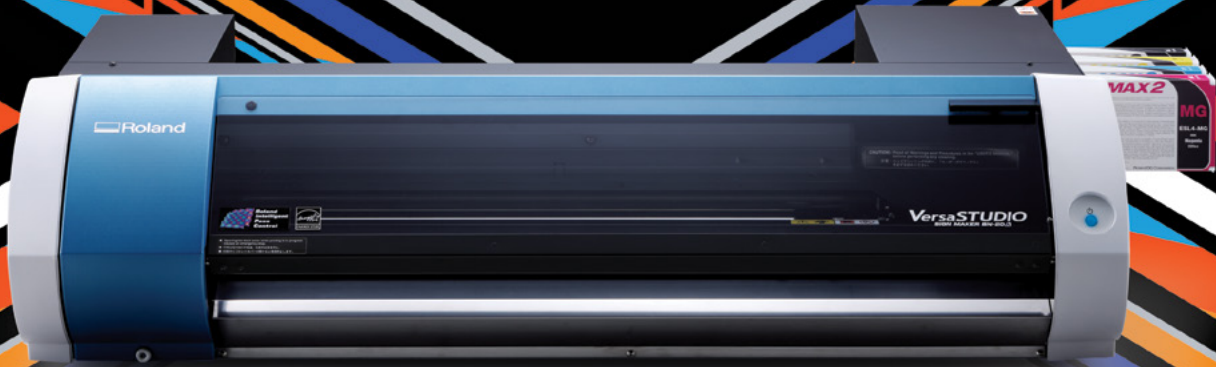
'Professionalism also means adding value within our internal and external teams,' Preston said. 'We need to understand our products and the markets we sell into, so that we add real value to partners and customers. If they are not sure about something, rather double-check and ask the necessary questions for a better understanding of the situation.'

Preston believes that if a business follows the first two P's, the final one, performance, will come naturally. 'By all of us buying into the values and working together, we are capable of building a collaborative spirit and can-do culture that will have a direct impact on success and performance, which will be seen through the increased sales and satisfied customers,' he said. 'This, in turn, allows a business to invest in itself going forward, recruit more talent and to promote and reward its people.'

In conclusion, Preston stressed that performance can only be achieved if proactivity and professionalism are in place from the start. With the marketplace being highly competitive and with similar products and services all aimed at the same customer base, the only way to stand out from competitors is in the core values and how businesses conduct themselves, both internally and externally. 📌

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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 into creating the application and put the entire job and installation in jeopardy.

Initial tack or wet grab, shear strength, optical clarity, colour, permanent or removable characteristics, temperature and solvent resistance all need to be considered when designing a custom tape or adhesive to a specific customer application. If the wrong adhesive is chosen, it can lead to product failures that can damage the reputation of the customer's final product.

With that in mind, what should companies look out for when selecting adhesive materials for work? First and foremost, you need to consider the quality of the product you will be working with and the reputation of the manufacturer that supplied the material. As is the case with all kinds of material, you get what you pay for, and opting for cheaper, less-known brands can be a bit of a risk.

Next, do some research into the type of technical support you will get from the tape manufacturer. Not only is the adhesive choice important for the final product, but the other components play just as significant a role.

The adhesive carrier and release liner, if required, are critical for the overall performance of the tape throughout the manufacturing process, from coating the material, to the converting or fabrication of the product to the final use of the tape in the manufactured component.

Finally, consider the level of post-sales customer support you are likely to receive from the tape manufacturer. Once the tape is produced and sold, customers need the proper level of support to ensure that they receive their product on time, every time. 📞



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This ensures excellent clarity, weatherability and high strength.

ASTARIGLAS® GP is made to exacting standards, offering excellent optical characteristics, light stability and low internal stress levels for consistent performance.



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ASTARIGLAS® BLOCK Clear are weather resistant, strong, non-toxic and transmit a great deal of light. These properties make clear block an excellent choice for many applications like souvenirs, furniture and store displays which make use of these qualities.

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The pleasant-to-touch surface makes this type of material suitable for furniture and certain architectural applications, as well as many other applications.

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LOVE IS WHY.

DIGITAL OUT-OF-HOME ADVERTISING CONTINUES TO RISE

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.

OOH was once limited to billboards, subway posters and other static signage that limited results, made it difficult to measure and accurately target a specific audience.

This may have worked for big-budget movies or giant fast-food chains with locations around every corner, but it did little to satisfy the promotional needs of evolving businesses. Consumer brands have always needed a more powerful tool to amplify their products, and now OOH has caught up to their needs.

OOH has evolved significantly in recent years and has become a cost-effective solution for reaching consumers on both a national and a local scale. This evolution was no doubt further influenced by the global pandemic, significant weather occurrences and ongoing supply chain kinks that have turned our world upside down. However, the change began long beforehand.

Like most forms of advertising, OOH has gone digital, providing brands with the ability to better target consumers with relevant messages and accurately measure results. Digital out-of-home can be deployed programmatically to reach audiences at contextually relevant moments, with dynamic ad placement driven by real-time data.

Weather conditions and the time of day can be set as automatic triggers for ads, as well as the proximity to desired locations. This allows brands to customise for local markets while achieving a national scale and, when combined with other tactics such as social media, promotions and any other audience-based channel, OOH effectively becomes a true omnichannel vehicle.

With the right technology partner, brands can use DOOH to successfully promote products even if they are not equally available everywhere. For example, if a brand is launching a new line of frozen pizzas – first in select markets, then nationally – the brand could use DOOH to approach each market accordingly.

One may require a promotion indicating that the pizzas are available now while another may need to highlight that the new line is coming soon. Technology makes it possible to quickly adjust based on different areas, postal codes or even audiences so that overall messages resonate at a local level. A planning process that once took weeks can now take minutes and results can be measured with different metrics such as attributable sales and foot traffic.

Target more accurately, respond in real time

The audience here is critical. While OOH may have once been widely used by entities with large budgets, such as automotive or entertainment, brands now have far more access to high performing ad space as well as flexibility and control. DOOH leverages advanced audience targeting to allow brands to reach certain people with specific behaviours or habits instead of solely targeting based on streets and corners. That said, traditional OOH is still very popular – but there is much more fluidity to match traditional and DOOH placements for maximum impact. Marketers can use programmatic buying to complement existing DOOH plans by extending traditional buys or streamlining unique creative treatments.

One of the best parts of DOOH is that it can be executed very quickly. A brand might have thousands of postal codes in mind with the goal of applying Creative A in one market, Creative B in another and so on. There may be different versions of the campaign that need to reach different areas, sharing different messages depending on the market. This could take a team weeks to deploy with direct buys. The back and forth with vendors and proposals could bog down the entire campaign or force the brand to simplify the strategy. Programmatic technology streamlines the process, allowing brands to be nimble and even react to changes in real time.

2022 is the year for out-of-home

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.

Most significantly, 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 of DOOH and some of the many reasons why 2022 will be the year out-of-home shines.

This article was originally published in Digital Signage Today. 

www.digitalsignagetoday.com

SIGN AFRICA DURBAN EXPO

RECEIVES POSITIVE RESPONSE

BY MATTHEW WOOD



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.

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:

'The expo has been absolutely fabulous. The quality of leads I got, which included clients I never even knew about who are in Durban, has been astronomical. I'm so impressed. The organisation of the expo was brilliant and everything ran so smoothly,' said Carol Badenhorst, Exion Corp.

'We had a good turnout at the show. People were excited about the launch of the new TrueVis 3 range of Roland print and cut machines, including the VG3 and SG3, with wide colour gamut. Overall, I think we had a good show with some good leads that will turn into sales,' said Gary Govender, Roland DG South Africa.

'We got a lot of feet on the stand, a lot of leads and had a good response. We closed a deal already and are also waiting to close another big deal. Everything was superb and I am happy,' said Aron Mudau, Curv Signage Systems.

'We were really excited to be back in Durban after two years of no expo's in the region because of Covid. We picked up a lot of new prospects. Many customers are positive that the Durban market is opening up again. It was a very positive show for us,' said Gourav Baid, Allrich.

'It was a great show and it was great to see the visitors coming out here again. We had some quality leads and we sold an HP Latex 700W off the stand,' said Llewelyn Botha, Midcomp.

'There were a lot of quality leads. There was also a lot of interest in our DTF entry level system and heat transfer films,' said Laetitia Schreuder, Rexx Screen and Digital Supplies.

'The show gave us quality visitors. There were a lot of people interested in new machines after a two year drought of no expo's. We even had visitors from Johannesburg at our stand and we think we'll have a couple of sales after the show,' said Frikkie Booysen, Sheetco.

'The interest in our entry level Intec machine, which is not really rivalled in the industry currently, was fantastic. Most people commented that they'd never seen something like this machine before. We had an unrelenting queue of visitors coming through our stand and it was a very good show for us,' said Richard Bell, Intamarket Graphics.

'The quality of leads was amazing – we also met with visitors who live outside of Durban. We made a lot of sales and it's the first time that we sold three systems at the show and had the buyers pay for the systems at the stand,' said Jordan Steinbach, Manager, UPrint SA.

'The show was a success. We were impressed with the amount of leads we got. The customers who came through were those that we haven't had contact with for a while, so it was good to make contact with existing customers as well as getting to know new customers. We'll definitely be back next year and we're looking forward to a bigger show,' said Illze Bester, Kolok.

'It was a good show with quality leads. We managed to close some sales and we did very well,' said Tebogo Pholoholo, JG Electronics.

'It was a pretty good show and we had a lot of interest from visitors. We estimate that we might have sold between 1 to 4 machines. The show provided good brand exposure,' said Allan Hobbs, Maxlaser.

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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 Large Stand

Winner tie: Roland DG South Africa and Speedwrap. **Runner-up:** Curv Signage Systems.

Sign Africa Best Medium Stand

Winner: Intamarket. **Runner-up:** Sheetco.

Sign Africa Best Medium Shell Scheme

Winner tie: Chemosol and JG Electronics. **Runner-up:** Alto Tatto.

Sign Africa Best Small Stand

Winner tie: Exion Corp and MaxLaser. **Runner-up:** iPlastics.

Sign Africa Best Small Shell Scheme

Winner: Rexx Screen and Digital Supplies. **Runner-up:** Kolok.

Speedwrap Contenders Test Their Skills



Winner Senzo Nzama with Robbie Lambe, Roland Speedwrap judge, from Maizey Plastics.

Senzo Nzama was the overall winner of the Roland Speedwrap Challenge. Contestants had to race against the clock to wrap a vehicle door to the best standards. This event was brought to you by platinum sponsor Roland, vinyl sponsors GrafiWrap (distributed by Maizey Plastics) and show sponsor Sign Africa.



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HALL 1.2



BOOTH B25

DIGITAL TEXTILE PRODUCTION NEEDS THE RIGHT COMMERCIAL INFRASTRUCTURE FOR ON DEMAND FASHION

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.

It is risky because there is no hard evidence that consumers are willing to move en masse away from an environmentally hostile production chain model. This model is entirely built around bulk quantities of sourced materials turned into garments in huge volumes. The result is cheap and lovely clothes made from a variety of fibres, blends and fabrics. The shift to garment microfactories away from the bulk model enables on demand production of garments close to their points of purchase. But will this model really reshape the face of fashion?

Plenty of digital printing system manufacturers think that it will, and hope that the fashion industry will embrace an on demand model to get its sector's emissions down. Microfactories could help cut the emissions and waste associated with bulk manufacturing. They could also help fashion get even faster, so that designers and brands can deliver more than a handful of collections every year. We could move away from fashion's seasonal tyranny to a model that responds to events rather than the season.

There is lots to like in this model, particularly the access it gives young designers to the market. We still need the fabrics to be produced but if they can be digitally printed with patterns and designs, enormous amounts of water can be saved. Producing garments close to market, via online sales, also saves on the emissions associated with transportation, warehousing and inventory management. The relationship between designer and customer is direct and intimate and only those clothes for which there is a buyer are produced. At least in theory.

Unhooking the fashion industry from its traditional framework will take more than good intentions and high ideals, particularly in developed markets such as the USA and Europe. However in places where the garment industry still has room to grow, digital textile printing could have real and realisable scope for

growth, creating a market for new fashion that reflects local expectations and realities. The savings in resources can be impressive, but cutting waste and the dumping of used clothing has perhaps greater environmental impact potential, particularly since it offers opportunities for local business development in remote regions.

Digital textile production also 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 from Canon, Durst, EFI and HP through to Seiko Epson. There's a lot at stake.

This article was produced by the Verdigris Project, an industry initiative intended to raise awareness of print's positive environmental impact. Verdigris is supported by: FESPA (www.fespa.com), Fujifilm (www.fujifilm.com/sustainability/), HP (www.hp.com), Kodak (www.kodak.com/go/sustainability), Practical Publishing (www.practicalpublishing.co.za), Miraclon (<https://miraclon.com>), Unity Publishing (<http://unity-publishing.co.uk>) and Xeikon (www.xeikon.com).

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Master plans for the print industry value chain

According to Dr Abdool Majid Mahomed, CEO of Printing SA, a master plan is a comprehensive plan of action and is used as a tool to define coordinated activities (policies, programmes, etc.) that align with a common set of goals for industries (as determined by stakeholders). It relies on empirical evidence to galvanise stakeholders around a common understanding of challenges/opportunities, followed by the defining of a vision and the development of an action plan to address these challenges. The masterplan then 'lives' through the action plan – which is monitored and evaluated as part of a structured, institutionalised process.

Why are master plans required and how are they developed?

Masterplans facilitate investment across the value-chain, unlock job creation, deepen cross-sector linkages, encourage optimal industry growth and identify domestic, regional and global export opportunities.

A masterplan is developed by:

- Comprehensively reviewing the South African value chain's present position and policies.
- Completing an industry Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, and drawing lessons from international successes.
- Developing policy and regulation recommendations for government.
- Proposing programmes for collective action (industry, government and labour).

Who facilitates master plans?

If the industry falls under the category of manufacturing, then the Department of Trade Industry and Competition (DTIC) is the responsible department, if under culture, then it is the Department of Sport, Arts and Culture (DSAC), if tourism then it is the Department of Tourism (DT), and if agri-processing or cannabis then it is the Department of Forestry, Fisheries and the Environment (DFFE), etc.

In many instances, the Department Of Small Business Development (DSBD) also gets involved, because small business makes a huge impact on growth and employment across all sectors and industries.

How does a master plan get developed?

A lead government department identifies a Sector Masterplan Working Group (with representatives from the private sector, government and labour) and various leads who kickstart the process.

This process will include identifying an Industry Reference Group, an Executive Oversight Committee, identification of an appropriate Service Provider and their appointment, and then developing a roadmap having key milestones to be achieved. It takes from one to five years for a plan to be developed and implemented. The targets set can be a long-term time frame of 10 to 20 years ahead.

Progress on each master plan is reviewed regularly by the Presidency's office. Over 20 master plans are currently underway, and about five are completed and in their implementation phase.

Master plans impact positively on job creation and growth of the sector in general. Government's policies are attuned to ensure they drive the attainment of the targets set, resulting in a win-win for all stakeholders.

What progress has been made with the master plans in the print value chain?

The Creative sector master plan project began about three years ago, consisting of four subsectors:

1. Music and Performing Arts.
2. Publishing and Printed Media.
3. Audiovisual and Interactive Media.
4. Visual Arts, and Craft and Design.

This master plan is managed by DSAC and DSBD, and is now in its final stages, reviewing the skills shortages and specific training programmes that need to be developed/rolled out. Printing SA has given input in the publishing (newspapers and magazines) and printed media (books) sub-plan, one of the four key sectors identified.

The Pharma sector master plan (headed the Pharma Desk of the DTIC) is now calling for companies to volunteer to serve on its various sub-committees. This opportunity will be of interest to packaging companies manufacturing



pharmaceutical packaging and inserts. Printing SA's communication to members asked for volunteers to come forward and make a meaningful impact to this plan through active engagement.

Dr Mahomed said that while both of the above master plans address some aspects of the full value chain of print, Printing SA feels strongly that there is a need for a more comprehensive plan, including all kinds of printing (not only publishing), packaging, signage and the visual communications sectors.

The print value chain master plan was first mooted to the DTIC on 3 September 2021, and Printing SA were then asked to present to the Steering Committee at the National Priority Sectors Master Plans Meeting, that is coordinated by the Presidency's office, on 28 October 2021. There was an agreement in principle that the need for this master plan was well founded, and both the DTIC and DSBD were instructed to set up the first meeting with key stakeholders, government, private sector, the unions and Printing SA as an industry association, which has not occurred to date.

The way forward

Printing SA are currently seeking advice on how to proceed on this, with engagements with the Presidency's office and Minister Patel's office being pursued.

2022 training course prospectus

The prospectus, which is now available, covers the training courses they are hosting next year and will prove invaluable when planning staff training or self-improvement. Download the prospectus at: <https://bit.ly/3MHalM>

Printing SA outlining printing and packaging membership benefits at Sign Africa Cape Town Expo

Printing SA will educate visitors about their member benefits and services at the Sign Africa Cape Town expo, which will be held from 18-19 May at the CTICC, Hall 1.

Printing SA represent the interests of the printing, packaging, branding, creative design, marketing and communications industries. They ensure the industry is sustainable and that all stakeholders and, in particular, its members prosper.

Visitors will have the opportunity to speak to representatives to find out about their member benefits, such as: human resources consultancy services; industrial relations consultancy services; B-BBEE advisory and consultancy services; commercial, technical and legal expertise; industry representation and training.

The new Printing SA member benefits include:

1. Print, packaging, signage and visual communications medical cover:

Agility and Health Squared have partnered with Printing SA to bring you a one of a kind medical offering for you and your staff that is specifically tailored for the industry.

2. Productivity SA:

The Competitiveness Improvement Services Programme is aimed at improving the competitiveness in the South African print, packaging, signage and visual communications industry as it has to compete against international competitors in the international and domestic markets. It is an investment cost-sharing grant for local entities.

3. SASFIN Finance:

Printing SA Associate member SASFIN provides a comprehensive range of specialist financial products and services for Business and Wealth clients including equipment finance, forex and guarantees and funding to these entrepreneur groups and companies.

4. Members' Portal:

Members now have exclusive access to a host of great online tools from industry research, tenders, RFP's/Q's, marketing material, templates and so much more.

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FOR SALE

HP LASER JET PRO M452NW GHOST PRINTER 5 MAY

R5500. Good working order. Just need a service to clean the rollers. It sometimes prints mark over the page. Used it for office work. Three cartridges still have ink. One low. Not sure which one. Does not include white cartridge. Buyer to arrange collection.
Belinda +27 84 356 8120
Gauteng

XEROX 2100 PRINTING PRESS 28 APRIL

Xerox 2100 printing press and Fiery unit. R400,000.
Simon +27 83 394 7686
Port Elizabeth

FAST COLOUR PRINTER 25 APRIL

2017 AM.CO.ZA 1.8m FASTCOLOUR printer with Epson DX5 head. R30,000 negotiable.
Marius +27 83 490 7212
Cape Town

MIMAKI CJV30-130 25 APRIL

R120,000. Very good condition. Bulk system available on request.
Malvin +27 84 715 9888
Gauteng

CANON IPF825 19 APRIL

R12,000. Functional, just needs a waste cartridge and SSD. Recently bought a Roland and not spending anymore on this printer.
Roy +27 73 421 7456
Western Cape

REFURBISHED ROLAND VS640 PRINT AND CUT 19 APRIL

1.6m. Printer is in really great condition with printhead being replaced when printer was refurbished. Have all invoices from Roland agents of the work that was done. Moving and relocating of printer will be for buyer's expense. R158,500. Price slightly negotiable and is excluding VAT if a VAT invoice is required.
Danny McIntosh +27 82 324 1795
Pretoria

ROLAND XC540 15 APRIL

R120,000. Replaced Magenta Head. Original inks still used. Very clean and very nice machine.
Ruan +27 83 231 8314
Gauteng

LACOR 1600MM

SUBLIMATION PRINTER 8 APRIL

R50,000. Second hand large format sublimation printer. 1600mm. Can be converted to eco solvent inks. Needs XP600 printhead replacement, otherwise everything else in good working condition. Six months old. Bought the machine for a certain project and no longer need it.
Ezra +27 78 486 7870
Gauteng

3M X 3M DISPLAY STAND 8 APRIL

I have an advertising stand/show stand that has all the electrics ready to use. You just need a new fabric banner wall printed with your logo on. Willing to negotiate a price
Nicole Smith
+27 83 236 1864
Durban

NEW BANNER WELDING MACHINE 6 APRIL

R12,000. This automatic welding machine can weld: PVC, PE, DHPE, LDPE, EVA and PP plastic. It uses hot air to melt, then the wheel runs over to weld. Can be used for seaming banners, or welding pieces together to create banners that are larger than your printer size.
Casandra Viljoen
+27 72 047 0615
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SHARP INTERNAL FINISHER MX-FN25 6 APRIL

R5600. All assembling parts available. Price includes shipping with Courier Guy.
Dalton +27 64 887 0104
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TITAN-JET 1600MM 5 APRIL

R38,000. Titan-Jet large format printer 1600mm. Clogged heads and ink pipes otherwise everything else in good working condition. Replacement parts can be obtained from Titan-Jet SA (Pretoria head office).
Greg
bounce.printing@gmail.com
Gauteng

SUBLIMATION MUG PRESS 2 APRIL

Sublimation mug heat press with cylinder mug attachment. R600.
Tebogo Moloi +27 81 041 2716
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SINGLE STATION SILK SCREEN MACHINE 2 APRIL

Pre-owned single station silk screen (1

colour) printing machine. R650. Includes: board T-Shirt silkscreen. Frame included.
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SILKSCREEN AND T-SHIRT STATION 2 APRIL

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JOBS

JOBS OFFERED

APPLICATOR 4 MAY

The successful applicant must be proficient in: doming, weeding of decals, vinyl application and wraps, heat presses and Perspex cutting.
operations@promoworld.co.za
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VEHICLE WRAP INSTALLER 4 MAY

We are based in Centurion, so applicants need to make sure they can travel there.
marius@inkmonkey.co
Gauteng

ADMINISTRATOR 4 MAY

Looking for a dynamic and well organised assistant to join our team. This person will assist our production and project management teams. Prepare quotes, assist in compiling job cards and works orders, communicate with clients, project managers and production teams, etc. Remuneration: R4500-R5000 depending on experience.
georgie@signarama.co.za
Gauteng

GRAPHIC DESIGNER 4 MAY

Applicant must have signage industry experience, be able to perform under pressure, have good time management, excellent product knowledge and CorelDRAW proficiency. Create production files for printing, cutting and bending, prepare artwork mock ups and approval documents, etc. Email CV, portfolio and contactable references.
georgie@signarama.co.za
Gauteng

PROJECT MANAGER 4 MAY

Looking to onboard a strong project

manager. The ideal candidate has great communication skills, is well organised and administratively diligent. Prepare quotations with accurate costings and correct details and manage CRM activity and following up with clients regularly, etc. Remuneration based on experience. Packages from R10-R15K with fuel. Email CV and contactable references.
georgie@signarama.co.za
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SALES REPRESENTATIVES 26 APRIL

We specialise in signage, marketing and promotional advertising. Eligible candidates must be familiar with the signage and printing industry. Basic of R8500. Based on industry knowledge. Must have your own vehicle. You will be required to service existing clients and follow new leads to grow our client base.
mail@flagsandbanners.co.za
Gauteng

PRODUCTION SPECIALIST 25 APRIL

Must have experience in operating a CNC router, both in physical operation and file set-up. Other skills such as Perspex fabrication, channel letter fabrication, sign assembly, LED wiring, welding, spraying, vinyl application, etc. will be beneficial.
hr@brandup.co.za
Gauteng

FREELANCE VINYL APPLICATOR 22 APRIL

Responsibilities: vinyl application onto various surfaces such as windows, plinths, tabletops, etc. Studying visual guides, thorough planning and prepping ahead of installations. Valid driver's licence and own transport. Must have a minimum of 3 years in a similar or related role.
manon@spacefit.co.za
Western Cape

APPLICATOR 21 APRIL

Vinyl/sign/vehicle/branding. Looking for a team player that prides themselves in applying and finishing of signage/branding. Drivers licence required.
sales@morphadezign.co.za
Gauteng

JUNIOR APPRENTICE/WORKSHOP ASSISTANT 21 APRIL

Should be interested in learning graphic design.
sales@signwrapssa.com

Gauteng

VINYL APPLICATOR 21 APRIL

Qualified Applicator for signage and vehicle branding required.
sales@signwrapssa.com
Gauteng

**GRAPHIC DESIGNER/
ESTIMATOR 19 APRIL**

Qualified graphic designer with SA ID. Minimum of 15 years employment in signage industry, with managerial and computer literacy to learn to do quotes and estimates. Must have contactable references. CV with SA photo ID to be submitted.
outofwork2019@yahoo.com
Gauteng

**GRAPHIC DESIGNER/
PROJECT CO-ORDINATOR 12 APRIL**

Essential: CorelDRAW experience; DTP experience and Roland Versaworx. Must have own transport.
tony@protint.co.za
Gauteng

VINYL APPLICATOR 12 APRIL

Knowledge of vinyl and signage fabrication and installation. Great attention to detail and accuracy. Maintain all job record keeping and timely administration as necessary. Adhere to approved application processes. South African driving licence an advantage
kempton@signarama.co.za
Gauteng

**JUNIOR GRAPHIC
DESIGNER 8 APRIL**

You will help design signage, stickers, corporate gifts, corporate clothing, banners and various other printed material. Must be fully computer literate and highly proficient in CorelDRAW Software Suite. Previous experience in signage and associated printing industries will be a big advantage.
otto@hojodigital.co.za
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INTERNAL SALES/ADMIN 8 APRIL

Responsible for processing and managing sales orders. Handle internal and counter sales. Minimum 2 years' experience in a similar role. Must have own reliable transport and drivers licence. Advanced Excel knowledge and skills (formulas, pivot tables, etc.)
justin@sytech.co.za
Gauteng

INTERNAL SALES 7 APRIL

Timeous and accurate processing of customer orders by email/fax/phone on Syspro. Timeous and accurate processing of walk-in customer orders. Timeous and accurate customer quotations, including cut-to-size (customised) substrate quotes. Key account focus, relationship building and growth.
applications@uniplate.co.za

KwaZulu-Natal

**SENIOR SALES/
SALES MANAGER 7 APRIL**

Experienced, mid to senior sales staff required. Salary: R15K to R25K. Petrol. Must have proven track record as well as meet performance targets. Generous bonus paid on successfully attaining targets.
kevin@signs4sa.co.za
Gauteng

JOBS WANTED**ALL ROUNDER 5 MAY**

Looking for a position in vinyl application, rigging, Perspex fabrication and LED's. I am highly experienced in this field.
+27 72 962 8116
jobnatasha40@gmail.com
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DTP/CTP/MACHINE OPERATOR 4 MAY

Looking for a job as a DTP prepress, designer or machine operator. I have over 10 years of work experience in the printing industry accompanied with a certificate in DTP and design and I am a Xerox machine operator. I am self motivated, can work well under pressure and have strong understanding of repro knowledge.
Sbongiseni +27 60 452 1321
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**SCREENPRINTER/DTP
OPERATOR/DESIGNER 28 APRIL**

Do digital printing. Knowledge of: HP Latex printers, Roland VS 540, SP300, SG300, VP 300 AND RF640 (print only): Mimaki large format printers and all RIP software used. Setting up artwork and doing layouts with good eye for detail ensuring maximum media usage.
thulani.muhlwa500@gmail.com
+27 65 868 4176
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PERSPEX FABRICATOR 23 APRIL

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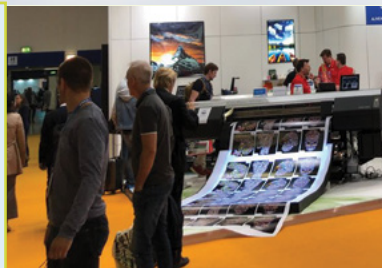


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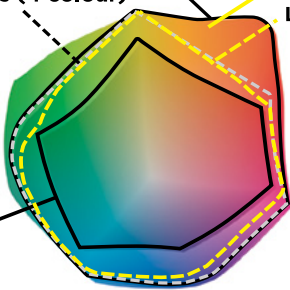
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