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COVER STORY

THE WORLD'S FIRST USERSHIP MODEL FOR LARGE FORMAT PRINTERS

BY MIDCOMP

- 30 *Why does a Usership model make sense? While a few 'traditionalists' will still opt to buy that CD or vinyl record, by far the majority of avid music lovers will sign up to Apple Music, Amazon Music, Spotify, Qobuz, Tidal and others. It probably costs the same to subscribe to these services as it does to buy your favourite artist's latest album. So why is the Usership model an ever-increasing trend?*

FEATURES

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BY PIETER PIETERS, CANON SOUTH AFRICA
If you're a reseller considering how to grow, small to medium-sized print service providers (PSPs) are worth a serious look if you have the right digital print technology portfolio to meet their expectations.
- 34 **3D PRINTING DISRUPTS PRODUCT DEVELOPMENT TIMELINES**
BY KIM HAIMOVIC, MASSIVIT 3D
Regardless of whether a company's product is a tangible object such as a car or piece of furniture, or a digital algorithm driving an innovative piece of software, the process of testing and refining multiple iterations before it can be released to market is one of the most crucial pain points for almost any modern business enterprise.
- 38 **QUESTIONS TO ASK WHEN SELECTING MATERIALS FOR PRINT JOBS**
BY DENNIS LEBLANC, DRYTAC
One of the primary reasons for the tricky material selection process is the wide range of factors that you need to consider when choosing the media you are going to work with. Can it adhere to rough surfaces?
- 41 **GRAPHIX SUPPLY WORLD CELEBRATES 25 YEARS OF BUSINESS SUCCESS**
BY MEGGAN MCCARTHY, SIGN AFRICA
GSW has especially enjoyed a long and solid partnership with Mimaki, having partnered with the brand since 1998.
- 44 **GRAPHICS, PRINT AND SIGN EXPO SHOWCASING CUTTING EDGE TECHNOLOGY**
BY MEGGAN MCCARTHY, SIGN AFRICA
Live demonstrations are the best platform to help business owners in making sound decisions when it comes to purchasing printing equipment.
- 47 **GARMENT MICROFACTORIES HAVE A SMALLER ECOLOGICAL FOOTPRINT**
BY MARK SOLLMAN, PRODUCT MANAGER EMEA, MIMAKI EUROPE
Along with reducing unnecessary waste through on-demand production, microfactories have a smaller ecological footprint than traditional garment production and require no water use during the production process, making it not only a faster solution, but a greener one too.
- 48 **PAVING THE WAY FORWARD WITH LED IN DIGITAL SIGNAGE**
BY MONIKA LINDQUIST, VISUAL ART
LED technology has, more or less, revolutionised the world around digital signage and digital communication channels in general. LED has also started to be used in smaller formats.

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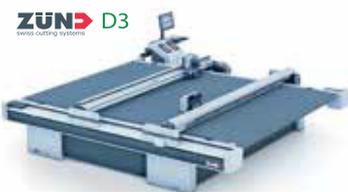
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