

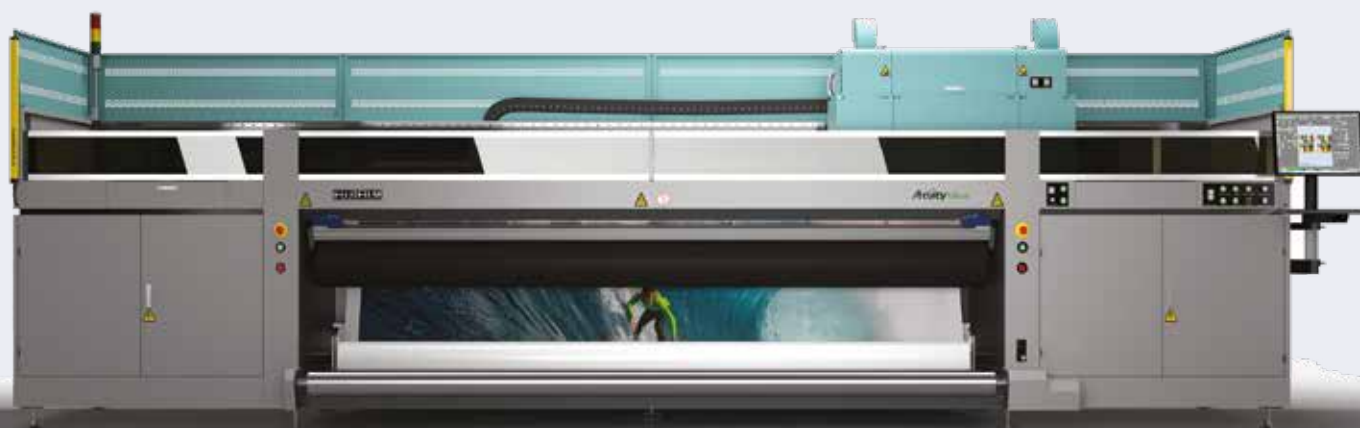
# SIGN JOURNAL FOR THE VISUAL COMMUNICATION INDUSTRIES AFRICA

JULY/AUG 2019 | ISSUE 102

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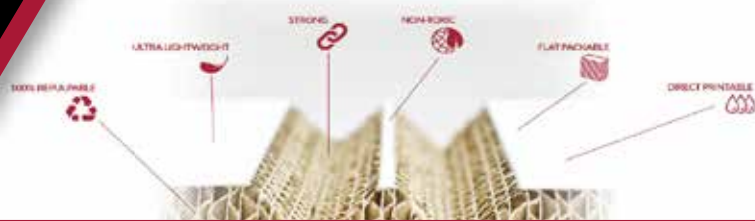


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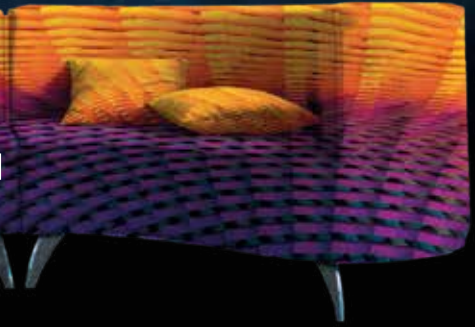
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# EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

**It's almost time for our flagship Johannesburg FESPA Africa and Sign Africa expo, taking place from 11-13 September at Gallagher Convention Centre. Read about how your business can explode with possibilities in signage and print, and all the exciting features the event has to offer. We look forward to seeing you there!**

While shop window stickers and signs are a proven way to boost footfall and draw customers in to the store, double sided hanging banners and point-of-sale signage directing customers where you want them to go have an equally essential role to play in the sales cycle, especially when it comes to impulse buying and other spontaneous purchases. OKI discusses how retail signage printed on-demand can improve customer experience and sales.

How do you put print at the heart of the brand experience? According to Canon South Africa, print's impact on purchasing behaviour becomes particularly strong in the physical retail environment, where applications such as posters, banners, window graphics and POS displays play a measurable role at what marketers call the 'first moment of truth', the point at which the consumer encounters the product in a 'real world' setting.

Most signs are flat. A curved face is immediately unique and interesting to the viewer. When you couple that with other dimensional elements, you can create something that is really appealing to look at. And that's the critical task of a creative sign. There's a little engineering involved, of course. Today's materials and assembly methods, though, make curved faces easier. SignCraft shows you how to add interest to your signage with curves.

According to John Tschohl, if the customer wins, your organisation wins. It's important to train employees and make sure they have trust in what empowerment will bring to a company. Satisfying customers quickly benefits everyone. Moreover, happy, empowered and fulfilled employees are the key to creating 'over-happy customers' for your company. He discusses the challenges businesses face and how to overcome them.

The right signage can be one of your most cost-effective marketing mediums. Signarama focuses on five reasons why every business needs signage, including attracting new clients and growing your business.

Sticking with the topic of signage, SignForce gives valuable questions to ask when executing a sign job. It's important to ensure that a sign job is carried out correctly, accurately and timeously. The processes include getting the artwork for the job signed off, getting the various processes completed, and ensuring that the team have access to the premises when it is time to deliver or install the sign.

**Signing off  
Meggan McCarthy**

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# HOT NEW PRODUCTS

## Bellagio Textile Printing Range

The new Bellagio RB and Bellagio RCS help the whole textile supply chain to meet end-users' demand for something different. The range sets out more blacks with different shades (bluish, reddish, neutral) and an accurate selection conducted on the dyes. This allows users to reproduce a striking colour gamut. Bellagio has been developed to make the best of the industrial printers' speed and performance as well as assuring the highest quality printing results. [www.sheetco.co.za](http://www.sheetco.co.za)



## Mogk PTDA-1000 Heat Press

Featuring dual tray 1m x 1.45m (39.4 x 57 inch) reciprocating trays, the Mogk PTDA-1000 is an industrial unit meant for years of production use. Primarily aimed at the all-over market, the Mogk PTDA-1000 is the ideal complement to large format dye sub printers from Epson, HP, Mimaki, Mutoh and Roland. It features incredible quality and value. [www.graphicsone.com](http://www.graphicsone.com)



## ColorJet Vastrajet-8164

The advanced, high speed direct to fabric printer provides users with outstanding performance, increased productivity and superior printing accuracy with minimal maintenance needs. The Vastrajet-8164 comes with the latest ColorJet-AiS (Adaptive Ink System) technological innovation. The AiS provides customers with the flexibility to use ink of their choice to address various issues of logistics, procurement, colour consistency, etc. [www.colorjetgroup.com](http://www.colorjetgroup.com)



## Fusion Max LED Video Wall Series

The full HD (1920 x 1080) bezel-free panel display is available in sizes of 110", 138", 165" or 220". It is a solution for digital signage, up-close immersive use, and virtually everything in-between. The scaleable building block LED can be installed in a wider variety of spaces for maximum impact of executive boardrooms, classrooms, simulation, retail, customer experience centres and private theatres. [www.primeviewglobal.com](http://www.primeviewglobal.com)



## Pantone Polyester Swatch Book

As new markets highlighting engineered materials continue to emerge, and new inorganic materials enter the market, there is an increasing desire for more saturated colours. Serving as a companion to its PANTONE Fashion, Home + Interiors cotton products, the new PANTONE Fashion, Home + Interiors Polyester Swatch Book addresses this market demand for a deeper level of colouration; displaying a colour depth best achieved with a non-cotton based textile dyed system. [www.pantone.com](http://www.pantone.com)



## NUtec Diamond D15-TRV

The new Diamond D15-TRV is a low smell, eco-solvent ink that is chemically and colour matched to Roland TrueVIS TR inks and is 100% plug and play. Available in 7 colours in 500ml pouches, the D15-TRV ink provides excellent media compatibility across a broad range of self-adhesive and flexible substrates, including vehicle wrapping. The Diamond D15-TRV also delivers excellent outdoor durability while offering superior abrasion and chemical resistance. [www.nutecdigital.com](http://www.nutecdigital.com)



## SAi AR Sign And Display App

Available at no extra cost to SAi Flexi subscribers, SAi's VirtualSign app enables sign and display users to project a customer's banner or sign onto the side of a building or other space for which it is intended, thereby offering increased visualisation and appreciation for customers. Put simply, it is a new augmented reality app which creates a virtual representation of how signs will look like in-situ in the real world. [www.thinksai.com](http://www.thinksai.com)



## CorelDRAW Technical Suite 2019

The versatile technical authoring suite allows users to create precise technical illustrations. Users will be able to select from powerful, dedicated illustration and design tools that ensure accuracy for axonometric drawings, detailed callouts, advanced dimensioning and more. This latest release also offers greater efficiency thanks to refined performance and stability. As an all-in-one suite for visual technical communication, users can create everything from precise technical illustrations. [www.directservices.co.za](http://www.directservices.co.za) and [www.gencotechlasermarking.co.za](http://www.gencotechlasermarking.co.za)



## Marabu Jet DI-TV

Marabu's Jet DI-TV alternative ink comes with a chip in the appropriate ink cartridge and can be used as usual without any changes to hard or software. The ink has been developed for the Roland Print and Cut printer operating in the TrueVIS INK colour configuration. All common materials such as PVC self-adhesive films (monomer, polymer and cast films), other PVC-coated substrates such as banner and tarpaulin materials as well as flex foils and suitable papers can be easily printed using the original profiles. [www.nsd.co.za](http://www.nsd.co.za)





# HOT NEW PRODUCTS

## ONYX 19 Wide Format Printing Software

ONYX 19 introduces the Spark Engine: a new performance platform built for unrivalled speed, performance and reliability; and DeviceLink+: an all-new system of colour management controls to achieve consistent colour across an entire site. It is designed to reach new heights on all print applications, including soft signage and textile.

[www.onyxgfx.com](http://www.onyxgfx.com)



## Intec ColorCut FB8000PRO

The flatbed cutter's automated features allow operators to leave the machine unattended while focusing on other tasks. Using the bespoke ColorCut Pro3 software, operators get a live view of the process via the onboard video camera – which reads QR codes to retrieve the associated cut file and Smart Marks to compensate for any sheet that is skew or printer stretch. SmartLine colours are used to determine the specific cutting/creasing/perforating functions and their preferred order.

[www.intecprinters.com](http://www.intecprinters.com)



## MPI 3000 Plus StaFlat Series

The series is recommended for a wide range of uses, such as: temporary promotional and point-of-sale advertising, short term signage, exhibition graphics and real estate signage. It features a two-sided PE coated StaFlat liner, and is available with a range of permanent, removable and opaque adhesives. It is optimised to suit all digital inkjet printing methods and across a wider range of conditions. [www.averydennison.com](http://www.averydennison.com)



## Caldera V12.1

The new V12.1 version unveils a range of additions to the original programme, with a focus on improving processing speeds for high-end print shops, while at the same time providing a better and simplified user experience. Features include RotationBoost, making Caldera's rotation algorithm 30% faster than competitors', and Caldera Snapshots, which allows operators to save the state of their Caldera RIP installation at a particular point in time. [www.caldera.com](http://www.caldera.com)



## EP-MI 50 3D Metal 3D Printer

The printer provides support for small metal printing applications. Its convenient size makes it the right tool for a myriad of industries, including medical, dental, jewellery, and other small metal applications. The design of the printer itself was made to be as convenient and easy to maintain as possible. Everything from loading materials to printing parts has been made easier with Shining 3D's proprietary operating software.

[www.shining3d.com](http://www.shining3d.com)



## Echoside 60 Digitally Printable Textile Substrates

The substrate can be digitally printed with UV-curable and Latex inks, without affecting its noise reduction properties. By using it as a wall hanging, users can transform a wall into a communication medium or a customised design element. This product optimally meets the technical and aesthetic requirements for public and private spaces. It is certified M1/B1/Bs1d0 and A+.

[www.senfa.fr/en](http://www.senfa.fr/en)



## Mimaki JFX200-2513 EX

Introducing a new print mode and an extra printhead, the JFX200-2513 EX boasts substantial productivity increases on previous JFX models – 280% faster in new draft mode when printing in four colours plus white, and 100% faster for all other print modes. This entry-level printer also uses Mimaki's 2.5D Texture Maker to enable smooth embossed print at the touch of a button. For the first time, this allows print service providers to offer large format digital print with enticing-to-touch dimensional textured effects without lengthy file preparation. [www.gsw.co.za](http://www.gsw.co.za)



## ElvaJet Coral Sublimation Ink

The water-based sublimation ink has been developed to reduce water usage, without compromising on quality or colour. It is a high-performance ink for direct printing onto polyester fabrics commonly used in sport and apparel applications. The ink offers an environmentally low impact solution for textiles by printing directly onto the substrate, removing the waste from transfer paper and residual ink. Tests have shown that the ink can reduce CO2 emissions by up to 90%, and overall energy use by up to 60%.

[www.sensientinkjet.com](http://www.sensientinkjet.com)



## EFI Optitex 2D/3D CAD Platform

The solutions support the fashion industry's rapid development pace and consumer demand in the digital and mobile-driven 'see now, buy now' era. The technology addresses retailers' and brands' urgent need to bring new products to market faster than ever before. EFI's new software version delivers key enhancements to Optitex's end-to-end solution capabilities for fashion, apparel and textile, including a new and innovative Print & Cut solution that enables printing of all garment patterns on a single roll. [www.efi.com](http://www.efi.com)





# HOT NEW PRODUCTS

## TexCoat G4 For Fabric Finishing

This is the next generation of the Baldwin developed non-contact precision application system for fabric finishing. The system enables a continuously high quality and productive textile finishing process with zero chemistry waste and drastically reduced water and energy consumption. The non-contact spray technology brings numerous advantages compared to conventional methods of applying finishing chemistry. [www.baldwintech.com](http://www.baldwintech.com)



## Avery Dennison Expanded Automotive Toolkit

The new colours in the Supreme Wrapping Film range are SWF Gloss Metallic Fun Purple, SWF Gloss Metallic Passion Red and SWF Satin Metallic Energetic Yellow. Also new is the medium to long-term Pure Defense Series, which complements the existing Supreme Protective Films Series. Completing the range of automotive solutions is the new Automotive Window Films portfolio – three different ranges for solar protection, occupant's comfort and extra passenger privacy. [www.averydennison.com](http://www.averydennison.com)



## JETRIX UV Flatbed Printers

InkTec designs and manufactures the JETRIX LXI series of LED UV flatbed printers with optional roll-to-roll feature, using Konica Minolta print heads. The i-series printer heads can handle rigid media up to 3.2 x 2.03m and up to 100mm thick to deliver the perfect combination of superb printing quality and high productivity. The 3.2m LXI8 flatbed boasts a top print speed of 181sqm/hr in high-speed mode and can print at resolutions of up to 1080 x 720dpi in Fine Art mode. [www.exion.co.za](http://www.exion.co.za)



## Grafityp Wall Decoration And Display Films

Grafityp M010R is a 80µm monomeric transparent glossy film with removable adhesive. It is ideal for short-term applications on shop windows and displays. Grafityp M112SHT is a 100µm monomeric white glossy print film that includes a Super High Tack adhesive. It is suitable for all applications on low-energy surfaces and other 'difficult' surfaces. Grafityp NM116HT is a 100µm monomeric white matte print film, provided with a grey high tack adhesive. It was developed for wall decoration applications. [www.grafityp.com](http://www.grafityp.com)



## Esko Motorised Roll Feeder

The Motorised Roll Feeder is a solution for the soft signage industry that delivers ideal cutting results on tensile materials from the very first cut through to the end of the roll. Eliminating inaccurate cuts on soft signage jobs due to wrinkles, stretch distortion or imperfectly rewound rolls, the new Motorised Roll Feeder incorporates an active material feed to avoid stretch by actively feeding the material to the Kongsberg C64 digital cutting table, rather than pulling it. [www.esko.com](http://www.esko.com)



## Deluxe Wall Banner

Maxsigns now manufactures and stocks a new wall banner in its Midrand warehouse. It is cost efficient, but does not compromise on its structure. Features include a size of 2.25 x 3m, a South African manufactured pole diameter of 15.88mm and aluminium thickness of 1.22mm, as well as a South African manufactured Wall Banner Bracket Block. [www.maxsigns.co.za](http://www.maxsigns.co.za)



## Reverse Tong Tool

Sometimes fabricators are faced with challenges if they make smaller letters or with the inside part of the letters, such as 'A', 'a', 'Q', or 'e'. Exion's new Reverse Tong tool solves this problem. The most difficult part of the letter to bend is the groove, where it fits the polycarbonate sheet or ACM sheet. The Reverse Tong tool makes fabricating a great deal easier because you simply just need to cut the groove part. It is almost like using a nail clipper. The tool is patented in Korea, and worth the investment as it saves fabrication time and gives the letter a good finish. [www.exion.co.za](http://www.exion.co.za)



## Channel Letter Return Media

The 88mm Shiny Silver Aluminium Coils' polished finish will brighten any channel letter sign or light box. At only 0,6mm thick, it's easy to work with and perfect for bending manually or with your automated CNC channel letter bender. The 77mm Mirror Finish is 0,6mm thick, making it easy to work with by machine or for bending manually by hand. The 97mm flat strip coils are also available in 97mm width for bigger applications. Its 0,6mm thickness makes it ideal to use in both manual fabrications and automated machine fabrications. [www.nsi4africa.com](http://www.nsi4africa.com)



## Corel Painter 2020

The latest version of Corel Painter 2020 has a number of prominent features and enhancements, ensuring ease of use, diversity and more. Painter 2020 can move quickly with performance optimisation enhancements. In addition, digital painting has become far easier due to interface advancements including revamped property bars, flyouts, palettes, colour selection, layers and much more. [www.gencotechlasermarking.co.za](http://www.gencotechlasermarking.co.za) and [www.directservices.co.za](http://www.directservices.co.za)



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# SIGN INDUSTRY NEWS

## Moving Tactics Supplies Famous Brands With Digital Menu Board

Moving Tactics has been appointed by Famous Brands as their digital menu board supplier. The appointment came about as a result of Famous Brands and Moving Tactics developing a working relationship over several years, which included the installation of digital signage, digital menu boards and audio solutions at several branded Quick-Service Restaurant (QSR) outlets across Southern Africa.

Chris Day, Managing Director at Moving Tactics said, 'We are incredibly proud to work with Famous Brands. They are a highly respected business that is leading the QSR industry with innovative digital technologies so that they can meet the needs of and engage with their customers. As their sole digital

menu board installer, we can provide them with the latest digital screen technologies and provide that consistent look and feel across their brands.'

Famous Brands refresh their digital signage networks every five years to remain technologically relevant and to ensure that the digital signage supports and complies with their brands' refreshed in-restaurant layouts and design.

'In the past six months, we have completed 141 installations for Famous Brands. We have completed close to 100 installations for Steers and Wimpy alone and we're always planning new installations as their brands expand,' said Kevin Bierman, Head of Digital Signage Solutions at Moving Tactics.

Moving Tactics have installed digital menu boards at Wimpy, Fishaways, Steers, Milky Lane, Debonairs, Fego Caffe and Mugg & Bean restaurants across the country and they are currently installing several digital menu boards with audio facilities per restaurant.

According to Bierman, 'We develop, custom-build and install digital solutions for the various brands according to their specific needs. For Wimpy, we created kid-friendly Touch Play Tables that are installed within the play areas to keep their younger customers entertained. Whereas at Steers, we implemented a four-screen solution where the two middle screens sync, to the nanosecond, using System-on-Chip (SOC) capabilities, to draw attention to specific promotions or new products being launched.'

Adolf Fourie, Marketing Executive at Steers commented, 'We are rolling out digital menu boards as it provides us with a lot more flexibility across our nearly 600 restaurants – to be agile and target our consumers with different messaging at different times of the day. It also allows for speed to market and flexibility at each restaurant that traditional static menu boards will never offer. We are excited by the impact these digital menu boards are making in our restaurants in driving sales and feet for our business.'

'Digital content is easy and very quick to update without having any human interaction at store level and the screens can also be used for staff training and other company communication. Its multifaceted benefits are the reason why digital signage has become the way to communicate within QSR and retail environments,' concluded Bierman.

[www.movingtactics.co.za](http://www.movingtactics.co.za)



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# SIGN INDUSTRY NEWS CONTINUED

## 3M Announces Graphics College In South Africa

3M held a two-day workshop from 27-28 May at their head office in Johannesburg that introduced local graphics companies to 3M's first-ever Select programme.

'3M Select aims to assist graphics installers to differentiate themselves in an increasingly competitive marketplace,' said Burak Özaltn, Customer Programme Manager at 3M, Middle East and Africa Region. 'The graphics market is more and more diverse as new products and use-cases develop, covering a wide range of industry verticals. Some companies are narrowly focused while others are more broad-based — but they all face the challenge of differentiating their brand and services to the market. At the same time, end-users are confused about which graphics installers to choose in order to get the consistent quality they demand to showcase their brands. The Select programme offers a comprehensive solution to all these issues.'

Companies can become Select Graphic Providers by meeting criteria established by 3M. The programme is divided into three tiers — Silver, Gold or Platinum — depending on the nature and volume of their business with 3M. There are two supporting

components of the Select programme: the 3M MCS Warranty and the 3M Endorsed Installer.

The MCS Warranty offers the industry's only warranty that covers all elements of the finished graphic, including labour. It offers qualifying Select partners a way to guarantee that the graphics they supply to clients will last for a specified time in real-world conditions.

Özaltn said that it was very important that Select partners offering the MCS Warranty understand exactly how and where the graphic will be used, because this will affect its longevity. Also important is to ensure that customers understand the difference between a product's durability and the warranty: the warranty specifies how long a product will last under specified conditions, whereas durability refers to the expected performance life of the graphic in perfect conditions. 3M will reimburse costs for a graphic under an MCS Warranty that does not last for the time specified, but makes no promises for durability.

By contrast, the 3M Endorsed Installer certification is awarded to individuals who pass a training module



and related examination. 'The Graphics College is the beginning of a concerted campaign to alert local industry players to the benefits of becoming part of the 3M ecosystem, and acquiring new skills. By doing so, companies can begin to provide customers with objective, meaningful reasons for choosing to use them: the peace of mind that comes from knowing that the job is undertaken by individuals with the requisite skills and that the finished product is guaranteed to last a certain length of time in first-day condition,' he said. 'In any industry, the big winners are those who can differentiate themselves by their professionalism — and 3M can help graphics installers differentiate themselves from competitors.'

[www.3M.co.za](http://www.3M.co.za)

## Fujifilm's PrintLife Exhibition Makes African Debut

Fujifilm's PrintLife Exhibition ran from 18-24 June 2019 at Sandton City, Johannesburg, where keen photographers could upload their images, receive 20 free 10.1 x 15.2cm (4 x 6 inch) prints, and see them exhibited. Prizes such as instax cameras could be won.

South Africans from all walks of life submitted their favourite photos, which were then printed by Fujifilm for free. Some 3000 photos were on display, with this the first time the Fujifilm PrintLife Exhibition was held on African soil. The PrintLife concept originated in Japan in 2006.

Visitors were able to not only browse the photos, but also interact with the Fujifilm X Series and instax cameras, amongst which was the new mini LiPlay. Visitors could also have their photo taken in support of WaterAid, with Fujifilm X-Photographers presenting workshops for those wanting to improve their photography.

This unique exhibition has been hosted in Japan, USA and Germany. Fujifilm believe that the magic of a beautiful image can only be truly appreciated and preserved when it is printed, re-igniting the love for the classic photograph by raising awareness through this exhibition.

Coinciding with the exhibition was the launch of Fujifilm's mini LiPlay hybrid camera. The instax mini LiPlay is designed to act as both an instant camera and a photo printer. As with any instax camera, users can snap and print photos directly from the camera.

However, the mini LiPlay connects via an app to smartphones, with users then able to print any photo stored on that device. With this feature instax brings together the best of its hybrid cameras, such as the SQUARE SQ20, and its portable smartphone printers, such as the SHARE SP-3.

[www.fujifilm.co.za](http://www.fujifilm.co.za)





## Maxsigns Warms Up Children's Homes With Winter Blanket Drive



The Maxsigns team with some of the blankets.

Maxsigns has announced its gratitude and appreciation for all those that have contributed to its recent winter blanket drive that ran for a month.

Due to the immense positive feedback and support received, Maxsigns has decided to extend the blanket drive until the end of winter, and will distribute the blankets weekly if enough have been collected to help more people in need.

Over 200 blankets have been received, with the following homes made a little warmer: The Village Safe Haven; Botshabelo Babies Home; Rhema Children's Village and Yenzani Children's Home. The company has arranged to visit a few more children's homes.

All donations can be dropped off at Maxsigns' offices in Randjespark, Midrand (Unit 7, 21 Gazelle Avenue). Alternatively, you can call the company to collect the blankets from you.

[www.maxsigns.co.za](http://www.maxsigns.co.za)

## Intamarket Graphics Appointed As New Xanita Distributor

Intamarket Graphics will now distribute Xanita Print products throughout South Africa. Xanita Print is a natural fibre based board consisting of a recycled kraft core sandwiched between printable white kraft liners. The high crush strength kraft core is manufactured from post-consumer recycled kraft waste.

This offers designers and board converters a VOC-free and fully repulpable alternative to MDF, particle board and non-renewable rigid or foam-filled plastic sheeting. Xanita Print is extremely versatile and can be converted in many ways – from retail displays, events and expos, retail fit-outs to signage – only your imagination is the limit to what you can create.

'Intamarket Graphics is striving to become a complete solution supplier to the signage and graphics industry. By adding Xanita Print to our rigid substrate portfolio, we add another quality product to our wide offering of solutions,' said Gavin Turner, Managing Director, Intamarket Graphics.

'We understand the importance of being able to supply our customers' needs on time. As such, we



Image credit: Xanita.

aim through our national footprint to make stock of Xanita Print readily available.

Coupled with this, our team of industry experts

will be out in the market promoting the benefits of the product,' added Turner.

[www.intamarket-graphics.co.za](http://www.intamarket-graphics.co.za)



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## Ricoh SA CEO Set To Summit Kilimanjaro To Raise Funds For BirdLife South Africa



Jacques van Wyk, CEO of Ricoh SA.

BirdLife South Africa is a registered non-profit and public benefit organisation and the only dedicated bird conservation organisation in the country. Its priorities are to save species, conserve sites and habitats, encourage ecological sustainability, and enable positive change through people. Jacques van Wyk, CEO of Ricoh SA, is set on summiting Mount Kilimanjaro on 30 July this year to raise R150,000 for the organisation.

Van Wyk, who is a 15-year birding veteran and is seizing this opportunity of his bucket-list goal to do something good for conservation, has already raised R62,000 from Ricoh's business partners. 'I'm an ardent birder and I've travelled to many parts of Africa in pursuit of my passion,' he said.

'I've witnessed the erosion of birds' natural habitat in almost every area. I've also been a long-time supporter of BirdLife South Africa and its CEO, because of the excellent work they do for birds and sustainability throughout Southern Africa.'

'South Africa has 845 bird species and conserving them requires considerable funding,' said Mark Anderson, CEO of BirdLife South Africa. 'We welcome the passion of contributors such as van

Wyk who help us in our mission to conserve birds, their habitats and biodiversity.'

Van Wyk is self-funding his expedition and will donate all proceeds, unencumbered, to BirdLife South Africa. 'The exceptional generosity of many of our business partners in taking an active role to help exceptional organisations like BirdLife South Africa has encouraged me to open this challenge to the general public. Sustainability is a global issue that touches us all and it's something we can all take an active role in remedying,' he said.

'Those goals in many ways intersect Ricoh's values,' said van Wyk. 'Love your country. Love your neighbour. Love your work. They're the vision of our founder and we call them The Spirit of Three Loves. They resonate with the positive change I want to help create with this donation to BirdLife South Africa.'

Donations can be made at [www.imaginechange.co.za/summit/](http://www.imaginechange.co.za/summit/) where you can also see a video with a personal message from Van Wyk and track his summit challenge.

[www.ricoh.co.za](http://www.ricoh.co.za)

## Mauritius News: Chem Tech And Mimaki Celebrate 10 Year Partnership

Mauritian based Chemical and Technical Suppliers (I.O.) Ltd's Chem Tech Graphic Supplies department is celebrating its 10 year partnership with Mimaki Europe and their Mimaki customers in Mauritius.

The Introduction Of Mimaki In Mauritius By Chem Tech

The company's initial quest was to sell media, substrates, accessories and services to the local sign and graphics community. At some stage, they realised that the advertising business was choking because of an insufficient machine and/or after sale service supply. Major institutions such as banks, insurance companies and eventually shopping malls wished to communicate in a more modern and spontaneous manner. Unfortunately, the machines necessary to facilitate this 'new' way of communicating were rare, old fashioned or in an 'on and off' functioning mode.

In 2009, Chem Tech approached Mimaki as they had all the equipment the company needed to help



boost Mauritius into the modern times of visual communication it longed for. They invited all those interested in Mimaki technology to an introductory show and became machine vendors with the quest to annihilate downtime due to lack of appropriate service.

It has been 10 years and the following figures would not have been possible without the relentless devotion of the Chem Tech team, especially the

technical team and the import and store crew:

- 100 units of equipment sold, maintained and are all in good working condition.
- 24 hours downtime until fix-up after the promulgation of same-day diagnostics.
- Mimaki and Chem Tech have the largest stocks of inks on the island.

[www.chemtech-graphics.com](http://www.chemtech-graphics.com)



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# INTERNATIONAL NEWS

## New Roland DG Eco-Solvent Printer/Cutter Wins EDP Award



Building on Roland's 35 years of manufacturing expertise, 16 generations of print and cut innovation and feedback from thousands of experienced users across the world, the TrueVIS VG2 large-format inkjet printer/cutter has been engineered to meet, and exceed, the quality and production needs of today's most demanding print professionals. It recently won 'Best Print & Cut Solution' in the European Digital Press Association (EDP) Awards.

The winners of the EDP Awards are decided by an independent panel of judges from Europe's 21 leading trade publications, who evaluate the most exciting technical launches from the past 12 months based on their 'achievement, quality and cost efficiency'. When judging the Roland TrueVIS VG2, the panel said, 'Roland DG has not adhered to existing concepts, but has redefined product development'. The judges were particularly impressed by the system's breadth of colour gamut, optimised colour accuracy and colour reproduction capability, plus a host of technological advancements to deliver high-precision print and cut performance.

First, answering the need for ever-faster turnaround times, the VG2's stunning quality prints are ready to laminate and then immediately finish in just six hours (tests performed by Avery Dennison on MPI digital media). For true same day installation. Setting the new standard in head-turning print quality, the TrueVIS VG2 offers new Orange ink, which expands the colour gamut even further, delivers incredibly realistic colour reproduction and enables super-accurate matching of corporate brand colours. The new TrueVIS TR2 ink offers optimised colour reproduction and greater realism to printed images.

[www.rolanddg.co.za](http://www.rolanddg.co.za)

## Neschen Expands Product Distribution With Netra AG Acquisition



Neschen Coating GmbH is taking over the Swiss Netra AG and is thus expanding its European sales activities with a further European location. The Swiss company is integrated into the distribution network of the Filmolux subsidiaries of Neschen.

Netra AG is already firmly established in the Swiss market as a trading company for book protection and repair films as well as digitally printable media. The company was founded in 1989 in Emmen, Switzerland, and generated annual sales in the past financial year of around R23.23 million (CHF 1.6 million) with a positive operating result. In future, the acquired company will operate under the name Filmolux Switzerland.

According to Kai Tittgemeyer, managing director of Neschen Coating GmbH, the acquisition is a logical step: 'We are delighted with the successful acquisition and further growth of the Filmolux Group. The integration of the new subsidiary will create synergies in sales activities and the product portfolio at Filmolux. The transaction confirms and supports the growth course initiated by the Neschen Group.'

[www.neschen.de/en](http://www.neschen.de/en)

## Drytac SpotOn Vinyl Used For Pop-Up Project's Graphics



Still Creek Press recently worked with natural health retailer WithinUs to create and install wall, window and floor graphics for a charitable pop-up to celebrate WithinUs' five years in business. As this was a one-day event, the decorative and eye-catching graphics had to be easy to both apply and remove – key features of Drytac SpotOn.

Drytac SpotOn – supplied to Still Creek Press by ND Graphics Vancouver – is a 100µ (4 mil) high-quality, ink receptive printable vinyl, compatible with solvent, eco-solvent, latex and UV inkjet printing technology. It is ideal for short-term indoor graphics applications such as wall decals and can be applied with no special tools, not even a squeegee, meaning it is suitable for use by non-professionals and trainees.

Bruce Lee, wide format manager at Still Creek Press explained, 'We chose Drytac SpotOn for a number of reasons. It was super-easy to apply and it could be easily removed by anyone. In fact I used the event as on-site training for one of my staff members to teach her the ins and outs of an install. We had her apply some of the decals, which she did with ease. As for the floor decals, it's great we didn't have to use an overlamine with it.'

The WithinUs pop-up was in support of Covenant House, which works to support young homeless people in Vancouver. Commenting on Instagram, WithinUs said 'the wall, window and floor graphics looked incredible', adding 'it was a very successful event'.

[www.drytac.com](http://www.drytac.com)

## Elitron's Klick Software Wins EDP Awards For Best Print And Finishing Support Tool



Elitron received a European Digital Press Association (EDP) award for Klick, an innovative



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# INTERNATIONAL NEWS

software developed to automate the pre-printing process. This recognition highlights Elitron's investment and commitment to research and development. The EDP Technical Committee recognised that Klick increases productivity and reduces costs. It's no longer necessary to print over the entire print bed when printing textures. With Klick, the print bed remains much cleaner, print times are greatly reduced and less ink is consumed. Furthermore, waste material is reduced too.

Klick is easy to use and is a real game changer for flatbed printing, as this software can be interfaced with printers to speed up the printing process. Klick 1 recognises the perimeter of the material/s freely placed anywhere on the print bed, and the printer then only prints the design/texture within the perimeter of the material/s recognised. There is no more printing over the whole print area; no more waste of ink and the print time is reduced.

[www.elitron.com/en](http://www.elitron.com/en)

## ColorGATE Productionserver 10 Now Compliant With Ghent PDF Output Suite 5



By achieving the Ghent PDF Output Suite 5 label for their ColorGATE Productionserver 10, ColorGATE can help customers to reach higher levels of production accuracy by perfectly processing all 48 test patches, a critical test for determining quality printing of PDF documents.

The Productionserver solutions are based on ColorGATE's expertise in colour management and the intelligent control of printing systems for many different applications. They combine top performance in quality, productivity and automation.

'ColorGATE's approach to optimum PDF performance is to be as easy as possible for the user. The full Ghent PDF Output Suite v5test form is interpreted and output flawlessly, and with our implementation of the Adobe PDF Print Engine, ColorGATE users can be confident of accurately printed elements in their print-ready PDF/X-4 documents', said Thomas Kirschner, CEO of ColorGATE.

ColorGATE Productionserver utilises the latest version of the Adobe® PDF Print Engine (APPE) to process PDF files. The Adobe PDF Print Engine renders content which matches the display in

Adobe Acrobat and other Adobe Creative Suite applications. Using the same core Adobe PDF technology at every stage of the print workflow ensures predictability and eliminates unexpected results. ColorGATE's implementation of the Adobe PDF Print Engine within the Productionserver product is based on many years of expertise and development that have included a number of unique differentiators such as the addition of ColorGATE's unique colour management technology.

[www.gwg.org](http://www.gwg.org) and [www.colorgate.com](http://www.colorgate.com)

## Summa Achieves Internationally Recognised ISO Certification



The ISO 9001 certification is published by the International Standardisation Organisation (ISO) and is globally recognised for the qualification of companies' quality management processes.

The ISO 9001:2015 certification ensures company processes related to products and services meet the needs of customers through an effective quality management system. The procedure to become ISO certified involves extensive preparation, evaluation and the documentation of processes across all departments within the company. This certificate confirms Summa's continuous search for efficiency and quality improvement, while embracing innovation to stand out of the crowd with quality service and products.

Erwin Vandousselaere, chief executive officer at Summa explained, 'Achieving this prestigious certificate is an acknowledgement of Summa's focus on delivering uncompromised quality, with excellent customer service and high-quality products at legendary performance. We are very pleased that the effort to further improve our business processes has been rewarded with the ISO 9001:2015 certification. Of course, this remains an ongoing process that requires day-to-day commitment and expertise from the entire Summa team. In essence, it's all about the ability to serve our customers in the best possible way and we want to give our customers proof of quality with this certification.'

[www.summa.eu](http://www.summa.eu)

## Durst Joins Newly Launched Digital Printing Association



Durst has joined the new Digital Printing Association (DIPA). The association unifies experts of all the process steps of industrial surface design by using digital printing with companies that already use this technology successfully. The association's technology partners want to provide access to digital printing to companies that deal with surface design.

Surface design is increasingly important for the interior fitting, furniture, flooring and related industries, as the demand for individual and premium surfaces is steadily increasing. Innovative manufacturers and users of the industry have now reacted to this by launching the association.

The main goal of DIPA is to make digital printing an innovative process available to manufacturers of the above-mentioned industries. In the long term it is planned to transfer DIPA into a registered association. It is intended to be open to all interested companies as a non-profit organisation – subject to all preliminary legal reviews. On July 11, 2019, DIPA hosted a symposium in Brixen/South Tirol, where interested parties learnt more about the successful use of digital printing.

[www.durst-group.com](http://www.durst-group.com)

## INX Completes Expansion Of Research And Development Complex



The new addition to INX International Ink Co.'s research and development facility, which first

opened in 1996, brings capacity to nearly 6500sqm (70,000 square feet). Approximately 20 additional chemists and support staff have been added, raising the total to 80 employees now servicing the INX customer base. The complex is located in West Chicago, Illinois and the new construction project which began in Fall 2017 has nearly doubled the amount of space.

Mark Hill, vice president, research and development director for INX International Ink Co., explains the significant improvements that have been made will address market needs and benefit all customers. 'The expansion effort focused on growing specific markets such as energy curable inks and coatings and inkjet ink technologies of all types. Overall, this is a win-win situation that benefits all ink users.'

Hill indicated that more space was created for digital solutions, as well as for other growing market segments. 'With increasing demand for our products, we added 464.5sqm (5000 square feet) to our digital print applications lab. It now houses several types of inkjet printers, printhead makers and delivery systems for more complete ink testing capabilities,' said Hill. 'We also devoted more space to our EHS/Regulatory department and equipment capabilities in our analytics department. The additional staff gives us the opportunity to better serve our customers regarding ever-increasing regulatory issues and other critical concerns, such as migration and troubleshooting issues.'

[www.inxinternational.com](http://www.inxinternational.com)

## Xaar 1201 Printhead Showcased In Recently Launched d.gen Hybrid Printer



The new Arete Combo from d.gen prints on both transfer paper and directly onto fabric. Equipped with Xaar's 1201 printheads, the Arete Combo delivers high speed and high-resolution printing and is available in six colour and four colour print options.

High productivity is ensured with the Arete Combo, which recognises the continuous change of weight and diameter in media through its jumbo feeder, while its flexible control system enables printing of over 1500sqm every day. High capacity media management also ensures continual 'non-stop' printing, without the need to reload media.

Xaar 1201's Thin Film Piezo Silicon MEMS technology is capable of jetting a range of relevant fluids (eco-solvent, UV-curable and Aqueous) for wide format graphics, direct-to-garment (DTG) and textile applications. With its 1280 nozzles and capability to produce print with an apparent resolution of over 1440dpi, the Xaar 1201 delivers high print speed and high drop placement accuracy.

'We used the Xaar 1201 as it was the best printhead in its class,' said Bruno Ruggiero, sales director at d.gen. 'With 1280 nozzles per colour the Arete Combo can now print at 1200dpi high resolution with only two passes and at a speed of 80sqm per hour, offering significant productivity advantages to customers.'

'Overall we are very impressed with the high print quality of the results achieved and how the Xaar 1201 printhead's robust design delivers reliable, cost effective and exceptional quality print to the Arete Combo for both transfer paper and fabric printing.'

[www.xaar.com](http://www.xaar.com)

## Company Targets Backlit Graphics Market With Fujifilm Acuity Ultra



Olivier Wellens, Fujifilm Belgium (second from left), Rik Deman, Koramic Visual Communication (third from left), with members of the HECHT team.

Fujifilm has reported the purchase of an Acuity Ultra by Belgium-based HECHT, which is set for installation during June.

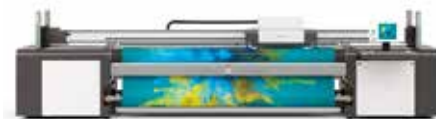
High-end, large format printer HECHT, which has additional locations in France and the Netherlands, was acquired by Koramic Visual Communication Group in 2017 and immediately set about expanding its already substantial production capacity.

'We were looking to expand production capacity at HECHT following the acquisition and we investigated and ran tests on a number of different machines to help us to do that,' said Rik Deman, CEO of Koramic Visual Communication Group. 'Ultimately, there were two decisive factors that led us to conclude that the Acuity Ultra was the right machine for us. First, we found that the Acuity Ultra offered an unrivalled combination of speed and quality and, secondly, it also has an excellent and very fast white ink printing option.'

'The latter point is particularly important to us as we see the high-end, backlit graphics market and the out-of-home advertising market as key growth areas. Being able to print white ink at exceptional levels of quality, and to do so quickly and efficiently, will be key to driving growth for our business in this sector.'

[www.fujifilm.co.za](http://www.fujifilm.co.za)

## SwissQprint's Karibu Roll To Roll Printer Wins EDP Award



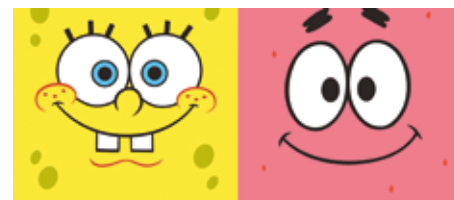
SwissQprint's first roll to roll printer Karibu is the recipient of an EDP Award in the 'roll to roll printer >320cm' category. The jury praised the Swiss product's overall concept as well as specific details.

The summary assessment from the jury's concluding report stated, 'The machine convinces overall with its concept, but also because of the many well thought-out details. Especially impressive are the new and odourless inks, which have been developed for web printing. They are extremely flexible and can be used on many materials.'

Karibu is a UV inkjet printer that handles a huge variety of media up to 340cm wide. Maximum productivity is 212 square metres per hour. Special features help users reach high efficiency, while the machine's pedigree and construction are guarantees of reliability. The new roll to roll printer is available through the swissQprint worldwide distribution network, with deliveries starting in September 2019.

[www.sign-tronic.co.za](http://www.sign-tronic.co.za)

## Pantone And Nickelodeon Partner To Create SpongeBob-Themed Colours



**SpongeBob Yellow**  
Color developed by PANTONE®

**Patrick Star Pink**  
Color developed by PANTONE®

In commemoration of popular culture icon SpongeBob Squarepants' 20th anniversary, two colours have been created through the collaborative efforts of the Pantone Color Institute and Nickelodeon: SpongeBob Yellow and Patrick Star Pink.

Nickelodeon is celebrating 20 years of SpongeBob SquarePants with the 'Best Year Ever' — a tribute to the number-one kids' animated series on TV that has generated a universe of beloved characters, pop culture catchphrases and memes, theatrical



# INTERNATIONAL NEWS

releases, consumer products, a Tony award-winning Broadway musical and a global fan base.

'We were very honoured to partner with Nickelodeon on the creation of colours for these two globally iconic characters. Inspired by SpongeBob's enthusiasm, playfulness and fun-loving nature, the new SpongeBob Yellow we created is a luminous golden hue that reflects the energy of the sun, radiating joy and happiness, and sparking imagination,' expressed Laurie Pressman, vice-president Pantone Color Institute. 'Patrick Star Pink, a warm and inviting coral pink is the perfect companion colour to SpongeBob Yellow. Spirited and affable, a light hearted pink hue is ideally suited to the fun and laughter of being with your best friend.'

[www.kear.co.za](http://www.kear.co.za)

## Digital Sign Services Produces High-End Graphics With Newly Installed EFI VUTEk LED



Digital Sign Services has acquired two EFI VUTEk 5r+ LED superwide roll-to-roll printers from Electronics For Imaging (EFI). The company installed its first VUTEk 5r+ printer earlier this year and the second printer will be installed in June.

Tom Weaver, managing director at Digital Sign Services said, 'Thanks to the success of the first VUTEk 5r+ and EFI's after-sales service, help and support with bedding in the new machine, we are purchasing our second 5r+ and having it installed soon.'

The company works purely in trade services, specialising in large format printing for retail signage, windows and point of sale. Digital Sign Services purchased its first VUTEk printer a few years after it was founded in 2001. By 2005, the company added a second VUTEk to keep up with a growing workload. The continued growth and opportunities the company achieved with its superwide-format digital print equipment are the basis of a reliable and long-lasting relationship with EFI.

'The big reasons why we choose EFI, again and again, is their after-sales care and their response to any issues or problems we may have,' Weaver explained, discussing his company's reliance on EFI technologies leading up to Digital Sign Services'

latest two purchases. 'We also think the 5r+ is a better machine in that it uses LED lamps for curing rather than mercury vapour lamps.'

EFI's 'cool cure' LED technology on the printer requires up to 82% less energy compared to traditional UV or latex printing, which provides cost savings. Plus, it allows Digital Sign Services to be much more mindful about sustainability. Plus, the lower-heat/lower-energy curing process means Digital Sign Services can successfully print on thin or delicate substrates that cannot withstand the heat required with latex and UV printers.

[www.gsw.co.za](http://www.gsw.co.za)

## Sawgrass Technologies And Ricoh Continue Partnership For Desktop Dye Sublimation Systems



Sawgrass and Ricoh are proud to announce the recent extension of their OEM agreement to develop the next generation of desktop solutions dedicated to dye sublimation. With this extension, Sawgrass remains the only partner for Ricoh in the desktop sublimation market.

According to Tetsuya Morita, general manager of Ricoh's industrial printing business group, 'As a leader in inkjet technology, Ricoh is very pleased to work with Sawgrass to engineer the first desktop dye sub printers. We supply the authorised printer cartridges exclusively to Sawgrass, which are optimised for the best printer performance possible. We look forward to continue working with Sawgrass for many more years to come.'

Darcy Mauro, Sawgrass President, explained, 'While Sawgrass has been the pioneer with digital dye sublimation products for over 30 years, we brought an unprecedented level of quality and consistency to dye sublimation customers five years ago with our Ricoh relationship. By matching the industry's highest quality inks with superior Ricoh printhead technology, Sawgrass has been able to supply the widest colour gamut in the industry while

delivering the best substrate performance possible, all within the limits of dye sublimation.'

[www.jgelectronics.com](http://www.jgelectronics.com)

## Mimaki Wins Two EDP Awards



**Bert Benckhuysen, Mimaki Europe and Tobias Sternbeck, Mimaki Engineering.**

The EDP Awards were accepted by Bert Benckhuysen, Mimaki Europe and Tobias Sternbeck, Mimaki Engineering, at the ceremony during FESPA 2019.

During the 13th European Digital Press Association (EDP) Annual Awards ceremony, over 100 entries across five main categories were made, with 28 products announced as winners. Mimaki's Tiger-1800B MkII was the champion of the day, earning its first award in the category of 'textile printer roll-to-roll more than 100sqm/h', and the second for its Rimslow TR Series complete solution, in the category of 'pre- and postpress-treatment solutions'.

Chosen based on criteria including quality, value to user and environmental impact, the winners were selected by 20 leading trade publications within the digital printing industry, reaching over half a million readers across 25 European countries.

As part of the Tiger Pro Series, the Tiger-1800B MkII is a high-volume textile printer for direct printing or paper transfer with a print speed of up to 385sqm/h. This versatility and speed paired with the printer's ability to print at up to 1200 x 1200dpi, enables users to produce extremely high-quality products without the need to compromise on production and throughput. Capable of handling all kinds of fabrics and papers, the printer can be used for a wide range of applications including tapestries, interior decoration and fashion and apparel.

[www.gsw.co.za](http://www.gsw.co.za)

## Mutoh ValueJet Hybrid Printer Wins EDP Award



The new 162.5cm (64 inch) wide ValueJet 1627MH hybrid inkjet printer features a hot air knife media drying system and unique CMYK + White resin-based inks, enabling direct printing on the widest range of white, transparent and coloured rigid and roll substrates. Mutoh received a European Digital Press Association (EDP) award in the category 'Best Wide-format Multipurpose Printer'.

Another Mutoh printer, the ValueJet 1638UR LED UV, was also nominated for an EDP award in the category 'Best roll-to-roll printer <170cm'. The VJ-1627MH printer is equally suited for sign and display print shops for the production of both indoor and long-term outdoor prints, as well as for graphics companies looking for a digital solution for proofing or short-run production of packaging prototypes or customised labels, even for industrial businesses specialised in thermo-forming.

'We are really delighted with the recognition by the EDP association for our continuous innovation and product improvements. This shows Mutoh's commitment to the future, by continuously releasing products that make the difference with cutting-edge technology,' said Kenji Yasuhara, Mutoh Europe's managing director.

[www.mipstech.co.za](http://www.mipstech.co.za)

## Drytac Vehicle Wrapping Film Used For Barcelona Football Team's Bus



An innovative PVC material from Drytac's Polar range was recently used for an exciting vehicle wrapping project prior to the UEFA Champions League semi-final in Liverpool. The vehicle wrap, which covered the entire Barcelona team bus,

including the windows, was printed by Manchester-based Astra Signs onto an innovative PVC material from Drytac's Polar range, using an HP Latex 570 printer.

Steve Broad, European & Asia sales director for Drytac Europe, is a self-proclaimed 'big Liverpool fan' and was lucky enough to be in Liverpool on May 7 for the second-leg match, as well as in Barcelona for the semi-final first leg. 'The bus drove past us and we spotted it outside the hotel in Liverpool where the Barcelona players were staying,' he said. 'It's always great to see Drytac products used for world-class applications — and even more so when it's at a spectacular event like this match.'

David Derbyshire, managing director at Astra Signs, explained why the company chose the Drytac Polar product, 'It was important to use a product that we could print quickly due to the nature of this application, with consistently strong spot colours to match the brand. Installation of this material worked really well within the time constraints provided and, equally, the material was easy to remove, leaving no marks or residue. The client was very happy with the end result.'

The Drytac Polar range comprises a series of printable media designed for eye-catching applications in even the most extreme conditions, such as window displays in low temperatures or the environmental conditions endured by vehicle graphics.

[www.midcomp.co.za](http://www.midcomp.co.za)

## Renault F1 Team Chooses New Roland TrueVIS To Produce Grand Prix Prints



The Renault F1 Team has relied on Roland TrueVIS for many years, using the high-quality systems at its Technical Centre in Enstone, Oxfordshire, to produce stickers for its racing cars, livery for its support vehicles, displays for its hospitality areas, and much more. Grand Prix events can attract worldwide audiences of more than 400 million viewers, and sponsorship is as competitive as the races themselves.

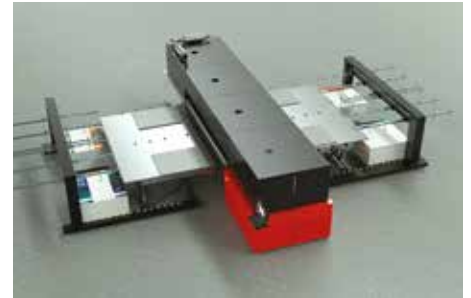
High-end sponsors demand the highest precision in their brand colours and immediate replacement of any damaged advertising graphics. As such, the Renault F1 Team always travels with 30 identical versions of every sticker, totalling around 1400 stickers for every race.

Roland has now upgraded the TrueVIS VG Series

with over 40 enhancements, allowing the Renault F1 Team to push its boundaries for accuracy, reliability and turnaround speeds even further. Joe McNamara, head of paint and graphics at Renault F1 Team, has praised the extended colour gamut, now with bold Orange for vibrant colours, natural skin tones and exceptional colour replication. 'One of the first things we noticed was the improvement in the colour matching, because a lot of what we do covers an entire season,' he commented. 'It gives us a good opportunity to have consistent colour.'

[www.rolanddg.co.za](http://www.rolanddg.co.za)

## Agfa Jeti Tauro LED Inkjet Printer Receives EDP Award



The European Digital Press Association (EDP) reviews products introduced to the European market, evaluating quality as well as value to the user, support and service. It grants the EDP Awards to the best products of the year. This is the seventh time that the association has recognised Agfa for one of its large format printing solutions.

Agfa's multi-award-winning Jeti Tauro H3300 LED inkjet printer received the EDP Award in the 'Large and Wide Format Printing Systems' category for 'Best Flatbed/Hybrid Printer >250sqm/h'. According to the EDP's technical committee, the Jeti Tauro H3300 LED 'combines print quality, low ink consumption and productivity with short make-ready times' and 'sets new standards.' It added, 'Thanks to the rapid UV LED curing of Agfa's signature high-pigmented UV inks and the Asanti software, the hybrid UV inkjet workhorse exceeds expectations every time. It is a rugged hybrid printer for high utilisation and round-the-clock printing in multiple shifts. This is what industrial printing means.'

Since its introduction last year, the Jeti Tauro H3300 LED has proven to be a global sales success. Previously, Agfa's flagship also gained the highest honours at the American Specialty Graphic Imaging Association (SGIA) trade fair and at the prestigious Canadian Printing Awards.

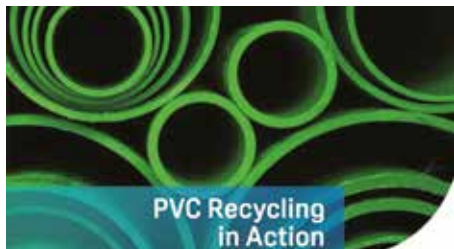
'We are proud to have our printing solutions marked with this label of excellence,' stated Reinhilde Alaert, product manager sign and display — high end. 'We are committed to providing end-to-end, complete printing solutions. The EDP Award bears witness to the added value we provide to our customers.'

[www.agfa.com](http://www.agfa.com)



# INTERNATIONAL NEWS

## VinylPlus Recycles Over 700,000 Tonnes Of PVC



Despite regulatory constraints, VinylPlus general manager Brigitte Dero announced that the PVC industry recycled an all-time high of nearly 740,000 tonnes – 92.4% of the VinylPlus' 2020 target. VinylPlus is the renewed ten-year Voluntary Commitment of the European PVC industry.

VinylPlus recycled 739,525 tonnes of PVC within its framework in 2018 – a 15.6% increase on the previous year. The results were presented at the 2019 edition of the VinylPlus Sustainability Forum in Prague, Czech Republic, where the industry shared further progress towards increasing the sustainability performance of PVC.

Held in May, this year's theme 'Accelerating Innovation' examined the challenges and opportunities presented by new technologies in shaping the PVC sector's future in the context of the circular economy.

The Forum attracted more than 170 participants from 32 countries including representatives from the European Commission, European Parliament, the Czech Ministry of Environment, the United Nations, NGOs, academia, specifiers, designers, recyclers and the PVC value chain. Presentations and panel discussions by top-level experts revolved around the three sustainability pillars – economic, social and environmental – and how innovation is impacting the PVC industry and its journey to sustainable development.

Recovinyl remains the main contributor, registering 734,568 tonnes of recycled PVC. Cumulatively, almost 5 million tonnes of PVC have been recycled since 2000.

[www.vinylplus.eu](http://www.vinylplus.eu)

## Massivit 3D Produces Life-Sized Footballer

The collaboration between Sartomer, a business line of Arkema, and Massivit 3D has resulted in a life-sized, 3D-printed model of a professional female soccer star, which not only celebrates

women in sport but illustrates each company's capabilities in the space of 3D printing and additive manufacturing.

Arkema is sponsoring Gaëtane Thiney, a member of the French team. The soccer player was initially scanned to provide a high-resolution model and the model was then printed by Deko 3D by Sépia on a Massivit 1800. The model has been produced with Massivit 3D's unique Dimengel printing materials based on Sartomer's N3xtDimension performance UV-curable, liquid resins. The resulting display is 1.7 metres tall and was 3D printed in just 11 hours.

'We are excited about our evolving collaboration with Sartomer,' said Amir Veresh, VP business development and marketing at Massivit 3D. 'We are adamant that, by leveraging Sartomer's inherent capabilities and rich know-how, Massivit 3D will be able to further deliver new materials to the market with a significantly faster lead time, introduce fresh applications, and enter new verticals.'



'Sartomer has been providing tailored support to Massivit 3D through its unique, advanced N3xtDimension range of liquid resins, delivering exceptional freedom of performance design. We support industry innovation at our 3D Printing Center of Excellence where experts create cutting-edge, UV-curable 3D printing resins for our N3xtDimension range through research and development,' said Sumeet Jain, global business director for 3D Printing at Sartomer.

3D Printing Solutions by Arkema open up an unlimited array of possibilities for additive manufacturing. 'This partnership with Massivit 3D illustrates Arkema's commitment – via its commercial platform 3D Printing solutions by Arkema – to develop a close and strategic cooperation with global key players in order to unlock additive manufacturing industrial capabilities,' said Guillaume de Crevoisier, global business director at 3D Printing Solutions by Arkema.

[www.massivit3d.com](http://www.massivit3d.com)

## EFI Announces Partnership With Memjet For Improved Digital Front Ends



EFI is offering Fiery DFEs for digital printing presses that incorporate DuraLink printheads. The new solution being developed for DuraLink devices captures the advantages of EFI's most advanced digital production software platform, Fiery FS350 Pro, to deliver the best capabilities in areas print customers care about most: colour and imaging, productivity, management tools and connectivity.

This comes following the announcement of EFI's and San Diego-based Memjet's new partnership, bringing ultra-fast, high-quality EFI Fiery digital front ends (DFEs) to the growing portfolio of Memjet DuraLink digital inkjet production solutions. EFI's development of Fiery DFE solutions for printers featuring DuraLink technology means Memjet OEM customers will have access to one of the world's most successful and reliable print servers for production-class digital colour printing.

'We have installed a Fiery DFE to drive a 7-colour digital press in Memjet's headquarters demo centre, and both our team and our partners are impressed with the way the Fiery DFE enables superior colour and image control. It also offers customers advanced job management and the ability to produce versioned and variable print runs at engine-rated speed,' said Eric Owen, general manager of commercial press for Memjet. 'Fiery technology, combined with DuraLink's speed, image quality and reliability, bring tremendous added value to Memjet's DuraLink partners.'

Users will be able to meet demanding customer requirements for brand colours and extended-gamut applications featuring extended ink sets. Plus, the Fiery DFEs for Memjet DuraLink presses will give users the power to make on-the-fly corrections and late-stage colour edits at the DFE for uninterrupted production. The DFEs will also include EFI Fiery Color Profiler Suite software, which provides some of the most advanced colour management tools available for profile creation, inspection, editing and colour quality assurance. Fiery Color Profiler Suite also features G7 System Certification for fast, accurate re-calibration.

[www.efi.com](http://www.efi.com)



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# ACUITY ULTRA PLATFORM

## WIDENS PRINTING HORIZONS

BY FUJIFILM SOUTH AFRICA



New features unveiled at FESPA 2019, and a growing number of successful installations, are proof of the ever-widening possibilities the Acuity Ultra provides. When it launched in 2018, Fujifilm's ground-breaking, super-wide format Acuity Ultra platform immediately set a new standard in its class, offering wide format print businesses almost photographic levels of quality at greater speeds, lower cost-in-use and better return on investment than any other comparable machine.

One year on, it has raised the bar even further, now featuring a new dual CMYK ink configuration and high-speed, 1-pass mode to widen its versatility and add even greater flexibility to the speed-quality performance it can achieve.

### New Configuration

The Acuity Ultra has, until now, been available either with six channels configured as CMYK plus light inks, or eight channels as CMYK plus light inks and two white channels. Now a new model, the Acuity Ultra 5044, is available with a dual CMYK, eight channel configuration that offers the potential for greater output volumes and productivity, while maintaining outstanding levels of quality, thanks to the machine's industry-leading 3.5 picolitre, 3-level greyscale printheads.

### New High-Speed Option

Also now available are new 2-pass and 1-pass print modes, the latter enabling users to print at speeds of up to 400sqm per hour – 60% faster than the top-end speed previously possible. Flexible, smoothing functionality means that users can opt for 100% smoothing to reduce banding and maximise quality, 0% smoothing to maximise top-end speed, or anything in between. The added flexibility and easy functionality means that users have more control than ever to ensure they can adapt settings for every job and meet the hugely varying needs of their customers.

### New Levels Of Flexibility

Finally, newly improved scalable architecture and the modular build of the Acuity Ultra means that new customers can choose to invest in a six channel model today and upgrade in the field to an eight channel version later on if required. As before, the new Acuity Ultra is available in 5 metre and 3.2 metre models. It uses

an ultra-high quality, low film thickness Uvjet GS ink that is GREENGUARD and AgBB approved. This ink has been designed to deliver the highest quality and is fully emission-compliant for interior graphic display work.

### New Installations

'A growing number of Acuity Ultra installations across Europe, including in Italy, Spain, the UK and Russia, are proof that people have quickly identified the capabilities this machine provides,' said Nils Gottfried, Wide Format Inkjet Systems Product Manager, Fujifilm Graphic Systems EMEA.

'Four key elements in combination have already ensured that this machine offers a superior speed-quality-cost ratio over its competitors. These elements are: the high-end 3.5 picolitre, 3-level greyscale printheads that ensure outstanding quality; the linear motor that reduces vibrations to a minimum and ensures accurate ink drop placements; a media feeding system that operates with pinpoint accuracy, and a chilled vacuum table that allows conventional UV curing with no risk of substrate damage or shrinkage.'

A Belgian first and a Russian third are two of the most recent Acuity Ultra installations – both announced at FESPA 2019. Together, they highlight the growing interest in the ultra-high quality the machine can produce at incredible speeds.

A long-time Fujifilm plates customer, HECHT has now made its first Fujifilm inkjet investment with its purchase of Belgium's first Acuity Ultra. The high-end, large format print business, which has additional locations in France and the Netherlands, was acquired by Koramic Visual Communication Group in 2017 and immediately set about expanding its already substantial production capacity. 'We were looking to expand production capacity at HECHT following the acquisition, so we investigated and ran tests on a number of different machines to help us to



HECHT Acuity sale at FESPA 2019.



We R.SIGNS Acuity Ultra sale.



do that,' said Rik Deman, CEO of Koramic Visual Communication Group.

'Ultimately, there were two decisive factors that led us to conclude that the Acuity Ultra was the right machine for us. First, we found that the Acuity Ultra offered an unrivalled combination of speed and quality and, secondly, it also has an excellent and very fast white ink printing option.'

'The latter point is particularly important to us as we see the high-end, backlit graphics market and the out-of-home advertising market as key growth areas. Being able to print white ink at exceptional levels of quality, and to do so quickly and efficiently, will be key to driving growth for our business in this sector.'

Moscow-based We R.SIGNS has become the third Russian company to invest in Fujifilm's super-wide format Acuity Ultra. An expert in large format signage production and outdoor advertising, We R.SIGNS employs over 500 members of staff and is one of the largest companies servicing the outdoor and indoor print markets in Russia.

'The quality of the print work produced on the Acuity Ultra was one of the main reasons for our decision to invest,' said Andrey Nikulin, Vice President at We R.SIGNS. 'It fits in perfectly with our large format and outdoor advertising product offering, and its versatility is key to us providing our customers with a variety of high quality printed work.'

'The Acuity Ultra will also be an essential part of our presence at exhibitions, as it will allow us to demonstrate to potential customers the high standard of print work that we can achieve.' Nikulin explained how the company's positive relationship with Fujifilm was also a decisive factor: 'We have used Fujifilm products in the past, including Onset and Uvistar platforms, which have helped us to enter new markets. The company's expert sales and technical teams have always been a pleasure to work with too.'

#### Acuity Ultra key features:

- 6 and 8 channel options, including new dual CMYK option.
- 3-pass print mode (236sqm per hour).
- New 2-pass print mode with outstanding quality (268sqm per hour).
- New 1-pass print mode with output volumes up to 400sqm per hour.
- 0.1 to 2.0mm media thickness.
- Linear drive system.
- Chilled vacuum table.
- Powerful and intuitive graphical user interface.



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# RETAIL SIGNAGE PRINTED ON-DEMAND

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BY OKI

**Customer experience is increasingly being prioritised as a key differentiator, particularly within the food and beverage market. In the world of fast-moving consumer goods, speed, price and convenience are all essential factors when it comes to both getting customers through the shop or supermarket door and ensuring that they leave feeling satisfied.**

It's no secret that the retail market is struggling, and with only two minutes to impress customers, according to Quora, the countdown begins from the moment a customer walks through the door.

The flexibility to adapt in-store offers and advertising quickly while ensuring customers have a smooth journey around the store, has become more crucial than ever, contributing to both immediate sales and future loyalty.

As well as using intelligent, pre-planned marketing campaigns to set the customer agenda and boost sales of key lines, the ability to react to an important sales opportunity linked to a sudden change in weather or social media food trend are also essential for physical stores, which in turn demands fast access to a wide range of printed customer-facing signage.

Retailers that are equipped to deliver this essential visual communication on-demand, on the shop floor, inevitably have an important advantage. Alongside strategic end-of-aisle positioning, eye-catching signage plays an important role when it comes to promoting sales of key items.

Likewise, while shop window stickers and signs are a proven way to boost footfall and draw customers in to the store, double sided hanging banners and point-of-sale signage directing customers where you want them to go have an equally essential role to play in the sales cycle, especially when it comes to impulse buying and other spontaneous purchases.

Rather than wait for printed marketing collateral to be sent to store, retail-ready High Definition Colour printers give supermarkets the ability to react to a sudden heatwave, news report or online food trend by creating large and small marketing and point-of-sale materials on demand.

Cost-effective and practical, this clear in-store signage not only improves the customer experience by helping them to find what they are looking for but can also be used strategically to draw shoppers towards high margin products, as well as promoting lines that are underperforming.

At a time when delivering a frictionless customer experience is high on both the online and offline retail agenda, fulfilling a basic requirement to enable customers to find what they need not only helps to promote sales but can also avoid frustrating shoppers by making them seek out an assistant to ask for help – or, worse still, driving them to abandon their shop.

Small enough for use in back offices, the latest retail-ready printers offer the flexibility to create large format, high-impact double sided banners and floor signage, as well as instructional shelf labels and gondola frames, making the most of valuable shelf and aisle space. At the shelf-edge, rather than simply

highlighting a price discount, retailers can make the most of this ability to print on demand by quoting a recent critic's endorsement or tapping into a national marketing campaign with printed materials featuring eye-catching images and clear text. As well as promoting sales, this information can speed-up decision-making by helping to guide the undecided shopper and, crucially, make them feel good about their choice.

A study (1) conducted by psychologists at Columbia and Stanford University found that, rather than increase satisfaction and sales, having a wide choice of products can in fact serve to demotivate shoppers, resulting in fewer sales.

Rather than leaving customers feeling overwhelmed when looking at a choice of products, point-of-sale material such as price tags and product information supports decision making, empowering the customer, as well as encouraging spur-of-the-moment, spontaneous purchases. Likewise, with dietary requirements a priority for a growing number of shoppers, it can also be used to highlight a key ingredient or emphasise the fact that a product is nut or gluten-free, for example.

Italian craft beer producer Zion has significantly increased its sales through eye-catching pre-cut collateral printed in a range of formats through OKI's Retail Solutions. From event wristbands to bottlenecks, menus and banners, Zion has established itself as a popular brand in the crowded craft beer market by creating waterproof, tearproof collateral quickly and to a highly professional quality in-house.

OKI's Retail Signage Solutions include the C800 Series digital LED A3 colour printers, which are the smallest A3 printers on the market, making them perfect for the retail environment where space is at a premium. It offers the flexibility to print on pre-cut media including small-format shelf-edge labels, price tags and shelf wobblers as well as large, double sided banners up to 1.3m. It also handles waterproof media – suitable all around the store, from outdoor pavement signs, and alongside chilled and other fresh produce, or in the freezer aisles.

At a time of continued pressure for supermarkets and fierce competition for loyalty, customer experience matters more than ever. For this reason, the ability to react quickly to unpredictable seasonal weather or tap into changing food trends and dietary demands through inspirational customer-facing signage printed on-demand undoubtedly offers a vital tool in the retail armoury.

1) <http://bit.ly/2JCoPA9>

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Registrations are open for the Sign Africa and FESPA Africa expo, being held at Gallagher Convention Centre, Johannesburg, from 11-13 September. The event is co-located with Africa Print, Africa LED and Modern Marketing. The Sign Africa and FESPA Africa event, sponsored by Roland, is a platform for visitors to get their fingers on the pulse of this vibrant, ever-evolving industry.

The expo will assist your digital technology investments and allow you to research product diversification as well as new ideas for next-level business growth and profitability. Speak to product experts on how to best meet your customers' demands and remain competitive. There will also be informative and engaging workshops and conferences.

See innovative technologies and solutions being showcased, such as: wide format digital printing, flatbed printing, signage and sign systems, digital signage, laser cutting, routers and engraving, laminating and finishing, textile printing, vinyls and substrates, 3D printing, colour management, LEDs and neon, T-shirt printing, directional signage systems, banners and flags, vehicle wrapping, screen and pad printing and more.



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**FREE ENTRY - ALL HALLS**

Visitors can sign up at registration for the tour of up to ten stands that are showcasing hot new products at the expo. Once a group of five or more are ready, the tour will begin. There will not be a specific schedule. Hot New Product Tours will run throughout the three expo days.



### TEXTILE PRINT EXPERIENCE

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Free demonstrations by local experts on T-shirts and textile items with speciality printing techniques, direct to transfer and screen printing. Pop into hall 2 during the 3 expo days and get tips and tricks. This is an opportunity to ask our local experts questions about techniques and processes.



### SCREEN PRINTING WITH CHARLIE

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Visit this hands-on workshop where printers can learn different techniques all taught by Charlie Taublieb, who has been in the screen printing industry since 1976, and heads up Taublieb Consulting in Greenwood Village, Colorado, a company specialising in technical screen printing consulting for textile printers.



### T-SHIRT DESIGN COMPETITION

**FREE ENTRY - REGISTRATION**

Designers are invited to post their 'Explosion of Possibilities' themed T-shirt design on the Sign Africa or FESPA Africa Facebook page. Entrants should get as many likes as possible for their design to be printed and showcased at the FESPA Africa and Sign Africa expo. The top 15 designs will be printed and displayed at registration for the public to vote. The top three designs will win cash prizes.



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**FREE ENTRY - HALL 3**

The Speed Wrap is a national, live wrapping competition. The event is brought to you by platinum sponsor Roland, vinyl sponsors Grafiwrap (distributed by Maizey Plastics) and expo sponsors FESPA Africa and Sign Africa. The Speed Wrap challenge will take place on all three days of the expo. The first round will be at 10am. The final round will take place on Friday 13 September. Enter your best wrapper!

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# ASKING THE RIGHT QUESTIONS WHEN EXECUTING A SIGN JOB



BY SIGNFORCE

It's important to ensure that a sign job is carried out correctly, accurately and timeously. The processes include getting the artwork for the job signed off, getting the various processes completed, and ensuring that the team have access to the premises when it is time to deliver or install the sign.

Take a Chromadek sign as an example. In signage terms, Chromadek is one of the cheapest metal signs, which, in simple terms, means it should be the fastest and easiest to produce.

## Is It Correct?

The first step is deciding if Chromadek is the correct, or the best, material to achieve the desired outcome of the sign. In the fast-changing world we live in, this question is becoming more and more important.

## Is It Accurate?

If the Chromadek sign is smaller than a standard sheet, then the second process is that it needs to be trimmed. Most signs require some or other decoration, making it important to do and get artwork approved. It can turn out that getting artwork approved can be one of the most important steps, especially when the client provides the artwork, as it may be of poor quality. Also consider that if the artwork is 'layered', it is possible that the artwork may come out differently on the installer's computer and printer than what the designer and client intended.

An installer is often asked why the person printing or applying the sign never picked up an error on the sign. The simple reason is that the person working on the sign has trusted that the client has approved the correct artwork, and as importantly, they are focusing on their task at hand, not on someone else's job or task.

Once the Chromadek has been cut and the vinyl has been printed and/or cut, the vinyl needs to be applied to the Chromadek so the sign can be inspected and delivered (or collected).

## Is There Enough Time?

Depending on the size of the sign and the availability of staff and equipment, with enough hands and everything being perfect, that entire process can take between one and two hours. However, the real world is not perfect, and no business exists when staff are simply waiting for work to do. This is one of the reasons why we generally request between 7-10 working days to complete a sign.



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# SIGN AND DISPLAY COMPANY

## LEADS THE WAY WITH COMPOSTABLE PLASTIC



BY LAUREL BRUNNER, VERDIGRIS PROJECT

Plastic plays a role in all walks of life and its alternative, compostable plastic, can combat the increasingly harmful impacts of pollution. SKU Driver, a small sign and display graphics company in the UK, is leading the way on this. We've come across a rising number of compostable alternatives to plastic of late. The ideas are heading in the right direction, but there needs to be a lot more thought put into how these materials are handled in the waste stream.

Plastics were for decades the answer to pretty much every product and process question, from billiard balls to packaging. Polymers are even added to packaged products such as shampoos and conditioners. Until lately, little thought was given to the sustainability of plastic's disposal and recycling.

Environmentalists are shouting louder about plastic waste management and the damage it does to wildlife, and potentially to humans as microscopic plastic particles accumulate in food systems. We're late to the problem but there are massive efforts underway to mitigate the various damages associated with plastics pollution. From the European Union's ban on single use plastics, through to the MacArthur Foundation's New Plastics Economy initiative, the big guns are on it.

But so are the not so big guns such as SKU Driver. This firm has developed a compostable plastic for display work based on organic feedstocks. It is completely biodegradable and according to its developers, Composta Base uses 67% less energy to produce than plastics. The company also has an app to report saved emissions and how much plastic use has been avoided. A 'Cowgorithm' (yes, really) presents the data so that it is easy to understand. For instance, the average cow emits 2.8 tonnes of CO2 per year.

Plastic exhibition panels are, along with most exhibition materials, very wasteful especially if they are of the single use variety. Composta Base is a 100% recyclable bio plastic that can also be formed into printed 3D shapes. The prints can be deinked and recycled up to ten times without degradation, supporting the circular economy.

This brings us to the flaw in the whole matter of bio plastics and their recycling. Composting in landfill works, but for bio plastics to be recycled in conventional plastics, reprocessing systems requires a bigger shift. We already have seven categories of plastics, some of which can be recycled and some of which cannot.

Consumers are basically useless at segregating them, even when they are aware of the category, which is not often. As we have seen with paper recycling, different printing methods require different deinking chemistries and processes. So it will be with plastics recycling processes that mix conventional

polymers with equivalents made from plant starch. They could be considered as pollutants in the conventional plastics recycling process.

The paper industry has demonstrated its sustained opposition to ISO standards that raise recycling and deinkability awareness on this basis. If we can avoid the same fiasco for plastic recycling and sustainable disposal, that would be wisdom indeed. Companies such as SKU Driver with Composta Base are leading the way along with the big names. Hopefully they can all work together to develop real solutions to what we already know will be a very real problem.

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: Agfa Graphics ([www.agfa.com](http://www.agfa.com)), EFI ([www.efi.com](http://www.efi.com)), FESPA ([www.fespa.com](http://www.fespa.com)), HP ([www.hp.com](http://www.hp.com)), Kodak ([www.kodak.com/go/sustainability](http://www.kodak.com/go/sustainability)), Kornit ([www.kornit.com](http://www.kornit.com)), Practical Publishing ([www.practicalpublishing.co.za](http://www.practicalpublishing.co.za)), Ricoh ([www.ricoh.com](http://www.ricoh.com)), Spindrift (<http://spindrift.click/>), Splash PR ([www.splashpr.co.uk](http://www.splashpr.co.uk)), Unity Publishing (<http://unity-publishing.co.uk>) and Xeikon ([www.xeikon.com](http://www.xeikon.com)).

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# PUTTING PRINT AT THE HEART OF THE BRAND EXPERIENCE



BY JAMES DE WAAL, CANON SOUTH AFRICA

**Over the last decade, retail brand owners have come to the growing realisation that traditional marketing is no longer enough to increase footfall to their stores and boost sales. Customers now expect immersive experiences with brands that engage them at different touchpoints along an extended buying journey in a way that reflects their individuality.**

In turn, brand owners need to use multiple marketing channels and formats to connect with customers emotionally, cultivating an ongoing dialogue with their target consumers that delivers a more personalised and memorable customer experience, while driving commercial success for the brand.

Integrated multi-channel campaigns are becoming increasingly sophisticated, thanks to the proliferation of digital marketing tools and platforms and access to in-depth customer analytics. This digital insight has enabled retail brands to interact one-on-one with consumers while tracking their browsing and purchasing behaviours.

Against this backdrop, print plays a key role in nurturing the all-important emotional connection between brand and consumer at every touchpoint, while the evolution of digital on-demand print in tandem with digital marketing boosts the combined effectiveness of both channels. They are at their most impactful when they work together to create seamless brand journeys for customers, and when campaigns evolve dynamically to reflect response data and competitor activity.

Print's impact on purchasing behaviour becomes particularly strong in the physical retail environment, where applications such as posters, banners, window graphics and POS displays play a measurable role at what marketers call the 'first moment of truth', the point at which the consumer encounters the product in a 'real world' setting.

While most brand owners will understand the role these retail graphics and POS materials play in their marketing mix, they may not be fully aware of the extensive choice of graphics and installation systems, or of the opportunities created by the advances in digital print technology to make their campaign materials more relevant, dynamic, impactful and commercially effective.

Print service providers (PSPs) who take time to understand the brand owner's campaign objectives and the structure of the overall campaign, rather than simply fulfilling an order for a given quantity of graphics, have the potential to add significant value, elevating response and putting print at the heart of

the brand experience.

For example, brand owners may appreciate proactive advice from their PSPs on production techniques to make graphics more visually arresting, or how to use stand-out materials and finishing techniques to add the 'wow' factor and stop consumers in their tracks.

When it comes to marketers' understanding of the performance of graphics in real retail settings, PSPs can also add value and encourage repeat business by guiding brand owners to specify graphics that are technically fit for purpose. This may be in terms of image quality relative to viewing distance, durability and portability, and ease of installation and removal, particularly in light of the growing trend of installation of short-term graphics by store personnel.

PSPs can also be proactive in highlighting the strengths of digital production capabilities and how they are attuned to brand owners' commercial drivers. Brand marketers who have grown up in the 'instant-hit' digital marketing environment may perceive print as a 'slow' medium, associating printed graphics with old-world analogue production and distribution models. It's important that PSPs dispel those perceptions, emphasising the many commercial advantages of digital print, such as the ability to meet just-in-time expectations, reduce overall volumes of promotional print by ordering on demand, limit inventory costs, and minimise waste.

Time-to-market is everything for contemporary marketing campaigns, a truth that plays to digital print's strengths more than many marketing decision-makers realise. Brands can have promotional graphics ordered, produced digitally and distributed in very short timeframes, thanks to web-to-print systems linked to digital production technology, and distributed production/distribution models. For complex retail organisations, even across multiple territories, design can be centralised, costs agreed upfront, proofs shared instantly, and orders confirmed in minutes online.

Of course, digital production and just-in-time delivery offer additional benefits, such as the ability for marketing departments to easily customise content, from

text and images, to language versioning, to variable response mechanisms. This on-demand capability enables brands to adapt campaign messages dynamically as they evaluate campaign performance, or update materials at intervals with tailored, more targeted content, to increase customer engagement and response.

The golden opportunity for producers of retail graphics is to show brand owners how print can increase the effectiveness of their multi-channel campaigns by being deployed at specific touchpoints in the customer journey and incorporating tailored response mechanisms to increase and monitor effectiveness.

'Smart posters' are a good example of how print can tie in seamlessly with a digitally-led campaign. With an embedded NFC (Near Field Communication) inlay that enables interaction with smart phone devices, smart posters create innovative avenues for brand communication and promotion, while also offering new ways to measure ROI on print advertisements.

QR (Quick Response) codes are an effective alternative for stimulating mobile-based interaction with printed posters and POS displays, while including variable geo-specific content and response mechanisms allows campaigns to target specific micro-audiences in select locations.

AR (Augmented Reality) technology can make print come to life with digital content by combining a handheld smart device and a specially designed graphic, transforming the image into interactive media on the smart device screen, enhancing the in-store experience by offering the customer engaging extra content.


POS displays don't need to be passive; customers are more likely to engage with a retail display if it encourages interaction, for example via sampling booths or using promotional codes or NFC tags that redirect to online content. A printed POS unit can be designed to integrate with a digital POS display or complement product packaging, increasing the overall visual impact of the filled display and

reinforcing brand identity. Special edition or promotional packaging designs can also be reflected in short-term POS to maximise consumer recognition.

Producers of retail graphics may also capitalise on the growing trend to combine printed graphics with other visual communication technologies to grab attention. For example, printed window graphics can be deployed together with projector technologies as part of a dynamic, more sophisticated visual solution. The use of high brightness, high-quality laser-based projectors maximises impact and significantly enhances the customer's shopping experience. By combining the projector with a rear projection film, a retail shop window can be brought to life through eye-catching media content, such as images, videos and animation.

Finnish company Ostosikkuna delivered an innovative consumer experience, turning a real estate agent's window into an interactive touchscreen by combining a special film with two Canon XEED WUX6000 projectors and a standard zoom lens. Onlookers were able to browse through images and watch clips of properties simply by swiping the window surface.

There is a significant part for printed graphics to play in measurable multi-channel marketing and enormous scope for forward-thinking brands to find smart ways to integrate graphics in their campaigns. For graphics producers, the opportunity for business development lies in being more than just an efficient print service provider and fulfilling the more valuable role of trusted business partner.

By applying their deep technical expertise, blended with knowledge of effective visual communications and overlaid with an understanding of how print fuels emotion to stimulate response, PSPs are in a unique position to help brands deliver stand-out retail graphics that are dynamic, integrated and impactful. 

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# ADDING A VISUAL KICK TO YOUR SIGNAGE:

## PUT A LITTLE CURVE ON IT

BY SIGNCRAFT MAGAZINE



You see a lot of flat signs, and you see a fair amount of 3D signs with flat layers — but you don't see very many signs with curved panels or curved faces. It's a great-looking effect Peter Poanessa from Keene Signworx in New Hampshire uses very successfully to add extra visual kick to an already appealing layout.

There's a little engineering involved, of course. Today's materials and assembly methods, though, make curved faces easier. At first, Poanessa made curved faces using 'cold forming'. He built a form, then laminated layers of material over it.

Once the glue dried and the material was taken off the form, it kept that shape. He often used this approach to form SignFoam high density urethane board over two layers of 6mm (¼ inch) plywood using epoxy to laminate it. He also did a few by cutting curved PVC supports and laminating the HDU board over that.



The centre panel is 3mm aluminium composite material on a 12.7cm (5 inch) arc with cut-out 1.9cm (¾ inch) PVC letters, mounted on an oval panel of 5cm (2 inch) thick 8kg (18lb) SignFoam high density urethane board. The secondary copy is incise carved lettering with a carved outline and finished in 23K gold leaf. The shirt is an actual shirt encapsulated in epoxy and finished with latex paint.

'Most signs are flat,' said Poanessa, 'so a curved face is immediately unique and interesting to the viewer. When you couple that with other dimensional elements, you can create something that is really appealing to look at. And that's the critical task of a creative sign.'



The main panels are on an arc and were carved from 3.8cm (1½ inch) SignFoam high density urethane board that was laminated to 1.27cm (½ inch) overlaid plywood with epoxy to form the arc. The star is raised 3D and set into a pocket on the face. The tooth is made from 10 layers of 5cm (2 inch) thick 8kg (18lb) HDU laminated with epoxy with a tubular steel frame through it.

'As time went on,' he said, 'I moved towards using a curved thin-wall tubular aluminium frame with aluminium composite material over it. I bond the face to the frame with Lord adhesive, which chemically welds it to the frame. It's very strong.'

'I now have a Baliegh R-M7 radius manual tubing bender. I run the aluminium tubing through it and get nice consistent long arcs. It's a fairly inexpensive tool that uses a hand crank to feed the tubing between rollers to bend it. Once I have the tubing bent into the arc that I want, I just laminate the aluminium composite material over it. It's super rigid and super strong.'



The ampersand is copper sheet on aluminium composite material, mounted on a curved panel of perforated stainless steel over a 1.9cm (3/4 inch) overlaid plywood panel.



The curved aluminium composite panel at the top carries the cut-out PVC letters, and the image was hand painted on the aluminium composite panel. The spun .100 copper background panel was clear-coated then isolation mounted to the tubular aluminium frame to prevent contact between the copper and the aluminium.



The Veterinary panel uses cut-out letters on a curved aluminium composite panel with LEDs behind it. The 'wood' on the base of the pylon is a synthetic decking material from the local lumber yard, which comes in a wide range of beautiful colours.



This sign was done using the cold forming method. Two layers of 0.6cm (1/4 inch) plywood and one layer of SignFoam high density urethane board were laminated together over a mould using epoxy. Once dry, they were removed from the mould and retained their shape.



How about using cut-out gilded letters on an arc?



Simplifying the production method makes creating curved sign faces a practical option. Whether it's a simple curved panel that carries all or part of the primary copy or the entire sign face is curved, the added dimension and drama make it another tool in the sign designer's bag of tricks.

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# WHAT ABOUT WHITE INKJET INK?

BY DR. NICHOLAS HELLMUTH, FLAAR REPORTS/DPI INSIGHTS



Many people want white inkjet ink. Sign makers need white ink to print on dark materials. Print shops need white ink as background for translucent materials for images in colour. The textile industry needs white ink so they can print onto dark fabrics. For UV, solvent and eco-solvent situations, white ink can be a spot colour for printing on transparent material.

Artists also frequently ask why they can't get white ink and photographers would like to experiment with the effects white could add to the mood of their fine art prints. But why is it so hard to make white ink actually function in real life?

Titanium dioxide is not easy to keep properly mixed. So your printer needs effective technology to keep the pigments in suspension. A cheap printer might have a cheap method; a high-end printer would tend to have a more sophisticated solution.

Be a bit careful when manufacturers are claiming their white ink works: because when I visit print shops that have this ink, they are less than satisfied. White UV ink may be grainier than other colours because more is laid down to make it opaque, and because the drop size may be larger.

## Where Does The Manufacturer (Engineer/Designer) Put The White Ink?

Every printer manufacturer handles white ink a bit differently. Be wary of cheap UV-cured printers that offer white ink with only one printhead. These companies offer white ink only to lure you into considering their cheap printer over a more expensive white ink system that actually functions for more than a week or so. You probably need at least two printheads to handle the white ink, otherwise it is not opaque enough.

If the white ink is in a mid-range model, it will offer at least two printheads for white ink, so there is enough opacity. White ink in a more sophisticated printer will offer several printheads up front and several printheads at the back of the row. This way the printer can jet white ink coming or going.

## Software And Hardware To Handle White Ink

Merely adding another ink line, and putting in white ink, is not enough. The hardware has to have a method to keep the pigment in suspension without clogging the printheads or settling out. The software (and hardware) needs to accommodate how the white ink will be applied: as a spot colour, before the rest of the colours, or printed at the end.

Merely having white ink in the spec sheet is not enough. Many companies simply add a tank for white ink and feature white ink in their advertising. It is essential



to learn which manufacturers understand white ink, not just the chemicals, but also the software needed to make the printer able to handle white ink; even the position of which printheads handles the white ink is crucial.

### But Do You, Or Your Clients, Really Need White Ink?

Inkjet printer manufacturers and distributors that do not yet have white ink go to great efforts to point out why white ink is a fad, and not meaningful. If your clients want white ink; if you would like to distinguish your capabilities from those of competitors who don't yet have white ink, then white ink is something to consider. And, like many things in life, if it is available, go for it. 🔄



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BY JOHN TSCHOHL, SERVICE QUALITY INSTITUTE

**When employees are empowered and given responsibility, they use their talents and skills to maximise the opportunities. Empowerment means every employee has to make fast decisions in favour of the customer. It's important that we are honest and sincere in our efforts to service our customers.**

It's important to train employees and make sure they have trust in what empowerment will bring to a company. Satisfying customers quickly benefits everyone. Moreover, happy, empowered and fulfilled employees are the key to creating 'over-happy customers' for your company.

In my book *Empowerment, a Way of Life*, I illustrate four challenges that all businesses face:

1. Many executives don't trust the customer and believe they are trying to take advantage of them. Employees feel the same way.
2. We don't trust employees. We pay them as little as we can and have even less confidence in their ability to make decisions. We have a belief that our lying, cheating customers are going to take advantage of our incompetent employees.
3. With empowerment you don't need as many managers and supervisors. They're not overly excited about losing their perceived power, nor are they thrilled about the potential of losing their jobs.
4. Very few employees are on their knees at night praying for empowerment. It's just too risky.

The first rule of excellent customer service is to never use 'no'. People who always manage to find a way to make things happen, to always find a 'yes' and do it, are priceless. Give your employees the tools and the trust to use empowerment for the benefit of the customer and the company. Empowerment is not about breaking the rules, but bending them to keep the customer happy. It is making fast decisions on the spot in favour of customers.

Hyatt Hotels treats different customers differently. Since they know who their best customers are, they're working not to charge them more, but to give them more. They're setting out to randomly cover bar tabs, offer free massages and provide other services that they could otherwise charge for. If they do it in a corporate, by-the-book way, it'll feel fake and will fail. But if they empower their employees to actually be generous, it can't help but work.

'Not my job' are three words that can kill an entire organisation. Empowerment

allows the employee to make a decision on the spot for the customer instead of working their way through a paralysed system to figure out what to do next. Give employees the authority to take action. No one should have to go 'higher up' to get permission to help a customer. Empower everyone to break the rules, thus allowing employees to have input and control over their work. When people with problems call your company, the first employee who answers the phone should be able to solve the problem.

What are you building? In a world of mediocrity that relentlessly races to the bottom, you lose if you also race to the bottom. The only way to win is to race to the top and empowerment is one of your most valuable tools. My definition of empowerment is getting an employee to make a fast decision, on the spot, in favour of the customer.

Understand what drives customer value, then figure out where empowerment can improve the quality, speed and cost with which that value is delivered. Empowering people in the organisation to use their best judgment turns out to be faster and cheaper — but only if you hire the right people and reward them for having the right attitude.

I have been passionate about empowerment and continue to preach on the subject. It is a tool for every successful company to use to deliver exemplary service to every person that walks through your doors.

John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute with operations in over 40 countries. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service. 🏆

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Mohammed Jogie has studied fine art and graphic design. He has worked on numerous international brands. He is head creative juicer at MSD and is also principal of Mzansi Creative Foundation. A design activist, he is an admin on AIGAfrica – a collaboration with AIGA New York and South African graphic designers. He has served as Vice President of Icograda and served on the boards Think, DSA and Cafe.

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# VISITORS FLOCK TO WESTERN CAPE'S

## BIGGEST SIGNAGE AND PRINT EXPO

BY MATTHEW WOOD

The successful Sign Africa Cape Town expo, held from 5-6 June at the Cape Town International Convention Centre, attracted over 1100 industry professionals from all over the Western Cape, including Villiersdorp, Mossel Bay, Riversdale, Grabouw, Worcester, Wellington and Darling to name a few.

Sign Africa spoke to a few visitors and their feedback was that the expo showcased the diversity of products available to the industry. Many also enjoyed the special offers that were available at the expo. Visitors were inspired by the latest technologies and trends in wide format digital printing, garment decoration, screen printing and signage.

### Exhibitors had positive feedback about the event:

Visdom: 'This was such a good show, I cannot wait for the Sign Africa expo in Johannesburg in September because of the quality of visitors we had in Cape Town. We will be showcasing more options and have invited a few visitors to see what we have.'

Simple Smart Technology: 'It was a good show. The visitors were of a high quality – I generated a lot of good leads.'

Fujifilm: 'This was a good expo. Our stand was very busy and the visitors knew what they wanted – they were not just wandering around.'

Kemtek: 'Visitors showed a lot of interest in our solutions and we generated good leads, which we cannot wait to follow up on as they are very promising.'

Oki: 'The show was very busy, especially the second day. We had good leads and genuinely interested customers who want to turn their businesses around.'

Sign-Tronic: 'We had good leads from visitors who want to tap into bigger markets.'

### The stand winners and runners-up included:

**Sign Africa Mega Floor Space**  
Winner: AWT swissQprint/Sign-Tronic/Craft Signs.

**Sign Africa Large Floor Space**  
Winner: Roland Speed Wrap.  
Runner-up: Graphix Supply World/Mimaki and Indisol/Roland.

**Sign Africa Medium Shell Scheme**  
Winner: Skyco Media Solutions.  
Runner-up: Visdom.

**Sign Africa Medium Floor Space**  
Winner: National Screen & Digital Supplies (NSDS).  
Runner-up: Ultratec.

**Sign Africa Small Shell Scheme**  
Winner: Rexx Screen & Digital Supplies.  
Runner-up: AM.CO.ZA.

**Sign Africa Small Floor Space**  
Winner: SA Argus.  
Runner-up: Power Africa LED.







### Cape Town Speed Wrap Winner Crowned

Gareth James from Wrapformula was announced as the winner and Wrap King of the Cape Town Speed Wrap Challenge. He won R7000, plus a trip to the Johannesburg Speed Wrap Challenge in September, where he will compete against other regional winners for a chance to participate in the 2020 FESPA Wrap Masters event in Europe.

Gary Fortuin of ACOM was placed second, winning R1750, and Dean Duke of National Application Service came third, winning R1000. Contestants had to race against the clock to wrap a vehicle door to the best standards.

The event was sponsored by platinum sponsor Roland, vinyl sponsor Grafiwrap (distributed by Maizey Plastics), Sign Africa and FESPA Africa.

The next Speed Wrap Challenge will be held in Johannesburg, from 11-13 September at Gallagher Convention Centre.



Pooven Pillay, Roland, with Gareth James, Wrapformula and Robbie Lambe, Maizey Plastics

### CorelDRAW WORKSHOP



Upcoming Sign Africa Expo's include:

- Johannesburg: 11-13 September 2019, Gallagher Convention Centre.



# TOTAL SIGNS COMPLETES

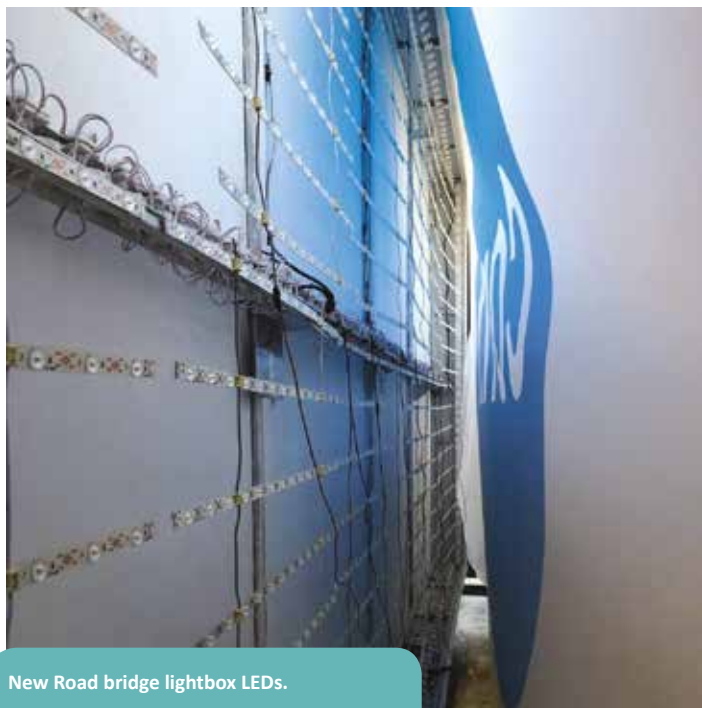
## FLAGSHIP TAKEALOT SIGNAGE PROJECT



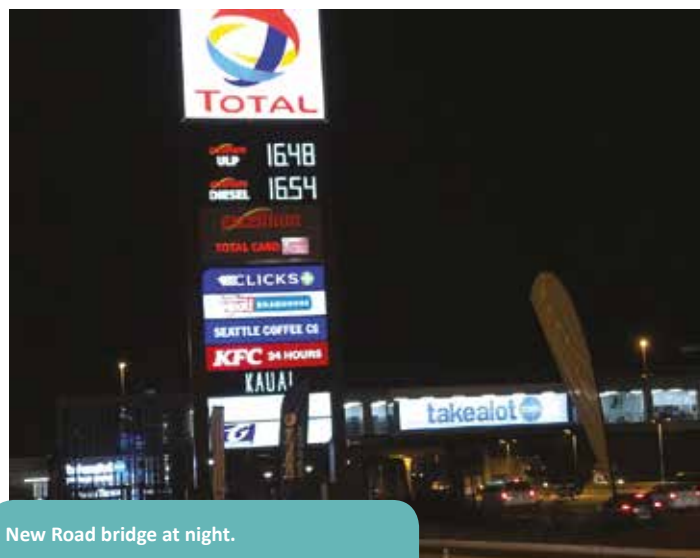
Over the past year, Total Signs has executed a project to brand Takealot.com's pickup point collection facilities around the country, and has recently completed the flagship branch in New Road, Midrand.

Takealot.com have opened 25 collection points around South Africa, and plan to open 25 more. The Midrand branch spans across the bridge of New Road, accommodating customers travelling in both directions of one of South Africa's busiest sections of highway.

Total Signs met with the the Takealot.com marketing teams in Cape Town and Johannesburg to come up with concepts that would fit within the online retailer's budget and portray the professional image they were looking for. Once samples were created and signed off, Total Signs set to work manufacturing and installing the elements.



New Road bridge lightbox LEDs.



New Road bridge at night.

New Road is the flagship pickup point and as a result had a much larger budget so Total Signs were able to do much more. A great deal of 3D fabrication and internal illumination was required. A highlight for Total Signs was the lightbox

inside the bridge, which is 48sqm and 3600W — bright enough for daytime visibility,' said general manager Craig Naidoo.



New Road mini pylon.

The project did have some challenges, which included maintaining consistency of materials and finishes, as well as maintaining a supply chain relationship with suppliers and training of staff to certain standards. Total Signs put in a great deal of effort and hard work to achieve its service level agreement of two weeks spent on each pickup point. Additionally, there were challenges in making the New Road bridge lightbox bright enough during the day due to the tint on the glass, as well as having to contend with internal lighting, direction of the sun at different times of the year and the distance of the lightbox from the glass. With the help of a lighting consultant, Total Signs eventually tripled the amount of LEDs and power supplies in the lightbox and changed the backlit PVC face to a higher strike-through fabric print.



New Road internal 3D fabricated letters.

#### Materials included:

- Perspex (for disclaimers and 3D fabrication).
- 3M VHB.
- Contra Vision (doors).
- Graifack vinyl (counter and smile wall).
- 2K PPG Paint (external logo and feature wall).
- Aluminium (external logo).
- Brushed stainless steel wall mounts (disclaimers).



TOTAL SIGNS (+27 31) 701 3192  
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# 5 REASONS WHY SIGNAGE IS A MUST FOR ANY BUSINESS



BY SIGNARAMA

**Your business's signs often serve as the primary link between you and potential customers, which is why it needs to be as eye-catching as possible to be effective.**

Signage is an important part of your business's overall marketing strategy. Not only does it attract attention to your business or store 24/7, but it reinforces your brand by ensuring that passers-by notice and start to recognise your company logo, colours, etc. Signage can also be used to provide important information about your business or temporary promotions.

If you're not convinced yet, here are five reasons why every business needs signage:

## 1. Signage Attracts New Clients

If your business's signage is done effectively, it will lead new clients to your door. Often, when asked 'Where did you hear about us?', clients will say that they saw your branding and signage and that it encouraged them to find out more about your business. Best of all, signs market your brand for you all day, 365 days a year.

## 2. Signage Will Grow Your Business

About 50% of customers walking into your store do so after seeing some sort of sign informing them about your brand. In a market that is as competitive as South Africa, being more noticeable matters.

## 3. It Can Help Draw Attention To Promotions

Clever and attractive signage is a great way of making people aware of temporary or seasonal promotions on offer. This can often lead to impulse sales, which will boost your business's sales revenue.

## 4. It Can Aid In Reinforcing Your Brand

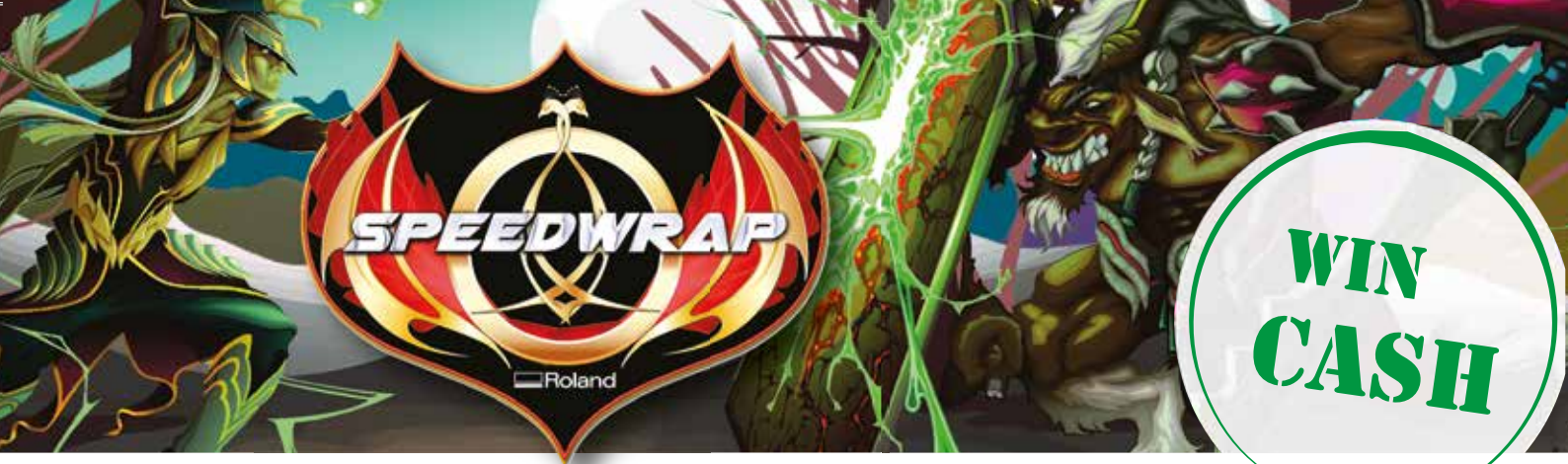
Signage can help reinforce your brand as more and more people will start recognising your brand, logo and colours. This is especially important if you run a small, local business – having attractive signage allows for the community around you to become aware of and better identify with your brand.

## 5. Signs Are A Cost-Effective Marketing Strategy

For some, the initial set up of signage may seem expensive. But, once your installation is complete, your signs will be marketing your brand 24 hours a day, and if professionally done, there won't be any other major expenses. Therefore, the right signage can be one of your most cost-effective marketing mediums.



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R 1 000

1 st

2 nd

3 rd

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## The 6th annual Printing SA Africa Conference & Annual Dinner

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Tickets	Printing SA Member	General
Conference ticket (11 Sep)	R1 125.00	R1 500.00
Conference ticket (12 Sep)	R1 125.00	R1 500.00
Exhibition Entry	FREE	FREE
Printing SA Annual Dinner (12 September)	R 712.50	R 950.00
Annual Dinner Table (12 September   10pax)	R6 750.00	R9 000.00

Prices Excluding VAT.

### HONOURABLE GUESTS:

Cyril Ramaphosa | President, Republic of South Africa (TBC)  
Ebrahim Patel | Minister of Department of Trade and Industry (TBC)  
Thembelani Thulas Nxesi | Minister of Department of Labour  
Nomalungelo Gina | Deputy Minister of Economic Development (TBC)  
Panyaza Lesufi | Gauteng Education, MEC  
Vusumuzi Mkhize | Director General, Department of Arts and Culture

### SPEAKER LINE-UP:

Leal Wright | Printing SA, President  
Felleng Yende | FP&M SETA, CEO  
Edward De Klerk | South African Typographical Union (SATU), General Secretary  
Dana Braithwaite | BMI, Lead Researcher  
Dr Morne Mostert | Director of the Institute for Futures Research  
Maggie Maluleke | President, SATU  
Dr Abdool Majid Mahomed | Printing SA, CEO  
Sean Holt | Executive Director, FESPA

### DAILY PANEL DISCUSSIONS ON:

- Digitisation & the Sustainability of Print Media and Education within the 4<sup>th</sup> Industrial Revolution
- The future of the Print and Packaging value chain within the 4<sup>th</sup> Industrial Revolution
- The importance of modern technology and innovation within the 4<sup>th</sup> Industrial Revolution for the Printing, Packaging and Signage Industry
- Collaboration between Print, Packaging, Publishing and Authors

Speakers and topics are subject to change

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T-shirt printing and other silkscreen work is a great market for the sign maker. How to Print T-Shirts is a practical, straightforward manual that has helped many sign shops get started. The book covers garment printing from preparation of artwork to multi-colour printing. Along with T-shirt printing, you'll find details on caps, heat transfers, posters, bumper stickers and more.

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# printing sa NEWS

## Printing SA Hosts Northern Chamber Annual Member Dinner And Print Awards

Sign Africa attended Printing SA's Northern Chamber Annual Member Dinner and Print Awards, held at the Farm Inn in Silver Lakes, Pretoria on 11 July. Guests arrived in traditional African attire and wild animal masks in light of the 'out of Africa' theme. A competition was held for the best dressed, as well as a 'pub quiz' where each table of guests had their general knowledge tested.

The chamber bid farewell to outgoing chairman Andries Hendrick Venter, who has been with Printing SA for some 20 years. He thanked all those present for sharing his passion for printing, and reinforced

the notion that print is here to stay.

Monya Burger and Sharron Penny were officially inducted as the Northern chamber's new chairperson and vice-chairperson respectively, along with a number of new members.

Printing SA CEO Dr Abdool Majid Mahomed discussed how proud he was to be in a room full of experienced people, and emphasised that he hopes to make the federation a force to be reckoned with. He also paid tribute to his predecessor Steve Thobela for leaving a lasting legacy.

He touched upon a number of topics, including Mad Magazine – the subversive humour publication that redefined American satire and influenced half a century of comedians and comic artists – and how in October it will soon disappear from newsstands after seven decades, highlighting the issue of declining magazine print runs. 'This is the challenge we face,' said Mahomed. 'How we adapt to change will only ensure our sustainability and viability long term.'

Conversely, Mahomed recounted his time at the University of Hong Kong, where although students



Nicholus Teledimo, the chamber's top achiever in training.



Printing SA's Lana Human with new Northern Chamber chairperson Monya Burger.



SA Reserve Bank received gold.



Printing SA CEO Dr Abdool Majid Mahomed.



OH Frewin received gold.



Lana Human with new Northern Chamber vice-chairperson Sharron Penny.



Lana Human, Andries Venter and Dr Abdool Majid Mahomed.

were typically using technology to study in such a highly first-world context, books were still very much favoured. Mahomed highlighted some stats, citing that print generates R56 billion in revenue

annually, employing 50,000 permanent staff, with 2000 commercial printers, showing that print is a huge contribution to job creation.

The CEO said that in such a rapidly evolving industry, printers should always be prepared for the need to innovate, be prepared to always be sustainable, and be aware of change. Additionally, he emphasised the need to be aware of what similar industry associations are doing abroad.

Mahomed also spoke of a number of the association's strategic priorities, which include operational sustainability, improving customer relations management, improving service delivery to members, dealing with transformation, as well as training and development. '2019 promises to be an exciting and challenging year,' he concluded.

Ken Leid, director: national training and development for Printing SA, presented an award to Nicholas Teledimo, who was honoured as the

chamber's top achiever in the TT1 module run by the Northern Chamber earlier this year. Leid thanked Government Printing Works for making their training facilities available for the said TT module.

Leid further explained that all Printing SA's learning material had been redesigned and developed and that their continuous assessment model was delivering excellent results. He applauded the lecturers, and congratulated 13 of the 20 learners for receiving distinctions.

Several print awards were presented, notably OH Frewin for its gold awards in the categories of Design and Craftmanship, as well as the SA Reserve Bank in the category of Large Format Canvas/Paper/Vinyl.

Towards the end of the evening before dinner, Andries Venter was presented with a Service To The Industry award.

## Printing SA Hosting Sixth Annual Africa Conference

Printing SA embraces this moment and the opportunity to invite role players from the print, packaging, silkscreen, design, government and all industry stakeholders in the value chain including unions and the media to unpack the vital role that the industry plays and to debate the future of the industry in light of the ever changing landscape due to technological advancements taking place around the world.

This year, Printing SA has invited President Cyril Ramaphosa as the guest of honour (to be confirmed) to the conference, where industry stakeholders will have a robust debate on the current state of the industry as well as the future of the industry into the Fourth Industrial Revolution.

### Other role players invited to this occasion include:

Minister of Communications Stella Ndabeni Abrahams; Minister of Department of Trade and Industry, Ebrahim Patel; Deputy Minister of Economic Development, Nangamso Ndikandika; Gauteng Education MEC, Panyaza Lesufi and Acting Director at Department of Arts and Culture, Michael Mathebula.

Printing SA, in partnership with the South African Typographical Union (SATU), The Fibre Processing and Manufacturing Seta (FP&M Seta) and FESPA, a global federation of national Associations for the screen printing, digital printing and textile printing community, have come together to bring you this showpiece where they hope to engage in robust debates on the opportunities to adapt and transform, thereby identifying and managing the benefits technology will bring without losing focus on the sustainability of the industry and its people.

The event will take place on 11 and 12 September at the Gallagher Convention Centre, Midrand, Gauteng, in conjunction with the Sign Africa, Africa Print, FESPA Africa, Africa LED and Modern Marketing Expos.

### Some of the topics to be addressed include:

- Digitisation fear or fight? What role will digitisation play in the sustainability of print media and education during the Fourth Industrial Revolution?
- What is the future of the print, silkscreen and packaging value chain operating in the Fourth Industrial Revolution?

- How will the use of intelligent machinery like robots influence our job opportunities and training of operators and staff?
- How can we utilise new technology and still be innovative to sustain and grow?
- What collaboration can be developed between designers, print, packaging, publishing houses and journalists to grow our industry?

### Speakers include:

- Leal Wright – Printing SA, President.
- Dr Abdool Majid Mohamed – Printing SA, CEO.
- Felleng Yende – FP&M Seta, CEO.
- Edward De Klerk – South African Typographical Union (SATU), General Secretary.
- Maggie Maluleke – South African Typographical Union (SATU), President.
- Sean Holt – FESPA, Executive Director.
- Dana Braithwaite – Bmi Research South Africa, Lead Researcher.
- Dr Morne Mostert – Institute for Futures Research, Director.

To see the full programme and book your seat, visit: <http://bit.ly/2LCvbSa>

Have you completed the Bmi research survey? It will help determine and verify the current composition of the printing and packaging industry: <http://bit.ly/2Z6oWcz>

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## FOR SALE

### CANON IPF8100 WIDE FORMAT PRINTER

8 JUL

R20,000. In perfect working condition. Material width up to 1118mm. Greg Hubbard +27 (0) 83 326 2746 Edenvale

### HP LATEX L26500 AND L25500

3 JUL

L26500 in working condition. L25500 needs printheads. Both for R85,000 (neg). Zunaid +27 (0) 79 041 5528 Roodepoort

### SUMMA VINYL CUTTER D140 SE

2 JUL

Vinyl cutter is in excellent condition and still being used daily. Reason for selling is we are making way for new equipment. R40,000. Manny +27 (0) 82 334 6875 Honeydew

### EPSON SURECOLOR F7000

28 JUN

R120,000. In good working condition. Recently serviced. Peet van Rooyen +27 (11) 664 6014 Roodepoort

### ROLAND VERSACAMM VS 640I PRINT AND CUT

25 JUN

R190,000. Print and cut. 4K ultra high definition. Unit is only four months old. Brand new. Comes complete with original Roland cartridges and doming tool as an extra. Unit still has its five year factory warranty. Sadia Basha +27 (0) 72 379 3478 Durban

### FLASH DRYER

25 JUN

Flash dryer, no longer used. R2,000. Brenda Cronk +27 (0) 83 250 1195 Cape Town

### CURING TUNNEL

25 JUN

R30,000. The curing tunnel belt is 4.5m long and 900mm wide. It is 3 phase. No use for it and we need the space. Brenda Cronk +27 (0) 83 250 1195 Cape Town

### SIX COLOUR CAROUSEL

25 JUN

R10,000. We are focusing on digital more than screen printing and we are looking for space. We have the carousel and screens for sale (at a separate price). Brenda Cronk +27 (0) 83 250 1195 Cape Town

### 2016 MIMAKI JV150-160

24 JUN

Like new, in mint condition. Bulk ink system, take up roller and new head installed. Retail value of bulk ink system is R20,000. Selling machine with bulk ink system for R150,000 (negotiable).

Mark +27 31) 765 2091 Hillcrest, KZN

### SCREEN PRINTER

18 JUN

4 x colour. Second hand manual screen printer. Single Station. 21 Screens (various sizes). Correx and T-Shirt platens included. Manual. Perfect working condition. R3795. Alan +27 (0) 72 368 3127 Benoni

### ROLAND SP 300I VERSACAM

18 JUN

R80,000. Excellent Condition. Serviced by Roland Dealers (Telpro). Approximately 2.5 years old. Rayne +27 31) 569 5471 Durban

### MIMAKI CJV150-130

PRINTER AND CUTTER

17 JUN

Printer and cutter + PC + printing materials and equipment, all for R160,000. We are moving abroad, and therefore selling all the equipment and materials from our signage business in one package deal. Kristy +27 (0) 76 792 6829 Noordwyk

### FILES BEAUTY 1600CII PLUS COLD LAMINATOR

5 JUN

Cold electric laminator for sale. Signage company closing down. Equipment in storage. R25,000, negotiable. Simba +27 (0) 72 961 4450 Honeydew

### ROLAND GRENADIER SP-1900 ECO SOL PRINTER

5 JUN

1.6m wide. Signage company closing down. Been sitting in storage since June 2018. Quick sale wanted. R60,000 (negotiable). Simba +27 (0) 72 961 4450 Honeydew

## WANTED

### SIX COLOUR CAROUSAL MACHINE

26 JUN

We are looking for screen printing equipment in good working condition. Bekezela +27 11) 072 3272 Johannesburg

### MUTOH VALUEJET

18 JUN

I am urgently looking for a second hand Mutoh Valuejet 1204 or 1304/24. Working or not working. Please contact me ASAP. R50,000. Dube +27 (0) 79 732 1738 Gauteng

### VINYL CUTTER/PLOTTER

16 JUN

Looking for a second hand or a barely used blade holder for a vinyl

cutter. I managed to fix an old Foisson C24 cutter. Now I'm in need of a blade holder as new ones are a bit too pricey for me at the moment. Ashley Raitt +27 (0) 65 849 4034 Pretoria

## JOBS

### JOBS OFFERED

### SALES

24 JUN

Duties: present, promote and sell products/services using solid arguments to existing and prospective customers and perform cost-benefit and needs analysis of existing/potential customers to meet their needs. Need proven work experience as a sales representative; excellent knowledge of MS Office and excellent selling, communication and negotiation skills. pta@falconsa.com Gauteng

### PRINT OPERATOR

21 JUN

Currently hiring a print operator with experience in Caldera and Versaworks. This role is open for senior and junior operators and salary is dependent on experience. A minimum of 2 years' experience working on similar machines is required. Experience with CorelDRAW is essential. The ideal candidate would have DTP experience, as well as UV flatbed, flatbed cutter and Roland experience. saprintshop@gmail.com Western Cape

### INTERNAL/COUNTER

### SALES

21 JUN

Ensure 100% efficiency for the purpose of maximising customer service; timeous and accurate processing of customer orders by email/phone on Syspro; timeous and accurate customer quotations, including cut-to-size (customised) substrate quotes; key account focus, relationship building and growth and assist in monthly stock takes. pta@falconsa.com Gauteng

### PRINT OPERATOR/ GRAPHIC DESIGNER

20 JUN

Ornate Signs is looking to employ a large format print operator to manage and operate 1.6m Mimaki machines as well as vinyl cutters and laminators. We are looking for a mature person well

versed in various areas within the department. CorelDRAW and design are a must. dean@ornate.co.za Western Cape

### LARGE FORMAT PRINT OPERATOR

18 JUN

Cpt.Signs is looking for a senior large format print operator to join our team to assist with the running of printing machines, a vinyl cutter as well as setup and design. cpt.signs@gmail.com. Western Cape

### SIGNAGE INSTALLER

18 JUN

Signarama Edenvale is looking for an experienced rigger to join our growing team. Candidates must be able to work under pressure, be results orientated and have a valid driver's licence. liam@sign-a-rama.co.za Gauteng

### SAFETY SIGN SALES

14 JUN

Looking for two sales staff for safety and fire sign division. Must have experience in the statutory signage industry. Must have driver's licence and own transport. External sales experience an advantage. Customer service and good communication skills required. Knowledge and experience in the safety signage industry an advantage. info@safetysignsforale.co.za Gauteng

### GRAPHIC DESIGNER

11 JUN

Looking for an experienced in-house designer. Must be able to work on CorelDRAW and Adobe Illustrator. Hours are fixed Monday to Friday. Must be able to work late hours as we supply branding to the event industry. Must have own transport as we are based in Edenvale. admin@tntcreative.co.za Gauteng

### SALES POSITION

10 JUN

Branding.co.za is looking for a dynamic and hard working sales person that is prepared to go the extra mile for our clients. Need to have solid sales background in the branding/digital printing industry. Suitable candidates will be emailed or called to come in for an interview. Salary will be based on experience and value to the company. denton@branding.co.za Gauteng

### DESIGNER AND PRODUCTION PERSON

7 JUN

We are looking for a skilled/qualified graphic designer that can handle

and use a Roland XC-540 printer and preferably has production skills.  
Justin (+27 11) 807 0711  
justin.signarama@outlook.com  
Rivonia

**VINYL APPLICATOR,  
RIGGER AND INSTALLER 6 JUN**  
Vinyl applicator, rigger and installer with valid driving licence required for full time position.  
robin@oceansigns.co.za  
KwaZulu-Natal

## **JOBS WANTED**

**CNC CO2 LASER  
OPERATOR 28 JUN**  
I'm a 33 year old man from Zimbabwe. I have one year's experience working in the signage industry and operating a CNC wood router using Artcam software, CNC CO2 laser using Laser Cad software, CNC aluminium channel bender (self-taught). Currently being taught by an experienced large format printer operator to operate Roland printers. Also have knowledge of CorelDRAW and experience in quotations, invoicing, etc.  
askinos85@gmail.com  
KwaZulu-Natal

**GRAPHIC DESIGN DTP/  
PRINT OPERATOR 26 JUN**  
I am 38 years old and have worked in the signage industry for nine years, with litho and publication before that. I have extensive knowledge of CorelDRAW and have worked in InDesign. I have a passion for printing and production and coming up with concepts. I'm hands on with vinyl and know my vinyl products. Printer experience includes Mimaki, Mutoh, Roland and HP Latex. RIP programmes include Onyx, Raster Link and Versaworks.  
Wesley +27 (0) 65 812 6634  
Gauteng

**SALES ADMINISTRATOR/  
OFFICE MANAGER 21 JUN**  
Looking for an administrative position. I have over five years' experience in the signage industry where I did internal sales, purchasing, invoicing, creditors and junior design. Knowledgeable about: Quickbooks, Signvox, Embrace and CorelDRAW. I am a fast learner and go the extra mile.  
+27 (0) 84 012 7495  
Gauteng

**RIGGER AND FACTORY  
WORK 13 JUN**  
I have 23 years' experience in the signage industry and am currently urgently looking for work. My capabilities are wide and I can work with customers and crews. I have a valid driver's licence and am a non-smoker. I love what I do and do it with passion and attention to detail. I have my own transport.  
+27 (0) 73 179 4984  
Gauteng

**GRAPHIC DESIGNER/  
PRINT OPERATOR 12 JUN**  
Graphic designer with CorelDRAW, Illustrator and Photoshop. I can operate Mimaki, Roland, HP, Gunjet and more.  
Stix +27 (0) 73 844 3343  
Gauteng

**WIDE FORMAT PRINTER  
OPERATOR 11 JUN**  
I'm aged 40 with 17 years in the printing and sign industry. I have worked with Roland wide format printers, a Mutoh printer and dye sub wide format printers, wide format laminators, vinyl cutting and application. Well versed in VersaWorks, Wasatch, Photoprint and CorelDRAW. Currently operating Roland Vs640i and Sp 540i wide format printers.  
gmutepuka@gmail.com  
Gauteng

**DTP PRE-PRESS AND  
MACHINE OPERATOR 11 JUN**  
I'm 27 years old with over eight years' experience in the printing industry as a DTP/pre-press operator and skilled machine minder accompanied with desktop publishing certificate. Experienced with: Adobe Cs6-CC2019; InDesign, Photoshop, Illustrator and Acrobat Enfocus Pitstop 2019. Have worked on HP, Ricoh, Xerox, EFI and Roland printers. Own transport. Notice period is 30 days.  
Sbongiseni +27 (0) 67 022 1803  
Sborafah@gmail.com  
Gauteng

**GRAPHIC DESIGNER/DIGITAL  
PRINTER OPERATOR 9 JUN**  
Eight years' experience in CorelDRAW, Illustrator and Photoshop. I have used Mimaki, Roland, Gunsjet, HP and more.  
stix66@yahoo.com  
Gauteng

**PRODUCTION/MANUFACTURING  
MANAGER 6 JUN**  
Have over 12 years' prompt signage installation and manufacturing working experience. Can provide good workmanship references. Production planning: production costing, staff management, installation scheduling/planning, client relations, supplier relations and project estimation.  
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viandreg@yahoo.com  
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2019**  
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HALL 3  
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# CALENDAR OF EVENTS

SEND DETAILS OF ANY WORKSHOPS, EVENTS AND EXHIBITIONS TO [MEGGAN@PRACTICALPUBLISHING.CO.ZA](mailto:MEGGAN@PRACTICALPUBLISHING.CO.ZA)



## MALAYSIA LED & LIGHTING

1-4 August 2019

PWTC, Kuala Lumpur, Malaysia  
[www.ipmex.com](http://www.ipmex.com)

## TAIWAN INTERNATIONAL SIGN & LED EXPO

6-9 September 2019

Taipei World Trade Center, Taiwan  
[www.taiwansignexpo.com.tw](http://www.taiwansignexpo.com.tw)

## MODERN MARKETING EXPO 2019

11-13 September 2019

Gallagher Convention Centre,  
Johannesburg, South Africa.  
[www.ModernMarketingExpo.com](http://www.ModernMarketingExpo.com)



## FESPA AFRICA AND SIGN AFRICA EXPO 2019

11-13 September 2019

Gallagher Convention Centre,  
Johannesburg, South Africa.  
[www.FESPAAfrica.com](http://www.FESPAAfrica.com)  
and [www.SignAfricaExpo.com](http://www.SignAfricaExpo.com)



## SIGN ISTANBUL

19-22 September 2019

Tüyap, Istanbul  
<https://en.signistanbul.com>

## DPS WORLD

15 - 17 October 2019

Lahore Expo Centre, Pakistan  
<https://dps-world.com>

## PRINTING UNITED

23-25 October 2019

Dallas, Texas, USA  
<https://info.printingunited.com>

## INPRINT GERMANY

12-14 November 2019

Munich, Germany  
[www.inprintshow.com](http://www.inprintshow.com)



## SIGN ASIA EXPO

14 - 17 November 2019

Impact, Thailand  
[www.signasiaexpo.com](http://www.signasiaexpo.com)

## SGI DUBAI

12 - 14 January 2020

Dubai World Trade Centre, UAE  
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#### APPLICATOR/RIGGER

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Nikie

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#### APPLICATOR/PVC WELDING/ VEHICLE BRANDING/CANVAS STRETCHING

Art graduate, with many years of printing experience. Applicator, PVC welder and general finishing artist; full vehicle wrap and graphic design. JHB.

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**E-M:** [michaelscv@yahoo.co.za](mailto:michaelscv@yahoo.co.za)

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**WEB:** [www.eugeneinstallations.co.za](http://www.eugeneinstallations.co.za)

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MOBILE: +27 (0) 81 737 8977  
E-M: themanufacturinghouse@gmail.com

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Rigging and vehicle wrapping country-wide.  
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TEL: 27 (0) 72 414 1034  
FAX: 27 (0) 86 516 4622  
MOBILE: 27 (0) 72 414 1034  
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WEB: www.vankco.co.za  
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**VEHICLE BRANDING, VINYL APPLICATION + WALLPAPER (PART TIME)**

Looking for part time vinyl applications eg vehicle branding, wallpaper installations. Very professional.  
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Garry  
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E-M: lemanwildfoxshumba@gmail.com

**VINYL APPLICATION**

Full vehicle wraps. Wallpaper, frosted vinyl, clear application, vinyl lettering etc. Can operate an HP L25500 printer. Hardworking with 6 years in the signage trade. I know a lot about signage.  
Daylen  
TEL: +27 (0) 60 354 0673  
E-M: Daylenmorphey1@gmail.com

**VINYL & SIGN INSTALLATIONS**

Sign installation and vinyl application anywhere in South Africa. Reasonable quotes and quality work.  
Shane  
TEL: +27 (0) 71 505 9185  
E-M: Wesleyshane@gmail.com

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Vinyl application and installation. 14 years experience, very neat. Valid driver's licence.  
Johannesburg  
Joseph  
MOBILE: +27 (0) 82 767 7828  
E-M: nceba.nh@gmail.com

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Ayanda S. Dube  
MOBILE: +27 (0) 82 595 6518  
MOBILE: +27 (0) 84 243 6902  
E-M: ayandasdube@gmail.com

**VINYL APPLICATOR**

Vinyl application, wiring, assembling as well as repairing signs.  
Boksburg  
Godfrey Nkosi  
MOBILE: +27 (0) 73 169 8211  
E-M: kmdigital@telkomsa.net

**VINYL APPLICATOR**

Qualified vinyl applicator with experience in vehicle wrapping, wallpaper and printing machine operation. Musbau  
MOBILE: +27 (0) 78 846 7647  
E-M: yommy4jok@yahoo.com

**VINYL APPLICATOR**

Khaya  
MOBILE: +27 (0) 71 612 0039  
E-M: ruechikwawa@gmail.com

**VINYL APPLICATOR**

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E-M: mkumba@ovi.com

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Experienced vinyl applicator, rigger, sign builder, vehicle wrap and fabrication. 14 years experience. Rock solid references and detailed CV. Gauteng  
Enny Taiwo  
TEL: +27 (0) 61 996 4895  
E-M: taiwoenny123@yahoo.com

**VINYL APPLICATOR**

Johannesburg  
Mapiye  
MOBILE: +27 (0) 78 480 4976  
E-M: mapiyem@facebook.com

**VINYL APPLICATOR**

Qualified vinyl applicator with 4 years experience. Hard working.  
Midrand  
Tayo  
MOBILE: +27 (0) 62 318 2733  
E-M: temitopemt@gmail.com

**VINYL APPLICATOR**

Freelance vinyl applicators, specialising in window graphics such as Contra Vision, sandblast, tints etc. Pretoria  
Enny  
MOBILE: +27 (0) 73 696 9344  
E-M: taye\_one@yahoo.ca

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Qualified vinyl applicator with more than 8 years experience. I do window graphics including sand blasted vinyl, Chromadek, wall vinyl, steel frames, vehicle wrapping etc. Available even on part time basis.  
Johannesburg  
Christopher  
MOBILE: +27 (0) 83 986 8929  
E-M: sikholiwem@bostonbc.co.za

**VINYL APPLICATOR AND RIGGER**

Six years experience as a vinyl applicator/rigger.  
Gauteng  
Thabiso Monyobo  
TEL: +27 (0) 73 614 7533

**VINYL APPLICATOR, RIGGER AND OPERATOR**

Vinyl applicator, rigger and operator.  
Randburg  
Nishal

MOBILE: +27 (0) 84 639 8637  
E-M: nishalm26@gmail.com

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E-M: natashajob@vodamail.co.za

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Vinyl applicators, wallpaper applicators, windows graphics, sandblasted vinyls, vehicle branding, installations etc.  
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Mazwi and Sinphiwe  
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+27 (0) 62 414 2091  
E-M: simphiwengubane29@gmail.com

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FAX: +27 (0) 86 505 0630  
MOBILE: +27 (0) 82 334 6875  
E-M: info@finelinedesign.co.za  
WEB: www.wrapvehicles.co.za  
Unit A20, Kimbult Industrial Park, 9 Zeiss Road, Laser Park, Honeydew  
PO Box 7714, Krugersdorp North, 1740

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Darren Hulley  
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E-M: darren@digitalkarma.co.za

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I am a freelance graphic designer, specialising in window graphics, design logo creation, vehicle graphics, postal design, business card design, invitation cards, letterhead design and flyer design. CorelDRAW X6 & X7 & Photoshop CS6.  
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E-M: allartworkdesign@gmail.com

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MOBILE: 27 (0) 82 293 6196  
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WEB: www.digifusion.co.za

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E-M: nathansignsneon@telkomsa.net

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E-M: hennie@theapplicationco.co.za

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E-M: kevinhenry009@gmail.com

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MOBILE: 083 975 3184  
E-M: generalsignscape@gmail.com

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 PO Box 15880, Vlaeberg, 8018

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#### MARK SYLVESTER SIGNS

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**MOBILE:** +27 (0) 83 510 7945  
**E-M:** signfx@mweb.co.za

#### SIGN STUDIO

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 Hendrik Wait  
**TEL:** (+27 44) 690 4673  
**E-M:** mail@signstudioonline.co.za

#### SIGN WIZZARDS

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 Paul  
**MOBILE:** +27 (0) 72 156 2699  
**E-M:** webwizzards@graffiti.net  
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 Parow East

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**E-M:** mark@tandemcranes.co.za

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**TEL:** (+27 21) 948 5496  
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### EASTERN CAPE

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**E-M:** Roland@airhead.za.net

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**E-M:** kotfam@intekom.co.za  
 80 Pickering Street, Newton Park,  
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#### RIG A SIGN

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**FAX:** (+27 31) 264 0573  
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**E-M:** rigwell@eca.co.za

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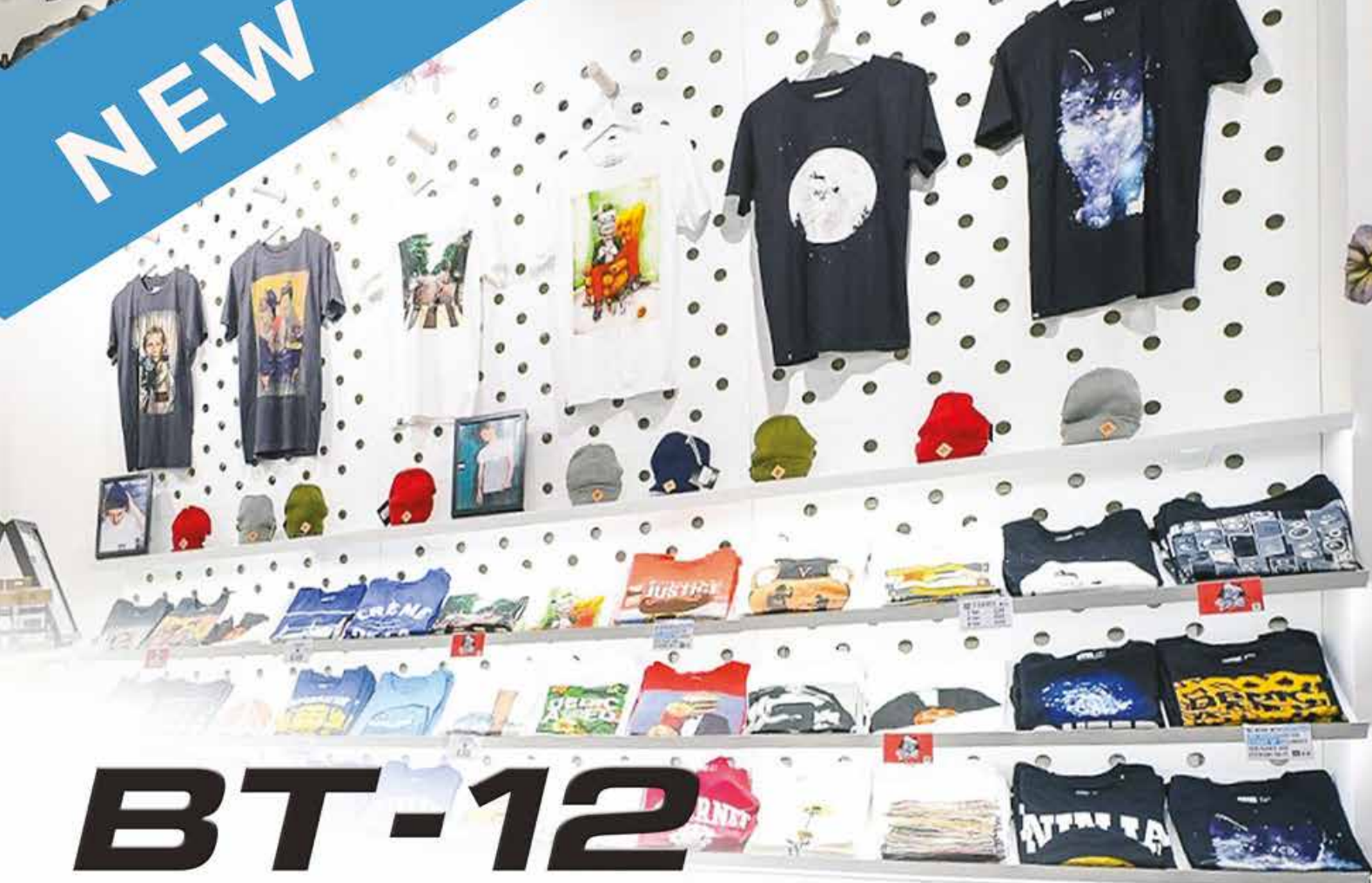
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