

# SGI 09



## THE OFFICIAL SHOW DAILY



FLAAR Reports



## SGI 2009 Takes Off

11th Annual Sign & Graphic Imaging Middle East Exhibition Inaugurated

The much-awaited Sign and Graphic Imaging (SGI) Middle East 2009 exhibition opened doors on 15 February at the Dubai Airport Expo. The 11th edition of the event kicked off with a grandeur opening ceremony, inaugurated by HH Sheikh Hasher Bin Maktoum, Director General of Dubai Information dept., in the presence

of representatives from several companies in the industries of advertising, imaging and signage. The next two days will witness an expansive display of the latest products and emerging technologies within the industries of digital signage, banners and posters, photo imaging and printing, graphic services, large format printing, sign substrates

and equipment and much more. Industry experts will address key issues, and visitors will be offered the chance to engage in a two-day seminar series, to be held tomorrow and the day after. The SGI organizers are aiming to promote industry education and information as a valuable commodity and make SGI 2009 a must visit event for anyone

linked to the Imaging industry. Exhibitors and visitors alike can come and do good business as well as learn about regional and international market trends, new product development and business forecasts for the future. Dubai Airport Expo is has proved to be an ideal venue for its ease of access for companies bringing in large-scale equipment.

## Today's tête-à-tête

### Abdul Rehman Falaknaz

President of International Expo Consults (IEC)

**How has the response been so far as compared to that last year, in terms of exhibitor profile, exhibition space, number of new exhibitors, etc. Has there been a significant shift in any of the above factors that may enhance or decline sales prospects?**

SGI is growing in terms of exhibitor participation and the coming year has been no exception. This year we have a lot of new companies participating, such as Tommotek (Australia), Signware (Germany), Ekta Middle East (UAE), Cutliffe Penta (Italy), Orchid media (UAE), Clearstar (USA), Tecnovision SPA (Italy), Durak Display (Turkey) and Axyx Middle East (UAE). Marketing of the event started as early as February 2008, and many companies had already slotted the show into their marketing budgets and also booked their stands way ahead of time. We have recorded a growth of 10% in exhibition size this year. Our previous exhibitors have strongly supported the show; some have even increased their space at the show. We as organizers would like to just say that it's highly commendable to see important brands and well known companies from around the world and new entrants in the market who continue to support the show by participating and keeping the faith even during the global financial crisis. The reputation of the show holds it in good stead, and both exhibitors and visitors realize the importance of this well known event.



**marketing? How has this affected the exhibition industry?**

International research has shown that almost 80% of all purchase decisions are made in the stores. Therefore, the versatility of digital signage allows retailers to customize messages which strongly influence the minds of the shoppers. The nation's infrastructure is being modernized; introduction of the metro trains, shopping malls etc. is expected to boost demand for digital signage and other audio visual marketing systems. The Dubai Metro alone is likely to invest over AED 10 million in digital signage hardware for its stations across the Emirate. Sign and Graphics Imaging will be showcasing a lot of innovative, latest digital signage products.

Afternoon session will be held on days two and three of the event. The seminar sessions is sponsored by Gandinnovations. Apart from this, we are launching the official newsletter for SGI "Show Daily" in association with ME Printer & Oki Printing Solutions. Show Daily will keep track of day-to-day activities, highlighting interesting happenings on the exhibition floor such as new product launches. With SGI09, we have also introduced the Business Matching online tool for all booked exhibitors wherein they can interact with pre-registered visitors interested in their product line and set up meetings in advance. The show, now in its 11th year, is being held in Dubai Airport Expo, a perfect venue for attracting serious trade visitors. The venue is strategically located near the airport and offers ample car parking space; many hotels are situated around the venue at a distance of 10-15 min. All these add ons will encourage serious traders and dealers to visit the show.

**As organizers, have you or are you adopting new strategies to maintain the influx of visitors and exhibitors, such as providing incentives that can attract increased participation, especially from small and medium business enterprises?**

For the first time, we are organising a seminar which will be conducted by world renowned industry expert Dr. Nicholas Hellmuth, Founder & President, FLAAR. The two-day

seminar will be held on days two and three of the event. The seminar sessions is sponsored by Gandinnovations. Apart from this, we are launching the official newsletter for SGI "Show Daily" in association with ME Printer & Oki Printing Solutions. Show Daily will keep track of day-to-day activities, highlighting interesting happenings on the exhibition floor such as new product launches. With SGI09, we have also introduced the Business Matching online tool for all booked exhibitors wherein they can interact with pre-registered visitors interested in their product line and set up meetings in advance. The show, now in its 11th year, is being held in Dubai Airport Expo, a perfect venue for attracting serious trade visitors. The venue is strategically located near the airport and offers ample car parking space; many hotels are situated around the venue at a distance of 10-15 min. All these add ons will encourage serious traders and dealers to visit the show.

## Trends to watch at SGI 2009 - Day 1

Dr. Nicholas Hellmuth

There have been so many new wide-format inkjet products under development in recent months that will be available in 2009.

Several products that were in their beta-stages in 2007-2008 are now being released with significant improvements, showing considerable promise: Gerber Solara ion cationic ink would be the best example.

Visiting key UV printer booths such as Gandinnovations, Gerber, HP and others is a must. Furthermore, checking out new materials used by flatbed printers is important.

SGI provides the best opportunity to learn more about materials that can be printed with 5-meter roll-to-roll UV, solvent, and dye-sublimation printers

as well as flat and rigid printable materials for UV-curable flatbed inkjet printers. Visitors looking for materials should not forget to stop by at the exhibition stands of these companies:

- 3M
- Arlon
- Ferrari Stamoid
- Verseidag Indutec GmbH

A large number of customers purchasing UV printers require cutters and trimmers. Upright cutters such as KeenCut will be worth a look. Other companies offering cutters include:

- AXYZ Middle East
- Mikkelsen Graphic Engineering (MGE)
- Zund

Although textile, UV-cured, and solvent printers are the technologies that are growing in 2008 and 2009, the interest in

water-based inkjet printers remain. I will walk up and down every aisle, but I will definitely have these booths included in my list:

- Clearstar
- d-gen
- Eurotech
- Inktec
- Aqua Tint Inks
- Neolt

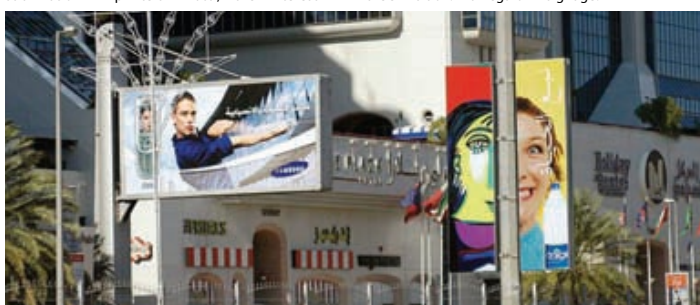
Textile printing is moving forward, especially direct printing with pigmented textile inks, reactive dyes, and acid dyes. An example of a printer that can handle such inks would be Yuhon Kimberly (www.dtpink.com). Useful applications include interior decoration, upholstery, and wallpapers. A good source of materials would be 3P Inkjet Textiles.

d-gen offers a diverse range of textile printers that will be on display at the exhibition. With regard

to grand format sizes, it is clear that more people prefer soft signage. Increasingly, soft signage is winning out over vinyl. For example, you can fold and ship textile banners more easily and at lower costs as compared to using a vinyl banner; in this category, the Gandinnovations' Aqualeet would be a good example of what is available at SGI.

I am pleased to see so many manufacturers and distributors of 5-meter- and 3-meter-wide technical textiles and other products in addition to vinyl.

This is a trend worldwide, and clearly the presence of these distributors in Dubai at this event documents that printshop owners and managers in Dubai are moving towards soft signage.



## Dubai Municipality Targets Increased Outdoor Ad Spend



At Sign & Graphic Imaging 2009, the Advertising Section-Planning Department at the Dubai Municipality is focusing on promoting its services to visitors and advertising agencies. Muna Khamees, Head of the Advertisement Section

at Dubai Municipality, says, "We are presenting a summary of the section's new amendments and expansions, which had been applied to the section's customer service departments in order to serve its clients better." She adds, "The market

for outdoor advertising in Dubai is witnessing noticeable growth. Recently, the demand on advertising fences and rooftops of buildings has increased due to their popularity and simplicity in conveying advertising messages. According to statistics recently issued by the Arab Centre for Research and Consultation Studies (PARK), outdoor advertising expenditure until September 2008, in Dubai, reached 42 million dollars."

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Middle East Print Communication Magazine

**For editorial enquiries**

Please contact:

**Mr. Dennis Daniel**  
News Editor

Mob No: 050 1662994

Or Visit:

**ME Printer Magazine**  
stand at Sign & Graphic Imaging 2009

## MUST ATTEND EVENTS

**Tomorrow-Monday**

16th February  
14.30 pm - 15.30 pm

Advantages of printing with UV inks and Printing on textile vs Printing on Banner material with Solvent Inks- Part I  
**By Gandinnovations**

**Monday**

16th February  
15.30 pm - 16.30 pm

Innovative Applications of UV Printers  
**By Dr. Nicholas Hellmuth**

**Tuesday**

17th February  
14.30 pm - 15.30 pm

The effects of printing with UV inks and Water Based inks on alternative material vs Printing with Solvent Inks on banner and its Environmental & Economical impact - Part II  
**By Gandinnovations**

**Tuesday**

17th February  
15.30 pm - 16.30 pm

Consider Adding Fine Art Giclee: For Solvent, UV & Water-Based Printers  
**By Dr. Nicholas Hellmuth**

## Talk of the day



**Eskandar Jahanbani**  
ME Printer  
Editor in Chief

Sign and graphic imaging today opened its doors to celebrate a dazzling show of state-of-the-art digital as well as conventional solutions for the signage industry in the Middle East and beyond. ME Printer magazine, as SGI's media partner, has worked closely with IEC to promote this show across the region, and we will gauge the interest and enthusiasm of both visitors and exhibitors

during the show. The SGI exhibition has become a must see event for all the professionals involved in the signage and display industry. The importance of wide format inkjet technology was highlighted during drupa 2008, and SGI 2009 will once again display the extraordinary growth of outdoor industry in the region. There is a number of exciting trends to watch in this

year's event, including new materials, new head technologies, new digital textile printers as well as accessories, and most important of all new eco friendly solutions. There is a strong focus to address environmental concerns by all the major exhibitors. Chinese pavilion once again will be a crowd puller and for the first time a pavilion is dedicated to the Romanian exhibitors. In

spite of the shadow cast by the global financial crisis, the strong dollar and the falling oil prices, we are looking forward to an exhilarating, exciting and hopefully profitable exhibition for all the exhibitors and visitors. ME Printer also wishes to congratulate IEC and its dedicated and professional team for organizing such a prestigious and important event.

## Daily Snapshots



**Under Construction**  
... On the Eve of SGI



## Sign & Graphic Imaging hotspots

### Gandinnovations embraces environment



Gandinnovations is presenting four of their top products: the 3-meter UV RTR digital printer Jeti3348 Jetspeed UV RTR, which prints at speeds of 2500

sgft/h (230sqm/h) in a 4 color configuration, featuring 48 Spectra print heads using Gandi's UV-curable branded inks, on a variety of materials including 100% PE eco-

friendly polyethylene; the Jeti 3324 Aquajet direct-to-fabric digital printer, which brings colors and images alive using Gandi formulated, waterbase dye dispersed inks printing in 6 colors at 400dpi; the Jeti 3150 X-2 UV, which facilitates true flatbed printing at high speeds, using 48 Spectra print heads; and the Jeti5024 Solvent RTR, which is among the best productive digital solutions for billboards, building and vehicle wraps, and prints with branded solvent inks.

### A new Spyder from Fujifilm Sericol

Fujifilm Sericol is showcasing a range of products including the Acuity Advance HD2545, which offers the latest in wide format UV digital imaging technology, specifically designed for print applications that require fine, high-resolution images; the new Spyder 320 range of UV flatbed printers, a highly versatile platform from Inca Digital that allows the end user to tailor the platform to suit the needs of the diverse visual communications market; ValueJet printers,

which provide exceptional image quality and best-in-class print speeds through a combination of Mutoh's revolutionary new X-Rail design and new piezo print head technology; and the Rollroller Flatbed Applicator, which enables a single person to apply all types of self-adhesive vinyl, applicator film and protective laminate within a few minutes, providing complete control over positioning and results that are free from bubbles and creases.

### 3M Gulf displays core products

3M Gulf, which has been exhibiting at SGI for the past five years, is showcasing all commercial graphics products from 3M, ranging from digital print films to banners, from sign making to light enhancement solutions. Mohamad Skeini, Sales Supervisor, Commercial Graphics, 3M Gulf, says, "We are displaying core products for digital printing and signage, in addition to new products such as textured surface films, deep curves film IJ380, as well as rear projection films, vikuiti." Among the debuting technologies is the Virtual Mannequin, which works on the following principle: a video is recorded of a salesperson. A 3M Vikuiti

rear projection screen is then laser cut to the exact shape and size of the salesperson's upper body. The screen is placed on the retail floor upon a stand. Lloyd Cole, European Marketing Manager, 3M's Optical Systems division, explains, "The world of Point of Sale (PoS) is changing and there are tremendous creative opportunities for advertising and media agencies interested in this space. Our Virtual Mannequin is an entirely new and novel medium for communicating promotions to the retail floor. Vikuiti can take on any shape to reflect a human body, cartoon character or a wealth of other imaginative forms.

### HP's direct approach



Izumi Solutions is launching the latest printing technology from HP, the HP latex technology. HP printers on display include the HP Designjet L6550, which is being introduced for the first time in the Middle East; HP Designjet HP45500, which prints directly on rigid display boards such as foam and coroplast media or flexible

media using UV-curable inks; and HP Scitex XL1500, a high-speed super wide format digital printing system for roll-to-roll or roll-to-sheet printing. The HP Scitex FB950 uses UV-curable inks, which allows it to print directly on rigid media, including a wider range of rigid media applications such as glass, wood, tiles and aluminium.

### EFI-Vutek puts up a strong show

In its tenth year of participation, EFI-Vutek is participating along with their distributors and re-sellers. Three printers are being showcased during this event: solvent printer, UV flat bed printer and dye-sublimation printer. The company, through its participation, aims to show its active presence in the Middle East market in which it receives an overwhelming response every year. Gopinath, business Manager of Emirates Photomarketing which represents Efi-Vutek, says, "As the overall economic conditions has suffered a major setback and the need for outdoor advertising shows sluggishness under the prevailing conditions, we strongly feel that our participation in such a trade show would certainly help in enhancing our business and understanding our competitors to a greater extent."

### OKI Targets Medium-sized Businesses



OKI Printing Solutions is demonstrating its C9850 MFP designed to ensure the smooth running of workflow in enterprises and medium-sized businesses. At the heart of the C9850 MFP is its unique, embedded

document distribution and management software-EFI SendMe. This system streamlines workflow processes by removing bottlenecks and generating greater business efficiency. In one-step, directly at the MFP, users can scan documents, edit them, add metadata as defined by each document management system (DMS), and send these directly to a DMS, such as Microsoft SharePoint. This one-step approach brings new levels of efficiency to office workflows, such as

recording and approving invoices. "The C9850 MFP strengthens OKI Printing Solutions' MFP offering. This smart MFP represents a revolution of the colour A3 MFP market with the provision of high quality, embedded management systems at a price this segment has not seen before. These systems ensure ease of use without compromising on the quality of output or functionality of the MFP," says John Ross, General Manager, Middle East, India and North East Africa for OKI Printing Solutions.

### The colourful world of GSS



GSS is exhibiting the new Pola Jet 3204DX, which comes with 4 colors and 8 spectra Nova 256 heads, providing higher speeds as compared to the previous model Pola Jet 3206, which comes with 6 color and 6 Spectra Nova 256 heads. The

new model has a speed that reaches up to 60-85 sqm/hr, and the Pola Jet 3206 operates at speeds ranging from 40 to 70 sqm/hr. The company is also showcasing a 4 color XPT 3204 T wide format printer equipped with 12 Xaar heads.

### Alborj promotes textile printing



Alborj machinery llc based in shajrah together with its Italian partner La Meccanica promote Digital textile printing during the event. A host of textile inks and software from Dutch company STORK Digital will also be on display. The state of the art textile printer introduced by Alborj

is ideal for printing flags at the speeds of up to 54 m2/h with 4 colours, maximum colour space with 8 colours and maximum throughput print with its unique 7+1 ink combination. These printers are also suitable for all other non-strength fabric such as Silk, cotton, chiffon, Lycra and Satin.

### International Expo-Consults An impressive track record



International Expo-Consults L.L.C. is an internationally recognised and professionally headed trade show management company with an impressive track record of over a decade in Asia-Pacific region. As the specialist exhibition arm of the Dubai-based Falak Holding, IEC has played a key role in packing power and punch into the various regional and international trade shows organized in the region. IEC excels at creating high profile, highly focused business exhibitions and expositions, which serve as highly effective business interfaces for buyers and suppliers from around the world.

With a highly successful and eventful track record in exhibition management, spanning well over a decade, IEC's growing trade show portfolio serves a diverse range of industries spanning the Amusement, Automotive Aftermarket, Chemicals & Petrochemicals, Leisure, Sports, Signage & Graphic Imaging, and Franchising. IEC's professional expertise, specialist knowledge of the respective industries and an insight into the emerging trends and the future has transformed many of the trade shows into powerful brands that consistently attract the biggest and the best names in their respective

industry. Theme Park and Fun Centres Show, 'Sign and Graphic Imaging' are a few names in a repertoire of highly successful international trade shows. Sign and Graphic Imaging Middle East is a 10 year old established and proven business forum, which has generated billions of dollars of sales for exhibitors serving the printing, signage and outdoor advertising industries. The exhibition has evolved into an unrivalled product and technology platform that delivers new market breakthroughs, significant on-site sales, joint venture opportunities, new trading partnerships and improved regional profile.