



SignExpo '07: ISA 2007

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PLEASE NOTE



Picture from the cover:
Roland booth at ISA 2007

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Introduction

A trade show report serves the purpose of listing everything that was available at a particular show. At a giant show such as ISA there is not always time to see everything. So FLAAR offers this photographic essay on products that were exhibited at ISA 2007. It took all three days to study the UV-printers and would have needed another several days to even peruse all the solvent printers. FESPA is five days long; DRUPA is 12 days long. 3 days is just not enough.

ISA SignExpo had over 21,000 visitors and 1,824 exhibit booths. However the statistics said there were "569" companies, so the mathematics of exhibiting companies and exhibit booths is unclear. It sounds as though there were 569 exhibiting companies and that since some of them had booths that were larger than a basic 10x10 that ISA calculated 1,824 booths to make the statistics look more impressive. We will check, but either way, even 569 actual booths is more than you can visit in three days.

Here is our photo essay based on the hours and hours of carting around cameras by FLAAR staff Jose Melgar and Ximena Jop. These are also two of the graphic designers who prepare most of the FLAAR Reports.



Roland AdvancedJet AJ 1000

Solvent: Korea & Taiwan

DGI, 1502

Keundo, 5454

NUR (rebranded Keundo),

Although there are several brands of Taiwanese UV printers, there are not really any Taiwanese solvent printers exhibited at trade shows in the US or Europe any more.

Solvent: China

Aeromatrix, 3001

Brain Union System, 603

Flora, 1231

JHF Vista

Teckwin did not show any solvent printers whatsoever: only UV-cured.

Liaoning Zhongye Technology & Industry Development Co., Ltd., 3667

Wit Color, 3601



Flora booth at ISA 07



JHF Vista 10000 Eco-solvent



Teckwin booth



Solvent: Europe, US, Japan

GraphicsOne dropped their made-in-Asia Fuzion UV printer; GraphicsOne has not exhibited this much in 2006 either. GraphicsOne showed primarily solvent printers made by Mutoh.

HP

HP Scitex

Mimaki

Mutoh

Roland

Sign Warehouse

Splash of Color

VUTEk



Graphics One showing Mutoh printers



HP booth showing the HP DesignJet 9000s



HP DesignJet 10000



Mimaki JV3 solvent



Mutoh ValueJet VJ 1204



Mutoh ValueJet 1604



Roland Soljet Pro III XC-540



VUTEk 3360 solvent printer



Personnel at VUTEk booth

Water-based Printers

Canon is strongest in cameras and copiers and tends to exhibit in trade shows that focus on these markets. So it is not surprising that Canon had no booth whatsoever at ISA. But several resellers showed Canon printers, such as Scarab Graphics.

Encad is dead for several years now, and Kodak's new wide-format inkjet printer is not ready to reveal. Of course with the success of HP and Canon, trying to launch any new wide-format printer would be suicidal. But Kodak seems to specialize in attempting the impossible.

Epson has no sign printers and never exhibits at sign trade shows. There was close to zero presence of Epson. Considering that Epson is attempting to launch a 64" water-based printer and a 64" eco-solvent printer this year, not having a booth at ISA is a clear sign that these printers are not yet ready to reveal to the public.

Mimaki is still in the water-based business, and now boldly offers a water-based version of it's JV5, but officially only for dye-sublimation ink. No printer manufacturer that uses Epson heads is "allowed" to feature them for water-based inks because Epson wants these markets all for itself. The sole exception is for dye-sub applications and textile applications. So Mimaki offers both; one print engine for textiles (to assist the fabrics to pass through the machine); and the JV5 platform for dye sub.



Canon IPF5000 showed at Scarab Graphics booth



Mimaki JV5 showed at ISA 07

 Printers for Textiles

Mimaki, Mutoh, Roland, Gandinnovations and several other companies offer at least one model for printing on textiles, either direct-print or on paper for subsequent dye sublimation via a calendering machine. But the booths at ISA 2007 that showed the textile printing of most interest to us were of d-Gen and Digi-Fab. The Digi-Fab process is the only one that utilizes a special RIP that is dedicated to their textile inks.

d-Gen is a well-established Korean company that rebuilds Roland printers to accept better handle fabrics. d-Gen then adds dye sublimation heaters directly to the printer chassis. I have seen d-Gen printers at trade shows around the world, including in Greece. A print shop near FLAAR (in Ohio) recently purchased a d-Gen because the color and saturation were the brightest of any comparable systems. Plus the d-Gen cost a lot less than the rather complex DuPont systems.



d.gen booth at ISA 07

d.gen HC200 textile



RIP Software

Three days is not enough time to see and take notes on everything, so after concentrating on UV printer booths, for other categories we have to simply list pertinent companies and their products.

CADlink 5651

Caldera had their own booth plus a presence in the booths of printer manufacturers and dealers around the show. I had seen Caldera personnel the week before at Gulf Print in Dubai and the week prior to that was introduced to using Caldera RIP for the first time at Mutoh Europe headquarters.

Onyx, 5044

ScanvecAmiable, if I remember correctly, had a booth adjacent to Roland, which is an appropriate location.



Caldera staff at ISA 07

Caldera RIP staff together with Nicholas Hellmuth, who is considering adding evaluations of Caldera RIP to our programs in the future



Wasatch is the RIP that we use the most often at FLAAR, since it can run lots of different printers. Wasatch is constantly adding new features. We have visited the Wasatch headquarters in Salt Lake City. We also see Wasatch staff at exhibits worldwide.

It is worth noting that no color management company had a booth. It is as though signage printing companies are not focusing on color management, probably because in the days of cutting vinyl you selected the spot color you needed for a logo, and that was all you needed.



Wasatch booth at ISA 07

 Inkjet Media: Water-Based

Glen Raven

Intelicoat

Tara



Intelicoat booth at ISA 07

 Inkjet Media: solvent

Arlon, Inc.

Avery Dennison Graphics Division

Cooley

Dr Graphix

MACtac

Oracal

Ultraflex, the booth personnel asked us to photograph their booth for them, which we did as a courtesy.

Verseidag Seemee US



Arlon booth at ISA 07



Arlon printmedia DPF 6000 Banner films printed in a Mutoh ValueJet 1204



Cooley booth at ISA 07



Ultraflex interesting booth at ISA 07



Back side of the Ultraflex booth



Town Hall of the Ultraflex booth



Nicholas in a photo session with the models of the Ultraflex booth

Textiles for inkjet printers

3P is the company that we know the longest. This is also the only inkjet printer textile company whose main headquarters office I have visited (in Germany).

Endutex-Revestimentos Texteis, 1533

Fisher, 3805

Ibena, 4534

Supertex, 3655



Nicholas at the 3P booth

 Inks

We do not list any after-market inks from Korea, Taiwan, or Korea because their sources and resources are simply unknowns. If we eventually learn which of these companies are reliable and predictable by visiting their headquarters in their home country, then we will begin to list these. In the meantime, the only after-market ink company that meets our criteria is Triangle. This does not mean that we recommend their inks one way or another, only that we know the company for years, we know Karla Witte, and we trust this company is reliable past, present, and future.



NuSign - Triangle booth

Laminators & Clearcoating

Clearstar Coatings

CODA

Daige

Drytac 5444, If you wish to receive the Drytac lamination catalog, please contact

Susan Doyon
Phone: 860-354-3211
Fax: 860-210-1528
email: suedoyon@drytac.com

GBC, 1637

LED CO, 5975

Seal



Drytac booth at ISA 07

Drytac JetMounter laminator



Drytac film options

CO2 laser engravers

FLAAR is interested in CO2 laser engravers and we are adding evaluations of these to our general coverage. But with seemingly more than a thousand booths, we could not take notes on everything at the show.

Epilog 3312

Universal, 3562



Universal booth at ISA 07

Epilog booth



Trade Magazines

Trade magazines perform many valuable services for the industry: for example, here you can learn about all the new product launches. FLAAR does not try to compete in this business (of publishing company PR releases on their new products).

Since FLAAR has no advertisers we can be open and blunt about the downsides of various technologies: for UV this would be the blinding light and unknown health hazards of the ink chemistry. So far only Digital Graphics magazine has had the vision to publish on these aspects (in articles by Dr Ray Work).

Although we do have sponsors, since we are non-profit we can simply not kowtow to sponsors who demand that we report their view of their products. In fact this kind of company knows this in advance and would not wish to sponsor us anyway. Several of the really large manufacturers have discretely and politely told us that they did not wish to sponsor us because they noted we had found the weak points of their products and were mentioning these issues. But we note that when the same companies come out with newer models, they then come to FLAAR to show us their improvements.

Big Picture Magazine

Digital Graphics magazine is the one that has published the most of our articles. This magazine tends to have the most articles which are not blatant PR releases.

Digital Output

Signs of Russia

Wide-Format Imaging

Plus several magazines from other countries.

Signs of Russia booth at ISA 07



Trade Show Organizers

Reed Exhibitions is one of the larger trade show organizers worldwide. Their main competition in Europe and to some degree in Asia is FESPA. Neither does trade shows in the US since this market is occupied by ISA, SGIA, Graphics of the Americas, and GraphExpo.



Reed Exhibitions booth at ISA 07

Other things of Interest

BBC Industries 4208

Island Clean Air, 5245

Scarab Graphics, 3872

Xaar printheads are used in the GRAPO, Infiniti, Zund 215 and other UV printers as well as most Chinese solvent inkjet printers. Neither Ricoh, Toshiba Tec, Spectra, nor Konica had booths, but most of these companies had their key managers at ISA.

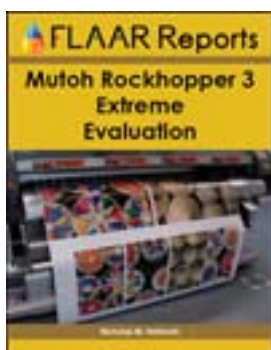


Island Clean Air (ICA) booth



XAAR booth was also at ISA 07

Reports on Solvent printers



www.wide-format-printers.net

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www.fineartgicleeprinters.org

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