

Meet Dr. Nicholas Hellmuth



At Chinese
trade shows

Consulting with Dr. Nicholas Hellmuth, FLAAR Reports, at a Chinese Sign & Graphics Trade Shows such as APPPEXPO, Shanghai, this July

Visiting a Chinese trade show is a clever way to move ahead of your competitors.

At Chinese sign & graphics trade shows you see increasing numbers of

- Distributors from Europe, Middle East, Africa, North America, Latin America
- Manufacturers from outside China looking for Chinese partners
- Printshop owners and managers wanting to see more options than what are available at ISA, SGIA, FESPA or VISCOM

In other words, you are going to see and learn more from visiting a Chinese trade show.



Dr. Nicholas Hellmuth at China Signs booth.



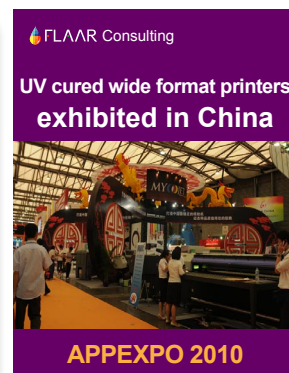
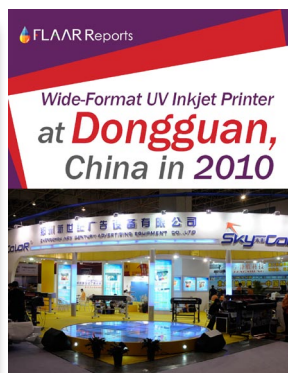
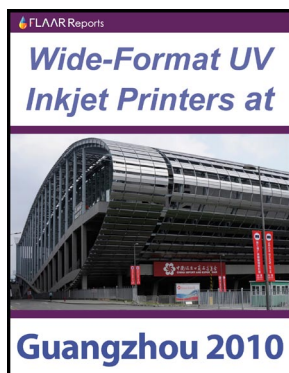
General view of a Chinese printer trade show during 2010, one of the three sign expos which FLAAR staff attend every year.

1st step in consulting with FLAAR:

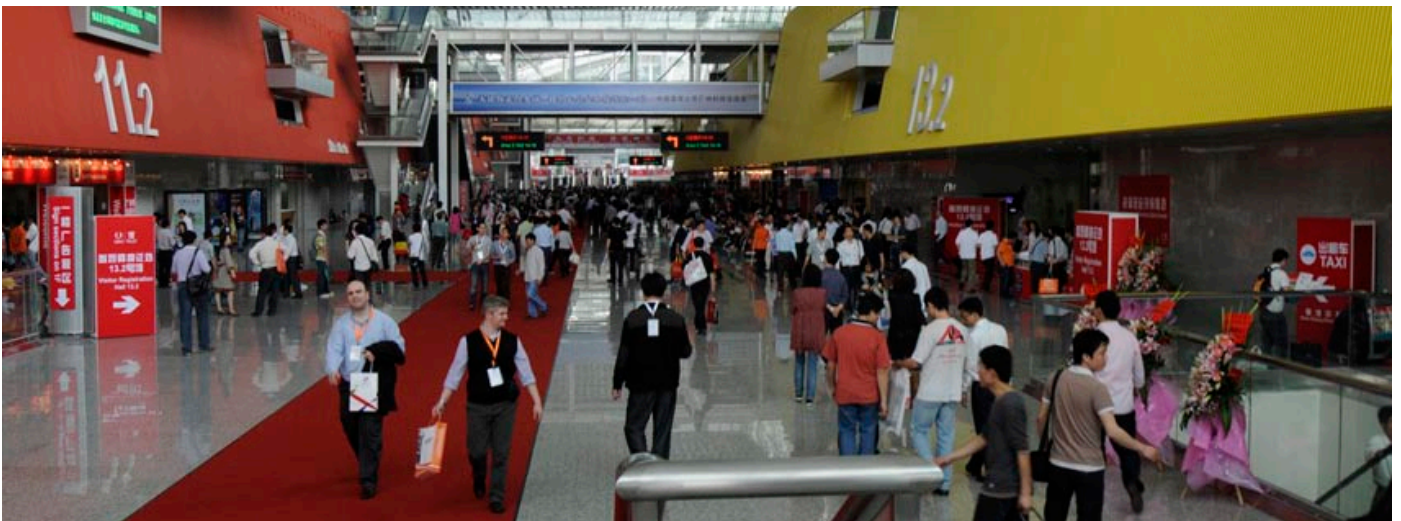
You receive help deciding which trade show to attend and which Chinese expo to skip. There are four major signage trade shows in China. If you have never been to each show, how can you figure out which one to attend?

Dr Hellmuth attends these shows so he can explain to you what each show is like, and which Chinese sign & graphics exposition would be best for your needs.

As part of the decision process we provide you with FLAAR evaluations of pertinent Chinese trade shows. You can select as many of these PDFS at no extra cost:



About 80% of the people attending trade shows, consult FLAAR on which of the mayor trade shows they should select to go, based on their company requirements.



2nd step:

getting your visa (once you sign up for consulting, we explain our procedure of obtaining Chinese business visa.

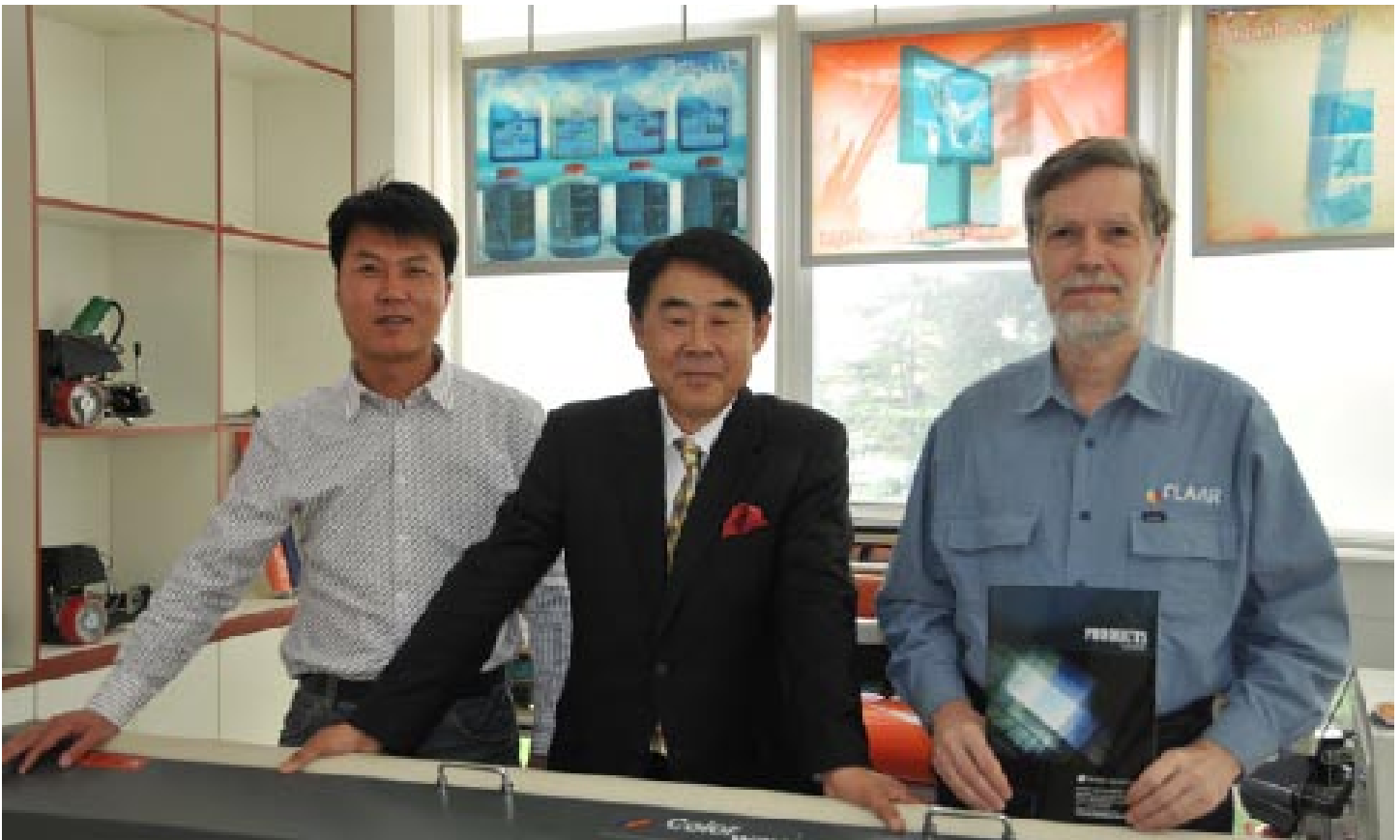
3rd step:

FLAAR can suggest, from our experience, which hotel(s) to consider (no, we are not a travel agency, but Dr Hellmuth has a staff of three who do all the flight, hotel, and shuttle arrangements that his busy schedule requires). We can at least provide the benefits from our experiences with Chinese hotels (they are great; food is delicious; rooms are enormous, beds are comfortable.

And, if you want a really low price hotel (but still clean and adequate) we can name three Chinese hotel chains with hotels at \$40 a night price. If you want full luxury, we can also tell you the best hotels for luxury: might as well enjoy Chinese hospitality.

4th step

You can book as many hours with Dr Hellmuth at a trade show as you wish; just realize, however, that consulting implies assistance BEFORE, during, and follow-up after the expo, so don't count just the hours at the event. Three hours is enough for a walk-through of most trade shows, four hours if you want Dr Hellmuth present during your meetings in each booth that you visit.



Nicholas and Korean businessmen whose textile sublimation products are available through ChinaSigns (and www.sign-in-China.com). FLAAR does joint projects together with ChinaSigns.



Dr Nicholas Hellmuth studied architectural history at Harvard so is interested in the culture and architectural history of China.



Consulting Options, in China, at a Chinese exposition

For any manufacturer (ink, substrates, components, printers, laminators, or comparable)*, \$3200

3 to 4-hour walk-through which also implies having Dr Hellmuth with you during key meetings. At this rate Dr Hellmuth is also available for a breakfast meeting or dinner meeting at no extra cost other than the meal and transportation to and from meal location if not adjacent to the trade show area.

Since most trade shows are several days long, it is best if you schedule this walk-through on the first morning or first afternoon. That way we can provide follow-up on the second and/or third days.

Whether you seek a reliable Chinese manufacturer or simply need introductions to key companies in

China, this option allows you to benefit from four years of Dr Hellmuth's growing presence and impact within the Chinese wide-format printer, ink, and substrates industry.

FLAAR also includes reasonable follow-up e-mail, Skype, or phone calls for 30 days following such a trade show visit with Dr Nicholas Hellmuth.

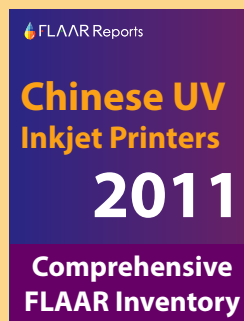
Calculate the opportunities if you attend a trade show in-person with Dr Nicholas Hellmuth.

In addition to the learning experience, Dr Hellmuth will also provide you and your company with your choice of any of key FLAAR Reports in PDF format, full color. You will be sent these FLAAR Reports before you arrive in China (you can read them on the airplane).

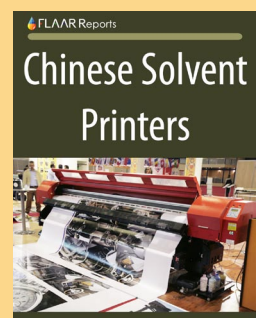


Plus, at the manufacturer level consulting status, we also provide you the complete FLAAR Reports on all UV printer manufacturers and separate all solvent printer manufacturer annotated inventory

** Each group gets freebie level Chinese reports. Each group gets TRENDS at 50% discount.*



\$3200



\$2100



Dr Hellmuth has spent many days inside factories being taught about media and substrates weaving, knitting, coating, and laminaton processe.



Here you can see Nicholas in China at recent Factory Visits.

For distributors (inks, substrates, printers or comparable)*

2-hour walk-through to look at all the printers, inks media substrates or other hardware, software, or consumables that you are interested in, \$1500

four-hour walk-through with time to have Dr Hellmuth with you during key meetings, \$2100, with follow-up on subsequent days.

If you have already visited five or more Chinese printer, ink, or substrates factories, then you know enough to shop in a Chinese trade show on your own.

If you have already attended a minimum of three years of Chinese trade shows, again, you can surely survive relatively well at a China sign expo on your own. BUT, if your company is new to China business traditions,

if it's a maze to figure out which of THIRTY Chinese printer manufacturers to consider, you have an easy choice: go blind and hope you select the correct Chinese product: or hire FLAAR Reports evaluation experience.

The cost of the session with Dr Hellmuth is a value compared with the risk of going in (relatively) without first hand experience inside Chinese manufacturing facilities. You also can ask for further tips, help, and answers by Skype, e-mail, or telephone during two weeks after the trade show.

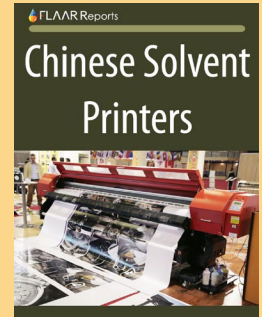
To further prepare yourself for attending a Chinese trade show with Dr Nicholas Hellmuth, you can ask for FLAAR Reports at no extra charge and you can ask for any other FLAAR Reports, TRENDS series, at a 50% discount.

At the \$1500 consulting fee level, if you also wish either the complete Chinese UV printer manufacturer list, you can obtain this at 50% discount. Same with solvent printer list: 50% discount. Or, combo offer for both solvent + UV printer manufacturers lists together for \$1700; so consulting + these reports is flat fee of \$3200 total.

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\$3200



\$2100



SkyAir Ship engineers and manufacturers printers.

Dr Hellmuth has inspected the factories of many many printer manufacturers, ink manufacturers, and media manufacturers.



Dr Li and Dr Nicholas InkWin factory visit in 2008.



Dr Nicholas at Sam Ink headquarters, evaluating their inks.

For printshop owners and/or managers* , \$1200 for 2-hour walk-through (plus preparation via e-mail, Skype, or telephone, and also reasonable follow-up via e-mail, Skype or telephone after the show). This low rate is available only for printshop owners and/or managers.

And, when you get back home, you can ask follow-up questions for the week after the trade show. There is no extra cost for reasonable follow-up questions.



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Here is Dr. Nicholas with Dr. Choi in front of DGI headquarters.



Dr Nicholas inspecting WitColor flatbed printer at 2009 factory visit.



Here is Dr Nicholas taking some notes on SkyJet at their headquarters in 2009.

Once you hire FLAAR as a consultant to visit a Chinese sign expo, you can receive any five of the following reports at no extra cost



\$100



\$120



\$140



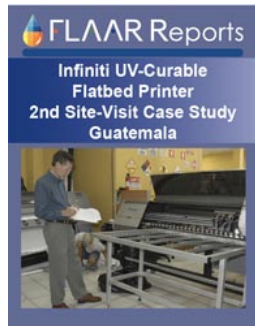
\$80



\$100



\$160



\$140



\$140



\$120



\$120



\$100



\$220



\$120

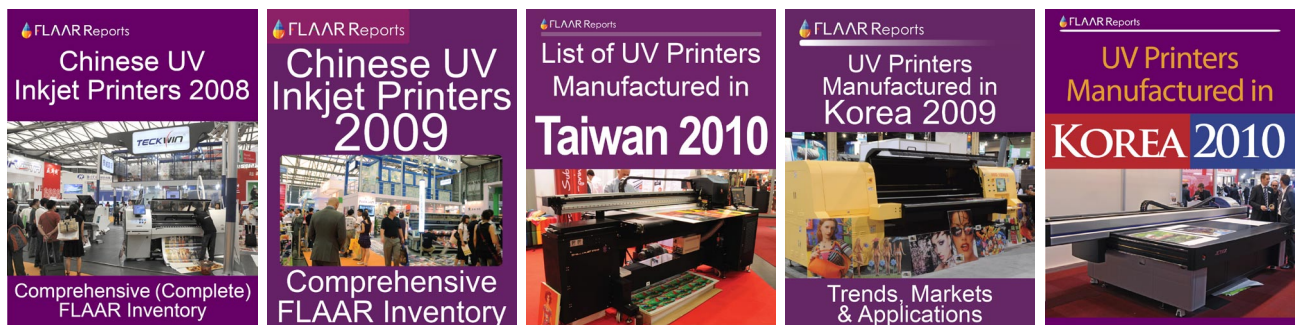
If you have a serious interest in wide-format inkjet printers in Asia, FLAAR also offers the following reports.

Any or all of these FLAAR Reports may be ordered, individually, or as a group, or as a Subscription. The more you order at one time the higher the discount is. If you



FLAAR also assists Chinese manufacturers of UV-cured, solvent, textile printers inkjet inks (latex, solvent, bio-, water-based, UV-cured), media (photo, indoor signage), substrates (PP, PE, PVC, non-wovens, technical textiles) and eco-friendly materials: jute, bamboo, and other plant fibers.

We are also available for consulting for CNC router manufacturers, XY flatbed tables, laminators, coaters, lenticular software, RIP software, and other aspects of wide-format inkjet printer workflow.



How to Contact FLAAR to arrange a consulting session in China (or in advance)

If you wish to hire Dr Nicholas Hellmuth as a consultant at a Chinese trade show, and wish to prepare in advance, please send an e-mail to Info@FLAAR.org. If you do not receive an answer within 48 hours, follow-up at ReaderService@FLAAR.org. You can within 48 hours, follow-up at ReaderService@FLAAR.org. You can also telephone the manager at US telephone number, 419 823-9218. You can also communicate with administrative staff at FLAAR via Skype, [flaar_mesoamerica](https://www.skype.com/user/flaar_mesoamerica).

This contact information is only for opening up a professional consulting appointment either with Dr Hellmuth coming to your company.

This e-mail and telephone number is:

- not to circumvent the Inquiry-Survey Form
- not to ask miscellaneous questions
- not to get other information such as the basic reports

Because over one million people a year read the FLAAR reviews in 62 countries in three languages on our dozen web sites it is not possible to respond to miscellaneous inquiries except to discuss possible consulting. If you wish to interact with FLAAR there are two ways: consulting, or via the Survey-Inquiry form.

If you are an individual, a small business, as well as a large company, we reply to the Inquiry-Survey Form usually within 48 hours, so via the form on the web site is the way you should reach us. There is no cost for the entry level FLAAR reports.

Upper level reports are available as theme-related bundles by credit card from www.wide-format-printers.NET. If you have a consulting relationship with FLAAR, you get all the reports as part of our services (at discount).

Please understand that due to the size of the readership it is not realistic to handle initial inquiries by telephone unless we have a working relationship with your company initiated by your e-mail followed by a day of initial consulting at your place or at a trade show.

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