

# SGI 11



THE OFFICIAL SHOW DAILY

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Printed on **Intec CP2020** Printer  
at Sign & Graphic imaging 2011 Stand A76

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24-26 January



## SGI to Reward Creativity and New Ideas

A podium for many exhibitors, SGI 2011 is the ideal launch pad for new market breakthroughs, major on-site sales, joint-venture opportunities, acquire new trading partners and for an improved regional profile. This year, around 204 exhibitors from around 26 countries are showcasing their exhibits at SGI. Around 12,000 visitors from across the globe are expected to pool in to witness the latest in signage, digital imaging and screen, digital and offset print sectors.

Now in its 14th year, the show attracts exhibitors and visitors from across the GCC, Egypt, Lebanon, Iran, Iraq, India, Pakistan, East Africa, Europe and even from USA. Some leading brands and names can be viewed at the exhibitor list; with global brands like Epson, Hewlett Packard, AGFA and EFI catwalking their product portfolio. Regional print industry leaders like Digimatrix, Gandy Digital, GSS, Giffin Graphics, Flex Europa and Colorbyte will also showcase their new entries through SGI. Stealing the limelight this year is the SGI Print Awards that is

designed to prize innovation and creativity in the sign and graphic imaging industry across the Middle East. Green technology would be the focus this SGI, with awards given to new product innovations and those who educate the market on the use of green technology. Industry peers believe that the SGI Awards will encourage further advancements in the signage industry to boost growth, inspire new technology and benefit the industry.

Held on January 25th 2011 at the Al Bustan Rotana Hotel in Dubai, the jury panel of the event comprises of Dr Nicholas Hellmuth, President and Director of FLAAR, Mona Al Khamis, Head of Advertising Section, Dubai Municipality, Najib Trad, Managing Director, Arabian Outdoor and Wade Swormstedt, Publisher/Editor, Signs of the Times, USA. Tracking and keeping trail of the event would be 'Show Daily', a newspaper produced by ME Printer and Al Tech Digi Prints. It would cover up-to-date news on investments and major announcements during the show.

## «إس جي آي» تكرم الإبداع والأفكار الجديدة

جغرافيكس، جي اس اس، فليكس، يوربو، كولوربايت، وقد سرقت الأضواء هذا العام جوائز معرض الشرق الأوسط والتصميمات الإعلانية والتي صممت لتكريم الإبداع في قطاع صناعة الإعلان والتصوير البياني على امتداد منطقة الشرق الأوسط.

سينصب التركيز في هذا المعرض على التكنولوجيا الخضراء، مع جوائز ستمنح للمنتجات الجديدة المبتكرة لأولئك الذين يشجعون الأسواق على استخدام التكنولوجيا الخضراء.

سيقام حفل التكريم في الخامس والعشرين من شهر يناير ٢٠١١ في فندق البستان روتانا، ويتألف طاقم التحكيم من الدكتور نيكولاس هيلموت رئيس ومدير مؤسسة فلارا، منى الخميس رئيس قسم الإعلان ببلدية دبي، نجيب طراد المدير التنفيذي لأربابان أوت دور، وايد سورمستيد ناشر ومحرر في ساينز أوف ذا تايمز الأمريكية. كما أنه بالإمكان متابعة الحدث من خلال جريدة المعرض اليومية من إنتاج مجلة Me Printer المتخصصة في عالم الطباعة في الشرق الأوسط وألتيك ديجي برينتنس، والتي ستغطي فعاليات المعرض وآخر أخبار الاستثمارات والتصريحات المهمة طيلة فترة العرض.

معرض الشرق الأوسط للوحات والتصميمات الإعلانية (إس جي آي) ونقطة انطلاق مثالية لتحقيق اختراقات جديدة في الأسواق، وكبرى نقاط البيع وفرص المشاريع المشتركة، واكتساب شركاء تجاريين جدد، وتحسين المظهر الإقليمي، ويتضمن المعرض هذا العام حوالي ٢٠٤ شركة عارضة من نحو ٢٦ دولة سيقومون بعرض معروضاتهم ضمن فعاليات معرض (إس جي آي) في مركز معارض مطار دبي الدولي، ومن المتوقع أن يزور المعرض نحو ١٢ ألف زائر من مختلف أنحاء العالم لمشاهدة آخر ما توصل إليه في مجال الأفات والتصوير الرقمي والشاشات، وقطاعات الطباعة الرقمية والأوفست، كما يستقطب المعرض في دورته الرابعة عشر العارضين والزوار من مختلف أنحاء دول الخليج ومصر ولبنان وإيران والعراق والهند وشرق أفريقيا وأوروبا ووصولاً إلى الولايات المتحدة الأمريكية.

العديد من الشركات العالمية ستعرض باقات منتجاتها خلال المعرض مثل إيسون، إتش بي، أكفا، إي إف آي، كما سيشهد المعرض قيام نخبة من رواد صناعة الطباعة إقليمياً بعرض مشاريعهم الجديدة في معرض «إس جي آي» مثل ديجي ماتريكس وغاندي ديجيتال، جيفن

## In the Spotlight

**Abdul Rehman Falaknaz**  
President of International Expo Consults (IEC)



“  
**SGI Awards and Online Business Matching Service adds glam to SGI 2011**  
”

**What differentiates SGI 2011 from the previous editions of SGI?**

Dubai is an energetic and exciting marketplace for so many industries and the Sign and Graphic Imaging exhibition is no exception. The 2011 edition of SGI promises to be our most thrilling event till date and we encourage exhibitors, visitors and students to be a part of this expo.

SGI Middle East will showcase the very latest product innovations in the signage, digital imaging and screen, digital and offset print sectors. Exhibitors from across the GCC, Egypt, Lebanon, Iran, Iraq, India, Pakistan, East Africa, Europe and even from USA, have spent the past few days setting up large-scale print equipment and interactive exhibition stands at the airport-based exhibition halls.

The exhibition will showcase the latest products and emerging technologies from the industries of Advertising, Architectural Hardware, Banners & Posters, Digital Imaging, Electronic Message Centres, Electronic Signage, Graphic Imaging, Graphic Services, Large Format Printing and Signage.

The list of exhibitors for SGI 2011 includes some of the biggest names in the industry. Global brands such as Epson, Hewlett Packard, AGFA and EFI will be showcasing their products, while regional print industry leaders such as Digimatrix, Gandy Digital, GSS, Giffin Graphics, Flex Europa and Colorbyte will also have a huge representation.

Highlights of the 2011

show will include the production and distribution of 'Show Daily', a newspaper, produced by ME Printer and Al Tech Digi Prints. Printed on the show floor, the official Show Daily will offer exhibitors and visitors the very latest news from the show and from the Middle East's Sign and Graphic Imaging industry. Further, valuable market insights will be provided through the SGI 2011 programme of seminars, providing visitors and exhibitors with the chance to learn about emerging trends across the industry.

**Why did you decide to launch SGI Awards this year and what impact do you think the SGI Awards will have?**

The SGI Awards were launched at a dedicated press conference during the 2010 edition of the Sign and Graphic Imaging Middle East exhibition, held last January. The SGI exhibition has been running on now for the 15th year and time has carved out a market-defining position for the event in the industry. Taking the show's evolution a step further, the SGI Awards were born. Since the launch 12 months ago the industry has embraced the SGI Awards as a vehicle for pushing the boundaries of sign and graphics excellence.

Nominations have flooded in, not only from the local UAE market but also from across the Middle East and internationally.

**What impact do you think the SGI Award will have on the large format**

**printing and advertising industry in UAE?**

Created to provide a platform for networking with industry peers, showcase new product innovations and educate the market on the use of green technology, we hope that the SGI Awards will encourage further advancements in the signage industry to boost growth, inspire new technology and benefit the industry.

**How has companies' response been to SGI in the midst of recession?**

We've had a very positive response to the show this year. Through industry endorsement from some of the largest print equipment suppliers in the world, SGI has gained a reputation for being the place to meet and see the very latest in print industry product innovations in action.

Trade exhibitions continue to be one of the leading forms of business communications globally. In the current economic climate, businesses understand the need to constantly be in front of their target markets and our calendar of trade shows provides them with this platform.

**How many visitors are you expecting this year?**

We are expecting over 12,000 visitors to attend the show.

**What is your plan to help your exhibitors to get the most out of SGI?**

Sign and Graphic Imaging Middle East (SGI), taking place at Dubai Airport Expo January 24-26, 2011, is the largest and longest running trade show of its

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Middle East Print Communication Magazine  
مجلة متخصصة في عالم الطباعة في الشرق الأوسط

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**ME Printer Magazine**  
stand at Sign & Graphic Imaging 2011

kind in the region. Now in its 14th year, the show attracts exhibitors and visitors from across the GCC, Egypt, Lebanon, Iran, Iraq, India, Pakistan, East Africa, Europe and even as far a field as the USA.

**The focus on this year's show seems to be LED and web based applications, does this mean wide format printers' role as the highlight of the show will diminish in the future?**

It is true that there will be many LED and web-based applications on display at this year's SGI Middle East exhibition. However, large format printers will remain a central element and key attraction to the show. Some of the world's largest print units will be flown into Dubai for exhibiting at the trade show.

This is a great benefit to them and to the many buyers who visit SGI, as they get to see the very latest technology in operation. Some of the world's largest print units will be flown into Dubai for exhibiting at the show.

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## Talk of the day



**Eskandar Jahanbani**  
ME Printer  
Editor in Chief

The moment SGI opened its doors to enthusiastic visitors today, world of signage industry and digital printing found another reason to feel upbeat about the road to full recovery.

SGI has always been the barometer of large format printing industry in the region. So when you see that all the top players are participating in the show with full force, bringing their latest and state-of-the-art equipment you realize that the industry is as healthy as it can

be, beating all the odds. Wide format industry is becoming more and more important in the world of graphic arts industry.

Heidelberg USA recently announced a new agreement under which Heidelberg will distribute the VUTEK GS series of superwide format digital printers to the commercial print market across the U.S. This move by Heidelberg is a testament to the LFP inroads into the conventional printing territory. SGI is no more an exhibition, which

caters only to advertising and signage industry. This trade show now has a lot to offer to offset printers as well. Conventional litho printers are desperately looking to diversify.

One ideal option is LFP. The return on investment from wide format printers is attractive. On the other hand many workflow providers have already integrated large format module to their existing products. Similar to offset printing, Fogra and the Color Alliance (CA) are working on developing

quality standards for large format printing (LFP). The 'Designer's Guide to LFP' and a 'CA test form' are important steps in achieving that. As usual there are numerous media and consumables providers who are all displaying their newest products. Also ME Printer has once again teamed up with IEC and Intec to launch 'Show daily' during the show. Visitors can read all the news views and deals sealed and even the latest rumors from our newsletter.

## INTEC- A Heavyweight Competitor



Finding a niche can be very useful when looking towards your business growth, so being able to print onto media up to 512gsm could give you the edge over your competitors.

Intec Printing Solutions a UK based company has appointed Altech International FZE, based in Dubai to sell its range of world leading heavy stock and specialist media printers, in Middle East and Africa. Intec currently sells its products to over 60 countries via a network

of authorised partners and are delighted to be working with Altech.

The Intec CP2020 printer runs at over 2,000 full colour pages per hour and can handle stock up to 328 mm x 1.2 meters, which not only allows you to produce banners and other point of sale material, but also 6 and 8 page brochures and A4 landscape brochures. Just try doing that on your current digital printer...!!

Heavy stock printing opens a whole new world of opportunity and gives you the chance to take new and exciting ideas to your customers. Why not try short run personalised greeting cards, point of sale material, wedding cards, photo books, magnetic signage, window film, packaging and a whole

host of other ideas?

The Intec CP2020 and its innovative range of modular accessories have been designed specifically to meet the most demanding requirements, delivering a fast return on investment. Customers that are looking to grow their business should take a look at Intec Printing Solutions, as the range offers incredible versatility, reliability and quality. Remember helping your customers to improve their business with new ideas will make you a valuable and cherished supplier.

Come and find out more with Intec Printing Solutions at stand A76, and you too could soon be enjoying the benefits of heavy stock and specialist media printing.

## Sign & Graphic Imaging hotspots

### HP goes 'green' with the launch of eco-friendly printers

Tuning in ecology and economy, HP launched Latex Printing technologies, like HP Designjet L25500 Printer and HP Scitex LX800 at the 14th annual Sign and Graphic Imaging Middle East Exhibition in Dubai. The printers run on water-based HP Latex Inks that are odor free and ideal for indoor printing purposes.

Embarking on a range of eco-friendly applications, HP's highlight will be a special Latex Application Zone. This zone will demonstrate creative projects achievable with latex technology and consists of eye-catching wall coverings, soft signage, backlist and indoor POS/POP applications.

Other HP products to be displayed at the Sign and Graphic Imaging event are HP Scitex FB700 printer, HP Designjet Z6200 Photo printer series, HP Designjet T2300 eMFP and HP Designjet T7100 printers that are beneficial for design professionals in the architectural, engineering and construction industries.



## TRENDS - How to learn, which after-market inks are good



**Dr Nicholas Hellmuth**  
FLAAR Reports

my next step was to meet the end-users, like the print shops that actually use the inks. For AT Inks, one printing company said they switched from Toyo Inks (a huge Japanese ink company) to AT Inks and were satisfied with the change. In Guatemala, a print shop was using another really big ink brand but they switched to AT Inks and were satisfied with the change of ink.

To get the feedback on Sam\*Ink, I have visited about four or five print shops in Singapore and one in Istanbul. The print shop in Istanbul has more than 12 printers using Sam\*Ink. In every print shop, the printer operator and the managers preferred Sam\*Ink, when compared to the original ink used. You can find more about Sam\*Ink at CMYKme and at Wellcare Infotech at the SGI exhibition in Dubai Airport Expo from 24th to 26th of January this year. So FLAAR Reports can state, from personal experience that AT Inks and Sam\*Ink would be a good choice to consider but there are another hundred Ink manufacturers around the world, how to keep track of them? I estimate that many of these other ink companies also make nice inks. But how do you

know which is which? Helios offers inks but I have visited neither their factory nor their end-users. Though I know the distributor Helios, I am yet to learn more about their inks. Honaz is also a respected distributor and offers several brands of ink but until I visit the factory or enquire the end-users, I can't put a testimony on their ink quality.

Every time I visit Dubai, I have been to the booth of Tulip Inks but I have never visited their factory or end-users. InkBank also has their booth in Dubai and I have seen their booth at Reklama Moscow and Sign Istanbul and hope to visit their company in China. ICC colors, has a booth again this year with their inks from China. I am discussing with them the potential to possibly visit the home company there. So this is how you get to learn about an ink. Get to know the actual company, who really produces

the ink and even more important, visit the print shops that uses this ink. Ask the printer operator what the ink is really like? (The print shop owner will have his opinion, but the printer operator has to face the reality of the ink all day, throughout the year) Discussions and queries like: Does the ink clog the print head? Does the ink fade quickly outside? Is each batch uncertain as to whether it is of the same color or chemistry as the previous batch? Does the company provide technical support if their ink runs your ink tubing and your print heads? Does the company provide money-back guarantee if their ink is awful, are discussed through our web sites. Through discussions, FLAAR Reports learns which inks are to be discussed in our web sites. We will present a discussion on after-market, third-party alternative bulk inks at the SGI expo in Dubai on 25th

January at 1400 hrs. There are many ink companies exhibiting here in Dubai, I hope I will have the time to visit every booth to learn more about them. Though, what really count are their factory units, the philosophy of the company owners and managers and whether end-users (print shop owners and printer operators) give good reports on their inks. AT Inks and Sam\*Ink have demonstrated that they are reputable, reliable, and responsible as individuals and as corporations. I am sure that other ink companies are also good. I will work this year to study and learn about the other ink companies and about media and substrate companies as well. I have already visited Obeikan OTF and will fly to Saudi Arabia after this Dubai expo to study Obeikan OTF's new eco-friendly PP substrates to prepare the new FLAAR Reports.



## Creative ideas to be bestowed with SGI Awards



Rewarding creativity and innovation in the Sign and Graphic Imaging Industry of Middle East, International Expo Consults (IEC), organizers of SGI ME, in co-operation with the advertising section of Dubai Municipality are inviting nominations for the SGI Awards 2011. The award is open for those involved in the Sign and Graphic Imaging Industry, like, media companies, advertising agencies, outdoor companies, suppliers, distributors, advertisers and so forth. Introducing such an event for the first time in the history of SGI, the awards are designed to reward innovation and creativity in the SGI industry with focus on the use of outdoor applications for brand promotion. When asked about the launch of the SGI Awards this year, Abdul Rahman Falaknaz, Chairman, International Expo-Consults (IEC), said that, "The SGI Awards will reward creativity of ideas and excellence in execution. Bringing together industry leaders and innovators, the awards will also provide a platform for the exchange of ideas and development of

new mediums. The Middle East provides a showcase for some of the most creative uses of outdoor advertising, with vehicles and tall building wraps and hoardings put to great use." added Falaknaz.

There are six award categories namely, Most innovative Marketing Campaign - Outdoor, where the most creative and comprehensive use of outdoor media for a marketing campaign undertaken in 2011 will be awarded. Special focus will be given to campaigns that used innovation in attracting consumers, while 'on the go' in public places, in transit, waiting or in commercial locations, such as retail venues.

Second category is for the - Most innovative Green Outdoor Application, where judges look for the most environmental friendly outdoor signage or graphic use, with statistics to show energy or carbon savings or volume of recycled materials used.

The third category is on the - Most innovative Signage; Signage's that are awe-striking, from traditional way finding signage to modern day LED and neon applications. The signage must be designed to promote quality townscapes and streetscapes and not have an adverse impact on architecture of any buildings.

Fourth category is for the - Most innovative Wrap, a project that goes beyond the boundaries of creativity. The award will be based on the



execution of the wrap, the production quality of the large vinyl sheets used in wraps and the maintenance, durability and longevity of the wrap. Fifth category is for the - Most innovative Digital Media, this will be awarded for signage options that employ the latest in modern technology, such as LCD, LED, plasma displays or projected images, while also being mindful of environmental impacts. The last category is for the - Most innovative SGI exhibition stand (Special Award), here judges will be looking at innovative use of space at the SGI Middle East 2011 show. Factors, such as, accessibility to the stand, safety and security of fixtures and fittings, creativity in use of temporary displays and technology and the success of the stand in promoting the message and strengthening the brand of the company represented will be taken into account. The winners will be selected by a panel of esteemed industry experts, presided over by Dr Nicholas Hellmuth, Director and Senior Editor, FLAAR USA. Judging the show would also be Mona Al Khamis, Head of Advertising Section, Dubai Municipality, UAE; Najib Trad, Managing Director, Arabian Outdoor, UAE and Wade Swormstedt, Publisher/Editor of Signs of the Times, USA.