



## 14th edition of the SGI takes off Positive vibes mark event launch

Marking the first calendar event in the signage industry, Sign and Graphic Imaging Middle East exhibition was opened at the Dubai Airport Expo yesterday. Certified by the advertising section of Dubai Municipality and supported by industry associations like the Visual Industries Suppliers Association (VISA), Australia, the event is organized by the International Expo Consults. The exhibition would be a perfect platform for companies to promote their brand image amongst echelons from the signage, graphic imaging and screen and digital printing industries.

Ideally located at the Dubai Airport Expo, the event accommodates many large format

printers as it is easier for exhibitors to fly in their products and set them up to run throughout the show. Displaying cutting-edge technologies and innovations in the show are companies like HP, whose highlight will be a special Latex Application Zone. GIC has come up this year with Seiko colorprinters from Japan, wide format cutting machines from Keencut, UK, wide format lamination machines from Kala, France etc, while ADS is showcasing a high resolution large format digital printer that works on an output speed of 100 square meters per hour. Up-to-date coverage of the show will be featured daily in SGI's official newsletter 'Show Daily,' which will be distributed at the venue during the three days of the event.

## انطلاق معرض اس جي آي في دورته الرابعة عشر ردود فعل إيجابية مع افتتاح معرض الشرق الأوسط والتصميمات الإعلانية

لهم سهولة الشحن والتشغيل خلال فترة الحدث، وستقوم الشركات الرائدة بعرض أحدث التقنيات والابتكارات في المعرض مثل شركة "اتش بي" والتي ستسلط الضوء على تطبيقات تقنيات اللاتيكس، وشركة "جي أي سي" والتي ستشارك هذا العام مع شركة "سيكو كولورباينتير" من اليابان، وآلة قطع كبيرة الحجم من شركة "كينكات" من المملكة المتحدة، وآلة تصفيح كبيرة الحجم من شركة "كالا" من فرنسا. إلخ، في حين تقوم شركة "أي دي اس" بعرض طابعة رقمية كبيرة الحجم ذات نقاوة عالية والتي بإمكانها العمل على سرعة إنتاج تبلغ 100 متر مربع لكل ساعة، وسيتم تغطية آخر المستجدات من خلال جريدة المعرض اليومية الرسمية والتي سيتم توزيعها في المعرض طيلة فعاليات أيامه الثلاثة.

أفتتح بالأمس معرض الشرق الأوسط للوحات والتصميمات الإعلانية بمركز معارض مطار دبي الدولي برعاية قسم الإعلان في بلدية دبي، معلنا بذلك انطلاق أول حدث ضمن قائمة فعاليات صناعة اللافتات، ويحظى المعرض بدعم اتحادات وجمعيات قطاع الصناعة مثل "اتحاد مزودي الصناعات المرئية" في أستراليا، المعرض من تنظيم "إنترناشيونال إكسبو كونسولتس"، ويعتبر منصة مثالية للشركات لتعزيز واجهة علاماتهم التجارية عبر مختلف الرتب بداية من اللافتات والتصوير البياني والشاشات وصناعات الطباعة الرقمية.

يستوعب موقع المعرض المثالي في مركز معارض مطار دبي الدولي، العديد من شركات الطباعة كبيرة الحجم والتي ستوفر

## In the Spotlight

**Mona Al Khamis**  
Head of Advertising, Dubai Municipality



Chairing this year's panel of judges at the SGI Awards 2011 is Mona Al Khamis, Head of Advertising, Dubai Municipality. In an interview with ME Printer, Mona Al Khamis talks about Dubai municipality's role in advertising, about the SGI awards and much more. Below is a glimpse on the interview with Mona Al Khamis.

### In which way, Dubai Municipality (DM) contributes to the growth of advertising in UAE?

First of all it is a qualitative contribution, as DM encourages all new & creative ideas that adheres with the aesthetic element of any billboard to commensurate with the Urban Planning standards. Moreover DM always seek to tender the contracts covering the primary outdoor advertising concessions at its properties & to give room for future development of the concession in terms of positioning it as an exclusive, high end outdoor advertising product.

### When the global recession hit UAE, there was a drop in demand for billboard spaces. Do you think now the demand is growing?

I think the demand is growing but at a slow pace.

### The environment friendly standards are becoming the norm in many countries, are these standards now implemented in UAE?

As of the adoption of the final unified Outdoor Advertising Manual, it will be compulsory for all the outdoor companies to

adopt environmental friendly materials & power LED-tubes, combining a nice & plain illumination with valuable savings in energy & CO2 emission.

### How do you encourage advertisers to take into consideration the cultural sensitivities in their ads? Are there specific guidelines that advertisers should follow?

There is flexibility for all segments of society; however, it is necessary to adhere to "The Local Order No.30 Of 1986 on Control of Advertisements in the Emirates of Dubai" Article (8) Condition NO. (3): The advertisements must not be inconsistent with or contradictory to the rules of Islamic Shariaa Law, the public order or public decency or the prevailing traditions of the country.

### Can you provide us with some figures about the volume of advertising in general and outdoor advertising in particular in UAE?

UAE regained its position at the forefront of the Gulf advertising industry, achieving the highest amount spend during the year 2010, worth AED 5.2 billion (\$1.431 billion) compared to AED 5.4 billion (\$1.476 billion) in 2009, according to the statistics by the Pan Arab

“  
**UAE has spent AED 5.2 million during 2010 in advertising, with total outdoor cost amounting to AED 374 million**  
”

Research Centre (PARC). The total spending on outdoor advertising during the year 2010 Worth AED 374 million (\$102 million) with a share that does not exceed 7.1% of the total advertising expenditure in the country.

### How do you see the future of advertising in UAE, based on your experience, where the advertising is heading, will LED screens completely replace printed billboards?

We look optimistically to the future of the advertising industry because of the strength and durability of the national economy. UAE is based on a strong infrastructure and in addition has a flexible management system that caters to the growth of the advertising sector. There is a strong desire by the Local Authority Bodies in the Emirate of Dubai, especially DM & RTA to advertise on LED billboards.

**You are one of the judges of SGI award; do you think this award can raise the quality bar in outdoor and large format printing market?**  
Yes, I think this award has the potential to raise the quality bar in outdoor and large format printing market.

Brought to you by



**intec**  
PRINTING SOLUTIONS

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

For editorial enquiries

Please contact:

**Mrs. Neethu Mohan**  
News Editor

Mob No: 050 456 9455

Or Visit:

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

## Award night to declare SGI winners



The award ceremony is set to take place at a gala dinner event today evening at the Al Bustan Rotana Hotel, Dubai. The award ceremony will be an ideal place for industry suppliers and service providers to promote their brand, meet potential customers and entertain existing clients. Guests can look forward to an evening of sumptuous cuisine and entertainment with a welcome reception, four-course dinner, speeches from industry leaders and live entertainment from local celebrities.

**intec**  
PRINTING SOLUTIONS

### INTEC APP400

The unique and smart multi-media system that delivers higher productivity for less cost.

- Print onto a wide range of media up to an amazing 512gsm
- Proprietary automated multi media feed and delivery system
- Print onto stocks up to 328 x 1.2m
- Higher feed capacity allows longer uninterrupted runs



See us at **STAND A76**



Distributor for Middle East & Africa  
Contact : +971 554726291



### Dynagraph seals deals for their HP series printers



Sealing orders prior to the official inauguration of SGI 2011, Dynagraph has bagged couple of orders for their HP series of printers. Marking the inaugural sales, they sold one HP SCITEX FB700 Printer to Marina Display Solutions from International Media Production Zone (IMPZ). The FB700 Printer loads, prints and collects media

simultaneously in high-volume production environments. Dynagraph also sealed orders for a HP SCITEX LX800 Printer by Awal Plastics from Bahrain. The LX800 series delivers true production speed with a 126-in (3.2) printer. Flying Colors in Dubai Media City has also placed an order for a HP LATEX L25500 Printer from Dynagraph.

Appealing the eco-friendly customers, these HP series of printers print odorless signs and graphics and also comes with an Energy Star® certification. Vouching the speedy deals, Jamal Kanaan, General Manager, Dynagraph, Dubai said that SGI 2011 is going to be a sure hit and they are optimistic in signing more orders, while in the show.

### Intec HPP500 enables high quality solution to on-demand printing

Looking for more ad space? Well googling may help but why not drop a glance at the blank envelopes you send to your customers. Envelopes give ample space to advertise your business and tell potential customers about the benefits of your products and services. With promotional messages appearing in invoices and statements, advertising on envelopes is a bespoke printing service that gets your message across.



Intec has come up with its new range of Intec HPP500, which enables short run full color printing. The Intec HPP500 envelope printing system delivers powerful production capabilities, usually found in more expensive systems. The robust, multi-functional friction feeder allows continuous printing of envelopes,

postcards and other media and combined with the shingling conveyor provides a high quality solution to on-demand printing. The machine can print full colour text and images on both sides of the envelope and even on the flap, making it attractive and conveying. Direct mail is still one of

the most effective ways for companies to engage their customers and now with Intec HPP500, customers get a low cost solution to print on envelopes. Intec will be displaying HPP500 on their stand A76 at the 14th Sign and Graphic Imaging Exhibition at Dubai Airport Expo from 24 to 26 January 2011

### Signtrade exhibits new printers for LF, Textile and Industrial Applications

At the booth of Signtrade, Mimaki Engineering Co. Ltd. distributor for UAE and Dubai are exhibiting solutions for all Sign and Imaging requirements, be they large format printing, cutting, textile or industrial application printing, with UV, UV LED, aqueous or solvent and eco-solvent inks.

that catch the eye and provide 3D relief effects. The environmental friendly energy saving UV LED technology employed in the flatbed tabletop printer facilitates seamless print production of all kinds of individual stationary, accessories, gift and covers of electronic items with up to 1440x1200 dpi. Two of the new large format printers on the show, the JV33-160A (an aqueous ink printer based on the award-winning JV33 series for dye sublimation printing) and the JV5-320DS address the ever growing market for textile printing in UAE. JV5-320DS is a highly productive direct

and dye-sublimation printer that prints directly on polyester substrates up to a width of 3.2 m at a maximum resolution of 1440 dpi. The machine features Mimaki's new Spray Suppressor System that decisively improves consistency. Almost all the advanced new features

from current JV5-320S are incorporated into JV5-320DS in such a way that highest productivity and excellent image quality are achieved on this direct and dye-sublimation printer that achieves a maximum speed of 60.3 sqm/h. During printing on polyester substrates,

inks easily penetrate the fabric. The printer is equipped with a new drying fan that dries inks directly after printing in order to prevent sticking of media during the winding process. Furthermore, visitors will see the print-and-cut printer CJV30-160 as well as Mimaki's renowned cutting solutions such as CG60 SR, SL, CG 130 SR and FX, CF1218 and the company's famous large format printers such as JV33 and JV 5 series. Also the UVJ-160 UV LED printer for large format and film applications, that like all UV LED printers enables printing on heat-sensitive surfaces is demonstrated.



### TRENDS - How to pick out the right printer?



Dr Nicholas Hellmuth  
FLAAR Reports

need UV-cured ink but on thin plastic materials or any other material that will melt under a mercury arc curing lamp then Gerber CAT (cationic ink) would be the ideal one. At FLAAR, we hope to run curing tests, comparing whether LED-cured UV inks can cure as well and fast as Cationic UV-cured inks. Even within the Mercury-arc curing chemistry, there are three or more ink varieties, one exclusively for the rigid printers, other for roll-fed (flexible) exclusively and what you could otherwise call 'half-half' meaning it works on both rigid as well as on flexible printers, though you have to be cautious, as some inks require primer. This you may not find out until the ink chips off from the Sintra (PVC foam boards) when you cut it with a flatbed cutter. Some inks don't stick to Coroplast either. All these factors led

FLAAR Report to spend the entire year researching and visiting Ink R&D facilities and printer manufacturing factories. For example, in about a month we will inspect the factory for Jetrix printers; we are very interested in their technology because they can jet primer from their own printheads. InkTec is the parent company of Jetrix.

Jetrix, etc. I have visited GRAPO factory twice but before the Gemini and Manta Slim printers were manufactured. Though I have never been to the AGFA factory, I had the chance to visit the VUTEK factory four times. Recently a technical writer from FLAAR was in the VUTEK demo room for a week, inspecting the VUTEK GS5000r and the VUTEK GS3200. I have also been to the Dilli facilities in Korea. I would rate the Korean engineering and manufacturing capabilities as excellent. I am tentatively scheduled to visit Jetrix later this year. For a FLAAR evaluation of a printer, a visit to the printer factory is the first step.

Take into account their experience, their ability and interest in working with you. The AGFA distributor in the Middle East definitely gets good marks for hospitality and experience in the entire range of wide-format inkjet printers. VUTEK and Dilli have also been exhibiting for many years at the SGI in Dubai and have much experience in the Middle East. During this SGI expo, FLAAR Reports will be making a list of all printer distributors in the Middle East, so we will be adding you to our list, once I get to know your company better. I would discuss in detail on Latex ink printers and even the new SepiaX resin inks during my course of lecture on 25th January at SGI 2011. FLAAR Reports has a booth at the SGI expo centre, where Ryan Crist will attend to your queries. If you want to meet me, better look out for me at the aisles. I am always interested in meeting print shop owners, managers, printer operators, distributors and manufacturers. So, if you see me, simply introduce yourself and I would be glad to speak with you on inks, printers, cutters, coaters, media and substrates.

Many, pop up this question in the FLAAR website, as how to evaluate a printer? To answer this question, I would first like to know a couple of things like, which ink is used, what is the production speed and what would be my clientele if I use this new printer?

The most important criterion in evaluating a printer is the ink chemistry used because the ink determines the applications that your company can handle. If you use an innovative ink, perhaps you can print applications that can increase your client following. For example, there are many varieties within UV-cured inks, like Cationic UV ink, which does not need high heat at all yet cures better than LED curing. So if you or your clients

UV-cured printers At SGI you could see several Chinese brands. Sky Air-Ship (Sky Jet), a leading brand in China wanted to exhibit at SGI but as they have another major appointment elsewhere in the world at the same time schedule of SGI Dubai, they won't be here this time. I have inspected their printer factory in China twice before.

The other leading brands that are exhibiting UV printers at the SGI expo include GRAPO Technologies, EFI Rastek, VUTEK, AGFA, Dilli. One thing that many print shop owners tell me is that though they have hi-tech printers, many don't have advanced feeding systems. So FLAAR is interested in inspecting one example that is advanced, namely the MediaMaster for the VUTEK GS3200. You can go to the factory demo room in USA or demo room in Europe and elsewhere to inspect this impressive feeding system. Last but not the least; another important factor is to recognize the distributor in your area.



### Epson to dig in Iran, Saudi and Egypt

Epson finds potential market for its products in Iran, Saudi Arabia and Egypt at SGI 2011. Shihab Zubair, Business Development Manager, Epson Middle East believes that, "Epson has a great opportunity in the Middle East, especially with the new outdoor signage option and the package proofing using Epson's new white ink solution. SGI is one of the most important exhibitions for Epson to showcase its products." Epson's recent projects include FineArt galleries in UAE and KSA, projects for MOI-KSA photo labs and they are also into new packaging proofing solutions in UAE. Epson would also launch the



Stylus Office BX625FWD, an all-in-one inkjet printer at SGI. This fast printer has a significantly low color cost per page. The BX625FWD can print business-quality documents at 15 mono or 7.1 color pages per minute on a wide range of media and has an easy-access, front-loading paper tray, which holds up to 250 sheets of A4 plain paper

for high volume printing. It uses Epson DURABrite Ultra Ink to deliver fast-drying prints that resist water, highlighter pens, smudging and fading. Further, the included Presto! PageManager 9 software makes it easy for users to edit text and manage scanned documents using the BX625FWD's Wi-Fi and Ethernet connectivity

### TechNova launches NovaSign Films and NovaJet Paper

TechNova, an Indian based company is into providing consumables for conventional and digital imaging systems for advertising, photography, medical imaging, signage, printing and packaging as well as textiles, engineering, geology and business graphics. Doing business in the Middle East for the past seven years, it's their fourth time in the Sign & Graphic Imaging Exhibition.



This SGI, the focus of TechNova will be on total media solutions for Inkjet technologies. That would include media solutions for Water-based, solvent, eco solvent, UV Cure and Latex Ink technologies. TechNova will be launching two new products namely, NovaSign One Way Vision Film and NovaJet Dye Sublimation Paper during

the SGI 2011. The NovaJet, compatible with most water-based inkjet printers has optimum print density thereby enhancing the colour gamut. Their media spectrum consists of inkjet photo papers (PE & PC), films (PET, PP, PVC), cloth, canvas and specialty media with a choice of surface finishes (gloss, satin, matte). Talking on the New Year market, Bhuwan Upreti, Sales Manager- Middle East, Technova said that, they are focusing on the

Iran and Saudi markets to expand and introduce their products. He said that 2011 had been much looked after for signs of revival by the industry and by mid Jan they are getting refreshing signals from the market. With dealers across the world, TechNova's product portfolio includes Digital & Photosensitive plates, Graphic chemistry, Inkjet Media, Laser Media, Diazo Media and Diazo Chemistry.