



SGI DUBAI SHOW DAILY

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The 22nd edition of SGI Dubai officially opened for visitors

'SGI Dubai 2019', Middle East's largest sign and graphic imaging show was today officially inaugurated by H.E. Mona Ghanem Al Marri, director general of Dubai Government media office. The show in its 22nd year has been the most anticipated show for the printing and signage industry in the Middle East. Exhibitors from all around the globe took part in SGI Dubai in efforts to be a part of the \$35.1 billion market in the MENA region.

Major brands such as Canon Middle East, Epson, Flex-Europa, Blue Rhine, Brother International, OKI among others will be showcasing the latest in technology in the world



The SGI Dubai 2020 edition will extend into allied fields

of printing and signage. The MENA printing market is poised to grow at an annual rate of 9% across segments and is estimated to reach \$54 bn by 2022 as per a Smithers Pira.

Other recognized brands

who are exhibiting at SGI Dubai 2019 include ADS Advertising Materials, Al Danube, Al Shabak Gen Trading, Al Tarkeez Stationery Trading, Amzan Neon, Desert Sign, Graphic International

Centre, Heliozid Oce, Magic Trading, Magic Touch, Orafol, Prime First, Prime Sign, Starflex, Strings International, Unifol and World Wide Digital.

The show is an ideal converging point where visitors and exhibitors can reach out with architects, sign makers, print and production manufacturers, media agencies, real-estate developers, brand and image consultants among others. This edition of the show will witness various event such as SGI Dubai 'Wall of Fame', live car wrapping demonstrations, panel discussion conducted by industry experts under the banner of 'Knowledge Series 2019'.

The Largest International Expo for the Signage, Graphic and Imaging Industries in the MENA region



12, 13, 14 JANUARY 2020
HALLS 4, 5, 6, 7 & 8
DUBAI WORLD TRADE CENTRE, UAE

Unveiled: 'one of the largest indoor banners' in the world

A big draw during the exhibition was the unveiling of a poster which showcased the image of His Highness Sheikh Mohammed bin Rashid Al Maktoum, vice-president and prime minister of the UAE and ruler of Dubai. Claimed to be one of the largest indoor banners in the world, this piece of printing marvel stands at 7 metres by 7 metres. The poster symbolizes the industry's gratitude towards the inspiring leader for completing 50 years in the service of the nation. The poster was created by the



The piece of printing marvel stands at 7 metres by 7 metres

efforts of the Epson team in Dubai along with the organizers of the show.

At the inauguration, Abdul Rahman Falaknaz, chairman

of IEC, the organiser of the show, stated, "For the past two decades, we have strived to promote the large format printing and signage industry

in this region. We have partnered with almost every brand from all over, be it big or small, to ensure that the regional market is just as competitive as the rest of the world. We are proud of what the show has become and our contribution to the growth of the industry. Moving forward, we are committed to adapt to the evolving needs of the end customers and will ensure that SGI Dubai will remain as respected and as relevant to the local industry as it is today."

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Opening statements by Abdul Rahman Falaknaz

When we began our journey over two decades ago, we never thought that the industry would evolve at this pace. Technology is changing the way we think and respond on a daily basis. The narrowing gap between innovation, analytics and the industry's need quotient is now redefining a brand's go-to market strategy.

If you are driving down the Time Square in New York, or Big Ben in London or Burj Khalifa in Dubai, the most prominent thing that grabs your attention would be the digital and static signages. Every brand is trying to communicate and grab eyeballs to lead the race.

Today the printing and signage industries have considerably evolved and are going through an exciting phase. Several healthcare establishments, retail hubs, adventure zones have started revamping



Abdul Rahman Falaknaz, IEC

their existing signages, with the latest ones, to communicate better with their customers.

It's time for the world to take note of this region and capitalise on these promising opportunities. We have built, groomed and grown several business houses from across the globe who have participated in our show over the last two decades.

I would like to personally welcome you all along with my team to our show.

Opening statements by Sharif Rahman

History states that the earliest known form of printing as applied to paper was woodblock printing, which appeared in China by around 220AD, which was followed by the movable type invented by Bi-Sheng around 1040AD. Then after hundreds of years the printing press was invented by Johannes Gutenberg by the 15th century.

Since then the momentum within the industry in terms of innovation has only gone northwards. Today, we have large format printing, textile printing, digital printing, digital signages, precision cutting machines and much more. We at SGI Dubai have kept a very close watch on all the above sectors and have ensured that the best players in the industry are part of our show.

Due to this tech evolution, the world has started to learn



Sharif Rahman from IEC

new things and has also implemented the solutions within their businesses for strategic advantages.

The companies at the show can also benefit from the fact that EXPO2020 is just a year away and there is a lot that this huge expo will require from our industry. There are many other surprises in store and we will share it with you during all the three days of the 2019 edition.

Epson to highlight the high value solutions for printing industry

With the theme 'Value Added Signage Solutions', Epson will participate for the tenth year at SGI Dubai 2019, the region's largest event for Signage, Digital Signage, Retail Signage Solutions, Outdoor media, Screen and Digital printing industry. Epson will showcase their new digital signage solutions, latest video projectors line and software solutions for signage.

On display at Epson's stand will be latest innovations in printing for signage, graphics, dye sublimation, textile, and labels. These include Epson's SureColor SC-S80610, SureColor SC-F9300 and SureColor SC-F2100 inkjet printers that produce outstanding output with superb colours and clarity. Visitors can also experience Epson's LightScene EV-100, the dynamic laser projector for



Epson's solutions are displayed at booth 7D-04 in Hall 7

digital art and signage.

Duncan Ferguson, vice president, Professional Printing & Robotics, Epson Europe B.V. will participate in a panel discussion on the second day of the show to discuss the future of the printing and signage industry.

Shihab Zubair, regional sales manager-professional solutions, Epson Europe B.V. said, "SGI is an industry leading event for Epson to showcase our latest technologies

and innovations to leading players in the signage, graphic imaging, screen and digital printing industries. Epson's range of large format printers lead the way in high quality colour, and black and white printing. Designed with professional users in mind, each large format printer is precision built to deliver; the highest image quality is possible at lightning fast print speeds, while powerful media handling functionality."

Canon Middle East introduces new imagePROGRAF TM Series at SGI

Canon Middle East unveils the new imagePROGRAF TM Series of large format inkjet printers for customers producing CAD, GIS and poster applications at Sign and Graphic Imaging Middle East 2019. The new printers address the needs of customers in the corporate, construction and engineering, retail, education and government sectors, enabling them to produce high quality drawings, maps and posters on demand, in-house.

The imagePROGRAF TM Series has been designed to meet demand for a productive, robust, large format printer for business environments that require smaller volumes of high quality prints, with a compact footprint and less noise.

The new printers are built on the proven technology of the large format imagePROGRAF TX Series, which has



Canon will be present on stand number C-69 in Hall 6

been very successful in the market since its commercial launch in Dec 2017. The new imagePROGRAF TM models add to Canon's large format technology portfolio, which also includes the imagePROGRAF PRO Series for photographic & fine art applications.

The new imagePROGRAF TM Series features 8 different models, all aimed at customers printing low- to mid-volumes. The five 36-inch models are:

TM-300; TM-305 (with built-in HDD and PDF support); TM-300MFP L36ei (multifunctional printer with low-volume scanning solution); TM-300MFP T36 (multifunctional printer with higher scanning solution); TM-305MFP T36 (high performance multifunctional printer). The three 24-inch models are: TM-200; TM-205 (with built-in HDD and PDF support); TM-200MFP L24ei.



Blue Rhine to introduce a range of digital solutions

Blue Rhine introduces two industrial printers JHF R7000 & JHF H3370 Hybrid UV at the SGI 2019. JHF R7000 is a high-Speed Roll to Roll UV Printer which allows to print substrates up to 5m width and unlimited length easily with maximum speed up to 150 m²/hr. The superior quality JHF inks, made in USA gives 'amazing' durability outdoors and adhesion to textiles.

The JHF H3370 Hybrid UV printer is specially engineered for printing of high-quality flat and roll-to-roll materials, with print speed up to 120 m²/hr. The H3370 Hybrid UV printer comes with 6 colours and an option for white ink. The complete inking system of the printer ensures clean and safe printing.

These JHF printers have Kyocera 600 dpi printheads with 3.5 pl which delivers outstanding quality of printing



Gold sponsor Blue Rhine will be at 7-D 59/D74

output quality, up to 1200 x 1200 dpi resolution. JHF High Quality, High Definition inks are environment friendly, odourless and prints using one of the widest colour gamut in the industry delivering images that pop out. JHF inks along with Kyocera 3.5pl print heads uses less ink per square meter which makes the print cost the lowest in the industry.

Blue Rhine is one of the distributors of all signage and advertising materials and equipment in the GCC region. Beijing JHF Technology Co Ltd is leading manufacturer for industrial inkjet printers. Both companies have partnered to bring these industrial printers in the region.

Al Shabak to showcase more products during SGI Dubai

Speaking about the participation, Vishy Raman, general manager, Al Shabak, said, "The show has grown in stature over the years. It is the only show which is representative of Sign & Digital Media industry. Consequently, it has been able to attract global visitors and has become a must attend event."

He added, "For us, the show is an important event in our marketing calendar. It gives us the platform to show our strong presence in the UAE market and reach out to new customers. This show also presents us the opportunity to meet our GCC customers and interact with them intensely. We look forward to meeting important end users and decision makers from the advertising world and offer them our newly launched products



Al Shabak will be exhibiting at hall 6 c158

which are innovative in nature. Moreover, Dubai is seen as the commercial hub and a trend setter in the MENA region."

He further added, "Road shows and educational trainings have helped us to stay ahead of the competition. Products and brands, which offer innovative products and digital solutions at competitive prices will stay ahead of the competition. We are a company which adapts to the market needs and seizes the opportunities it presents through these initiatives. We believe, to be in business for tomorrow, we have to be solutions ready today."

OKI Europe to demonstrate 'The Power of Innovation'

OKI Europe Ltd. exhibits its latest innovations at SGI 2019. Businesses from across the graphic arts sector from retailers to sign makers and beyond, can experience OKI's pioneering technology first-hand, from digital LED innovations to large format inkjet devices.

The array of products on show will include OKI's ColorPainter large Format printers - H3-104s, M64s & M64 LCIS along with the Pro1050 that represent OKI's innovation in label printing technology. Also on display is the Pro Series 9541 and 9542 envelope print system. OKI white and neon printers demonstrating its heat transfer solution will be showcased as well its retail solutions.

OKI will place 'prizewinning' products for indoor and outdoor applications on display will range from the smallest labels and price tags to



OKI products will be at stand 6-C110 at Hall 6

interior and exterior banners, wallpaper, car wrapping, and expansive, highly durable billboards. Also, OKI's retailer-focused applications will be on view at the stand while attendees will be able to experience an exciting variety of these devices in the Virtual Reality showroom.

Mathias Militzer, OKI META VP said, "OKI is pleased to showcase superior quality, colour density and additional revenue streams for print service providers along with demonstrated business and costs benefits across the board. Increasing profitability for print businesses is a key focus for OKI at this major industry event."

Magic Touch expects more visitors from 2019 show

Talking about their participation, Adrian Vangunster, managing director, Magic Touch Advertising L.L.C, commented, "With the current economic situation nothing is worth spending, yet to be in the market and keep up to the trend and daily changing world's technology the SGI is definitely worth participation, the strength of the trade show is it's an one stop show to showcase your current and any new products launched, visitors are able to take a decision after having more competitors under one roof and of course each has their own benefits to offer at all times. We had a low rate of visitors in 2018 and hoping that the organizers have managed to increase the visitors this year. What the organizers must offer is best hotel rates and special air fare rates



Magic Touch will be exhibiting at Hall 6 C75

prior to the show so it's a worth consideration. He further added, "We provide full range of Heat Transfer Solutions to the whole world, our product TheMagicTouch is one of the world's leading product and we are the pioneers in the trade. If customers are looking for quality, durability of course they must consider choosing TheMagicTouch and we have many media, new products to showcase to all who have a creative mind. We are the pioneers in the Heat Transfer Solutions and we continue to develop and support existing and new customers via Training and Demos etc."



Graphic International exhibits sublimation applications

Graphic International Centre along with its worldwide partners Sawgrass, ChromaLuxe, Lion and Sefa, is showcasing an incredibly diverse array of high quality sublimation applications at Sign and Graphic Imaging Dubai.

As a premiere for the Middle East, visitors will have the opportunity to view on the booth of Graphic International Centre (Hall 7, Stand 7-D107) Mutoh's wide format ValueJet VJ-1638WX 64" 8-Colour Sublimation Printer equipped with Sawgrass' SubliJet-HD Pro Photo XF inks.

Graphic International Centre LLC's managing director, Paresh Patel says: "We are delighted to be able to present with our partners a wide array of print production capabilities with such a



Graphic International Centre at Hall 7, D107

versatile end to end solution. We look forward to discussing with visitors how they can readily implement it in their own business environments and seamlessly expand their portfolios."

Darcy Mauro, president of Sawgrass, states: "Sublimated prints on ChromaLuxe HD photo panels are becoming more and more popular in the fine art and high-end photography markets. For many printmakers, offering extended print display permanence is a top concern, as the quality and lifespan of the images are incredibly valuable to their customers."

Need to know...

- ADS Advertising to showcase the Bodor laser cutting machine and fiber laser, Unitec CNC router with 5KW Italian Colombo spindle and vacuum bed, as well as the Silhouette Alta 3D printer. In addition, they will be exhibiting world-renowned products like ITC brand CNC carbide tooling, Lorin and Aleris anodized aluminium sheets, double-sided tapes, Graphtec cutting plotters, GCC laser machines, and the Silhouette cutting machines at 5-B13.

- Bestcolor to showcase new textile solutions and printing machines which are already solid and reliable for solvent and eco solvent inks application at 7-D66.

- Unicast to hold a live car wrapping workshop during SGI Dubai.

- Jacky's Business Solutions LLC will join Canon on its stand C69 in Hall 6.

- Graphic International Centre LLC, the only official authorized distributor of Mutoh products in UAE, Kuwait, Bahrain & Oman to showcase range of Mutoh products

- Sign & Graphic Imaging to host Exhibitors' Party at 7:30 PM on today at Al Multaqua Ballroom, DWTC

Last chance to vote...

It's the last chance to make for your favourite participant as a winner for the SGI Dubai's 'Wall of Fame'.

Voting can be playful — yet purposeful so VOTE through SGI's online portal

SGI Dubai to diversify into new verticals from 2020

SGI Dubai has been one of the premier show for the printing and signage industry in the Middle East since its inception two decades earlier. It's an ideal converging point where visitors and exhibitors can reach out with architects, sign makers, print and production manufacturers, media agencies, real-estate developers, brand and image consultants among others. The 2020 show which will be the 23rd edition of SGI Dubai, will be a completely different show from its predecessors. Much like the industry that it serves the show has gone through various stages of evolution.

To keep up with the changing technology and the trends in the industry and to stay relevant to the various visitors that grace



SGI Dubai 2020 will be held in five halls

the show, SGI Dubai 2020 will extend into allied fields that it hadn't focused on in the past. After careful evaluation of the market scenario and listening to the exhibitors and more-importantly the visitors, SGI Dubai 2020 will include new categories such as Artificial Intelligence; Advanced Display Technologies such as outdoor 3D screens, holographic displays, bendy displays; Branding and Labelling and lastly Metal Cutting and Engraving.

SGI Dubai 2020 will be held at 12, 13 and 14 January 2020 in Halls 4, 5, 6, 7 & 8 in the Dubai World Trade Centre.

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