



SGI DUBAI SHOW DAILY

Editor
Shilpa Jasani

Assistant Editor
Venkat Raghavan

Marketing Manager
Mammen Thomas

Address
PO Box 502090, 419 City Bay
Business Centre, Abu hail,
Dubai

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



If DWTC reduces rates, we will surely pass this benefit to customers: Falaknaz

Admitting that the show is smaller this year, Abdul Rahman Falaknaz, chairman of IEC said: "Yes, the show has fewer exhibitors this year, its about 20% to 25% smaller this year. The reason for this, in my opinion is a reflection of the international business situation. Even the well-established Hanover Fair was recently cancelled. However, having said that we are surely going to improve and this show will only go upwards from here.



Falaknaz: The SGI Dubai will only go upwards from here.

When asked if Sign & Graphics Imaging show is looking at adding verticals to expand the scope of its show? Falaknaz replied: "We are constantly looking at increasing the number of items and products, which is one way of grow-

ing. The silver lining of a downward spiral is creativity and new ideas to reverse the situation and promote growth."

On the question about what could be done to increase the value of SGI, the chairman said: "A few days after the con-

clusion of the show, we will be having meetings to assess this show and increase its effectiveness in attracting more exhibitors." And what are the organizers planning to do to increase the number of visitors to encourage additional partic-

ipation from exhibitors? Will the show organizers expand geographies as well? Falaknaz explained: "We cover the world really. From the Far East too we have good representation. But, yes we could do more. Dubai is our trump card because it is an attractive city and visitors are keen to attend the show."

Bringing the fact that the charges from Trade Center and organizers are prohibitive to his notice, Falaknaz agreed saying: "We have taken this up with the Trade Center management and we hope that they reduce the rates. I assure you that if we avail of this benefit - that is reduced rates, we will surely pass this forward to our customers."

OKI Europe exhibits its latest innovations at SGI Dubai

OKI Europe Ltd. showcased its latest innovations at SGI 2019.

Mathias Militzer, OKI META VP said, "The interesting part in this edition is that we are having a very good traffic to our booth compared to last edition. However, the main reason was our new idea to showcase the innovations on our booth. We are concentrating to showcase what the machines can do for the customers rather than just displaying them. Even if you witness our booth, it clearly shows where we are heading towards.



OKI's range of products and solutions are presented at 6-C110

For instance, the label printing and VR shows our another vision of future. Displaying machines are just going to consume more space without any

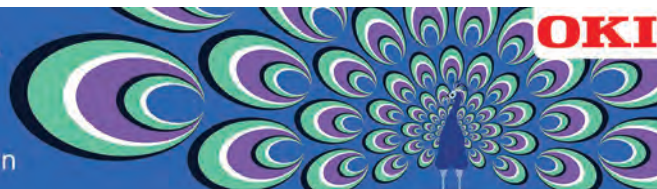
benefit rather than that we believe that solutions can be highlighted."

He added, "The year 2018 was quite challenging for us

but we have received good results on the regions which I cover and that too a strong two-digit growth. We had a very good growth from GCC, North Africa, Central Africa and Pakistan. Traditionally, when it comes to retail and signage the growth comes from GCC. We have different plans for each country. We always adapt our strategy to the needs of the customers and act accordingly. We always discover and execute the customer needs. In this event, we are concentrating on signage and retail."

Give your business stand out...

Visit OKI at Hall 6, Stand 6-C110,
and discover The Power of Innovation



Bestcolor showcased new textile solutions at SGI

Bestcolor participated for the third time and showcased their new textile solutions and promoted their printing machine at Sign and Graphic Imaging Dubai.

Speaking about the participation, the company said, “SGI Dubai is the biggest show of its kind in this region. It’s the place where people tend to launch new solution and products to attract visitors. Similarly, we utilized the show to launch new textile solutions and promoted our printing machine which is already solid and reliable for solvent and eco solvent inks application. Our 1.6m, 3.2m, 5m printing machine are still reliable as always under the brand of Mutoh and Gongzheng.”

“We see a trend that many people are moving to textile



Bestcolor is exhibiting at Hall 7, Stand D66

and UV application which is one of the reason we are showcasing these applications at this prominent show. We are targeting other regions apart from UAE and Bahrain market. In addition, we are expanding our services and offerings to other Middle East countries. In this SGI Dubai, we are showcasing more of our textile application ranges than the regular products. Especially, our Bestjet printer and inks is another highlight of the show. With the combination of our machinery, inks, RIP software, and altogether the colours are more vibrant at an affordable price.”

Heliozid Océ unveils the new Granada TX L2 textile printer

Heliozid Océ exhibits at the Sign & Graphic Imaging Middle East show and unveiled their new Granada TX L2.

As a premiere show for the Middle East market, visitors will have the opportunity to view the new product at their booth.

Speaking about the new product Philippe Husni from Heliozid Océ, commented, “Heliozid for the first time in the UAE presented its newest generation of textile printer the Granada TX L2 which is capable of printing and sublimating polyester textile at a speed of up to 120 SQM / hour. The TX L2 uses three Epson printheads and a combination of four or six colour inks and can print textile rolls that are up to 1.8 metre wide. The Granada



The TX L2 uses three Epson printheads

TX L2 is equipped with a professional roll feeding and take up system and environmental smoke filter. The printer can be driven through a variety of software rips such as Photoprint, Wasatch, or Neostampa. The Granada TX L2 can print a wide range of applications on polyester fabric such as flags, front lit and backlit display systems, banners, blinds, décor systems, etc.”

Apart from displaying the Granada TX L2 textile printer, Heliozid Océ have displayed some broad range of products related to printing industry.

Canon inspires businesses to explore opportunities

At Sign and Graphic Imaging Middle East 2019, Canon Middle East is showcasing its latest innovations for the signage and graphic industry to inspire businesses to explore new creative product opportunities and maximise productivity to meet rising customer demand.

During the show, Canon unveils the new imagePRO-GRAF™ Series of large format inkjet printers for customers producing CAD, GIS and poster applications. 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.

Shadi Bakhour, business unit director, B2B, Canon Middle East, said, “Digital



Canon will be present on C-69 in Hall 6

technologies have made an impact on nearly every industry including the signage and graphic industry. Recognizing the requirement for businesses to find innovative ways to use print as a storytelling medium for communicating and engaging with their customers, Canon aims to demonstrate how customers can take advantage of the accelerating trend to on-demand production, diversify their applications portfolio and identify new revenue opportunities to fuel their growth. The event provides us with the opportunity to inspire customers to explore these new possibilities with the latest innovations in digital printing.”

Rollsroller promoted their flatbed laminators at SGI

Rollsroller participated directly at SGI Dubai and promoted their flatbed laminators during the event. More than 9,000 signmakers worldwide are using Rollsroller.

Speaking about the participation, Goran Johansson, managing director of Rollsroller, said, “We have four major models like: Rollsroller Entry, Regular, Premium and Traffic. During the show we showcased our Rollsroller regular 2.8mx1.45 flat bed applicator. We have used to show to educate the customers from this region about our product offerings and ability. We have installations in more than 50 countries and even has many installations in GCC countries. In addition, through the show we are looking up for some direct sale. The Traffic is designed for road sign pro-



Rollsroller has more than 9000 installations

duction with high volumes of guide signs. The Traffic model is most often used in combination with a Entry, Regular or Premium model to create a complete workflow.”

He further added, “Rollsroller Flatbed applicators comes with a wide range of models specially designed to give the customers multiple options. We want everybody to find their ideal Flatbed Applicator. We offer a wide selection of sizes and prices and many add-on options. It all depends on customer needs. In addition, we can customize the Flatbed Applicator to suit customer needs.”



Consolidation and Synergies is the answer to all: Jasani

Largest wholesalers and stockists of corporate gifts in the Middle East, Jasani LLC are first time participants in the SGI 2109 show. Explaining their reasons to participate and the vision forward, Biren Jasani, MD and owner of Jasani LLC said: "We believe that the gift business complements the printing industry. The objective of our participation is not merely conversion into business but also converting printing houses into our dealers, acquainting them with our products.

At the show, Jasani announced that they would train sales representatives of printing companies to pitch for corporate gifting and promotional articles business. "We will also provide back up through maintaining unique and high end goods with enough stocks.

When questioned about why would a gift company participate in a show for the printing industry, Jasani replied: "Some of our competitors have been regularly participating in the SGI, and we too thought of taking exposure to this event. During challenging times, the best policy is to lead from the front and have a pro-active marketing policy."



Jasani LLC is participating for the first time

Affirming that they also received visitors from African nations like Tanzania, Eritrea and Nigeria, Jasani said: "Consolidation and synergies is the answer to everything. I don't believe that in the future – printing and gift business will be 2 separate streams of business. Marketing collaterals will be the business of the future where printing and advertising gift businesses will come together and we too are moving in that direction. By doing business in this way, costs are reduced since 2 product lines are marketed simultaneously, making it a sustainable value proposition. We have seen such kind of consolidations happening in Europe. This is the way forward – for survival and growth."

Explaining marketing collaterals as a broad based business that includes point of sales, roll ups stands, stationery, gift items, catalogues etc. "Very often the corporate houses like to deal with one point of contact. Sourcing quotations from multiple suppliers for every deal is a tremendous drain on time and possible problems about quality. At the same time for the suppliers of marketing collaterals it's easy to give better prices due to guaranteed business."

Need to know...

- Epson to have a panel discussion today
- Strings to hold a live car wrapping workshop during SGI Dubai
- Knowledge Series is to happen today afternoon
- Asia Print members interactive meeting to be held on today morning around 11 AM at Asia Print Lounge Hall 7
- The winners of 'Wall of Fame' will be announced for the 2019 edition of SGI Dubai

Unifol highlighted their Unicast car wrapping series

Unifol participated directly at the SGI Dubai and promoted their Unicast car wrapping series. SignMax is the dealer of Unifol for this market.

Speaking about Unicast, Recep Orak, export manager from Unifol, said, "Since 2008, we have been participating in the SGI Dubai and we were always happy to participate. During the show, we have introduced our car wrapping series Unicast which is one of the high quality product in the market. We have promoted our three car wrapping series and they are: 9600 cast series with 110 micron colour cast series which is mainly used to change the effect. Unicast 9600 flash cast PVC films has double layer structure and premium colour pigments are produced for all 3D surfaces and a full colour change applications of the vehicles; 9540 digital cast series where you can print directly; 9542 lami-



Unifol unveiled their car wrapping series

nation cast series. In addition, we are planning to introduce our 7805 glass edge series for the windows/glasses and 3100 digital print series where it can be used for general applications."

He further added, "We are there in the industry for a long while and everyone knows about our quality offerings. We have used the show to introduce our latest car wrapping series and we have educated the visitors by giving some required training for our latest products. The show is very important for us, for instance, we have been meeting a client for the last five years and this year they came and said that they wanted to have a relationship with us. Overall, we are happy with the event."

'Wall of Fame' to showcase creative masterpieces

The much awaited 'Wall of Fame' competition will once again be a destination for some interesting creative masterpieces during the SGI Dubai 2019 show. SGI Dubai 2019 is the largest printing, signage and imaging exhibition in the Middle East, bringing together key stakeholders of the industry on a single platform. Participants in the 3rd edition of the 'Wall of Fame' competition will be showcasing their most creative pieces of artwork or printing that they have worked on during the 2018 calendar year.

Sharif Rahman, CEO, IEC commented, "The past two years we have seen enthusiastic exhibitors come up and try and outdo each other for the coveted top spot on wall of fame. It just makes sense



The winners will be announced by today

for us to bring back the most awaited event of the SGI show. Apart from the friendly competition that this initiative provides, it also doubles up as an exhibition of the final output from the various machines on display at the event."

Previous winners of the Wall of Fame include Egygrafx and Blue Rhine in 2017 and 2018 shows respectively.

It should also be noted that the winner is being selected through the unique online voting option which makes the selection process more transparent and not biased for any exhibitors.

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



SGI Dubai 2020

Sign & Graphic Imaging Middle East

12, 13 & 14
JANUARY 2020

DUBAI WORLD TRADE CENTRE, UAE



BOOK YOUR BOOTH NOW!

www.signmiddleeast.com

Join us      [sgidubai](http://sgidubai.com)

Organised by:



P.O.Box 50006, Dubai, UAE | Tel: +971 4 343 5777 | Fax: +971 4 3436115 | E-mail: sgidubai@iec.dubai.com

Member of:

