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ASTARIGLAS® XT is a high-quality extruded acrylic sheet with high clarity. It has a tight thickness tolerance and is more amenable to fabrication processes such as line bending, vacuum forming and printing.

COVER STORY PAGE 18



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EDITOR'S NOTE

BY MEGGAN MCCARTHY, EDITOR

We're gearing up for the flagship Sign Africa
Johannesburg expo, which is co-located with FESPA
Africa, Africa Print, Graphics, Print and Sign and Modern
Marketing. This is a must-attend event with the latest
technology and industry solutions being displayed. Read
our sneak peek of exhibitor highlights in this issue.

Our front cover feature spotlights ASTARIGLAS® XT, a high-quality extruded acrylic sheet with high clarity. It has a tight thickness tolerance and is more amenable to fabrication processes such as line bending, vacuum forming and printing. ASTARIGLAS® XT stands as a premium extruded acrylic sheet renowned for its exceptional clarity, impeccable thickness tolerance and remarkable lightweight properties when compared to traditional glass.

Other features in this issue:

There are rules of wiring an LED sign correctly to prevent fire hazards and ensure secure connections. The first is to use stranded wire. With stranded wire, you get more intimate contact, reducing voltage drop and power losses. Poor connections can rob a system of a significant portion of the power being produced. Stranded wire will compress and flatten out, which increases the contact area. This reduces the voltage drop and minimises heating at the connection.

Given the hundreds, if not thousands, of different paint formulations, the advent of low and no VOC paints, as well as pesky terminologies such as 'antistain' or 'washable', it is almost impossible to look at a painted surface and know that you will be successful with your installation project. With this in mind, what steps can printers, graphics specialists and sign makers take to make life easier when it comes to installing applications?

Understanding the current trends in the large format printing industry, alongside the pros and cons of each printer type, can help you make an informed decision. In the ever-evolving landscape of large format printing, the choice between flatbed and roll-to-roll printers stands as a crucial decision for businesses and professionals alike. Each type offers distinct advantages, catering to different printing needs and preferences. Firstly, it is essential to grasp the prevailing trends in the large format printing industry and how they relate to each printer type.

If you want more of something, like customers, sales and profits, reduce the friction. You must eliminate anything and everything that gets in the way of people doing business with you. For most companies, those roadblocks include everything from your hours of operation and your use of technology to policies and procedures that make it difficult, if not impossible, for people to purchase your products and services.

Signing off
Meggan McCarthy

meggan@PracticalMedia.co.za

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Roland

HOT NEW PRODUCTS

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The 45cm wide DTF MAX printer's features include: automatic printhead moistening and ink heating: white ink circulation system; electric pinch roller systems; intelligent temperature control system; a built-in smoke filter; tension bar media feeding system and two i1600 print heads.

www.colorscreen.co.za



Heatware™ Heat Presses

The wide selection includes portable machines, mug and tumbler presses, automatic presses and traditional flat heat presses. The new arrivals are classed as lower output hobbyist machines, ideal for users looking to get into crafting printed and pressed wares. The Heatware Hobby five-in-one, portable heat press combo includes a 250mm x 300mm flat press, 320ml standard mug press, cap press and heat resistant sponge for pressing its 25cm and 20cm

nlates www.am.co.za



Enfocus Switch Update

The update introduces a suite of new features and enhancements designed to elevate user experience, improve security and boost productivity. One of the standout features in this release is the introduction of the Proxy Module, aimed at maintaining the integrity of production environments by allowing Enfocus Switch installations to remain offline without losing connectivity to essential resources. This ensures that critical workflows continue seamlessly while adhering to tight security protocols. www.colorflowsolutions.co.za



Summa Caron Cradle Feeder

The combination of a Summa laser cutter and a Caron cradle feeder helps create an automatic cutting workflow that will make textile production incredibly efficient while retaining the highest level of quality. The feeder facilitates and speeds up the loading and changing of the media on the Summa L1810 laser cutter. The system is designed to make the process as effortless as possible for the operator. Loading even wide and heavier media becomes feasible for a sole operator.

www.fujifilmgraphicsystems.co.za





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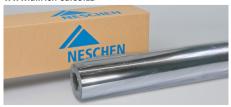
www.digitalview.co.za



Easy dot® PET Silver L-UV

The 100 μm polyester film provides a glossy mirror effect, making it perfect for eye-catching displays and creative interior designs. This PVC-free film is metallised to deliver a high-quality chrome-look finish and is especially developed for UV-curable and latex inks. The easy dot® water-based adhesive facilitates a fast and easy application. The dotshaped adhesive allows for air channels, making it simple to apply bubble-free, even for users without specialised knowledge.

www.allrich-sa.co.za



MUTOH XpertJet 1682UR

This is MUTOH's first roll-to-roll UV LED printer based on the award-winning XpertJet printer platform. This dual-headed 162cm (64 inch) wide printer uses MUTOH's environmentally friendly SVHC1 free US61 series inks, available in C, M, Y, K, White and Varnish 800ml ink packs. It features two 8-channel monoblock 1440 nozzle print heads in a staggered setup and two UV LED lamps, and achieves print resolutions up to 1440 x 1440dpi.

www.bdsol.co.za, www.hitechgraphics.co.za and www.mipstech.co.za



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The cast acrylic sheets provide superior quality in optical clarity, weatherability, physical properties and chemical resistance, bringing the concept of recycled acrylic sheet to the next level. They are easily fabricated in all kinds of machining: CNC router and laser cutting, hot bending, solvent and polymerisable adhesives bonding, thermoforming, polishing, and digital flatbed printing. It is Environmental Product Declaration (EPD) certified.

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SIGNINDUSTRY NEWS

Kemtek Opens New Gauteng Head Office And Service And Distribution Centre

Kemtek Imaging Systems held a ribbon cutting ceremony on 25 June to mark the launch of their new head office in Hertford Office Park in Midrand. The new premises provide Kemtek's customers, suppliers and employees with a safe and accessible hub where they can have a seamless experience. Kemtek has also moved their distribution and service centre to a more spacious premises in Germiston.

The event's proceedings began at 4:30pm, with guests and staff networking and mingling in the head office's spacious showroom. The formal proceedings kicked off with the ribbon cutting ceromony. Mags Govender, Kemtek's head of print, Graham Comins, Managing Director at Kemtek and Dave Savage, CEO at Abcon Group and Non-Executive Director at Tadvest, all partook in cutting the ribbon and officially initiating the new offices.

Comins gave a special thanks to the staff in attendance for their work and commitment to the company. 'It all comes down to a huge amount of commitment. Commitment in where Kemtek is going in the future,' said Comins. 'We've gone through a transition over the last year that has changed the way Kemtek is going to approach the market, from both a supplier and a customer point of view.

Savage spoke on behalf of Tadvest and the attending share holders stating, 'This is one of the buildings that are within our portfolio, co-owned by Tadvest. But the building is actually not that significant. The premises looks fantastic, but the significance is the team.' Savage spoke on Kemtek's healthy growth trajectory throughout the years, stating, 'If you are not re-engineering yourself and repurposing yourself on a continual basis, you will die. That's just how the world operates these days.



And fortunately, Kemtek's team has been revitalised and repurposed.' He concluded by reassuring the attendees of Tadvest's commitment to Kemtek. 'We're in it for the long-term and for the long haul. And that's why we're excited to be part of Kemtek.'

When asked about the reason for the head office move and what significance it may have on the customer experience, Comins stated, 'Kemtek was in an area of the city where it was difficult to interact with customers and suppliers and to bring people to our premises, because of the urban decay in the area. We realised that, in order to have the proper experience with our customers, suppliers and employees, and to offer them the best opportunity to be effective, we needed to move into a far better area. From a customer point of view, it is important to be able to come to an experience centre that's not only convenient, but also safe, accessible and flexible. Not only for

product launches, but for interactions, training, etc. We needed an environment that was suitable for those activities, and we've designed our building around being able to achieve that.'

Comins also touched on the new service and distribution centre located in the S&J Industrial Estate, 144 Ganymede Street, Germiston, stating: 'There were a couple of reasons for the move. Our business was structured in such a way that we needed a certain amount of space and a certain amount of flexibility and accessibility in that area. But one of the key aspects in the decision was looking after our employees: to enable them to move to a premises that was better suited to the business, but that also had the least impact on our service and warehouse teams.'

www.kemtek.co.za



SIGN INDUSTRY NEWS CONTINUED

Roland Announces May And June Wrap2TheMax Design Competition Winners

Roland DG South Africa has announced the June winners of the Wrap2TheMax Déjà Vu design competition. First place: Annelle Westley (R10,000), second place: Tyler Jade (R8000), and third place: Marlouize van Zyl (R5000).

The May winners of the Wrap2TheMax Déjà Vu

design competition are: First place: Jessica van Wyk (R10,000), second place: Nicolette Human (R8000), and third place: Sharmaine Van Zyl (R5000).

Each month, three designers can win cash prizes in the competition. The best overall designer will be crowned the Designer of the year, and their designs will feature on the Roland Road Show vehicles. First place will win R210,000, second place will win R105,000 and third place will win R60,000.

Designers can let their imaginations run wild as they embark on a journey with Roland to shape a brighter and more innovative future together. Entrants will need to choose one client brief, and using their artistic brilliance, transform these into something that is ground-breaking. Once the brief is chosen, entrants will need to submit a logo that screams 'wow!', a vehicle wrap that turns heads on the road, a T-shirt that inspires everyone who lays eyes on it, and an advertising poster that will make jaws drop.

There is no limit to how many times you can enter. Entrants can make a donation to one of the organisations Roland DG supports.







June first place winner: Annelle Westley.

May first place winner: Jessica van Wyk.

www.2themax.co.za

South African-Owned TRIGA® Displays Further Expands International Reach With US Distributor

Bigger Dot is now an official distributor for TRIGA® Go in the United States. They join TRIGA® Displays' network of other worldwide distributors. This partnership signifies a pivotal moment in TRIGA® Displays' journey towards global expansion, bringing its innovative portable display solutions closer to the US market.

With TRIGA®'s commitment to pushing the boundaries of tensioned textile display technology and Bigger Dot's expertise in digital print and display solutions, this partnership is poised to deliver unmatched product quality, customer service and cost savings for customers interested in elevating their brand messaging. Bigger Dot's strategic location in California and its seasoned sales team further ensure that TRIGA®'s shared vision for innovative display solutions will be realised.

TRIGA® Go stands out with its lightweight hardware and vibrant fabric graphics, offering an eye-catching solution for various activations, events, retail displays and exhibitions. TRIGA® features a modular design, which not only simplifies assembly but also offers unparalleled customisation options. This flexibility makes it an ideal choice for any brand looking to make a memorable impression in various settings.

SONY

great session starts with an idea

PRO TOOLS

Grant RONG & MEVER

AND RONG & M

www.trigadisplays.com

Coricraft Opens New Markets In Custom Printed Textiles With Turn-Key Textile Cutting Solution From Midcomp

Furniture manufacturer, Coricraft, is streamlining its textile processing production at its Cape Town factory with a turn-key solution from Midcomp, which includes a Zünd G3 L-2500, a high resolution Canon camera and intelligent MindCUT software. The installation is the only one of its kind in the southern hemisphere, and one of many installations of its kind worldwide.

First established in 1995, Coricraft has grown from just one store in Cape Town to 42 stores across South Africa and in neighbouring Namibia and Botswana. Every Coricraft couch is built from scratch by their highly skilled team of craftsmen and women, and upholstered in either fabric or genuine leather.

Coricraft opted for the Zünd G3 L-2500 Textile Processing Solution, an 1800 x 2500mm sized digital cutting system, which enables them to do pattern matching and pattern cutting. They can now also produce prototypes much faster, whereas before, pattern matching and prototyping was done by hand.

Part of the configuration is the front and back extension tables, a textile cradle feeder at the rear, a hood with lighting for capturing the patterns with the high resolution camera, and projectors. The entire solution enables fully automated digital cutting without manual intervention, and creates an ultra-efficient workflow for Coricraft.

Navin Jeewanlall, Director at Midcomp, said that a major benefit is that the MindCUT software offers several options for pattern matching, regardless of whether part sizes need to be retained or part contours re-positioned for pattern matching. In a matter of seconds, the system makes the necessary adjustments for perfectly matching markers to the pattern at hand.

Jeewanlall added that the time savings for Coricraft's couch manufacturing with the new turn-key solution are huge. 'Prior to the Zünd being installed, Coricraft would take pieces of patterns — manual templates — place them on the fabric, and draw and cut them. Doing it this way would mean that it would take approximately two hours to nest and cut all the pieces of a particular couch. With the Zünd, we could nest and cut a 12 metre marker for one particular couch, which consisted of 35 parts, in only nine minutes.'

Wynand van Dyk, Production Executive at







Rolf Köppel, Segment Manager Textile at Zünd Systemtechnik, said, 'Enabling our customers to seamlessly balance creativity with efficiency,





our Pattern Matching feature revolutionises the precision of fabric cutting. By automatically recognising intricate patterns and making real-time adjustments, our software ensures that every cut is perfectly aligned, speeding production without compromising accuracy. In seconds, the system makes the necessary adjustments to perfectly match markers to the pattern at hand. MindCUT for Pattern Matching provides a complete solution for automatically aligning markers to fabric compression and stretching, including automatic pattern recognition, marker matching and cutting control.'

www.midcomp.co.za

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SIGNAGE SUBSTRATES

- PVC FOAM, ACRYLICS,
ACP, ABS, HIPS, PETG
CORUPLAS, CHROMADEK

SIGN INDUSTRY NEWS CONTINUED

Limited Time Left To Enter South Africa's Biggest Design Competition

There is only a short time left to win a share of R23,000 in monthly cash prizes and be crowned the ultimate graphic designer who will win R210,000 in Roland's Wrap2theMax design competition.

Wrap2theMax is the biggest design competition in South Africa. Although the prizes are amazing, this is entrants' chance to be part of something bigger, to create thought-provoking designs that inspire others and make a lasting impact on current and future generations. Entrants can let their imagination run wild as they embark on a journey with Roland to shape a brighter and more innovative future together.

How To Enter:

- Choose one client brief, and using your artistic brilliance, transform these into something that is ground-breaking.
- Submit a logo that screams 'wow!', a vehicle wrap that turns heads on the road, a T-shirt that inspires everyone who lays eyes on it, and an advertising poster that will make jaws dron.

There is no limit to how many times you can enter. Entrants can make a donation to one of the organisations Roland DG supports.

Be crowned the ultimate winner, and get your design featured on the Roland Road Show Vehicles in 2024. First place grand prize is R210,000, second place is R105,000 and third place is R60,000.

You can also win your share of the monthly cash prizes: first place: R10,000, second place: R8000 and third place: R5000. The final day to enter is 30 August at 5pm.

www.2themax.co.za



Sealand Gear Upcycles Waste To Wear

Sealand Gear, a South African gear and apparel brand committed to sustainability, upcycling and environmental stewardship, is an ideal partner for digital printing companies who want to dispose of their textile offcuts in a sustainable way.

The company strives to craft high-quality products while minimising their environmental impact by turning waste destined for landfill into beautiful, valuable and durable products. In doing so, they

have saved over 80 tons of toxic material from the earth.

Sealand started on a very simple premise. Durable, often beautiful advertising banner material was being sent to landfill not because it was actually waste, but simply because it was no longer fit for its intended purpose. By repurposing this material, Sealand gives value to this useful, but often polluting resource, diverting it away from

landfill and creating not only jobs, but high quality products in the process. Through their efforts, 11,762kg of advertising banners were diverted from landfill in 2023.

At the heart of their operations lies their Polyester Twill (Poly Twill), generously donated by partners looking to divert their post consumer textile waste from landfill. Poly Twill is a tactile and durable material, perfect for inners. It's commonly used as an in-store advertising material. All Sealand bags and apparel are handmade by valued craftspeople from waste or responsibly and ethically sourced materials. These materials are then combined with high-quality hardware, conscious design, and expert craftsmanship to create gear that will last a lifetime.

Each of their 100,000+ bags made since 2015 have featured a unique and vibrant Poly Twill lining, and each Sealand bag is unique. Their Poly Twill is sourced from corporate partners locally, such as Pick n Pay, Ackermans, Pepkor and Mr Price. The logistics are handled by major printing partners of these businesses, like Digital Express Printing and Hirt & Carter. Besides bags, Sealand Gear also upcycles waste to create stylish apparel, travel wallets, zip pullers and pin badges.



www.sealandgear.co.za

Signarama Recognised As A Top Global Franchise Brand

Entrepreneur Magazine has honoured Signarama as a premier global franchise brand. This accolade was part of the magazine's 45th annual Franchise 500 ranking, a prestigious list that celebrates the most successful and influential franchises worldwide.

The magazine evaluates franchises based on five pillars: costs and fee; support; size and growth; brand strength and financial strength and stability. These criteria ensure a comprehensive assessment of each franchise's overall performance and potential for success. Signarama not only made



the Franchise 500 list but was also inducted into the Hall of Fame. This exclusive honour is reserved for franchises that have maintained a presence in the ranking for 25 consecutive years or more. As of 2023, Signarama has 669 units worldwide and continues its trajectory of growth and success.

Kurt Tyack, General Manager of Signarama Southern Africa, said, 'Signarama Southern Africa is extremely proud to share in the global participation

of the Franchise 500 survey and welcomes its Hall of Fame status. It's this recognition of value to our franchisees that makes the Signarama Southern Africa franchise group trusted partners in the signage industry. We have over 30 stores nationwide and are the signage providers of choice for many of Southern Africa's top businesses.'

www.signfranchise.co.za

NUtec Appoints Intamarket Graphics As A Distributor Of Its OEM-Alternative Inks In South Africa

NUtec Digital Ink has announced that Intamarket Graphics are adding NUtec's world class and locallymade product to their extensive printing portfolio and anticipate shorter product lead times coupled with competitive ink pricing.

Intamarket Graphics is a leading supplier of

large format printing equipment, materials and accessories to the sign making, graphics and architectural industries and has been servicing the market for over a decade.

NUtec Digital Ink's regional sales manager, Ilisna O'Reilly, noted, 'Intamarket Graphics emerged

as the ideal partner to complete our national distribution network, with branches in all key provinces and a dedicated technical support team, and we are excited to watch them grow their NUtec branded product range in South Africa.'

Intamarket Graphics will initially focus on selling NUtec's plug-and-play cartridges, but will expand into other configurations in due course. For more information on Intamarket's products and services, visit their stand at the Sign Africa expo from 11-13 September 2024 at the Gallagher Convention Centre in Midrand.

www.intamarketgraphics.co.za and www.nutecdigital.com



Midcomp Highlights HP Latex Technology At Innovation Open Day

Midcomp held an HP Innovation Open Day on Tuesday, 16 July, at their Innovation Hub in Randburg. Attendees were given the opportunity to meet with Midcomp's HP specialists and unpack business growth opportunities with the HP Latex range.

The range's white ink capabilities and sustainable features were highlighted. Also touched on were

HP Latex's health and safety benefits, high-quality results and versatility across media types and substrates.

Rob Makinson, Group CEO at Midcomp, introduced the HP Latex range and mentioned the industry's shift from solvent, eco solvent and UV based inks to water based inks. He also discussed Midcomp's Pay Per Use (PPU) and PPUGRO programmes. With PPU, users can enjoy peace of mind with no unexpected costs and subscribe to a fixed monthly cost per square metre based on their location. There is no minimum print volume required. PPU covers a user's ink supplies, printheads, cleaning cartridges, service maintenance kits, labour and spare parts, and is an ideal solution for cost-efficient printing. PPUGRO gives customers the option of including a printing and finishing





system as well as RIP Software, consumables (excl. media), service costs and insurance charged at a predetermined variable rate per square metre that the customer prints.

The Innovation Hub also acts as a disaster relief facility for Midcomp's PPU and PPUGRO customers who experience machine faults during time sensitive jobs.

Navin Jeewanlall, Director at Midcomp, presented on the HP Latex portfolio. He mentioned the recent upgrade to the Gen 4 models, which has seen an improvement in the hardware capabilities from the previous Gen 3 machines. Jeewanlall focused on the three flagship machines that include optional print and cut capabilities, namely the HP Latex 630, HP Latex 700 and HP Latex 800, each of which have a white ink capable counterpart (HP Latex 630W, HP Latex 700W and HP Latex 800W).

Also on display were the HP Latex 2700W and the HP Latex R2000 Plus, which are mid volume roll to roll printers. The HP Latex R2000 Plus is available in print and cut. The HP Stitch S500, HP PageWide XL



Pro 10000 and the Zünd G3 L-2500 flatbed digital cutter were also displayed.

Jeewanlall discussed what he termed the three S's of the HP Latex series: stunning, streamline and sustainability. Stunning alludes to the wide and vivid colour gamut of the series due to its white ink capabilities. Streamline refers to

the series' efficiency and output capacity. And finally, the series' sustainability is due to the use of eco friendly, water based inks that provide machine operators with healthier and safer work environments.

www.midcomp.co.za

Wrapssys Announces Exclusive Distribution Of TeckWrap Films

Wrapssys has secured the exclusive rights to distribute TeckWrap products in South Africa. Wrapssys has a vigorous growth strategy for the brand in the country.

TeckWrap offers various quality and affordable vinyl films with great outdoor life expectancy. The company produces superior, high-grade calendered and hybrid vinyl products, and aim to make their films accessible to every price level of the wrapping community.

The average life cycle of a TeckWrap vinyl is more than three years (the fundamental determining factors are climate and driving habits). The company maintain a strategy of launching brand new colours every three months. TeckWrap always keeps up with new trends, since colour-changing films are fashion products, and the market tends to change quickly.

The TeckWrap 180 series is their first product line that includes simple yet attractive colours, and is a hybrid polymeric film recommended for smooth and middle-curve surfaces.

The HD Range is also widely renowned for its paint-like finish due to the combination of a backing

sheet and top sheet. TeckWrap also offers new ultra gloss SH and HD colours that give a vehicle a solid as well as a shiny finish.

Wrapssys will initially bring in 81 of the vast 179 colour options available, and will continue to bring in more colours that the South African market demands, also including a range of PPF Films and digital print and overlaminate high gloss media.

During the pre-launch and launch, Wrapssys will airfreight at its cost any other colour if not available, in a first for South Africa, with a wait time of under 10 days from order placement, marking the beginning of on-demand national and global distribution and supply chains.

TeckWrap's extensive range of products include: Gloss Metallic (190 series, available in HD), Colour Shift Metallic (190 series, available in HD), Super Glitter (190 series, available in HD), Chameleon Metallic (190 series), Matt Metallic (190 series), White Chameleons (190 series), Gloss Glitter Diamond (190 series, available in HD), High and Super Gloss (180/190 series, available in HD), Super Matt (180 series), Mirror Chrome (180 series), Satin Chrome (180 series), Neo Chrome (180 series), Gloss Aluminium (180 series, available in HD), Satin



Metallic (190 series), Structure Vinyl (180 series), Paint Protection (170 series), Window Film and Printable Film (170 series).

www.wrapssys.com



INTERNATIONAL NEWS

Mimaki UV And DTF Solutions Awarded



The European Digital Press Association (EDP) Awards honour innovative products in the digital printing industry, selected by the EDP Technical Committee. The EDP Awards recognised Mimaki products in two categories.

The UJV100-160Plus won the 'best roll-to-roll printer less than 170cm' award. With a maximum power consumption of 0.5kW, the printer uses approximately 20% or less power (based on company research) than eco-solvent and latex printers, reducing both energy costs and CO2 emissions. New features like the ink-saving function and maximum 3-layer printing enhance its capabilities, helping customers to lower their running costs and expand application possibilities.

The TxF150-75 and TxF300-75 won the 'best textile printer direct to transfer' award. These DTF printers have been rapidly gaining popularity in the printwear market due to their stability and reliability, overcoming common issues of DTF printers in the market such as ink clogging and ejection failures.

Mimaki's advanced technology ensures consistent performance over long periods, making them ideal for various printing needs such as custom T-shirts, sportswear, and promotional items.

www.gsw.co.za

Drytac Material Used For Interior Graphics Project

Drytac Polar Chrome is ideal for indoor/shortterm outdoor signage, billboards and exhibitions hall displays, POS displays, bus or subway advertisements. Polar Chrome can also be used for ultra-reflective labels for retail or hospitality environments.

New York graphics installation company A&M Graphics recently used Drytac Polar Chrome silver

satin reflective PET film to create a range of interior graphics for Pall Corporation as part of a wide scale multimedia project.

Headquartered in New York, Pall Corporation supplies filtration, separations and purification products to clients in markets around the world, with brand image, and maintaining a high level of corporate messaging across its locations, highly important to the business.

When approached by Pall Corporation about a project to create a fresh and forward-thinking workspace at its facility in New York, A&M Graphics, a specialist in premium graphic environments, recognised the importance of delivering high quality, high impact applications.

While still a relatively new user of Drytac materials, A&M Graphics opted for Drytac Polar Chrome from approved Drytac distributor SAS Graphics Supply to ensure the graphics met the brief of creating a memorable and immersive experience, while also showcasing Pall Corporation's rich history and innovation.

A&M Graphics President Matthew Ferguson said the company was made aware of the quality Drytac films offer after speaking to Dennis LeBlanc, Drytac's Business Development Manager for North America.

'We chose Drytac Polar Chrome to add the flair to this project that we desired to really make it stand out and be something truly unique,' Ferguson said.

'Meeting LeBlanc certainly opened our eyes to what Drytac had to offer, and as industry veterans, we could appreciate his level of knowledge and passion for his product line.

'We printed several different styles of graphic on Drytac Polar Chrome using our Mimaki CJV330 and then mounted it to different substrates such as PVC and acrylic of different thicknesses. This was then laser-cut into hexagons, letters and logos before being applied.'



Such was the success and impact of the project that Ferguson said Pall Corporation has since been in contact to discuss A&M Graphics producing similar pieces for the company at other locations.

www.midcomp.co.za

Summa Laser Cutter Enhances Textile Production



Kendu connects brands with their customers through comprehensive communication concepts, content design, project execution, and campaign management. Kendu, a Spanish visual communications company, approached Summa with the intention of purchasing a laser cutter for their dye-sublimated soft signage.

They needed a cutter that was fast, reliable, and capable of delivering high-quality results. The L3214 laser cutter met all their requirements, leading Kendu to invest in not just one but three Summa L3214 laser cutters. This investment boosted their production speed by a factor of ten while maintaining high-quality standards.

With locations in Spain, Mexico, and the US, Kendu serves clients worldwide, including major brands like UNIQLO, L'Occitane, Aldi, and even Disney, and across various sectors such as fashion, beauty, and lifestyle.

Kendu handles a variety of textiles for advertising purposes. At first, these textiles were only UV-printed and cut with a knife on a flatbed cutting plotter. However, as their business continues to grow, so does the need to organise their production better and more efficiently. Over the last three years, they have been gradually transferring from UV-printed to dye-sublimated materials and processing those materials requires laser cutting technology.

The integration of the new laser cutters went smoothly.

www.fujifilmgraphicsystems.co.za

ORAFOL Group Honoured For Excellent Corporate Strategy For Third Time



The Federation of German Industries (BDI), Deloitte Private, UBS and the Frankfurter Allgemeine Zeitung jointly presented the Best Managed Companies Award to outstandingly managed companies in the sector of small and medium sized enterprises (SMEs).

The international ORAFOL Group was presented with the prestigious Best Managed Companies Award for outstandingly managed medium-sized companies for the third consecutive time in Frankfurt in May.

The internationally acclaimed award is currently presented in over 45 countries worldwide, including Germany since 2018. As part of the

application process, participating companies are assessed for their excellence in four core areas: strategy, productivity and innovation, culture and commitment, governance and finances. Best Managed Companies are therefore characterised by their outstanding entrepreneurial skills and resource-based development. They are exceptionally implementation-orientated, consistently focused on productivity and innovation, and place considerable importance on selecting and developing the right employees to successfully implement their business model and strategy.

Dr Holger Loclair, CEO and Chairman said. 'The basis for ORAFOL's growth is a corporate culture based on commitment, the disciplined reinvestment of profits in the company, and a strategy focused on high technology. This means that we are looking far beyond our own horizons when it comes to future value creation.'

With its high-tech solutions in plastics manufacturing and refining, personal service, and reliability, ORAFOL stands for premium quality. As a specialist in plastics processing, the company has a strong international focus, but builds on its strong roots in Germany. Its traditionally close collaboration with its customers and partners also enables its continuous growth.

www.orafol.com

Durst Installs Large Format High-Speed LED Printer



Pureprint Imprint has invested in a Durst P5 350 HSR D4 high-speed 3.5m LED printer.

The Durst P5 350 HSR D4 is a cutting-edge highspeed 3.5m LED printer. Pureprint Imprint, a large format and retail services division of Pureprint Group, has expanded its large format roll-to-roll manufacturing capabilities with the acquisition of the machine at its Newcastle plant.

The decision to invest in the Durst P5 350 HSR D4 was driven by its impressive technical features, including high production speed, versatile material handling, and superior printing resolution. Anticipated benefits for Pureprint Imprint include diversification into out-of-home (OOH) markets. improved ink efficiency, enhanced throughput and heightened product quality.

www.durstsa.co.za



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COVER STORY ADVERTORIAL



ASTARIGLAS® XT is a high-quality extruded acrylic sheet with high clarity. It has a tight thickness tolerance and is more amenable to fabrication processes such as line bending, vacuum forming and printing.

ASTARIGLAS® XT stands as a premium extruded acrylic sheet renowned for its exceptional clarity, impeccable thickness tolerance and remarkable lightweight properties when compared to traditional glass.

Manufactured solely from 100% pure PMMA raw materials and being free from any recycled components or blending with other plastic substances, ASTARIGLAS® XT ensures absolute purity in its acrylic composition.

This attribute renders ASTARIGLAS® XT an ideal choice for diverse creative applications, including signage, retail displays, picture frames and glazing, thanks to its outstanding impact resistance — measuring 17 times stronger than standard glass.

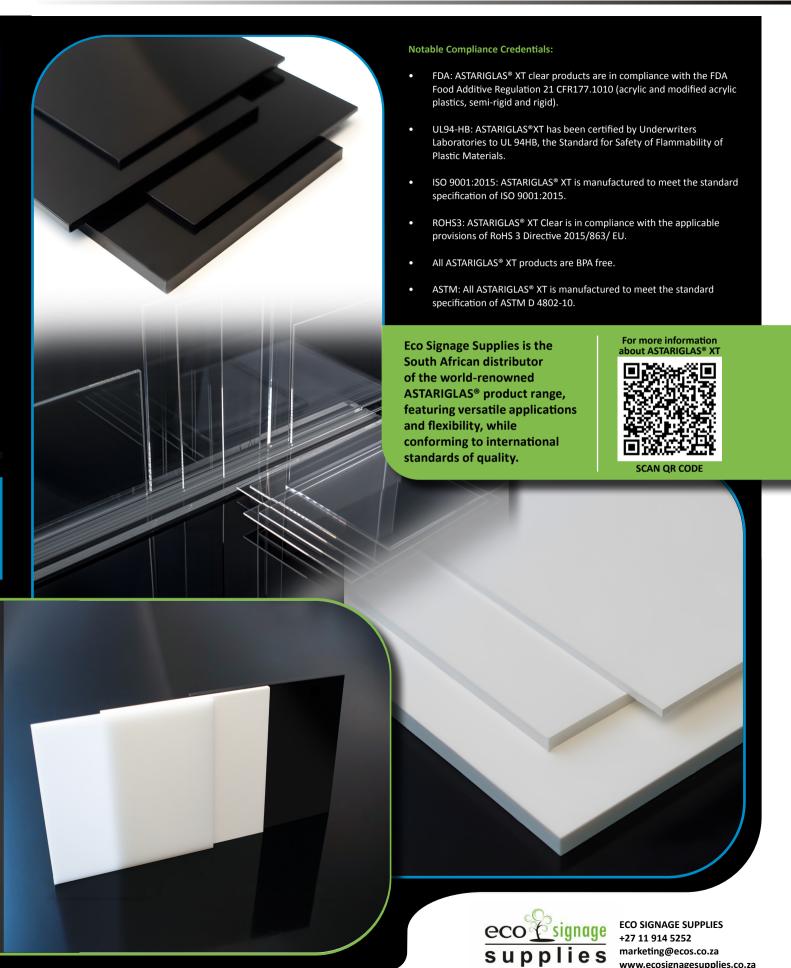
ASTARIGLAS®XT is available in PE film masking and a variety of colour options: Clear, Black, White and Opals.

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Printing businesses need to be aware of the evolving trends in large format printing, and advancements in the technology. All business are different, and need specific solutions that are right for them.

It's important to consider a tailored solution. According to Intamarket Graphics, 'By staying informed about the latest trends and understanding the advantages and disadvantages of each printer type, businesses can make a well-informed decision that aligns with their objectives and maximises their printing capabilities.'

A printer is a big investment, and there are several considerations when wanting to expand your fleet. Firstly, consider which new areas of growth you'd like to take advantage of, or which new offerings or services you'd like to add to your business. Discuss these with the print distributor so that they can recommend a printer that aligns with your business goals. If you're buying a printing brand that is different to your existing fleet, it's also important to see if your new purchase will complement your existing products.

Secondly, when investigating which company to buy your equipment from, be aware of the financial solutions they offer, such as rental solutions or financial assistance. Some companies also have demonstration centres where you can test out media on the printers to see how they perform.

Then there is after sales support and training. Investigate if the company you plan to buy from will support you beyond the installation and if they have

technical experts that will promptly assist you when your printer experiences issues. It's also a bonus if the company offers training so that your operators can quickly learn how to make the most of the new printer.

Visitors at the Sign Africa and FESPA Africa Expo will have the opportunity to see the latest large format technologies live and in action and chat with experts about the best solution for their unique business needs. You can also speak to company representatives about your business goals, the financing solutions offered, after sales service and support.

Other solutions on display will include vehicle wrapping, textile printing, laser cutting and engraving, displays, direct-to-film (DTF) printing, garment printing, screen and pad printing, and other cutting edge technology.

The Sign Africa and FESPA Africa Expo is taking place 11-13 September at Gallagher Convention Centre from 9am-5pm. The event is sponsored by Roland and Stixo.

www.signafricaexpo.com





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SIGN AFRICA AN FESPA AFRICA EXPO PREVIEW PART 1

BY MATTHEW WOOD

AI WORKSHOP

Learn how AI is transforming the way we and content. Discover the AI tools that many are using to transform their work.

Place: Sign Africa JHB Expo. Cost: R200 per person per session. Address: Hall 2, Balcony, Gallagher

Convention Centre.

Duration: 1 hour long workshop. Presented by Gerald Yapp, Creative Director of In-Detail.



Book your spot here: www.signafricaexpo.com/ ai-workshop-jhb-2024/

Exhibitors will showcase world-leading brands at the event. These are just some of the many highlights that will be on display:

PLATINUM SPONSOR

ROLAND DG SOUTH AFRICA



The new VersaSTUDIO BD-8 makes it quick and easy for anyone, even those with no prior experience, to print vibrant and detailed graphics on a wide range of objects. The printer fits on the user's desktop, making it ideal for use in home businesses, small offices, retail spaces and classroom settings. With a BD-8, adding value and appeal to items like phone covers, cosmetic cases, fashion accessories, sports memorabilia, gifts, bottles and more is a breeze.

The new VersaOBJECT MO-240 empowers businesses with unparalleled productivity. It has been designed to revolutionise direct printing on threedimensional objects, setting new standards for productivity and quality. The printer achieves an impressive 2.07sqm/h in standard mode, thanks to its newly developed large print heads, UV-LED lamp and cutting-edge dot control technology for optimised high-speed output.

The new TrueVIS MG-300 series features ECO-UV inks and premium UV print technology, which makes the series ideal for branching into professional UV print and cut. High-quality components, time-saving RIP features and simple

ROLAND SPEEDWRAP CHALLENGE

Enter the Roland Speedwrap 2024 challenge at the Johannesburg Expo. Wrap a car door in 10 minutes and stand a chance to win cash prizes.

The Speedwrap Challenge is brought to you by platinum sponsor Roland, vinyl sponsors Red Hot Media and Plastics), and expo partners Sign Africa and FESPA Africa.



The winner of the Speedwrap will get an entry to compete in the World Wrap Masters Series at FESPA in 2025.

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media handling make the MG perfect for printing short runs, long runs, print/ cut and much more.

Featured in the TrueVIS LG-640 print and cut solution are staggered printheads, ECO-UV inks, and True Rich Colour combined with user-friendly features to make the LG the ultimate in professional UV print and cut. A redesigned chassis, high-quality components and a variety of media handling improvements make the LG perfect for unattended printing of short runs, long runs, print/cut, and so much more.

The DGXPRESS UG-641 wide format inkjet printer is priced comfortably for those who want to expand the scope of their business, or for those who wish to start a new print business. The DGXPRESS UG-642 wide format inkjet printer features dual staggered printheads and an output speed of up to 31.9sqm/h, with 720 x 600dpi. It is ideal for customers who need to produce large-sized output in a short period of time.

The new VersaSTUDIO BN-20D desktop direct-to-film system makes enhancing apparel with eye-catching graphics, even the most detailed designs, images and text, a simple and trouble-free process.

The new VersaSTUDIO BY-20 makes decorating apparel and accessories with vibrant, detailed graphics quick and easy, even for those with no prior printing experience. With the BY-20's integrated contour-cutting functionality, users can also produce heat transfer graphics from DTF film, all with a single, affordable and compact device.

The VersaSTUDIO BN-20A and BN2-20A series is one of the most compact, easyto-use, and affordable desktop inkjet printer/cutters available for professional use. The BN-20A was designed to be more affordable by offering only CMYK ink colours while maintaining the high performance and ease of use of a professional business printer. BN2 series devices are perfect for creating prints, posters, and stickers as well as on-demand heat-transfer custom graphics for T-shirts, hoodies, bags, and many other popular and profitable items.

With automated features, added usability and even greater colour choice, TrueVIS VG3-540 and VG3-640 printer/cutters have been greatly enhanced to further exceed the print quality, productivity and uncompromising needs of sign and graphics professionals.

Available in two sizes to fit a business and its budget, the latest SG3-540 and SG3-300 series of large format graphic printer/cutters have been enhanced to answer the ease and productivity needs of sign and graphics providers. Expand current operations or provide the right start in sign and graphics with superior colour and performance.

The DGXPRESS ER-642 eco-solvent printing solution brings all the quality and reliability of Roland DG, with exceptional print speeds. Thanks to its staggered heads and dual CMYK ink configuration, users can achieve productivity that will accelerate their business.

The roll-to-roll DGXPRESS ER-641 printer bring all the quality and reliability of Roland DG with exceptional productivity, high print quality and competitive pricing.

With the VersaSTUDIO GS2-24 desktop vinyl cutter, users can create professional quality graphics from a huge range of materials and take their business to the next level. With everything one needs to get started, this solution is the only choice for serious entrepreneurs.

The CAMM-1 GR2-540 series of large format cutting plotters is built to fit seamlessly with a print-then-cut workflow and deliver fast and flawless results from day one.

The ultimate hobby and small decal machines for offices, schools, restaurants and stores, STIKA desktop cutters produce colourful POP displays, labels, ironons and more. Creating custom vinyl graphics has never been faster or more affordable. The Roland stand will feature the SV-8, 12 and 15 models.

Perfect for gift personalisation, the METAZA MPX-90S metal engraving machine is a cost-effective, user-friendly way to mark gold, steel, silver, titanium, brass and aluminium. The DE-3U desktop engraver is the result of over 30 years of innovation in engraving technology, delivering impressive versatility and fast, user-friendly automated production. With laser-pointing technology, ethernet connectivity, automatic depth regulation and other intelligent features, the DE-3 is the ideal turnkey engraving solution for producing precise text and graphics onto a huge range of materials and objects.

Other solutions on display will include the Rapidome semi-automatic dispensing

desktop unit and manual doming gun.

www.rolanddg.co.za

BERZACK BROTHERS



The A3+ Ultra DTF printer and shaker feature an easy-to-use touch screen for convenient navigation. It also boasts high-resolution prints with multi-colour output and flexible colour configuration. This leads to higher accuracy and easyto-achieve accurate calibration.

The DTF-6002 StarIV printer and shaker support automatic nozzle cleaning at regular intervals, which not only helps reduce overall maintenance costs, but also saves time through automation. The printer also features the automatic inline moistening system. In order to prevent ink from clogging the nozzle, the ink cap will periodically eject moisturiser.

The TMBP2-SC Series is equipped with the industry's largest touch screen. The large-scale 30.7cm (12.1 inch) operation panel is equipped with various convenient icons. The series sports an increased memory capacity, housing a maximum of 650 designs and is capable of a stitch count of up to 40 million stitches.

The SAI embroidery machine series features a single head solution and a four head solution. The SAI makes it possible to embroider designs with threads of up to eight colours. Its layout makes it easy to change threads. With a structure that inherits the quality and durability of industrial embroidery machines, condensed into a compact body, fine lines and wide areas can also be embroidered.

www.berzacks.co.za

CLEAR SOLUTIONS



The HandTop HTH3200UV-Turbo single and double roll printing system supports single roll or dual-roll printing; satisfies various printing demands; saves time and labour costs; and improves on productivity. The design features a fully enclosed structure, with a high quality acrylic front panel. It is dust proof and blocks light and is more durable and safer. The fastest carriage print speed is 1.7m/sec, and the highest capacity reaches 156sqm/h.

The HandTop HT2512UV flatbed printer with 3-row Ricoh Linear motor

arrangement features independent printhead-drive technology, a self-developed control system, independent ink industrial chain, global service system and more.

The JWei Cutter CB0311-2516-RM features different tools: engraving and router, kiss cutting, creasing, plotting, laser positioning, and precise camera registration. Applications include corrugated paperboard, PVC, car stickers, flag banners, acrylic and more.

www.clearsol.co.za

COLORSCREEN



The new ORIC A2 45cm wide DTF MAX printer is the latest addition to the range of equipment that Colorscreen has on offer.

Features include: automatic printhead moistening and ink heating; white ink circulation system; electric pinch roller systems; intelligent temperature control system; a built-in smoke filter; tension bar media feeding system; and two i1600 print heads.

www.colorscreen.co.za

COVER STYL' SOUTH AFRICA



The company will showcase additions to its extensive range of architectural adhesive films, which include high resistance, outdoor and PVC free material ranges. The company's stand will be wrapped entirely in Cover Styl's material.

www.coverstylsouthafrica.co.za

CURV SIGNAGE

Curv Signage Systems has been locally manufacturing and supplying signage kits to the signage industry since 2009. Its signs are innovative, lightweight, robust and economical. These curved signs create a modern, elegant and corporate look.

The signage kit comes completely assembled with substrates included (as per customer specification). However, they can also be flat packed for ease of

transportation. Wayfinding signs, door signs, outdoor and indoor signs, indoor and outdoor posters (stationary or on wheels), projecting signs, hanging signs, light boxes, menu stands and slimmer frames are all part of the company's signage inventory.



In an effort to keep businesses up to date with the latest advancements, Curv has introduced new merchandise and equipment, such as CNC cutting, 3D printing and DTF printing.

www.curvsignage.co.za

EDGE SIGNAGE AND SHOPFITTING SUPPLIES



ACRYLUX is a premium cast acrylic range used by top acrylic fabricators, signage companies and shopfitters. This top-quality range includes clear, opals, solid and tint colours, 'twin colour', high-impact, aquarium grade and many other exciting new products which are making a big impact in the South African market. ACRYLUX products carry the highest international UV warranty.

www.acrylux.co.za

GENCOTECH

The new GCC E200S desktop laser engraver's features include unmatched output quality and throughput, eight hours of continuous operation, entry level software and professional print driver, triple safety measures, rotary attachment, colour touch panel and more.

The new Spirit LS PRO GT laser engraver's features include a new appearance and colour design; SmartEYE™ CCD to 'live view' the entire working area and SmartLID™, which allows users to easily open the machine from different sides for daily maintenance. The Magnetic Measuring Ruler is a new ruler design with magnets for easy switching between metric and imperial systems (optimising user convenience), and more.



The FunSun DTF roll to roll sticker UV printer has a maximum printing width of 300mm; two DX6 Epson heads; a UV-curable system with dual LED lamps and a printing resolution of 2880dpi. The price includes 1000ml of each bulk ink (CMYK, white and varnish solution); 500ml of printhead cleaner; a stand for the machine; Photoshop editing software; a starter cleaning kit; one A 100m film; one B 100m laminating roll and 2-3 days of training and installation, and more.

The Locor 600mm DTF printer and powder shaking machine is suitable for digital printing and other industries. The solution features pattern printing, shaking powder, drying system, automatic winding and heat transfer process. Product applications include polyester, cotton, canvas shoes, backpacks, tablecloths and canvas bags.

The Locor A3 UV high quality laminating and crystal label/sticker printing machine features Epson printheads, configured with multiple nozzles. It is ideal for applications such as frosted bottles, varnished wood, gift boxes, paper bags, hot stamping and much more.

The Locor LC-A3 heat transfer printer's features include pigment ink, negative pressure continuous ink supply and 300mm media width, which works alongside the A3 powder shaker.

The GLM 9060 UV flatbed printer comes with standard dual-UV LED lamps and a bulk ink system, as well as 4 colours CMYK , white and varnish that offers outstanding printing quality for short to medium runs for on-demand printing, and accommodates a 150mm maximum tall object and 900mm x 600mm print area.

The GLM 64 UV flatbed printer comes with standard dual-UV LED lamps and a 1 litre bulk ink system, as well as 4 colours CMYK, white and varnish that offers outstanding printing quality for short to medium runs for on-demand printing. It accommodates a 200mm maximum tall object and 600mm x 400mm print area.

The versatile GLM A3 DTF industrial A3 and UV flatbed printer comes with a standard UV LED lamp and bulk ink system, as well as 5 colours CMYK, white and varnish that offer outstanding printing quality for short to medium runs for on-demand printing, and accommodates a 200mm high object and 500mm x 300mm print area.

www.gencotechlasermarking.co.za

GRAFICOMP



The HP Latex 630 and Latex 630 W (comes with white ink) print and cut give customers the option of upgrading to a dual-device solution, with print and cut functionality. They have automated front-loading systems and simple, fast load/unload workflows. Users can enjoy easy re-prints, with in-printer storage of up to 10GB and stunning image quality, with HP Pixel Control Technology and new printhead architecture for sharper small text, all at standard speeds of 14sqm (150 square feet) an hour. The printers can be bundled with SAI Flexi RIP software. Graficomp will have show specials on these printers.

The HP Latex 700 and 800, and the HP Latex 700 W and 800 W (come with white ink), offer white ink capability for the first time in this category. It is the whitest white ink available on the market that does not yellow over time, enabling print businesses to produce neater outlines.

Updated printheads possessing more nozzles and producing speeds of up to 36sqm/hr allow the HP Latex 800 and 800 W to offer 50% higher productivity levels compared to previous HP models. Print jobs executed on the new 700/800 series deliver vivid colours and finer image and text details, even at faster print speeds. Operationally, HP PrintOS also enables print service providers to monitor and control their print fleet using a cloud-based interface they can use virtually anywhere and anytime.

The HP Latex 64 plus cutting solution allows users to expand into wider applications, with HP FlexiPRINT and CUT RIP included, HP Barcode system, OPOS marks and HP Application Centre. As part of this improvement, the HP cutter reads the black inner lines along the job and carries out additional measurements, further aided by new HP barcodes located on the printed sheets to identify jobs.

The HP Stitch S500 allows users to print an entire shift unattended or overnight with the largest media rolls and large ink supplies. Bundled with the S500 is the new Easty heat press, a South African first. The Easty EST2 rotary heat press for sportswear has gained worldwide popularity after years of development.

As a press that kickstarts dye sublimation printing businesses, it boasts the fastest speed among similar products. The EST2 also offers the highest colour transfer rate at the same operating speed, thanks to Easty engineers' innovative design of the dual-layer sealed oil-filled hard chrome drum (diameter of 210mm) and 6 heating elements, ensuring consistent heat distribution across its surface and precise temperature control.

www.graficomp.co.za

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MATERIAL

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GRAPHIX SUPPLY WORLD (GSW)



The Mimaki TxF150-75 Textile DTF printer is packed with Mimaki technology, and has been designed to overcome the common ink ejection and ink sedimentation issues of current DTF printers in the market. The solution comes with a shaker and curer.

With the professional grade Mimaki TS100-1600 textile sublimation roll-based printer, users can consistently and expertly print highly detailed photographic quality graphics for small to large production runs with a maximum print speed of up to 70sqm per hour. You will seamlessly be able to create and manufacture all your textile dreams. Print superior fabrics, apparel and decor prints at high speeds and low operation costs.

The Mimaki CJV150-130 eco-solvent 2-in-1 printer and cutter is the one machine to print-and-cut all your needs. This is a high performance integrated printer/cutter, featuring fast printing speeds up to 56.2sqm/h, and a high quality resolution of up to 1440dpi.

The Mimaki UJV100-160 Plus UV printer allows you to create the most beautiful, bright and colourful prints with white and clear ink. This entry level model features new capabilities and it has been designed to consume an exceptionally low amount of power. At just 0.5kW, the printer consumes less than half of the power of eco-solvent and latex/resin printers on the market (based on Mimaki research), helping print businesses to reduce running costs and their CO2

The Mimaki JV100-160 B eco-solvent printer is one of the best eco solvent printers on the market that comes in various sizes. The printer adopts the recently developed, fast drying eco solvent ink 'AAS', which reduces graininess and allows for fine details even when printing images with high volumes of ink. Additionally, this new eco-solvent ink has superior scratch resistance and outdoor durability that allows printers to create a multitude of applications, whether they are for indoor or outdoor use.

The Mimaki CG130 AR cutting plotter comes in various sizes and features improved cutting performance, compatibility with a wide range of cutting materials and enhanced usability for you to easily produce anything you need.

The Mimaki UJV55-320 wide format 3.2 metre large roll-to-roll inkjet printer uses UV-curable ink, cured with a low-energy LED light array.

The Mimaki UJF-3042 MkIle flatbed UV inkjet printer for product branding has further improved image quality and machine stability. It can print on diverse mediums including acrylic, leather, wood, metal, and glass and is ideal for use in the production of custom goods. It incorporates RasterLink7 as a standard RIP software, supporting one-product-at-a-time printing. With this function, numbering and variable data can be easily printed, contributing to reduction in the work time.

The Mimaki JFX200-2513 EX large format flatbed UV inkjet printer combines high-value-added printing and high productivity. It also uses Mimaki's 2.5D Texture Maker to enable smooth embossed print at the touch of a button. For the first time, this allows print service providers to offer large format digital

print with enticing-to-touch dimensional textured effects without lengthy file preparation.

With the Kongsberg X22, users can invest in the equipment needed today with the confidence that they can easily upgrade as their business grows. Users can add new materials, new applications or more capacity so that they can add volume and enter new market segments. Also being showcased is the Eurotech heat press and DTF (with shaker/curer) solutions.

www.gsw.co.za

HITECH GRAPHICS AND MIPS



Creating durable prints on coated and uncoated substrates up to 162.5cm (63.97"), Mutoh's 8-colour XpertJet 1682SR solvent printer has been developed for high quality volume production of sign and display graphics. The printer produces posters, backlit signage, wall coverings, point of sale displays, fine art reproductions, vehicle graphics, stickers and much more. The XPJ-1682SR can be configured in both 2 x 4 CMYK or in an 8C (C, M, Y, K, Lc, Lm, Lk, Or) setup.

The 163cm (64") wide XpertJet 1641SR Pro sign and display printer will deliver everything a user has come to expect from a Mutoh wide format printer: a robustly built and dependable printer that delivers high quality output. The successor to the XpertJet 1641SR model, the XPJ-1641SR-P has Mutoh's new AccuFine extra wide piezo printhead on board, delivering best in class drop placement accuracy and i-screen, the new weaving algorithm that suppresses banding even further.

Suited for personalised one-off print products and small lot production, the high quality XpertJet 461UF tabletop inkjet printer will deliver exceptional print quality onto a wide variety of materials, including three dimensional objects up to 15cm thick. The printer offers a print area of 483 x 329mm and can be set up in either CMYK or CMYK + White + Varnish. Think of prints on phone covers, gifts, photo products, promotional items such as pens, lighters and USB sticks, souvenirs, awards, small signs, small series production or prototyping of packaging samples, decorative tiles, etc.

www.hitechgraphics.co.za and www.mipstech.co.za

INTAMARKET GRAPHICS

The Intec ColorCut SC6500 auto-feeding digital die-cutter/creaser features include a dual tool head (which includes contour drag knife for fast cutting, and one creasing tool), allowing users to digitally cut and crease any shape of sheet card item on media up to 350 microns. It is highly productive and the digital cutting head can apply up to 750g of force, individually, for both the cutting and creasing tools.

The Intec ColorCut FB1180-T B1 tangential digital-die flatbed cutter/creaser has a quad tool head, featuring two tangential tools for exceptional cutting and creasing. The Reverse Side patented technology enables users to scan marks on the front of their sheet, flip the sheet over and cut and crease from the rear depending on the media selection. The vacuum hold down includes a powerful 1100W vacuum system with acoustic muffler that keeps cut pieces firmly in place for fast and accurate processing, yet provides a quiet and comfortable operating environment.

The high-end GZ H2513ET flatbed UV printer features up to four T3200 heads

(one head, four colours). The VSDT technology creates smooth gradation and solid colours. The printer has a printing size of 2500 x 1300mm; can print up to 38 full-size boards an hour; has a 4-zone precise platform with media alignment pins and it has powerful and energy-saving water-cooling LED UV lamps.



The high-end small flatbed GZ H0906EI UV printer is for customising graphics on various substrates. Features include 2-3 Epson i3200 printheads; drop-ondemand piezo with variable dot print technology; four water cooling LED UV curing lamps; UV curable inks; CMYK colour configuration; a bulk ink supply system with white ink stirring unit and a 500ml ink tank. It is suitable for: acrylic, aluminium sheet, foam board, PVC board, leather, glass bottles, wood, ceramic tile. etc.

The Gongzheng Thunderiet AQ3204S 3.2m eco solvent printer's applications include bus shelters, roll-up banners, vehicle wraps and more, and it features four Epson I3200 E1 printheads, an industrial media system, an anti-collision unit and drvers.

The GZ Apsaras G2 sublimation printer features two Epson 13200 A1 heads; a unique media handling system that has been developed for entry-level sublimation; GZ Variable Dot Technology; a grooving anti-wrinkle platen; and a unique pinch roller system. There is one bottom controlled electric driver pinch roller system for convenient operation and three-level tension adjustable pinch rollers perfectly match different paper thicknesses.

The 1.6m GZ Thunderjet AQ1602UV roll-to-roll UV printer features: drop-ondemand piezo with variable dot; dual water cooling LED UV lamps; UV flexible ink and a bulk ink supply system with white ink recirculation system.

The IECHO TK4S-2516 cutting machine features: AKI System – the depth of cutting tool can be controlled accurately by the automatic knife initialisation system; X-Axis Two Motors – for the extreme wide beam, the two motors with the balance technology ensures the transmission is more stable and accurate;

diversified cutting tools - the cutting head can be flexibly chosen from the standard head, punching/notching head, and the milling head; automatic camera positioning system – high precision CCD camera that automatically recognises the positioning of all material as well as registers the cutting, and solves variables of manual positioning.

The Fulei Union BU-1600 E Warm laminator and applicator is a full-auto roll-toroll warm assist model with ABS tooling side cover construction. The accurate CNC metal cutting programme secures aligned laminating and quality finishing. It is ideal for wide format laminating or mounting application use.

The LIYU GF 1521 vinyl cutting plotter's automatic contour cutting highdefinition camera accurately identifies the marks of varying colours and materials. The high-precision steel wheel and metallic carriage can work continuously and smoothly for a long period with excellent heat dissipation. The linkage type pinch roller design allows all the pinch rollers to be able to be lifted and dropped simultaneously.

Altezze's range of adhesive tapes is designed to offer customers a diverse selection of products that cater to their unique needs. The tapes are suitable for a wide range of applications, including packaging, insulation and construction. They also offer specialised tapes that are designed for specific needs. Altezze's commitment to quality and innovation has earned the trust of customers and their products have become synonymous with consistency and reliability.

Intamarket Graphics offers a complete portfolio of application tools and accessories to help users achieve a professional end result, no matter the application. The company is a trusted and authorised 3M, Avery Dennison, Mactac, OLFA, ProSeries, and Steinel supplier and distributor in Southern Africa. The range includes blades, cloths, cutters, gloves, scissors, scrapers, squeegees, tool belts, and more.

www.intamarketgraphics.co.za

JG ELECTRONICS



The Silhouette Cameo 5 is the fastest, most accurate and quietest electronic business cutting machine in Silhouette's line-up. With advanced engineering and powered by Silhouette Studio®, it's perfect for both beginners and pros.

It is a more robust machine with a quieter operation, smooth-opening lid and enhanced registration mark reading for flawless print and cut jobs. Cut up to 305mm wide. Whether adding to an existing branding business or starting a small to medium business, the Silhouette Cameo 5 is the ideal cutting solution.

The cutter can be used for heat transfer vinyl (videoflex) for branding T-shirts and fabrics; sticker vinyl for business branding and wall murals for rooms and more. The full range of pre-printed sublimation patterns can be cut and transferred to decorate sublimation coated products if you don't



Eco Signage's Eco-Print digital media options encompass a wallpaper, catering to all of your

diverse range of solutions such as a digital vinyl, laminates, One-Way Vision, floor laminates and printable printing and signage requirements.

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own a sublimation printer. It can also be used for stencils for acid etching (glass etching), wood burning gel, fabric paint, wall art, stamp making, and sandblasting; users can draw words/designs with standard gel pens (needs a pen holder); and draw sublimation words and sketch designs using Sublimation Craft Marker Pens (needs a pen holder), in the vinyl cutter.

With sublimation ink already in the pen, it allows users to transfer sketches on a wide range of blank sublimatable items from JG Electronics. Sketch foil designs (foil stamping) for award certificates, business cards, event invites and more on cardstock using the VC Foil Heat Pen with Heat Transfer Stamping Foils. Emboss logos (raised mark on the surface) on business cards, birthday cards, Christmas cards, invitations for special occasions, cardstock bookmarks, and much more using the Silhouette embossing tool in conjunction with the Cameo 5 embossing mat. Users can cut paper, cardstock, some fabrics and more.

www.jgelectronics.com

MACQUIP AND SCREENWISE



The company will exhibit its DTF solutions such as the DTF PRO A330 (2 head, 300mm wide) with Epson heads, PRO-A600 (4 head, 600mm wide) and PRO-A600 (2 head, 600mm wide). Users of the equipment can print on any substrate – they are not limited to fabric. Any colour and type of fabric can also be used.

The company's DTF PRO inks, powder, cleaning solutions and film will also be shown. The DTF inks feature a quick drying time, ensuring no clogged heads and high resolution after printing. The DTF film comes in both 75 and 100 micron matt with easy peel, and features good ink absorption and sharp colour performance.

www.macquip.co.za

MAIZEY PLASTICS



Digital-Wall wallpaper paste products are for use on eco solvent, solvent, Latex and UV printers. They produce high image quality and excellent full colour prints, with solid blacks and the face is 'white-white' and not cream or off-white, which makes calibration easier.

The new Digi-Wall Ngcono Range (which includes Kalahari, Sahara and Namibia) is antimicrobial treated for resistance to mould and mildew and is ideal for use in hospitals and health centres. It is Class A ASTME-84 Certified and achieves the industry's most stringent fire ratings. It has a PVC face film with textile back - 340g/sqm; and is suitable for indoor use up to five years. Applications include: wall coverings for trade shows, interior design applications, casino signage, reception areas, boardrooms, showrooms, displays units and more.

PLEXIGLAS® ENLIGHTEN is a 92% light transmitting, transparent light diffusing and LED optimised clear extruded (XT) acrylic glass (PMMA) sheet for edge lighting. The sheets have versatile indoor and outdoor applications. They are used in interior decoration, shop decoration, tradeshow booths, various lighting displays, lighting advertisements, lighting signs and engraving.

PLEXIGLAS® LED acrylic sheet (PLEXI GS 5mm LED OPAL WH52 600 x 600mm) ensures maximum transmittance of the light, enabling fluent and fascinating colour change effects and preventing disturbing hotspots. The white or coloured light-diffusing sheets are optimised for backlighting or edge lighting with LEDs.

PLEXIGLAS® GS acrylic sheets (PLEXI GS SOLID WHITE WH06 3050 x 2050mm) come in thicknesses of 3, 5 and 10mm, and is used as a secondary glazing material, or for poster or picture framing, model making, fabricated items, signs, displays, shelving and DIY applications.

PLEXIGLAS® XT acrylic sheet (PLEXI GREY 7A670 GT) is used for glazing in industrial applications, furniture making, shopfitting, exhibition booth construction, illuminated advertising, illuminated objects and displays.

Visitors can also see heat transfer demonstrations with Polif-Flex Reflective and Turbo materials; as well as Grafiprint M231HT (Smeriglio), a monomeric, white, structured matt self-adhesive vinyl with a high tack clear adhesive suitable for indoor wall decorations. Also being showcased will be Aluminium Lightbox Profiles and LED's, directional signage profiles, and Rowmark Colour Hues and laser and engraving material.

Maizey Plastics are also new distributors of DM Reflectives. DM is a leading manufacture of reflective material in Asia, one of the biggest companies producing reflective sheeting, reflective fabrics, photoluminescent films and vehicle safety reflectors in the world.

Avery Dennison reflective materials will also be showcased, as well as Cover Styl' films. 3A Composites' DISPA® paper boards, LUMEX® PET sheets, FOAMALITE® rigid foam plastic sheets, FOAM-X® and SMART-X® lightweight foamboards will also be displayed. The main applications for the products include digital and screen printing, exhibition booth construction and shop fitting, interior and shop design, photo mounting as well as signage, POS/POP displays and furniture construction.

www.maizey.co.za

MAXLASER



The showcase will include hobby models from Flux, desktop versions from xTool, and larger commercial machines from Thunder Laser.

The company's range of laser engraving and cutting machines will demonstrate a variety of creative crafting projects and industrial applications.

MaxLaser offers the broadest selection of laser machines, catering to all budgets and settings. Additionally, the company's ArtisJet desktop UV printers will be displayed, showcasing the prints achievable with UV technology.

MaxLaser's large and premium InkGiant MAX-60DTFP DTF printer will demonstrate the extensive possibilities of printing on clothing. It comes with an automatic powder dryer and features a reinforced machine structure, a white ink circulation and stirring system, a front lid lifting emergency sensor and a preheating device in the printer and dryer.

www.maxlaser.co.za

MIDCOMP



HP's Latex 2700 W 3.2m roll-to-roll wide format printers are designed to tackle high-volumes of large format signage and decorative applications, ensuring high-quality printing at a pace that is difficult to match. Users can extend their offerings with the whitest white and grow into high-margin jobs with 30% wider colour gamut and choose from a wide range of signage and décor applications.

The new HP Latex 630 printer series completes HP's Latex range and makes white ink technology available to Print Service Providers (PSPs) of all sizes. White ink allows users to produce a more impactful range of signage and décor jobs with stunning image quality and colours that jump off the page, creating attention-grabbing campaigns for end-customers. The HP Latex 630 family also provides the HP Latex 630 and 630 W Print and Cut option, giving customers the option of upgrading to a dual-device solution, with print and cut functionality.

HP's Hybrid Latex R2000 delivers print excellence in vivid colours and achieves consistency across rigid and flexible substrates. The series pioneers white ink capabilities with the introduction of HP Latex White ink, which allows users to print the glossiest of whites with no yellowing over time.

The HP Stitch S500 is an all-in-one dye-sublimation solution. With a single device, users can print on both transfer paper and direct to fabric with great results. Get reliable image quality with two CMYK user-replaceable printheads and automatic compensation of up to 30% nozzles out. Without increasing production space, users can double their unattended printing capacity. Users can also efficiently manage their fleet, and remotely monitor printer status and ink/substrate use with HP PrintOS.

The Zünd G3-L2500 Swiss digital cutter features uncompromising performance and precision. Whether for digital print on vinyl, POP made from corrugated cardboard, or textiles for soft signage applications, Zünd's extremely versatile cutting solutions meet the many and varied needs of the advertising industry. Zünd cutters are high-precision machines. All components, from drive system to cutting blades, are designed and manufactured to work together perfectly. This lets users produce efficiently and wow their customers with perfect results.

The EVO A600 DTF printer features print speeds of 12sqm/h (4 pass), 9sqm/h (6 pass) and 6sqm/h (8 pass). Additional features include pigment DTF ink, shake powder control and it is ideal for applications such as canvas bags, shoes, caps, T-shirts, pillows, pants and socks. The DTF machine has ultra-high automation and innovative functions such as online heating, online cleaning, online monitoring, online moisturising and multi-unit joint control. It is suitable for stable and mass production.

For over 30 years, Caldera software has been developing high-quality software for empowering the digital print and cut industry, serving the graphics and textile markets. Customers can improve the efficiency of their printing production workflow with advanced prepress optimisation, image processing and colour management tools. Caldera's main asset is its ability to scale up production by distributing capabilities on high demanding platforms on macOS and GNU/Linux operating systems.

With the comprehensive and customised Pay Per Use (PPU) programme, users can enjoy peace of mind with no unexpected costs and subscribe to a fixed monthly cost per square metre based on their location. There is no minimum print volume required. PPU covers a user's ink supplies, printheads, cleaning cartridges, service maintenance kits, labour and spare parts, and is an ideal solution for cost-efficient printing.

Midcomp representatives will also be available to explain the benefits of the PPUGRO solution in which Midcomp offers a PPU Programme that now gives customers the option of including a printing and finishing system as well as RIP Software, consumables (excl. media), service costs and insurance charged at a predetermined variable rate per square metre that the customer prints.

Midcomp will also showcase its range of media and textiles from renowned brands such as: Drytac vinyl, wallpaper, backlit film and floor vinyl; HP vinyl and wallpaper; Contra Vision® original one-way vision perforated window film; Palram rigid Palboard and Palfoam; Viking digital textiles, gazebo and umbrella fabric; MC Xtreme rigid range Correx and PPH, as well as Image Perfect vehicle vinyl and window film; and PolyXtreme, a new ABS alternative available in semigloss, non-reflective and prismatic finishes.

www.midcomp.co.za

NUTEC



NUtec Digital Ink will be showcasing cutting-edge solutions for wide format digital inkjet printing with its latest ranges developed with environmentally sustainability in mind, including:

- Eco-solvent inks with low smell and superior abrasion and chemical resistance, developed for self-adhesive and flexible substrates.
- UV-curable ink innovations for rigid or roll-to-roll printing, Greenguard Gold certified with lower emissions for use in sensitive environments.
- Water-based, dye sublimation, high chroma inks for textile printing which now carry the ECO Passport accreditation from OEKO-TEX, underscoring NUtec's commitment to sustainable textile and clothing production.

www.nutecdigital.com

PRINTING SA

Printing SA will educate visitors about their member benefits and services. Printing SA represent the interests of the printing, packaging, branding, creative design, marketing and communications industries. They ensure the industry is sustainable and that all stakeholders and, in particular, its members prosper.

Visitors will have the opportunity to speak to representatives to find out about their member benefits, such as: human resources consultancy services; industrial relations consultancy services; B-BBEE advisory and consultancy services; commercial, technical and legal expertise; industry representation and training.

With the Members' Portal, Printing SA members now have exclusive access to a host of great online tools from industry research, tenders, RFP's/Q's, marketing material, templates and so much more.



www.printingsa.org

SIGNBOX

With refined looks and versatility, the Classic Sign

Box range of extrusions is suitable for internal, shopfront and building signs. The Twin Sign Box double sided sign box extrusions make quick and easy suspended, projecting or freestanding signs.

The Tempo Textile Frames are extruded aluminium profiles for single sided textile frames. Displays can be illuminated or non-illuminated.

The Vogue Backing Box System is an innovative range of aluminium extrusions for large and small, single or double sided sign boxes.

www.signbox.co.za

WOODLINE



Woodline Branding Solutions will unveil its refreshed brand identity and branding capabilities.

Attendees at the stand can experience how Woodline's branded products enhance corporate events. From providing shaded networking areas with branded umbrellas to creating comfortable meeting spaces with branded gazebos and bean bags, the company's solutions are tailored to elevate event branding.

Visitors can explore the company's renewed brand identity at the expo, with products on the stand featuring Woodline's new pattern and colours.

www.woodlinebranding.com





Sign Africa Expo and FESPA Africa, taking place from 11-13 September 2024 at Gallagher Convention Centre from 9am-5pm, is sponsored by Stixo and Roland. Entrance is free, please register online.

www.signafricaexpo.com





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Given the hundreds, if not thousands, of different paint formulations, the advent of low and no VOC paints, as well as pesky terminologies such as 'anti-stain' or 'washable', it is almost impossible to look at a painted surface and know that you will be successful with your installation project.

With this in mind, what steps can printers, graphics specialists and sign-makers take to make life easier when it comes to installing applications?

A good place to start with any installation is to test the adhesion first, with many tools and tricks out there to help. However, this is only part of the equation, with plenty of other factors to take into consideration before you can begin installing your graphics.

Surface preparation is key to the success of any installation. You should ensure the wall is washed and properly prepared for adhesion. It is also a good idea to find out when the wall surface was last painted, with most paints taking up to 31 days to fully cure. Of course, curing paints will off-gas in this period and offgassing can create havoc with applied graphics.

Then there is the paint itself, what type of paint was used to cover the wall? There is usually some leftover paint in the supply cupboard that could provide the answer, while a quick Google search on the product will provide further insight as to what issues you might encounter when applying graphics on top. Keep an eye out for indicators such as low or no VOC, washable, scrubbable and

anti-stain, all of which in essence mean the product is engineered to not have things stick to it.

Of course, these are perfect-world scenarios that make life easier for the installation team. However, the reality is that most clients will have no idea of any of these details. So, what can we do when we are not sure?

One option may be to visit your local paint supply store to see what products they have on offer to help with adhesive issues. Some stores will stock a primer or adhesion promoter engineered to give installers a surface to stick to.

Many of these products are quick-cure, meaning they will cure within two hours, and are designed as clear primers for painted surfaces that do not change the actual colour of the surface but do seal in all the properties of the paint that can cause issues when it comes to adhesion.

www.midcomp.co.za

VersaSTUDIO BN-20D Direct To Film

NFW



WHERE TO START

A Complete print and cut DTF solution including S-PG inks, S-F164 film and S-Power. High-Opacity white allows for printing on light or dark coloured garments. Produce eye-catching custom apparel and accessories with vibrant colour with exceptional details without the difficult time consuming weeding or masking.







WHAT TO MAKE?

Easy customisation of Aprons, Apparel and Tote Bags.

Eye catching custom apparel without weeding/masking.

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Transfer complex detailed images and fine lines.



Be the Best, not the Biggest!







There are rules of wiring an LED sign correctly to prevent fire hazards and ensure secure connections.

Use Stranded Wire

With stranded wire you get more intimate contact, reducing voltage drop and power losses. Poor connections can rob a system of a significant portion of the power being produced. Stranded wire will compress and flatten out, which increases the contact area. This reduces the voltage drop and minimises heating at the connection.

Do Not Use Solid Wire

When using solid wire in a low voltage system you will notice, at best, that you will have three small contact areas between the solid wire and the device connection when using a typical screw down terminal. This also applies to power distribution blocks or wire nuts where you have only two contact areas that can cause a heating connection.

Use Clean, Straight Wire Leads

Having clean and straight wires is important to any LED installation. If your wires are clean and straight you will get the best possible connection and reduce voltage drop. If you want you can solder the ends of your wires to keep them together and know you are getting sufficient contact on your connections.

Do Not Fray Wire Leads

When your wires are frayed and going in all directions you are at risk of multiple wiring issues. First of all, you will notice voltage drop if only a few pairs of your stranded wire are making electrical contact. Secondly, you are putting your installation at risk for an electrical short and potential fire hazard.

Heat Shrink Or Use Connectors

When connecting two wires together, it is always best to use the proper wire connectors or solder your wire together and apply heat shrink for protection. There are a variety of wire connectors for different types of wires so it is critical that your connectors are made for the wire you are using and securely fastened.

Do Not Leave Bare Wire Splices

When wiring your LED lighting project, it is very important to not leave any of your wire splices exposed because it puts your installation at risk for an electrical short and potential fire hazard. Always use proper wire connectors and never leave bare wire splices exposed.

Use Wire Splitters

A common mistake people make when wiring LED lighting products is trying to simplify the installation by jamming 10 wires into a wire nut or phoenix connector. It is better to use multiple wire splitters, terminal blocks, or solder wires together to split your wires, rather than try and overload a wire connector, which can be a serious fire hazard.

Do Not Overload Wire Connectors

Overloading wire connectors is the most common mistake when installing LED lighting products. When there are too many wires in a connector that is designed for a single wire this can cause serious fire hazard issues if a short occurs or the wires begin to arc. It can also cause voltage drop issues if some wires have a more secure connection than others.

Use Parallel Connections

When installing larger LED installations or installations with a lot of wire running to multiple locations, you must wire your lights in parallel to the controller or power supply to reduce voltage drop. Think of a parallel connection as your LED lights running independently back to the power source, or run a home run wire to your power supply and splice into that wire at your different wiring locations. Test with a multimeter to check for voltage drop.

Do Not Use Serial Connections

For first time LED installers, serial connections seem like common sense when wiring your LED lights. What people don't realise is that each little LED and its components take a bit of voltage away from the next in a series. So the longer you run your LED lights in a series, the more voltage drop that is going to occur and the less even your lighting will be. If you are installing lights over 6m (20ft), or in multiple locations, always use parallel connections.

www.thelightingzone.co.za

AN EVALUATION OF

FLATBED AND ROLL-TO-ROLL PRINTING



Understanding the current trends in the large format printing industry, alongside the pros and cons of each printer type, can help you make an informed decision. In the ever-evolving landscape of large format printing, the choice between flatbed and roll-to-roll printers stands as a crucial decision for businesses and professionals alike.

Each type offers distinct advantages, catering to different printing needs and preferences. Firstly, it is essential to grasp the prevailing trends in the large format printing industry and how they relate to each printer type. Customisation and personalisation are at the forefront of any printer purchase.

Roll-to-roll printers are particularly well-suited for catering to the trend of customisation and personalisation. Their ability to handle a wide range of flexible media allows for the printing of bespoke designs on banners, wallpapers, and vehicle wraps – meeting the growing demand for tailored prints across various industries.

Environmental sustainability has started to become increasingly important within the industry. Both roll-to-roll and flatbed printers play a role in addressing the trend towards environmental sustainability. However, flatbed printers hold an advantage when it comes to printing on eco-friendly rigid substrates such as wood, metal, and glass, thereby offering sustainable printing solutions for applications like signage and décor.

With advancements in printing technology, high-resolution printing is also of vital importance. Both flatbed and roll-to-roll printers are capable of achieving high-resolution prints. However, flatbed printers excel in delivering intricate details and vibrant colours on rigid substrates, making them suitable for applications where print quality is paramount, such as fine art reproductions and architectural displays.

The trend towards automation and workflow integration benefits both flatbed and roll-to-roll printers. However, roll-to-roll printers, with their continuous

printing capability, are particularly well-suited for high-volume production environments where efficiency and workflow optimisation are critical. Automated features such as media handling and colour calibration further enhance the productivity of roll-to-roll printing systems.

Flatbed Printers

Flatbed printers, as the name suggests, feature a flat printing surface where the substrate remains stationary during printing. Flatbed printers bring the advantage to their owner in the form of versatility in being able to accommodate a wide range of substrates as well as exceptional quality by printing directly onto the substrate without additional mounting or lamination required. The shortfalls however include higher initial investment, as well as not being suitable for flexible media such as vinyl or fabric.

Roll-to-Roll Printers

Roll-to-roll printers, on the other hand, use a continuous roll of flexible media, such as vinyl, that moves through the printer during the printing process. Key advantages of these printers include high productivity, cost-effectiveness and media flexibility in accommodating a wide variety of flexible media. Limitations include potential media wrinkling and limitations in substrate compatibility.

The Preferred Printer In The Printing Industry

The preferred printer type of the current printing market often depends on individual users' specific printing requirements and business objectives. While

both flatbed and roll-to-roll printers have their strengths and limitations, the choice ultimately boils down to factors such as substrate compatibility, production volume, print quality and budget considerations.

In industries where printing on rigid substrates is predominant. such as signage, décor, and architectural applications, flatbed printers are commonly preferred for their ability to deliver highquality prints on diverse materials. Conversely, roll-to-roll printers find favour in applications requiring flexible media, such as outdoor banners, vehicle wraps and textile printing.

Moreover, technological advancements continue to blur the lines between these printer types, with manufacturers introducing hybrid printers that combine the capabilities of both flatbed and roll-to-roll solutions, offering enhanced versatility and flexibility in

The choice between flatbed and roll-to-roll printers hinges on a careful evaluation of an organisation's specific printing needs, budget constraints and long-term business goals. By staying informed about the latest trends and understanding the advantages and disadvantages of each printer type, businesses can make a well-informed decision that aligns with their objectives and maximises their printing capabilities.

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Increasing turnover in a competitive print industry requires a combination of strategic planning, innovation, customer focus and operational efficiency.

Here are some strategies you can consider:

Differentiate Your Services

Identify unique value propositions that set your printing business apart from competitors. This could include offering specialty printing services (e.g. large format, custom designs), fast turnaround times, high-quality prints, eco-friendly options, or personalised customer service.

Focus On Customer Experience

Prioritise customer satisfaction and build strong relationships with clients. Provide exceptional service, respond promptly to inquiries, and tailor your offerings to meet customer needs. Solicit feedback regularly to identify areas for improvement and demonstrate your commitment to delivering value.

Expand Product And Service Offerings

Diversify your product and service portfolio to appeal to a broader range of customers. Consider adding complementary services such as graphic design, direct mail marketing, promotional products, or fulfilment services. Offering bundled packages or subscription-based services can also attract repeat business and increase revenue.

Invest In Marketing And Branding

Develop a strong brand identity and marketing strategy to increase visibility and attract new customers. Use both online and offline channels, including social media, website optimisation, email marketing, print advertising, and networking events. Highlight your unique selling points and showcase examples of your work to demonstrate credibility and expertise.

Embrace Technology And Automation

Invest in modern printing equipment and software solutions to improve efficiency, quality, and productivity. Explore digital printing technologies, workflow automation tools, and web-to-print platforms that streamline processes and reduce turnaround times. Embracing automation can help lower costs and free up resources for growth initiatives.

Optimise Pricing Strategies

Review your pricing structure to ensure it remains competitive while still delivering adequate profit margins. Consider implementing dynamic pricing models based on factors such as print volume, turnaround time or value-added services. Offer discounts for bulk orders, repeat customers, or referrals to incentivise loyalty and attract new business.

Focus On Operational Efficiency

Streamline internal processes and workflows to minimise waste, reduce errors and maximise productivity. Invest in employee training, implement lean manufacturing principles, and leverage technology to optimise resource utilisation and minimise downtime. Improving operational efficiency can lead to cost savings and increased profitability.

Expand Into New Markets

Identify untapped market segments or niche industries where your printing services can add value. Tailor your marketing efforts and service offerings to address the specific needs and preferences of these target markets. Expanding geographically or partnering with complementary businesses can also open up new revenue opportunities.

Monitor Industry Trends And Innovate

Stay abreast of emerging trends, technologies and consumer preferences in the print industry. Continuously innovate and adapt your business model to capitalise on new opportunities and stay ahead of competitors. Experiment with new materials, techniques, or product features to differentiate your offerings and attract attention.

By implementing these strategies and maintaining a proactive approach to business development, you can increase turnover and drive sustainable growth in a competitive print industry. Regularly evaluate your performance, adjust your strategies as needed, and remain focused on delivering value to your customers to achieve long-term success.

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You must do whatever you can to make it easier for customers to deal with your business. If you want more of something, like customers, sales and profits, I have three words of advice for you: reduce the friction. What I mean by that is you must eliminate anything and everything that gets in the way of people doing business with you.

For most companies, those roadblocks include everything from your hours of operation and your use of technology to policies and procedures that make it difficult, if not impossible, for people to purchase your products and services.

You, as a company owner or executive, must make it a priority to analyse how you interact with customers and to identify what you can do to improve those interactions.

Jeff Bezos, founder of Amazon, has said, 'If you want more of something, reduce the friction'. If you want to drive your sales, you must create loyal customers who wouldn't dream of doing business with your competitors.

Most of you focus on the bottom line; you are 'numbers people'. Let me share some numbers with you that I hope will open your eyes and provide you the incentive to up your game when it comes to attracting and retaining customers.

Apple is one of the most customer-friendly companies in the world. If I have a problem with my computer or phone, I don't have to pack them up and haul them into a store, I can simply call the company and explain the problem. The employee on the other end of the line then walks me through the process to solve my problem.

How does Apple's customer service impact its bottom line? The company has had \$100 billion in profits for the past several years. Last year, it had sales of \$383.3 billion and a net income of \$97 billion. Impressive.

And then there's Amazon—one of the most customer-centric companies in the world. This company does everything right, and it reaps great rewards because it does so. In 2023, Amazon's sales reached a whopping \$574.8 billion, an increase of \$60.8 billion over the previous year. And its net income was \$30.4 billion.

Look at how you use technology. Are you using it to tick off customers and avoid human contact, or are you using it to recognise customers? Amazon uses it as a magnet to draw customers to it. Placing an order takes just a few seconds and is acknowledged by the company in less than a minute, and that includes the date it will be delivered. If you receive an order that doesn't meet your expectations, you can easily return it at no cost to you.

The most important step you can take in creating loyal customers and attracting new customers is to know who they are. What hours and days are you open for business and available, either in person or through technology, to your customers? The options to accommodate customers is endless.

It's critical that you know your customers and that you do everything you can to meet and exceed their expectations. They want great quality, great prices, great speed and great service. Deliver all of these, and your sales will skyrocket.

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Training And Upskilling The Next Generation Of South Africa's Printing Industry Leaders

The printing industry, like many sectors, is experiencing skills shortages, so the need for greater training to ensure the longevity of the industry is critical.

According to a drupa article, the print industry in Germany counts a total of 8700 trainees. But the training and skilled labour situation is placing increased pressure on this sector. Some 75% of the industry's 7,000 companies state they are facing major challenges due to skilled labour shortages.

'The print industry has been impacted by (skilled) labour shortages for years,' said Heidelberger Druckmaschinen. According to a Heidelberg article recently published, nearly one in two companies lack suitable skilled staff. This challenge even ranks ahead of increased energy prices and bureaucratic burdens. For the study, the company conducted a representative poll of the views of 700 firms.

The Heidelberg-based company sees automation and digitalisation as solutions to the staff shortages in print shops. In this way jobs can be made more technical and more attractive for workers.

In South Africa, Printing SA has intensified its efforts to raise awareness and elevate the profile of the industry to the next generation of youth through a rigorous campaign centred around hosting Career Days in Gauteng, KwaZulu-Natal, and the Western Cape.

Each Chamber will host three career days in their province this year in partnership with member companies, exposing grade 12 learners to the plethora of career opportunities and career paths



within the industry. 'As the premier training institution for the sector in Africa, we pride ourselves on the quality of our courses, which are accredited by the FP&M SETA and have gained acclaim in Europe, Australasia and South America,' said Printing SA's Head of Marketing and Business Development, Abisha Katerere.

'In partnership with the Department of Women, Youth and Persons with disabilities we have entered into an MOU, which will see the department endorse these initiatives and ensure that we reach as many of their constituents within the regions as possible. The career days include plant tours that aim to give learners real-time exposure to the manufacturing of printing, packaging, branding and design.

'As the continent's FESPA Association, we represent Printing SA members on the FESPA Youth Engagement Forum and we are bringing ideas and best practice gained from this platform to enable us to be more effective in how we entice the youth to pursue this industry as a viable alternative to traditional mainstream sectors. We aim to introduce more than 500 learners to the printing, packaging, signage and visual communications industry in 2024.'

Training Offering

Printing SA has more than 74 courses that range from Introductory,
Technical and Skills programmes,
to Administration training designed to address the skills needs of the industry. These courses address both the theoretical and practical

components of various trades and occupations, and those who wish to be qualified as artisans in the industry have an opportunity to study and gain their qualification through Printing SA.

They are currently developing the new qualifications in alignment with the Occupational Qualification Framework endorsed by the Department of Higher Education and Training, and driven by the QCTO.

This is aligned to driving new generation skills development, targeted at trades and occupations which are cutting edge to the evolving world of print and packaging.

'Our training is offered through a multi-modal approach using

e-learning, online, and face-to-face platforms at our regional training centres in Johannesburg, Durban and Cape Town. We have partnered with the Institute of Media, Strategy and Design (iMSD) to offer the Adobe Creative Cloud Suite Course for graphic design to the industry over the past two years, and we continue to invite and search for more partners that can assist us to add value to our training offering,' said Katerere.

Establishing The Training Requirements Of The Industry

Printing SA have identified a number of areas that require a collaborative approach with the industry. As such, they will be constituting a Training Council comprising of members (industry stakeholders) and Printing SA to establish the training requirements of the industry. 'We are confident that this inclusive approach will ensure that the development of relevant training courses will provide an offering that will bridge the gap in many respects,' said Katerere.

A profound challenge is the lack of skills available to the industry and the availability of training interventions to address the skills deficit. This is not a unique local issue, but part of a global concern.

'Printing SA is one of the few associations globally that is working with schools, industry, and the FP&M SETA to bridge this gap and ensure that a talent pool is available to the industry. Printing SA is also reviewing its long-term outlook for training, which will look into a more dynamic distribution channel to offer its training programmes,' he added.

How can Printing SA's members assist with the skills shortage and training?

'We encourage members to

volunteer to be on the training committee and we are always looking for member companies that are willing to host unemployed learners who undergo our Foundational Learning Programme (FLP) and Introduction to Printing and Packaging courses to serve their workplace experiential learning with them,' said Katerere.

'We will also be training unemployed delegates on the various trades and occupations widely used by the industry, and these learners will need a place to undertake their practical training and assessments. Companies should be excited to host these learners by adopting a long-term view. This will enable us to provide an avenue for young job seekers to gain practical skills and further their knowledge of the craft.'

'We have a long list of members that have been supportive of our efforts. The majority of our learners come from member companies and others have opened their doors to unemployed people in order to upskill them with practical skills.

Of our entire membership base, more than 90% of them use our training interventions for their staff and have also been known to host unemployed people seeking opportunities within the industry.'

What will attract future generations to the printing industry in South Africa?

'The advancements with technology have opened up a side of the industry that is not as traditional as it was five years ago. The industry is now looking for innovators, creatives, forward thinkers and skillsets that go beyond the need for merely understanding how to operate a printing or packaging press. This means that the opportunities are without bounds, and the need for a

person who understands the brand's objectives well enough to translate it into a product that compliments their vision is going to be the ideal candidate to offer added value to the industry. Artificial Intelligence, Radio Frequency Identification (RFID), Near Field Communication (NFC), Augmented Reality and Virtual Reality, among others, have all become transitionary enablers for value add in our sector, and we are looking forward to being contributors to the transformation of this incredible industry.'

'Lastly, there is a dire need to change the perception of this industry and also profile the industry in a way that attracts the youth. Globally, this industry is viewed with a pronounced traditional layer, which is distant from the reality. Having recently visited drupa, it is evident how dynamic this industry is. As such, Printing SA, together with its members, will assiduously seek to find creative ways to profile the industry in its dynamism, with the aim of crafting the sustainability of the industry,' concluded Katerere.



Printing SA continue to reinvent the 'Women in Print' series as it has become a trusted platform for women not only in the printing, packaging, signage and visual communications sector but across all allied industries, affording the opportunity for women to be celebrated, recognised, inspired, motivated and encouraged to continue aspiring for greatness in every aspect of their professional, personal and social philanthropic journeys. Africa Print, Sign Africa and Modern Marketing are proud media partners of the event.

The Durban event is sold out. Book your Joburg and Cape Town tickets here: www.printingsa.org/events-calendar/women-print

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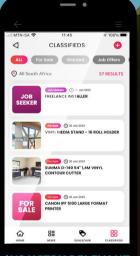


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Mike mike@zelus.co.za Gauteng

FREELANCE RIGGERS 22 APRIL

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Julie +27 83 714 4489 julie@themediamafia.co.za Gauteng

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17 APRIL

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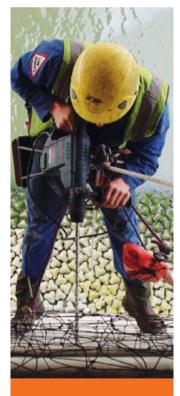
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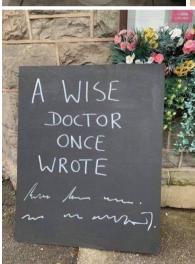


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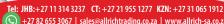






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