

Wide Format Printers

Inks, Media & Substrates, Finishing Equipment



SGI | Dubai 2020



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He is a graphic designer with experience in operation of printers and finishing equipment with also many years of experience in inks, media, CNC routers and software. Many years of experience and training acquired in multiple visits to lots of expos and factories around the world. He lived in Beijing during the six weeks FLAAR-REPORTS had a project there to assist a Chinese company with graphic design for international marketing. He is in charge of writing the reviews, evaluations and news on Inkjet ink, media & substrates, CNC routers and software.



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SGI Dubai is the leading expo for signage and wide-format inkjet printing in the entire Middle East area. We at FLAAR-REPORTS know of the size because in past years we have attended expos in other areas. Each regional expo is helpful for local people, but an international expo can assist local print shops as well as attract international visitors. Since SGI is clearly the signage and printer expo of international rank which is first of each calendar year, we have been attending Sign Middle East expo in Dubai every year for many years to know the trends that will mark the beginning of each year.

Many people in the print and signage industry come to SGI Dubai because of the networking opportunities. Others will come because they want to learn what will be the trends for 2020. Obviously lots of people like also to go shopping in the remarkable malls of Dubai. Two of us from FLAAR-REPORTS came to SGI Dubai 2020 this January because of all these reasons as well as the fact that after so many years visiting SGI we have many friends and colleagues in the Middle East. Plus Dubai is a great place to visit.





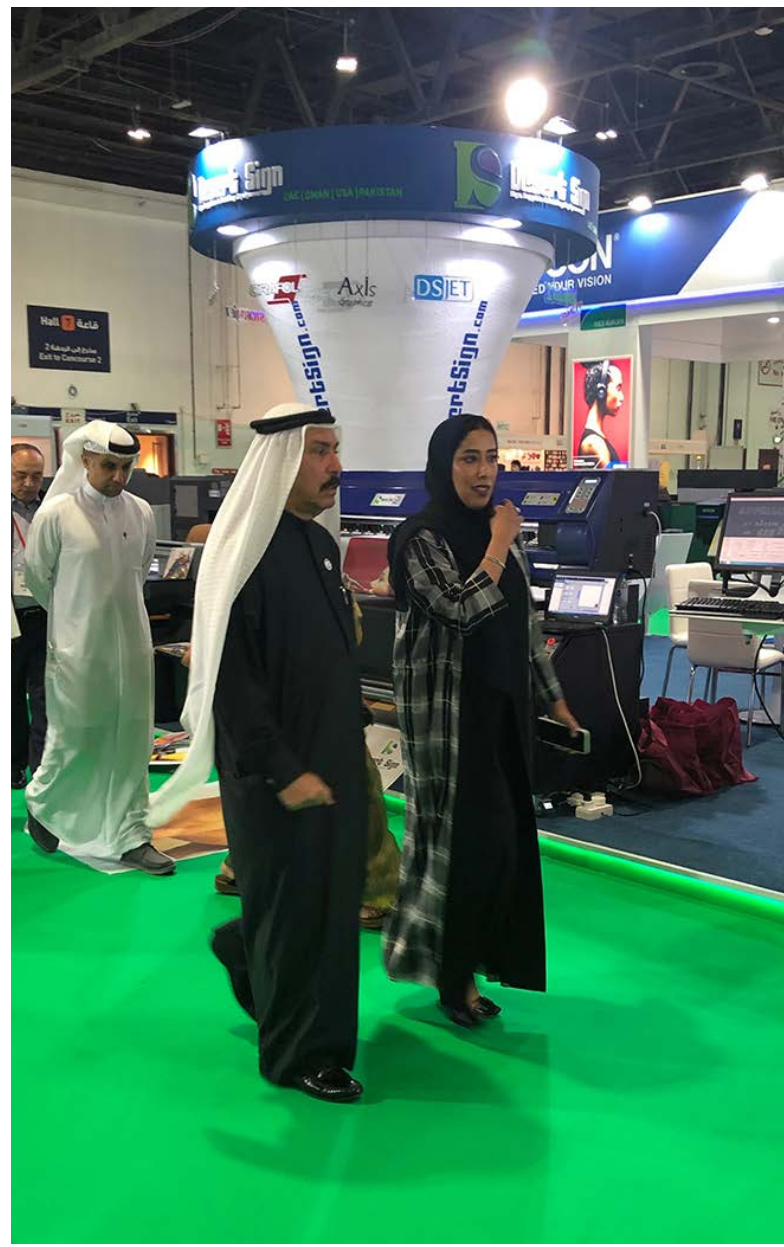


Sign Middle East is organized by International Expo Consults, LLC (IEC). We have enjoyed working with the capable executives and managers of IEC over the years. So let's enter the spacious halls of SGI Dubai 2020 and find out everything that happened through our experience.

As usual, we managed to access the expo one day before it opened to the public, this in order to be able to talk with the technicians and see the printers during the last day of assembly, so we know what to expect this year.

The opening ceremony of the 23rd edition of SGI Dubai had the presence of Her Excellency Mona Ghanem Al Marri, Director General of the Government of Dubai Media Office, and Mr. Abdul Raham Falaknaz, Chairman of IEC, organizer of the Sign and Graphic Middle East event, together with Sharif Rahman, CEO, International Expo Consults (IEC) and DonnaBelle Reyes, Administration manager, IEC.







As you will see in the following pages, this event includes some of the most renowned brands in the printer industry around the world

Being an exhibition of international recognition we can find a great diversity of products dedicated to the signage industry:

- Selection of ink, increasingly after-market
- Selection of printers size, brand, and type
- Selection of medias or substrates
- Finishing equipment (cutters, laminators, etc.)
- 3D printers and traditional 3D signage







UV-Cured, Solvent and Textile Printers at **SGI 2020**

Inkjet printers with UV-curing ink continue to be the most popular type of printer. At SGI Dubai 2020 we estimate there were:

- 30 UV-curing printers.
- 15 solvent printers
- 10 Textile printers

UV-cured wide-format inkjet printers were clearly the dominant technology; being able to find this type of technology in each part of the exhibition.

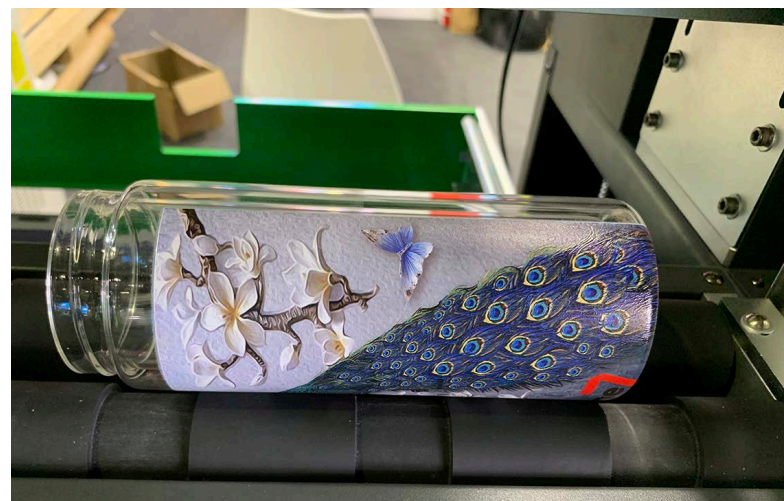
Solvent printers were still very much in evidence: solvent has not disappeared, neither has full solvent, nor mild-solvent, nor eco-solvent although the global trend is to gradually change solvent technology for a slightly more green solution.

There were more textile printers here in 2020 than I remember from the past years. Water-based printers were few; being Epson the only brand.

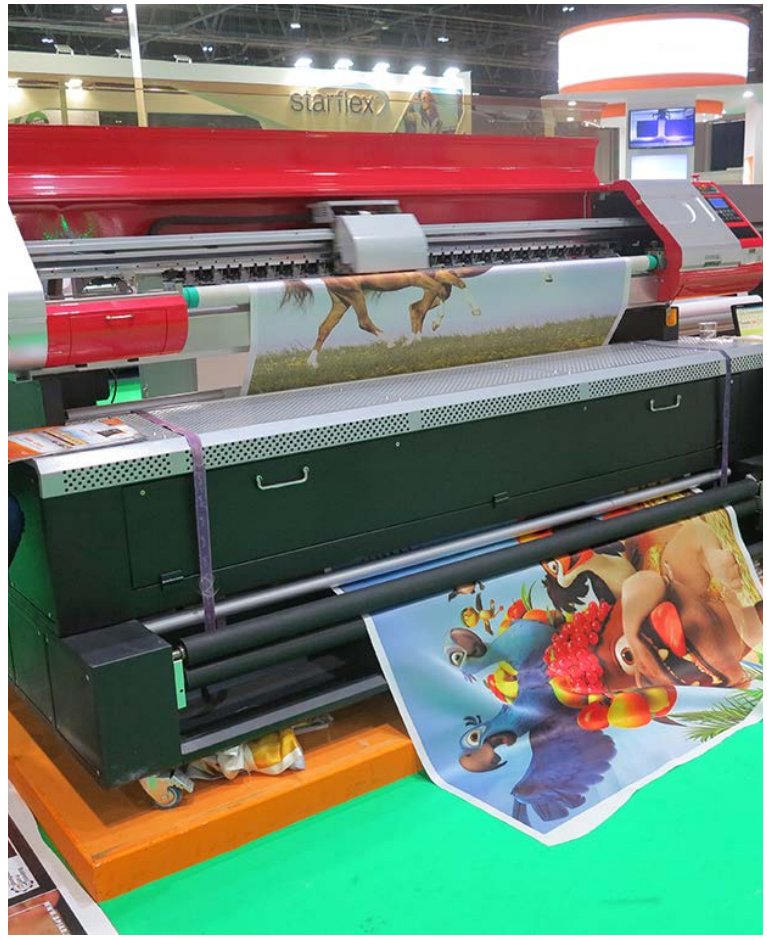


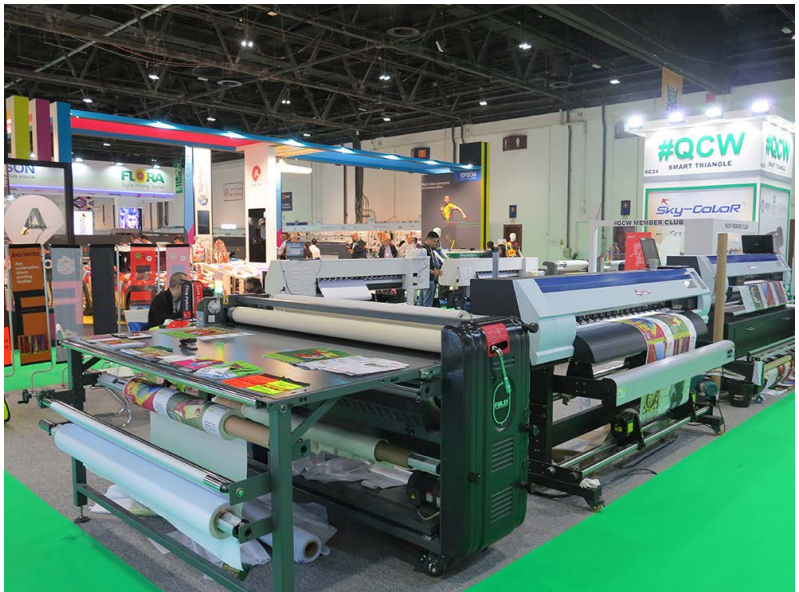
Test prints are a good way to be able to see print quality. So here we are testing a UV-curing printer from Plamac.

Almost no JETRIX brand UV-curing printer was physically present at expos in USA and EU during 2019. So it was a further demonstration of the reason to visit SGI Sign Middle East Dubai in order to see the JETRIX brand name.



Printing on bottles is a good way to customize gifts as corporate or personal presents. So it helps to come to an expo where you can learn about this.







Media & Substrates and Inkjet Ink at **SGI 2020**

Media & Substrates

Substrates and materials for printing signage are in abundance throughout this important exposition.

There are at least three primary sources of media & substrates:

- Booths of the manufacturers
- Booths of local distributors
- Booths of manufacturers in China

Inkjet Ink

Many large inkjet ink brands were present during the expo even though most of them through their distributors.



Once the expo doors are opened there are so many people in the booths that we can't take photographs. So we go an hour before the expo is opened to visitors so we can photograph the booths with no people blocking the brand names or products.



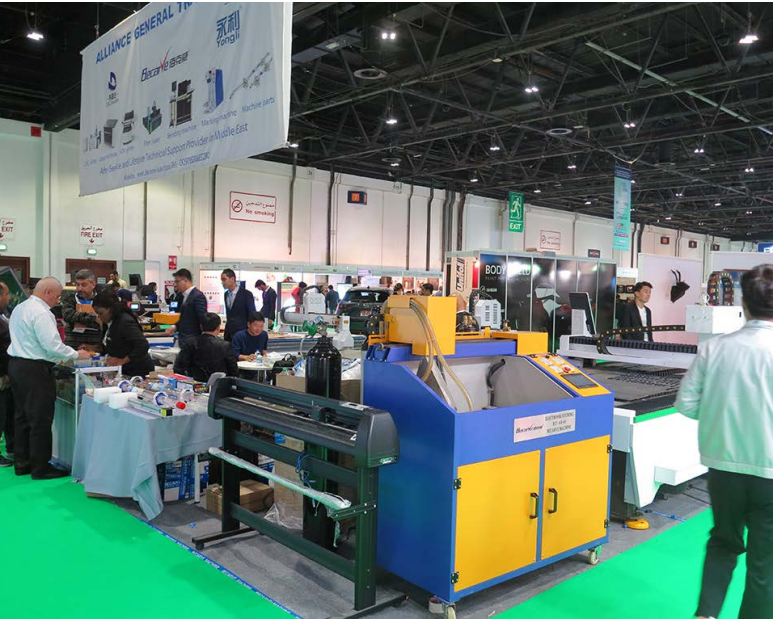


Inks are crucial to improve your print quality.



CNC Equipment at **SGI 2020**

CNC equipment is a type of machinery overestimated by many end users who are unaware of the wide range of market niches that can be accessed with this type of equipment. It was nice to see that in this edition of SGI there were more CNC equipment compared to previous years.



Brands from all around the world are visible at SGI 2020.



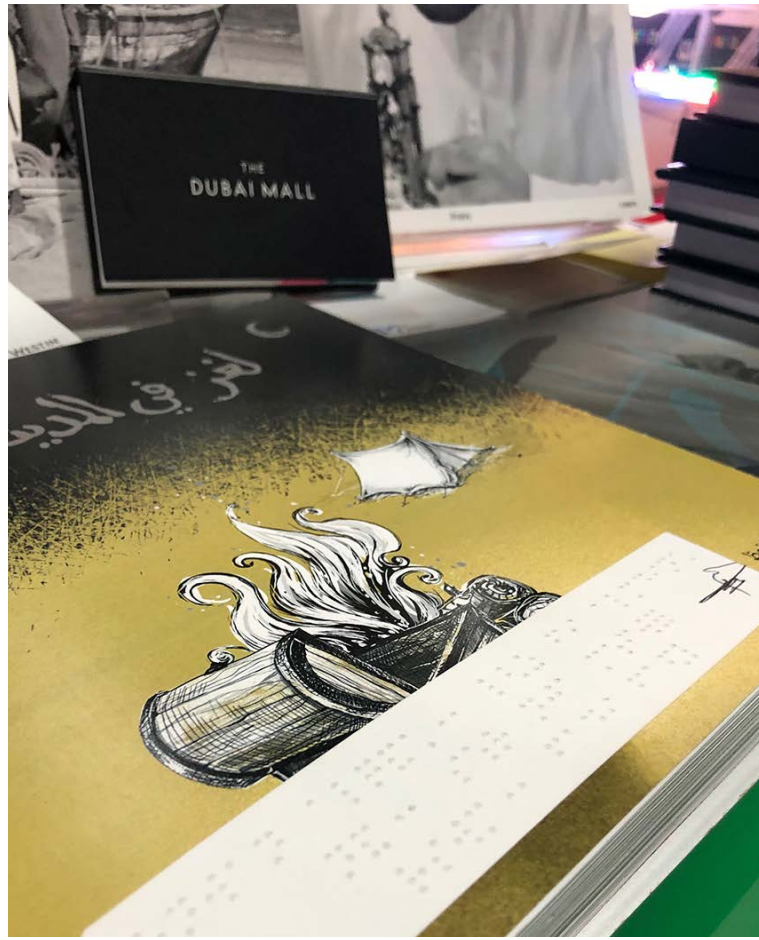


Applications at **SGI 2020**

In many booths of this great exhibition it was possible to observe various techniques for wrapping vehicles of different types. Also SGI had a section called “Wall of Fame”, in which a variety of printed samples in both 2D and 3D were exposed.

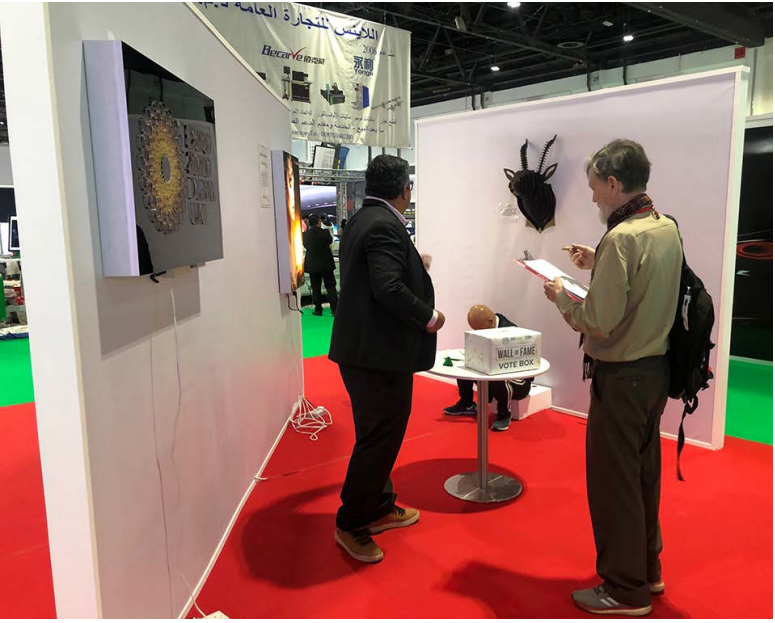


Vehicle wrap specialists can help you learn how your print shop can add this to your offerings.





Lots of printed textile applications at SGI 2020.



FLAAR-REPORTS Dr. Nicholas is one of the judges for the annual Wall of Fame.





Venue: Dubai, United Arab Emirates

Dubai is clearly the perfect location for international visitors:

- Easy to get to and from the airport
- Easy to get around the city
- Giant expo center, with hotels directly adjacent
- Safe and peaceful, day and night.

Ironically it is shopping which is the #1 attraction, which Dubai offers all the countries within a radius of a thousand kilometers. Every designer brand is available at every shopping center in Dubai.

Your spouse or girlfriend can enjoy shopping day and night while you are at the expo. Your kids will have plenty to do in all the entertainment centers associated with several of the malls. Plus a city tour will let your travel companion sample the diverse offerings of this remarkable city.

There are signage expos in other parts of the Middle East; but SGI in Dubai is clearly the largest. SGI, Sign Middle East, is the regional leader in the past, present, and in the foreseeable future.



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www.FLAAR-REPORTS.org

| www.large-format-printers.org

| www.wide-format-printers.net