The 23rd edition of the Sign & Graphics Imaging (SGI) Dubai show was inaugurated today by Mona Ghanem Al Marri, director general of Dubai Government Media Office. She visited most of the participants’ stalls and expressed satisfaction with long time exhibitors CMYK and Flex-Europa, while also congratulating Masonlite on their 40th anniversary. The DG was accompanied by chairman of IEC, Abdul Rahman Falaknaz.

Exhibitors from multiple countries are displaying their products and services at the premier regional show for the signage industry. Heliozid Océ today launched the new Océ Colorado 1650 printer from Canon, extending customer choice by expanding the series of roll-to-roll large format devices featuring Canon UVgel technology. Heliozid Océ is the sole distributor for Canon large format Océ products in the UAE and is demonstrating the Colorado and Arizona products on its SGI 2020 booth, showcasing live applications such as wall coverings and self-adhesive vinyls.

Heliozid Océ today launched the new Océ Colorado 1650 printer from Canon, extending customer choice by expanding the series of roll-to-roll large format devices featuring Canon UVgel technology.

Heliozid Océ is the sole distributor for Canon large format Océ products in the UAE and is demonstrating the Colorado and Arizona products on its SGI 2020 booth, showcasing live applications such as wall coverings and self-adhesive vinyls.

A spokesperson for Heliozid commented: “When we launched the Océ Colorado 1640 at FESPA in 2017, we were convinced that our Canon UVgel technology had to be a platform for an extended family of products, designed to give customers the optimal blend of high productivity, broad colour gamut, wide applications range and low cost of ownership. Based on the positive feedback from our customers and channel partners, we have channelled our R&D efforts over the last two years into delivering a second 64-inch printer that maximises the very popular production advantages of the gel technology, while elevating performance for media and applications such as self-adhesive vinyls, which account for an increasing proportion of customer output.”

Read in detail about the product on the PrintWeek MEA website.
IEC chairman happy to host visitors at 23rd SGI

Marketing and advertising have come a long way from medieval times where a town crier used to update the resident about the latest news. Today, one is bombarded with information on promotions for everything under the sun, including the sun itself.

The printing industry has been a big benefactor as a cost-effective solution for mass media dissemination. New technologies have changed the way we consume media.

SGI Dubai show started more than two decades ago catering to the printing and signage industry in the MENA region. Even today, we are at the forefront of delivering the latest technology at the doorstep of customers and trade visitors from all over the GCC, Europe, Africa and Asia.

The 2020 edition of the show will be our 23rd consecutive show and include firms from around the world under one platform. Our show takes place early January to provide the opportunity to act as early adopters to the latest trends in the market so you can have a prosperous year ahead.

Along with the team at International Expo Consultants, I welcome you to SGI Dubai 2020 and hope you have a fruitful three days at the show and get the opportunity to invest in your business’ future.

IEC CEO promises new beginnings at 2020 show

Would like to take this opportunity to wish you all a very happy, successful and memorable 2020 both from a personal and professional point of view.

The year 2020 is packed with new beginnings and we set the ball rolling each year with our trade show in Dubai. SGI Dubai 2020 will be your one stop destination for everything under the umbrella of printing and signage industries. Furthermore, you can also witness the evolution of the related industries through our show.

The 23rd edition of the show is one of the most focused and innovative shows in its history. This show will set the tone for the industry and the future evolution that the stakeholders are about to embark upon. SGI Dubai is the only platform in the region which brings together all the various local, regional and global brands. At the show, you can compare, research, experience and finally pick the one most suited for your needs and most importantly build an invaluable network.

The 23-year-old show has experienced various trends within the printing and signage industries and much like any other, this industry is also transforming. Today, we serve various categories affiliated to the forefront of delivering the region. Even today, we are at the way we consume media. Technologies have changed been a big benefactor as a cost-including the sun itself.

for everything under the sun, dent about the latest news. crier used to update the resi-

Astariglas and Lexan will also be showcased. The new range of faux concrete wall panels and new architectural specialty products from Sabic will be on display.

Blue Rhine's online store brings e-commerce to the sign industry

Blue Rhine, a leading distributor of signage and advertising materials in the GCC, marks its 17 years of association with SGI today. This year, Blue Rhine is showcasing its latest Philips digital signage range for applications like education, hospitality, digital menu boards, retail and OOH. The indoor and outdoor LED panels from Doit Vision, used to create eye-catching visuals fixed and rental LED applications like stage events, shows and concerts is also going to be the highlight of the show.

Innovative solutions from Desardi, General Formulations, Inticoat, Astariglas and Lexan will also be showcased. The new range of faux concrete wall panels and new architectural specialty products from Sabic will be on display.

Masonlite is celebrating its four decades in the industry this year

Masonlite is ready for the forthcoming edition of SGI 2020. General manager Sunil Purushothaman said, “We are launching some new products – Plamac brand UV flatbed printers and new models of Artisjet UV printers for the cosmetic industry, sign industry and gifting industry.”

According to Purushothaman, the visitors to the Masonlite booth will not only get to see several new products, the company is offering attractive prices as a part of their anniversary celebrations.

“Our products are on display in sandcarving, UV printing, digital printing, sublimation, CNC routing and metal fabrication laser cutting and welding. Metal industry is showing a promising future and with SGI focusing on this segment, we have a main role to play in this show. We are introducing some highly advanced welding machines from Nine Laser and letter bending machine from Doboen,” Purushothaman informed.

“We have high expectations from this year’s show and are hoping to meet a lot of new potential customers and interacting with our existing clients as it is an ideal platform that brings us all together to exchange ideas, view products and finalize deals. With the introduction of metal industry, branding and labelling, paper industry, artificial intelligence and textile industry, SGI has opened up the market horizon.”
Flex-Europa showcasing solutions for end-users

Long term participants, Flex Europa are participating in the 23rd edition of SGI. They are exhibiting the latest variants of its existing brands and some new solutions for the end-customers.

Speaking to Printweek MEA, business development manager Vijay Chandran said: “We are showcasing our traditional range of signage solutions, with better ROI for customers. Our focus is on offering better quality at lower costs and improved productivity. Visitors can also expect a couple of surprises at our booth this time around,” he added.

“Customers in this region always look forward to the latest trends in the signage industry sooner than in other parts of the world. Since anticipations are high, we are looking forward to fulfilling the expectations of visitors. Over the years, SGI has been innovative while addressing the technological developments in the market and evaluating the potential of the industry in an ever-changing business scenario, where customer requirements are realistic and trendy, all of which helps drive the industry forward.”

Talking about the industry, Chandran said, “We foresee the continuation of growth in the current wide-format inkjet platform, aided by innovations from major manufacturers. Our strategy would be influenced by the changes in the retail landscape and in the market. Hence, we are looking forward to a fruitful business.

Graphic Int’l unveils Mutoh XpertJet

Participating in SGI Dubai show for over 20 years, Graphic International Centre is showcasing products in three segments – EcoSolvent, Rigid Metal Sublimation and UV.

On display are XpertJet 1628, 7-colour eco-solvent printer, ValueCut II cutting plotter and ValueJet 1638WX sublimation printer with 8 colors from Mutoh and 3.2 LED-UV roll-to-roll printer from Jetrix.

“ChromaLuxe sublimatable HD metal panels guarantees life of 64 years on images transferred on them. It is suitable for interior applications in hotels, offices and schools and are embraced by photographers, designers, printers and architects,” said deputy GM, Varghese Mathew.

SGI focus: Interior design portfolio

Avery Dennison, Politape, Moden Glas and Perspex have been associated with us for our commitment to quality. “At this year’s show, along with Avery Dennison, we would display the interior design portfolio befitting the needs of the advertising industry to meet the expectations of the SGI visitors,” he added.

Siddiqui further said, “SGI has always maintained a high standard attracting visitors not only from the UAE but across the GCC, Middle East, Asia and Africa regions. With a well-implanted platform, our trust in SGI has been ever growing and we are looking forward to a fruitful business year.”

Magic Trading is launching new products at the show

Catering to the promotional gifts market, Magic Trading has announced that they will be launching new products during SGI this year.

CEO Sina Haghi said: “The show is a great opportunity for us to connect with our customers and update them about our latest product offering and collection. Although we didn’t close many deals during the previous show, our presence is important for maintaining long-term relationship with the customers. SGI Dubai is the most important show in the Middle East for us and therefore we are launching new products during the show. We are updating our existing clients and hoping to meet new clients from the neighboring countries, particularly Africa.”

MTC is divided in two major divisions – promotional gifts and printing equipment and supplies for corporate gift printing. They also deal in heat press machines and materials from STAHL, TexPrint sublimation paper, Sublisplash inks, MagicTransUSA transfer papers, USA Buttons, laser and screen, and other printing equipment.

“In the recent years, we have been working hard to identify the needs of our clients and improve ourselves. The key to our success has been providing quality products in short periods of time and at reasonable prices. The market has become more competitive and the companies that use technology to offer tailor-made services will be successful,” added Haghi. “We are also keen on learning about the new technologies and trends in the industry at the show. It is very important that we remain updated with the latest developments in the market.”

Expressing his opinion about the upcoming Expo 2020, Haghi commented: “Expo 2020 will attract lots of visitors over in six months, spelling major boost for the country’s economy. While sectors such as hospitality and retail will directly benefit from it, the event would affect other segments too. These businesses will then turn to advertising more and allot bigger marketing budgets, supporting our business accordingly.”
First time participants, Sappi exhibited their dye sublimation and inkjet speciality papers at the SGI show. Head of Digital Solutions, Paola Tiso said: “We see a lot of opportunities here. Our dye sublimation and inkjet papers are manufactured in our Italian mills. Everything including the base papers and coatings are produced inhouse, which is how our quality, consistency and technology is maintained. We also have a complete range covering all the end applications and inhouse converting for slitting the jumbo rolls for dye sublimation into a various sizes. ”

Talking about the acquisition of Hume Paper Group two years ago, Tiso added: “This acquisition has integrated the digital imaging part of the business, making Sappi stronger in the digital printing segment. Our market share over the last years has only been increasing in this region. We are happy with our participation in the SGI. While yesterday was quieter due to weather conditions, today we have had serious enquiries and important leads for our products. Sappi looks at expanding its business in the region. The new product that we have exhibited here is the dye sublimation paper called Drive in 45 and 55 gsm. This paper has been developed to run on high speed industrial printers since it has a smooth backside. It also has a fast drying capacity and may reduce consumption of ink. Every product has been designed especially for the end application.”

SGI Dubai 2020 will feature some of the top brands from around the world and that includes some of the top executives from global and local brands in the industry. The show promotes knowledge sharing among peers in the form of a panel discussion among the top industry experts gathered at SGI Dubai.

This years panel discussion will be moderated by Dr Nicholas Hellmuth, Director of FLAAR Reports, who himself is a global expert on wide-format printing and a regular at SGI Dubai. He will be joined by key industry figures from Heliozid Oce, Blue Rhine, Alpha Art and Magic Touch.