Epson participates with Flex-Europa & CMYK, sells 2 printers

Long term exhibitors Epson opted to participate in SGI with their partners – Flex-Europa and CMYK. Explaining their decision, Shihab Zubair, regional sales manager – professional solutions of Epson Middle East said: “The whole exhibition idea is changing globally and focused approach is now the sought after tool. Our team decided to participate with Flex-Europa for the signage segment and with CMYK for textile printing segment. Every year (since 2005) we would showcase our entire range, while this year, after going through the exhibition profile, we opted to display our signage and textile printing solutions in our large-sized booths. We have been in the digital textile market for a long time, and many areas like Egypt, Syria along with UAE are showing doing well. In the year, we launched our textile printers we took a big market share from Mimaki and Roland. Textile printing has multiple applications including for signage, since we use the dye sublimation technology where we can transfer the ink on any surface. We have already sold two units of our newly-launched 9400H model at the show. The speciality of this is its ease of printing any fluorescent colour, making it suitable for the sports segment. We are offering special prices and warranties for purchases made during the show. Even our products for the signage market is showing growth.”

T-shirt printers can print on bags too says Dr Nicholas Hellmuth, FLAAR

T-shirt printer options are conveniently next to each other at SGI Dubai 2020: Magic Touch, Forever, and Brother are all across an aisle from each other. There are more T-shirt printing capabilities showcased at the Multisystem Technology booth in the front aisle near the hall doors.

You can print T-shirts with inkjet printers (direct-to-garment or via transfer paper). You can print direct-to-garment with UV-curing printers. Plus, the same T-shirt printers can print on logo-bags, promotional bags, personalized grocery bags, tote bags, etc. These bags can be re-used for years (so you don’t need plastic grocery bags). For printing on coffee mugs and comparable, there were lots of nice exhibits in booths with the word SUBLIMATION on their back wall. Heat presses were also available. You can also decorate caps, shoes and other items. So lots of gift options you can decorate with your logo and your message.

So it is helpful to have T-shirt and logo-bag printer capability on exhibit, in many separate brands, at SGI Dubai 2020. I look forward to seeing these brands at SGI Dubai 2021.
‘SGI is an important event to promote Sign China in ME’

Promoting a leading sign event in China at SGI is the team from Trust Informa Markets.

“We have been participating in SGI since 2007 to attract foreign buyers, especially from the Middle East and Africa, as more and more Chinese businesses are tapping into international markets,” said Gloria Chen marketing and conference manager of East China, Trust Informa Markets.

This year, Sign China will be held between September 17 to 19 in Shanghai. Chen informed that several regional companies also exhibit at Sign China. “Just before SGI, we also participated in Digi Sign Africa held in Egypt, which was also packed with regional visitors. Many participants from the Chinese pavilion at SGI are also our exhibitors. Thus, the SGI Dubai show is an important platform for us to greet and inform existing exhibitors as well as build relations with new companies,” she said.

Chen remarked that the quality of customers visiting SGI has improved with genuine inquiries from visitors. “Sign China has hosted about 100 foreign countries for the last 14 years and many of these are from the GCC.

Talking about the scope for the digital printing industries during Expo 2020, Chen said: “The Expo will generate strong requirements for digital printers.”

Unifol from Turkey seeks to meet buyers from the region

Since 2008, Turkish manufacturers of self adhesive PVC films Unifol has been participating in the SGI Dubai Show. “We have exhibited along with our local distributors quite a few times,” said Recep Orak, export manager for Unifol.

New products at the Unifol booth were PPF films, 10 new colours for car wrapping and bubble-free cast digital vinyl. “We also produce digital printing and signage material,” added Orak.

Regarding their expectations from the SGI Dubai show, Orak said: “We are hoping to attract business from the Gulf countries, especially, Saudi Arabia, Bahrain, Kuwait, Qatar and Iraq.”

According to Orak, Unifol has been exporting to 35 countries since its inception in 1994. “Besides, Middle East, our clients are spread across Argentina, South America, Ecuador, Russia, countries in Europe as well as Asia, including China.”

When asked how Unifol has been able to enter the evergrowing China market, Orak said: “We have some unique products such as cast material for car wrapping which very few companies in the world have been producing and Unifol is one of them. We have also been producing paint protection film for the last six months, which we want to float in the China market.”

Orak informed that Unifol has been witnessing a good number of visitors since the opening day of SGI 2020.

Orafol has been a part of SGI for over two decades

Two-century-old German company Orafol has been a part of SGI for more than two decades.

Sales and marketing director Evelyn Zocher commented that Orafol Middle East was established recently in a bid to offer a wider range of supplies, which is not possible solely through local distributors, and serve the regional market better.

Managing director Khalil Fakhouri said: “We deal with reflective material, digital printing on opaque and translucent materials in all market segments including oil & gas, banking, and transportation industries among others. We are currently working with the RTA to develop new reflective material for automobiles. We are targeting the premium market segment in the region for our car wrapping solutions. End customers are our main priority. We also have products for interior decorations as well as for aircraft wrapping films.”

Commenting on their SGI participation, Fakhouri said: “We are hoping the footfall will increase and we can showcase our product solutions to many more potential customers.”

Talking about the regional business, Zocher said, “2020 will be a very good year for us with the inauguration of the important Expo 2020 which will create the need for our products.”

Halead showcasing two new sustainable display solutions

Chinese company Halead is showcasing two new products at the SGI Dubai 2020 show.

“We have developed new backlight and soft textile film for digital display boards, keeping sustainability in mind as PVC is not recyclable. These innovations are huge for the printing industry in both indoor display and outdoor application segments,” said sales director Happy Wang. “This is a new era for printing materials,” quipped Amr Anwer, Halead sales manager. According to him, Halead is the world’s biggest factory for digital printing materials.

He explained that the region’s economy is not at its best this year. “We, however are at the show to meet existing customers. But this year, Expo 2020 will be a game changer for the UAE. This phase will pass, changing the economy for good.”

Sharing the plight of keeping up rapid digital solutions floating in the market, Anwer shared: “As printing material manufacturers, we are waiting for the inventions in the printing machines. We will try to match the digital innovations and definitely survive for more than 20 years.”
In 2020, Alliance General plans to expand in the GCC

China-headquartered Alliance General Trading LLC is showcasing several equipment including fibre laser cutter, letter bender, laser welder, UV printers and foaming board machine for sign boards at their SGI booth this year.

General manager Eric Ma said that they have benefited from their previous participation at SGI. The company opened its Dubai branch in 2013 and has been a part of SGI for seven years.

“We are looking into expanding our market footprint and we have plans to open up branches in GCC so that we can serve our existing clients better,” Ma added.

Commenting on Expo 2020, Ma said that he hopes business flourishes in his second home (Dubai) with high demands for metal cutting projects.

Sabin Plastic displaying two new products at show

Third-time SGI exhibitors Sabin Plastics unveiled two new products at the show – multiwall sheets and adhesive tapes.

The UAE-based company is also showcasing cast acrylic sheets, indoor and outdoor print media, glues and polycarbonate sheets among others. “We also have an injection moulding factory here, so we are displaying some of the manufactured products in our stall,” informed sachin Gadoya, managing director.

Unlike several other companies that are hoping for business to come their way around Expo 2020, Sabin Plastics is already working on projects. “The first quarter of 2020 itself has created jobs for us. While the second quarter will be spent executing the projects, the third quarter will be for inspection,” added Gadoya.

Today is your last chance to stop by these snazzy fabrications on wheels

As part of Knowledge Series, SGI Dubai brought together business owners to share insights during a panel discussion, which was moderated by Dr Nicholas Hellmuth, director of FLAAR Reports.
The organizers of SGI Dubai 2020 announced the winners of ‘Wall of Fame’ competition. Among the participants, Magic Touch walked away with the first prize for its beautiful and creatively printed T-shirt, while the second prize was awarded to Alpha Art. The Arabian Oryx created by Alpha Art was a uniquely designed 3D puzzle made from wood and cut through a laser machine.

Masonlite took the third prize for its peacock simulacrum, which was made using a combination of vibrant mirror acrylic material and the edges were lit with neon LED lights.

Dr Nicholas Hellmuth of FLAAR Reports presided over the Knowledge Series and gave away prizes to the winners after the session.

In an era of disruption, SGI Dubai 2021 will ensure that the show supports and addresses the evolving needs of the industry stakeholders by showcasing the best innovations in 2021.

Be the change to lead the change!