

## INDUSTRY LEADERS URGE ADAPTATION AS PRINTING & SIGNAGE ENTER AI ERA



The SGI Dubai 2025 Knowledge Series featured an engaging panel discussion with five industry leaders — Mr. Khaled El-Sheikh, Marketing Director, Al Rabeta; Mr. Philippe Husni, Managing Director, Heliozid Océ; Mr. Kethiswaram Singaravel, Founder & CEO, XESS Group of Companies; Mr. Jaish Badlani, Founder & GM, HAK Plus; and Ms. Charlotte Cogger, Client Relationship Manager, Plyrix. Adding a strong academic dimension to the session, a group of students from the American University of Dubai, accompanied by their professor, attended to gain first-hand insights into how the printing and signage industry is being reshaped. The panelists stressed that artificial intelligence (AI) should not be feared, but rather embraced as a catalyst for transformation. Whether in printing, gifting, textiles, logistics, or advertising materials, AI is already proving to be a powerful tool for enhancing creativity, efficiency, and competitiveness.

The discussion reinforced the idea that the industry must adapt to thrive in this new era. Panelists pointed out that AI-driven solutions are revolutionizing workflows, unlocking new design possibilities, streamlining operations, and even redefining customer engagement. For sectors like the gifting industry, where creativity is central, AI is enabling innovations that were once unimaginable. The session concluded with a powerful message for both professionals and the next generation of industry leaders present in the room: the printing and signage industry is thriving, but its future success will depend on how well it integrates and leverages AI. AI is not a choice; it is the way forward.



## NOAF ATTRACTS GLOBAL BUYERS WITH LATEST PRODUCT OFFERINGS



The second day of SGI 2025 proved to be a resounding success for our team, with strong visitor turnout and excellent engagement from both existing clients and new prospects.

This year, we proudly showcased a wide range of advanced printing solutions, including:

- Oric Flatbed UV Machine – precision and versatility across multiple substrates.
- Oric Hybrid UV Machine – handling both rigid and roll media with outstanding quality.
- Docan 3.2m Roll-to-Roll UV Printing Machine – delivering speed, reliability, and top-tier results for high-volume production.
- Laser and Cutting Machines – ensuring accuracy, efficiency, and superior finishing.

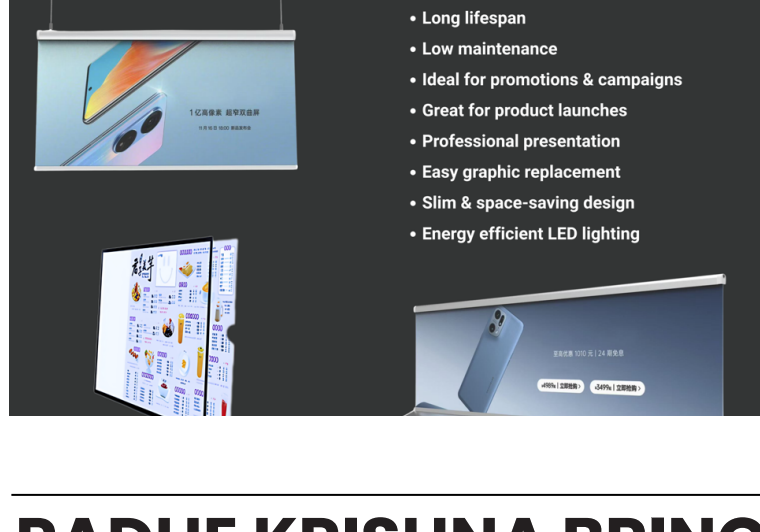
In addition, we introduced our new partnership with Doken, featuring their innovative rotary printer. This collaboration strengthens our portfolio and provides clients with even more specialized, high-performance solutions. The overwhelming response on day two has reinforced our commitment to driving innovation and delivering world-class technology to the region. With SGI 2025 still underway, we look forward to building on this momentum and creating lasting value for our partners and customers.

## LED CORNER UNVEILS AN EXTENSIVE SPECTRUM OF LIGHTING SOLUTIONS

LED Corner is a leading distributor and stockist of premium LED lights in the UAE market, renowned for offering an extensive selection of lighting solutions. We specialize in a wide variety of LED lights, including those specifically designed for signage, catering to both commercial and residential needs. Our products stand out for their high quality, energy efficiency, and durability, making them the preferred choice for businesses and homeowners alike. With a strong presence in the UAE, LED Corner operates across multiple emirates with 10 strategically located branches, ensuring easy access for customers throughout the region. For a comprehensive understanding of our products and to explore the full range of options available, we invite you to visit our showroom, where our expert team can provide personalized advice and demonstrate the cutting-edge features of our LED lighting solutions.



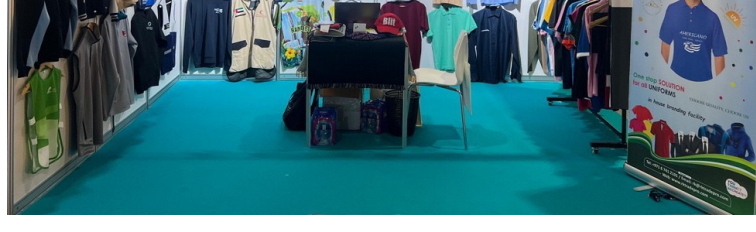
## LEDIAMOND BRINGS THE LATEST IN LED TO SGI DUBAI 2025



At SGI Dubai 2025, LeDiamond Opto will spotlight our LED light box, a clean way to showcase posters with bright even illumination and swap graphics in seconds. The sliding front cover glides open for tool free changes, while edge lit LEDs deliver uniform brightness that draws the eye without glare. This solves a common pain point for brands and retailers, since traditional sign updates are slow and costly. With our light box system, teams refresh content on the spot, keep visuals consistent across locations, and run more promotions per week. Our view is that print plus light remains a powerful channel for retail and events when you want impact without screens or complex installs. Visit our booth for a hands on demo and swap a graphic yourself.

## RADHE KRISHNA BRINGS UNIQUE PRODUCTS

Greetings !!!We're Radhe Krishna General Trading LLC a friendly bunch based in Ajman who love making workwear fun and functional and gifts that shine! We specialize in creating high-quality apparel, t-shirts, sportswear, caps, lanyards, jute bags, towels and corporate gifts like Mugs, Water bottles, Notebooks, Eco friendly items. - all with your brand's unique touch! As a premier manufacturer of t-shirts, uniforms, and a wide range of garment accessories, we are committed to providing innovative solutions that meet the highest standards of quality and style. Our in-house printing, Sublimation, DTF, Screen printing, Embroidery, and Tailoring divisions enable us to offer customized products that meet your exact specifications, so you get top-notch quality and speedy service. Basically, any design you dream up, we can make it happen! We were delighted to discuss your specific needs and showcase our capabilities. Whether you require corporate uniforms, promotional items, or custom-branded gifts, we have the expertise to deliver exceptional results. If you have any further questions or would like to request a quote, please do not hesitate to contact our team at [rk@rktradepr.com](mailto:rk@rktradepr.com) or call +971 50 4672599 / +971 50 467 2566 / +971 58 119 6061.



## INNOVATION AT ITS BEST AT JB ART STUDIO

Founded in 1936, JB Art Studio has been a pioneer in the signage industry for nearly nine decades. We proudly deal in American Jewelrite Trim Cap for channel letters, channel letter making magnets, nicker tool accessories, European adhesives that are safe for humans and free from harmful fumes, and a complete range of signage raw materials. With a legacy of quality and trust, we continue to serve clients with innovative and reliable solutions.

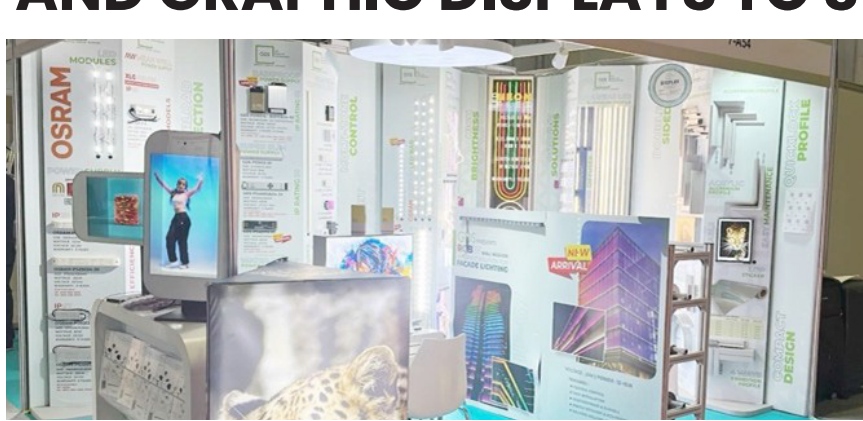


## FOTOKAD REDEFINES CORPORATE GIFTING



At fotokad, we service our clients with all their printing and promotional needs. Be it a small party giveaway, a corporate get-together gift, school farewell party, or even an electoral campaign, we are what you are looking for. Established in the year 1994, at fotokad, we specialize in Silicon Wristband Printing, Customized and Preprinted PVC Cards, Name Badges, Balloon Printing, ID Wristbands, Industrial Epoxy Labels, Print & Cut PVC Stickers, Screen Printing, Pad Printing, Laser Engraving, Sand Blasting on Crystals, Acrylic Pendants, Multicolor Engraving on Stress Balls, Flat Bed Object Printing, T-Shirt Labels Flexo Printing and all kinds of heat transfers. Exclusive distributors of earthbags and introducing brand charger range of products this SGI.

## MATRIX BRINGS THE BEST IN LIGHTING SOLUTIONS AND GRAPHIC DISPLAYS TO SGI DUBAI



Matrix stands as a market leader in supplies related to the graphics industry in the UAE. Established in 2008, we've created a niche in the market with both projects and products. Our unique position is the outcome of high quality and service that we have delivered to our clients over 15 years. We support our retail customers in detail with our lighting solutions and graphic display products as well as extensive support to our trading partners.

## CUBIC DESIGN BRINGS UNIQUE CORPORATE GIFTS CONCEPT TO SGI DUBAI

Cubic Design and Advertising is a one-stop-shop for all your corporate gift needs in Dubai. We are a leading corporate gifts wholesale supplier in Dubai. We are committed to providing high-quality products that meet your branding needs and budget. Our team of experts ensures that we offer only the best and affordable corporate gifts supplies in Dubai. As a promotional gifts supplier in Dubai, we provide a wide range of custom gift items that can help your brand stand out. From coffee mugs to sublimation mugs, caps, metal pens, car sun shades, paper bags, and lanyards, we have everything you need to make your brand visible. We take pride in being one of the top events gifts suppliers in Dubai. Get in touch with us today, and let us help you find the perfect corporate gift or giveaway that suits your branding needs and budget. We guarantee that you will not be disappointed with our products and services.

