

# Wide-format Printers, CNC, Laminators, Media, Supplies & 3D

## FESPA Mexico 2016

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*\*All items are hotlinks*

## FESPA Mexico 2016 review

Once again we return to the beautiful city of Mexico to attend one of the largest exhibitions of the graphic arts in Latin America "FESPA Mexico". The last time we were present at this exhibition was in 2014, two years that have passed and we can observe a growth of this exhibition.

The event had an increase of 20% of companies that exhibited their products and services, which was reflected in the covered space in the center Banamex. The presence of many international brands reflects the interest in reaching the growing market of the printing industry from Latin America.

FESPA Mexico this year had more attendees that I have seen at any other Latin American expos. The expo had lots of people in the aisles every day, even on the last day when most expos are partially empty.

FESPA Mexico was a great place for distributors and manufactures, mainly for the Latin American market. We at FLAAR Reports have seen the majority of the products exhibited here in other shows all around the world, just like FESPA Digital in Amsterdam, APPPEXPO 2016 at Shanghai, SGI Dubai, and the most popular trade shows in the US, such as ISA and SGIA.

For the Latin American market, FESPA Mexico is the main platform to introduce the large format technology of the growing industry to these countries, often a little behind in technology aspects. This is why we at FLAAR Reports believe this market is in need of consulting in order to understand the best and proper technology for their needs.



One reason for the good attendance (aside from the wide range of products on display) was the daily opening hours: noon to night; and 11am to evening the third day. In other words, you could go to work in your office all morning, or even all afternoon, and still attend the FESPA Mexico expo at night (it was open until 8 pm the first two days).

During the trade show we could observe quite a few people dedicated to offset, flexo and screen printing, in search of options to expand their business in the graphics area.

Though still with the large amount of distributors on every corner of the show, it was a great place for small upcoming businesses in the massive large format industry. Lots of newbies approached our booth for Consulting Services, asking us our point of view of every category we cover; currently textile printers are having a huge demand on the market, since the need of fabric design can be focused on print, woven and knit development. This is mainly related to visual communication in retail and brand promotion.

Many attendees recognized FLAAR Reports and approached our booth to inquire about our point of view on trends in the digital market. Among the most frequent questions were about “textile printing and the growth in the digital market” as well as “3D printing and its application in advertising”.





The large influx to the exhibition shows the interest of the people for updating their printing techniques. There were many young people, possibly university students, interested in the new technology and their applications in the digital market and the visualization of the future in that area.

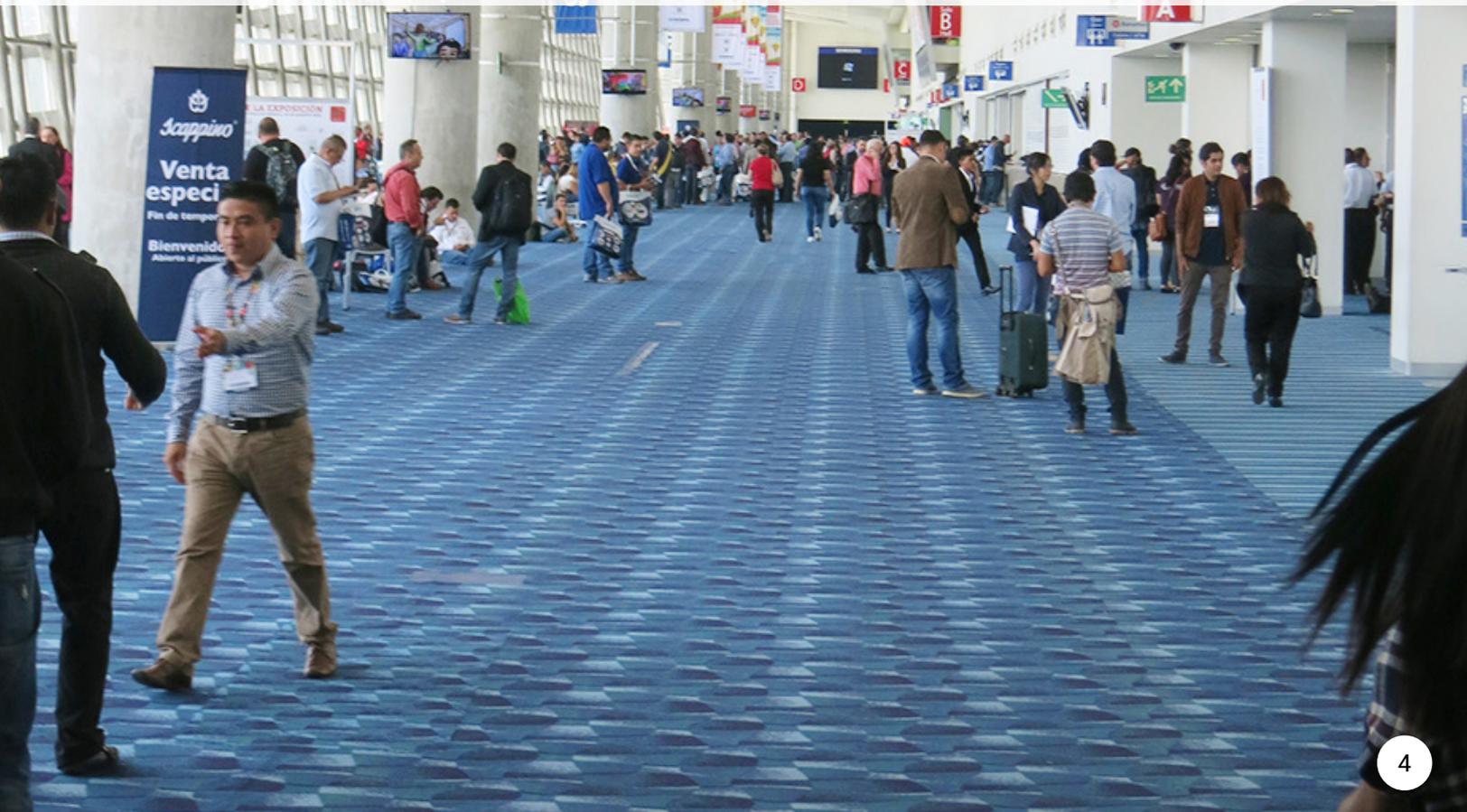
We estimate that FESPA Mexico is the largest signage and wide-format printer expo in the country. Other expos are in Monterrey; and there are other expos in Mexico City, but clearly the FESPA team has been successful in Mexico.

Next year FESPA Mexico will take place on September with a bigger place, since this year was such a success. Remember to follow our track through the remaining shows for 2016, and expect lots of new technology for Latin America next year at FESPA Mexico 2017.



## Venue: Centro Banamex (Trade Show Center)

This is a modern expo center, as good as any in USA or China. Main downside is lack of hotels nearby, and that the expo center is far from the cultural sites of the city.



## UV-Curing Printers

Dilli was present at Fespa Mexico 2016, exhibiting the NEO TITAN RTR 3204S-W2 managing a Konica Minolta head with a drop size of 13 picoliters. Dilli has been constant in most of the shows we assist.



Dilli NEO TITAN RTR3204D-W2



Dilli booth

## Textile Printers

There was a huge demand on textile printers at FESPA Mexico 2016 because of the variety fabrics for signage production and its ease of transportation, those are a few of the advantages textile printers have been developing over the years.



Mutoh Valuejet 1938TX



Yaselan Textile Printer

## Printheads

Tubelite had a TFP (Thin Film Piezo) on their Epson DX7 printheads, which is a gold made in plate that allows the fabric go through the machine easily and without any corrupted flow.



Tubelite booth



## Media

There were few companies dedicated to the manufacturing and distribution of materials. 35% of the companies present were from Asia.

Not many vendors of thick rigid substrates. Just the Mexican brand Alusign exhibited ACM (aka, Aluminum Composite Panels).

Honeycomb sandwich material cutting applications (of honeycomb sandwich board) were exhibited in most cutter booths.



Alusing booth

## Finishing Equipment

From their experience in the area of lithographic and flexographic printing the companies in Latin America are familiar with the use and importance of certain finishing equipment such as the CNC machines. The limited presence of laminators and the absolute absence of liquid coaters makes me think about the lack of importance for this machinery in the finishing process.



Esko booth

### 3D Printers

There were lots of samples from 3D printers in a couple of booths at the trade show, with a maximum size of approximately 30 cm tall, but there was one who stole the show, the Massivit 1800 was exhibited at Soluciones para Impresores booth. This printer has entered the market as a new generation for 3D signage. With its wide capability of print size, its mainly intended for POP material, billboard and display markets. The printed samples exhibited in their booth were amazing.

We recently wrote about this printer in our newsroom and we are glad we finally had the chance to see it exhibited at the expo. It is very fast and it is capable of printing up to 350 mm per hour with a lower material consumption.

To visit our newsroom and learn more about the technical info of the printer click on the link below.



[www.flaar-reports.org](http://www.flaar-reports.org)



3D samples



Massivit 1800

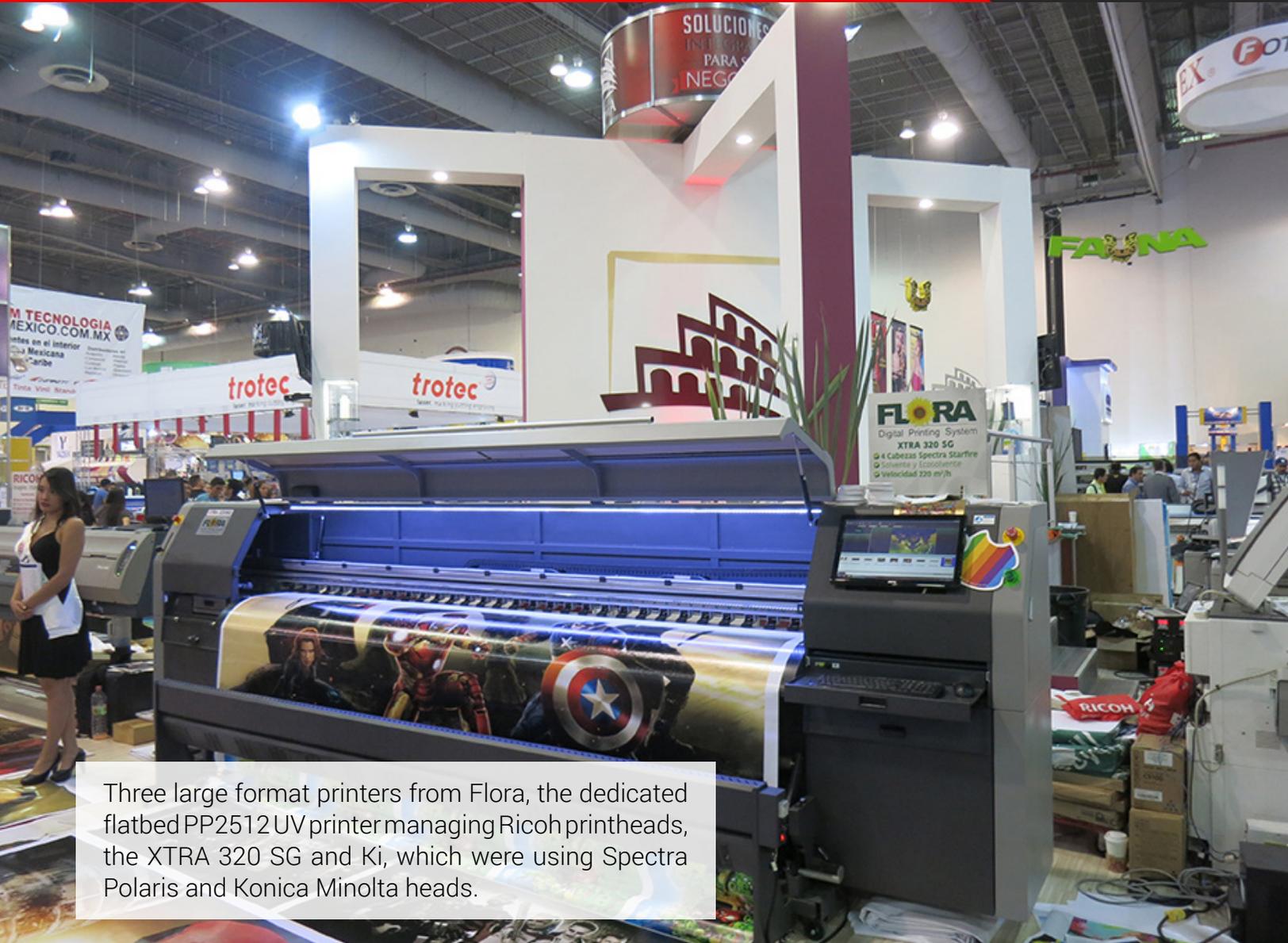
## Distributors in Latin America



We were able to see a couple of the distributors from efi and Flora, such as Fauna Digital, who exhibited the efi Matan 4Q, managing a Ricoh Gen 3.



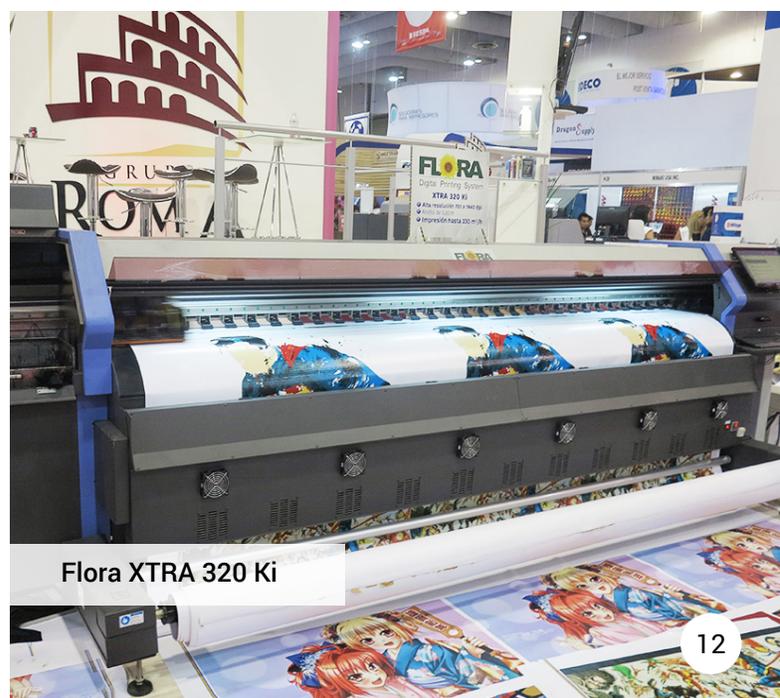
efi Matan 4Q



Three large format printers from Flora, the dedicated flatbed PP2512 UV printer managing Ricoh printheads, the XTRA 320 SG and Ki, which were using Spectra Polaris and Konica Minolta heads.



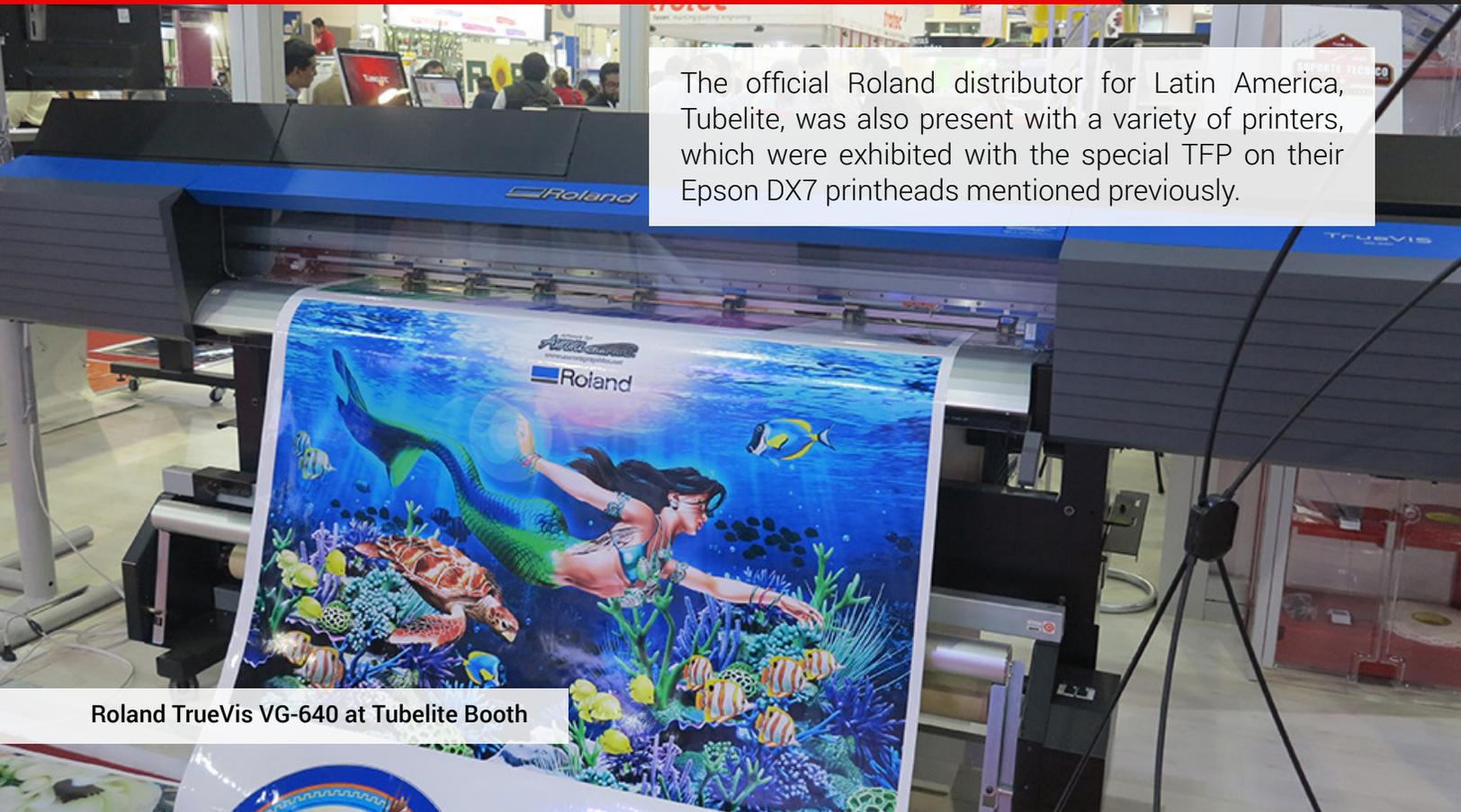
Flora PP2512UV



Flora XTRA 320 Ki



It was interesting seeing an aspiring Chinese brand as a distributor for Yaselan Machines, named Dragon Supply, which had all the main categories of large format printers.



The official Roland distributor for Latin America, Tubelite, was also present with a variety of printers, which were exhibited with the special TFP on their Epson DX7 printheads mentioned previously.

**Roland TrueVis VG-640 at Tubelite Booth**



**Roland Versa Express RF-640 at Tubelite Booth**

## Mexico City

Mexico City it is known as a dangerous and an unsafe place, especially in the city center, but we stand corrected. Centro Banamex normally had exclusive taxis, which took us back and forth from the hotel to the trade show, but thanks to our International cell phone plan, we were able to manage Uber taxi, which has been available for over two years now.





At first we were dubious to use it since it was our first time using it in an “unsafe” place, but once we got used to it, we only had to wait for Uber cab no longer than 3 minutes! This means that Mexico City is changing for good, from the perception of an insecure place to a cosmopolitan New York City kind-of-place.



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