

INNOVATIVE MATERIALS TO PRINT ON

After-Market INKS
ALL Flatbed Cutter Technologies
Laminators & Coaters

PREVIEW

**MANY GOOD REASONS
TO ATTEND APPPEXPO 2017**



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- All items on this list are hot links. -

▶ INTRODUCTION

There will be a series of FLAAR Reports subject by subject, but first we wanted to introduce the overall event, since this is now the largest printer expo in the world (sorry, it is larger than any and all other expos, no matter that their PR agencies claim). Very simple: APPEXPO has more brands, more booths, than every other expo in Europe, and more than any other expo anywhere in the Americas: North America or South America.



Unfitting Sample at APPEXPO at 2016

▶ **INK, WIDE-FORMAT INKJET INK**

Inks can be used to print on both flexible and rigid materials, opening the opportunity to extend the limits of applications for both indoor and outdoor purpose (posters, signage, window graphics, POP displays, etc.)

If you are a print shop owner or manager, you also like to know what third-party inks are available provide better cost savings for you. The best place to learn about price saving is at a signage and printer trade show. But if you want to see more than 40 different brands of inks, then it is worth your investment also to attend the biggest printer and signage expo of Shanghai (APPPEXPO).

If you are a distributor (of signage or inkjet printer products) anywhere in the world, you probably are often curious about finding a better or more economical after-market ink.

More than 45 ink companies exhibited last year at APPPEXPO 2016, so we look forward to this quantity, or more, at APPPEXPO 2017.

Solvent, UV-cured, and textile printing is lower cost because you can obtain after-market ink from diverse manufacturers. The snag with latex ink is that not all latex ink cartridges function fully. And two weeks ago a print shop owner said he had issues with after-market ink for their HP latex printer; and that once they returned to official HP latex ink in official HP latex ink cartridges, the printing was improved.

In other words, a lot of people are deciding not to switch to HP latex ink printers because they can't automatically be assured that after-market latex ink will function perfectly for them. We hope this year, 2017, to be able to visit print shops which have HP latex ink to learn whether any of the after-market inks function to their satisfaction. HP can sell a lot more printers if people can trust that after the first year they can switch to a third-party ink.



But with UV-LED, textile sublimation inks, eco-solvent inks, we have visited the factory of TRENDDIVISION in autumn 2016, and were able to witness that their textile, UV-LED, eco-solvent, and water-based inks work on lots of brands of printers.

Since there are dozens of ink companies exhibiting at APPPEXPO 2017, we look forward to visiting the booths of all these companies to learn about their inks. For 2017 we are especially interested in:

- All textile inks, especially pigment textile ink which produces better color.
- All UV-LED ink, especially from an ink company, which knows about printing on décor and architectural materials (so, more than just signage).
- Any ink company which is interested in making ink for décor applications, including single-pass printers for flooring, plus wall coverings (especially wallpaper), and fine art photos plus giclee prints.
- Ink companies who want to move into the growing markets of printing on folding cartons or on corrugated packaging.
- It would also be a pleasant surprise to find an ink which can adhere well to PE as a technical textile.



Chromoink Rainbow booth at APPPEXPO 2016

▶ **PRINTABLE MATERIALS: MEDIA & SUBSTRATES**

In continuing our interest in in textiles and décor, we are interested in working with companies who make printable fabrics and printable materials for walls, floors, curtains, upholstery, and ceilings.

When we visit sign printing shops, they tend to limit themselves to a few favorite traditional materials. Here at APPPEXPO, with over 170 booths of printable materials last year, you can expect to want to dedicate an entire day in Halls 3, 4, and 5 where printable materials are exhibited.

No other expo in the world has 176 booths of printable materials.

If you are a print shop owner, anywhere in the world,
visiting APPPEXPO is a good investment.

If you are a distributor, whether in Europe, USA, Canada, Latin America, Australia, Oceania, or Asia, it is a wise choice to fly to Shanghai and take the time to see all the printable materials which are exhibited here.

YOU will have more clients if YOU can offer media and substrates that your competitors don't know about.



▶ **PRINTABLE FABRIC**

When you think of dye sublimation, you naturally think of polyester (since to sublimate you normally need polyester). But even a modest-sized Chinese fabric factory will produce more than nine kinds of polyester. You can have contented clients if you can offer dye sub printing on the kind of polyester that best suits the job (and best appeals to the client).

So if you are doing now, or thinking of doing in the future, dye sub, you can learn a lot here at APPPEXPO about printing on diverse kinds of polyester.



Sunmeta sublimation sample at APPPEXPO 2016



Sunmeta sublimation sample at APPPEXPO 2016

▶ 3D & LENTICULAR MEDIA

Some time you may need some extra eye-catching aspects, to have your images stand out, and here in APPPEXPO it's the right place to find the solution.

There are a wide variety of pseudo tri-dimensional printing media that would pop out your prints. You can print direct to it or put on it like a cold lamination and would give a tri-dimensional look.

Lenticular is another avenue, but many people complain that lenticular images given them headaches or close to nausea. For this reason the pseudo 3D lamination material has been invented. We call it "bubble wrap" though sometimes the structure is squared rather than spherical. However there is a company in Austria which makes an awesome lenticular media, the best we have seen so far. We hope they exhibit at APPPEXPO 2017.



▶ **WORKFLOW EQUIPMENT (FINISHING EQUIPMENT)**

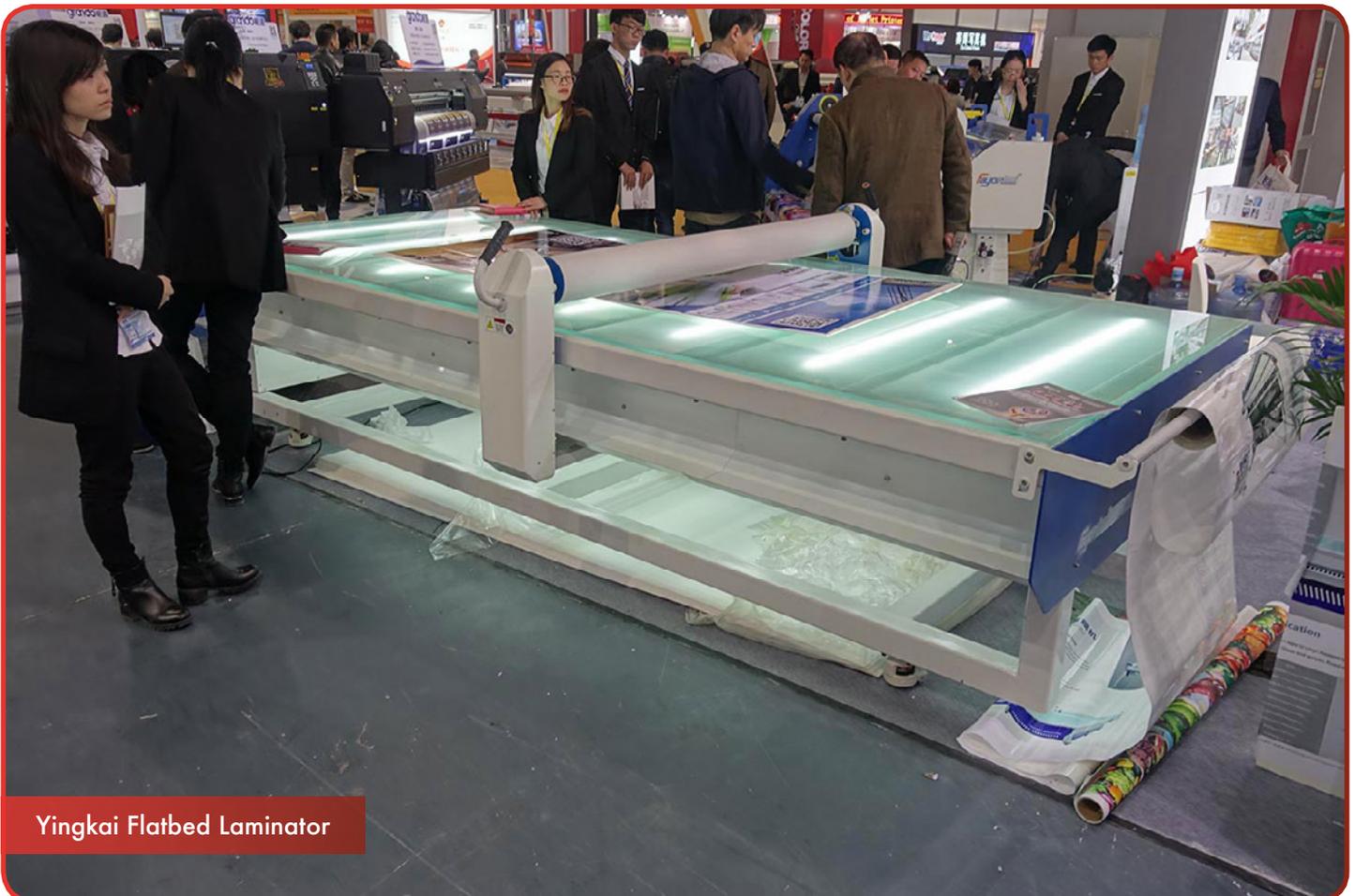
COATERS AND LAMINATORS

Coaters are rarely exhibited. Coaters are to spray or roller-coat liquids onto the surface of your printed work to change the visual impact of the surface of the signage or graphic design.

Laminators differ from coaters in that they are to protect the surface, in addition to improving the appearance.

Probably 80% of the laminators sold around the world are made in China, so it helps to come to Shanghai to see all the brands and all the models. You should still buy from your local distributor in your own country, but many of these distributors will be also at APPPEXPO, sometimes in the booth of the laminator manufacturer.

Printer manufacturers like to say “you do not need a laminator with our ink.” But in fact it still helps to have a laminator for many kinds of signage.



Yingkai Flatbed Laminator

▶ **CUTTERS: CO2 LASER, CNC, DIGITAL FLATBED CUTTERS**

There are so many ways to cut materials for signage. The giant exhibit halls at APPPEXPO 2017 allow you to compare CO2 laser cutters, CNC routers, digital flatbed cutters, both international brands and scores of local brands.

One new reason why your print shop needs to have a good flatbed cutter is to create 3D signage. Yes, you do not need a "3D printer" to create a 3D sign. You can do better 3D signage with a flatbed UV-curing printer plus a 3D cutter.



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Here is an example of what you can do with a cutter.

The cutter itself was not exhibited at this nice expo in South Africa. But the results were visually very impressive. You can sell more products if you know how to do 3D booth decoration, and 3D signage for airports, malls, and supermarkets.

So come to APPPEXPO in March 2017 and see all the options for cutters.

It sure is worthwhile to attend APPEXPO 2017 due to their awesome range of coverage of diverse wide-format inkjet ink, media and printable materials, plus finishing equipment: lamination, cutters, etc.



Here is the portion of the FLAAR Reports team who will be at APPEXPO 2017 in March. We all look forward to seeing you there.

For further information

Web site: www.appexpo.com

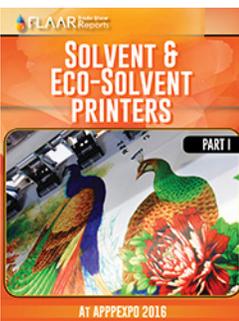
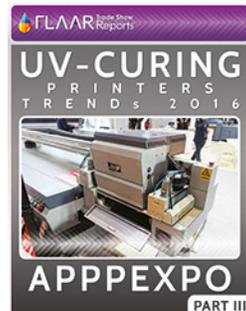
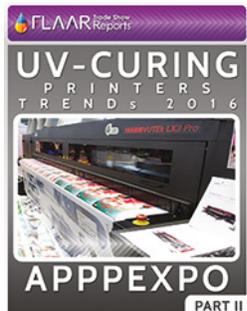
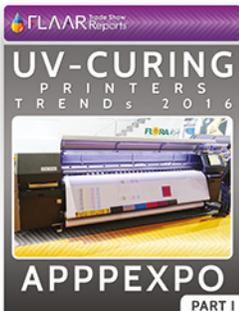
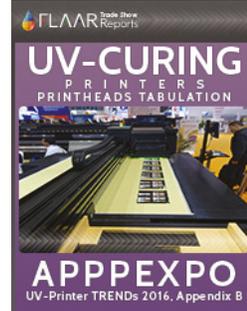
Contact: Evelyn Lou
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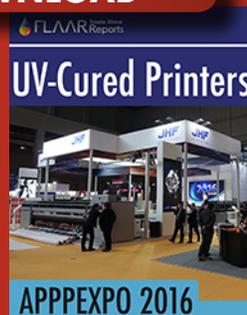
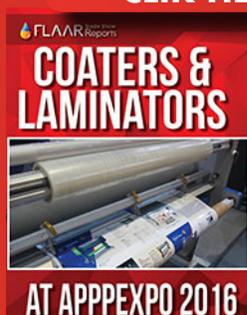
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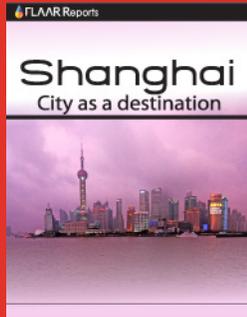
Plus, you can download the FLAAR Reports on the APPPEXPO 2016 to see more on what to expect here in 2017.

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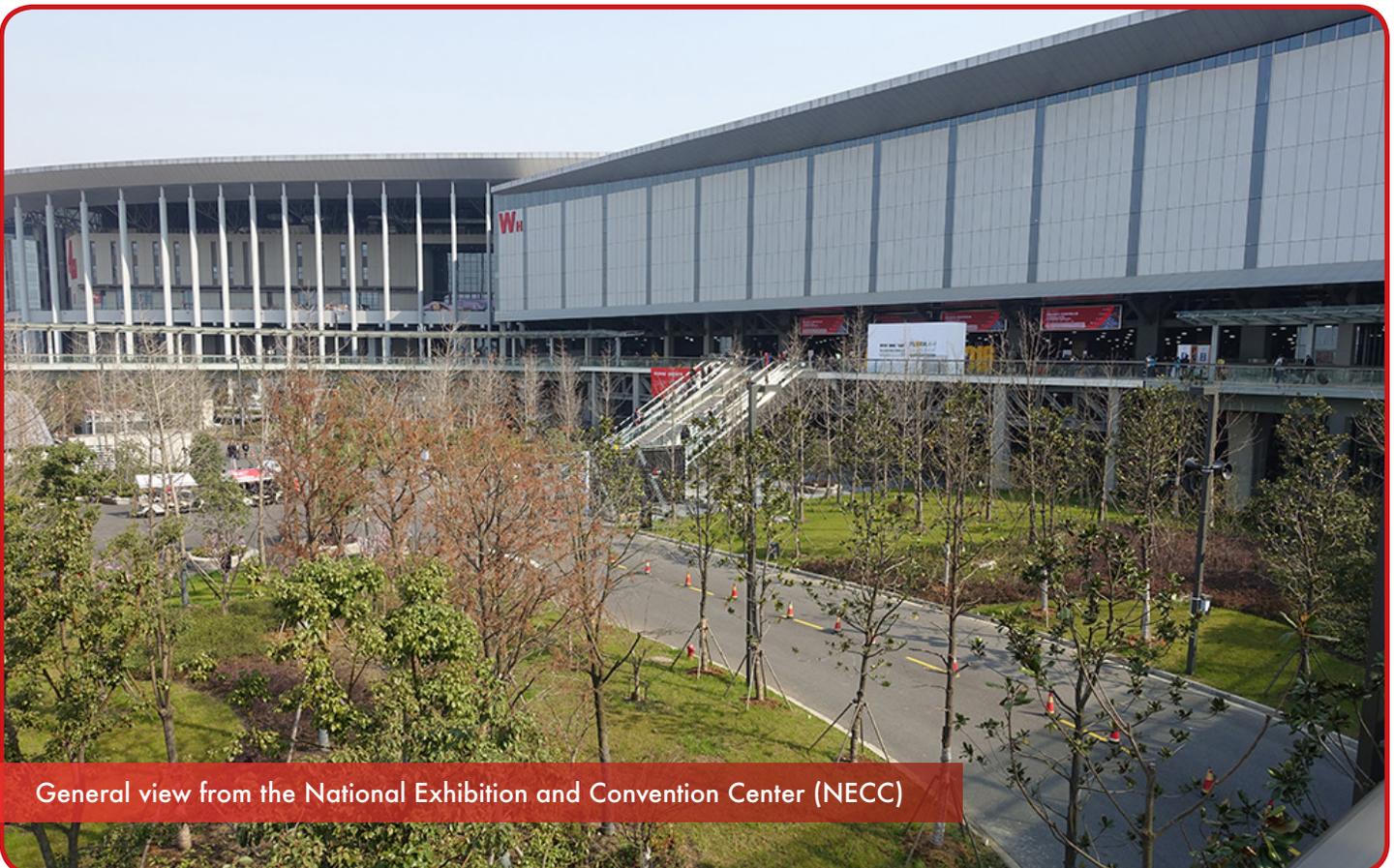




Visiting Shanghai is worth the long flight, including for your colleagues, or your family. Here is the FLAAR Report about visiting Shanghai.

Remember, the 2017 expo (as also in 2015 and 2016) is in the new expo center, by the Shanghai Hongqiao International Airpor.

APPPEXPO is not at the Pudong expo center, nor at the Pudong airport area (but you can take a cab or metro if your flight arrives at Pudong airport).



General view from the National Exhibition and Convention Center (NECC)



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General view APPPEXPO 2016