

**Printers, Inks,  
Flatbed cutters,  
Media & substrates**

**Miami Beach 2012**

**Graphics of the Americas**

# Graphics of the Americas

Miami 2012

## It is great that Graphics of the Americas is back in Miami

Last year Graphics of the Americas was in Orlando. It's really nice that GoA is back in Miami. There are plenty of other printer expos already in Orlando, but none in Miami. So it is helpful to have a unique location, namely the South Beach portion of Miami Beach.

In the roughly two years that I have not been here, the city has invested millions of dollars in repainting most of the hotels. Many other buildings are also rejuvenated. Most are protected as architectural landmarks, of the picturesque South Beach version of Art Deco.

Miami is easier to reach from Mexico, Central America and South America. I flew here from FESPA Barcelona, and will fly out to Beijing (since a Chinese printer trade show has asked me to help them organize a lecture series). Also more people speak Spanish here; more than in Orlando.

Plus Miami is more fun. I don't have time (or money) for the nightclubs, and definitely I am too cheap for the "gentlemen's clubs" which are crudely advertised on the sides of many taxi cabs. These taxis clearly states in large letters that the females are ... This is rather tacky to see these words out on the main street, but hey, it probably attracts lots of visitors (who I guess have money to play). If I had tons of money I would probably be tempted myself. But if I were at the clubs at night I could not write produce this first edition of the FLAAR Reports on the GoA 2012 expo even before the show starts. And of course Las Vegas is even more infamous for it's clubs..

Fortunately Las Vegas can also be a family place, and you see thousands of families here. So just because a city has a sinful reputation, it is still an acceptable venue for a printer trade show. I would consider South Beach as even more family oriented than Las Vegas, largely because of the Florida beaches.

So even without having to visit the nightclubs, Miami Beach offers plenty for the entire family. Miami Beach is probably less crime-ridden than downtown Atlanta. I can still remember the many printer expos that I have been to Atlanta to visit. I can still remember the obvious danger walking anywhere after 5 pm. This is not a major issue in Miami Beach (though of course bad luck can strike you anywhere, even in a European city these days).



# Graphics of the Americas

Miami 2012

## FESPA Americas evaporates, but Graphics of the Americas continues strong

I was surprised that FESPA Americas disappeared so quickly (FESPA went and bought a Brazil expo, though IPEX bought the larger Brazil trade show already last year). But even without FESPA, Graphics of the Americas looks strong, especially considering it is a "DRUPA Year." DRUPA is every four years and most manufacturers bank all their expo budget for the excessive prices of DRUPA (and the overly long 14-day expo). So every four years most expos around the world downsize as printer manufacturers focus their budgets on DRUPA.

Hotels here cost half of what a DRUPA area hotel sticks you for anywhere near Duesseldorf. So there are many reasons I, and others, prefer Miami Beach, specifically the South Beach area.

George Ryan, Printing Association of Florida, the organizing team of Graphics of the Americas, and their PR Agency Helene Smith Public Relations & Marketing Communications have done a great job of professional organization of this expo.

So I look forward to seeing the even larger exhibitor list for Graphics of the Americas 2013. No DRUPA that year (2013) to distract anyone; and no FESPA Digital the week before either.

Companies who had a booth at GoA 2012 sold wide-format printers and related products. For example, UV-cured printers were selling well.

In other words, companies that had no booth, not only sold zero printers, but they lost their clients to manufacturers and/or distributors who did have a booth at Graphics of the Americas 2012.

## Two of us from FLAAR are here at GoA 2012 in Miami

Ximena Matus is a new graphic designer being trained at FLAAR Reports in printers, inks, media, substrates, and cutters. So she is here to assist me.



## South Miami Beach invests millions in improving its image

I always liked visiting this South Shore area in past years, but during the two years that I have not been here, tons of money has been invested in making the trade show area and surrounding blocks even nicer. Palm trees everywhere, and a lot of reconstruction still going on.

## What FLAAR Reports covers at a printer trade show

We are interested in (and will write reports on)

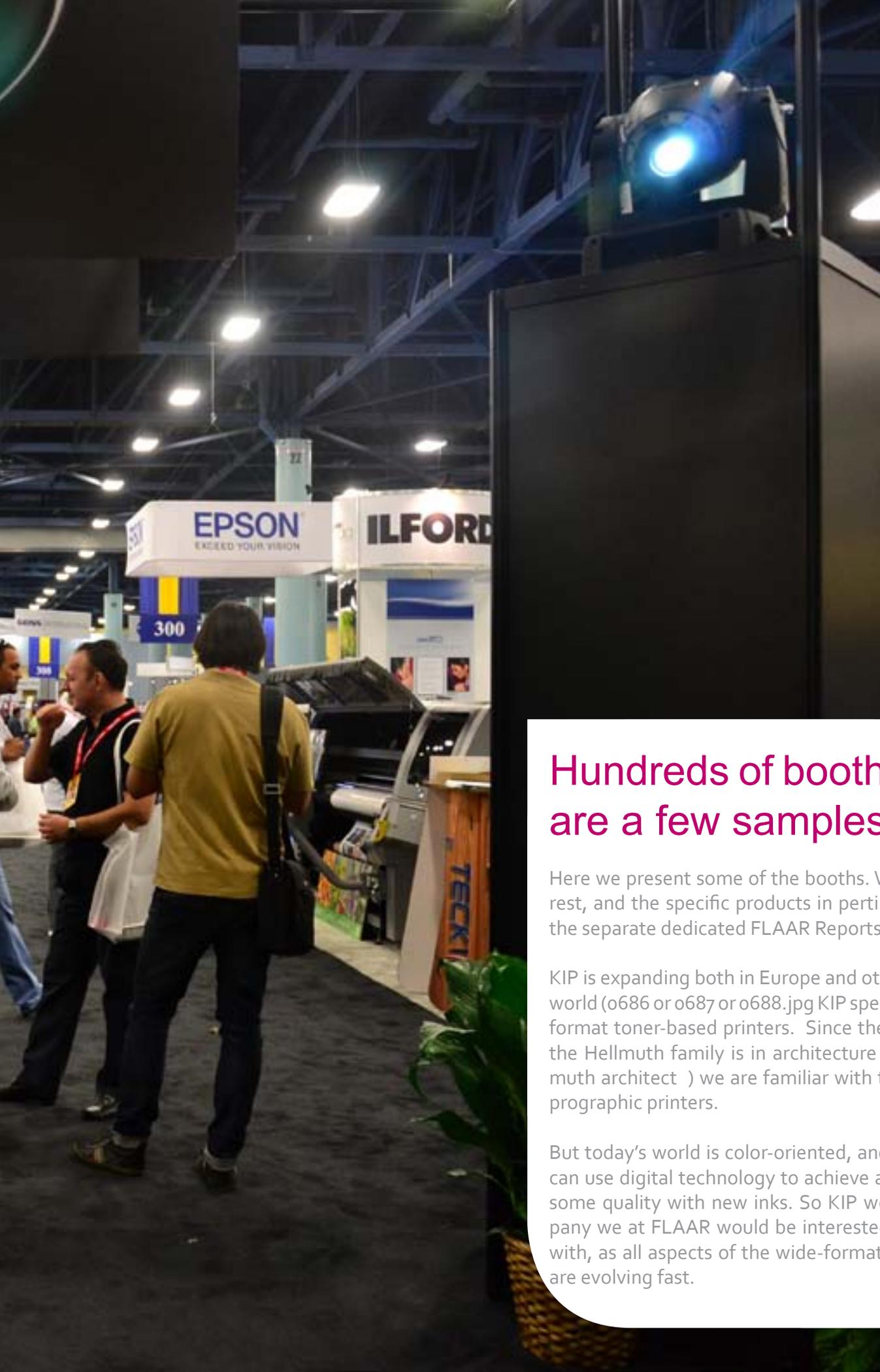
- Wide-format inkjet printers
- Latex ink printers
- UV-cured printers
- Solvent ink (eco-, mild-, lite-, bio-, etc)
- Water-based
- Textile printers
- After-market inks
- Media & substrates
- Flatbed cutters
- scanners

I have already seen plenty of this at GoA 2012. Did not see Mimaki yet, however.



# Graphics of the Americas

Miami 2012



## Hundreds of booths: here are a few samples

Here we present some of the booths. We show all the rest, and the specific products in pertinent booths, in the separate dedicated FLAAR Reports.

KIP is expanding both in Europe and other parts of the world (o686 or o687 or o688.jpg KIP specializes in wide-format toner-based printers. Since the background of the Hellmuth family is in architecture (Google Hellmuth architect ) we are familiar with toner-based reprographic printers.

But today's world is color-oriented, and today's world can use digital technology to achieve absolutely awesome quality with new inks. So KIP would be a company we at FLAAR would be interested in interacting with, as all aspects of the wide-format printing world are evolving fast.



This remarkable "Transformers" mask is formed from a series of cut-outs on a flatbed cutter.

# VEHICLE WRAP CENTER

BOOTH 769

**ARLON**  
& **MUTOH**



Thursday - 11 am, 1 pm & 4 pm

Friday - 11 am, 1 pm & 4 pm

Saturday - 11 am, 1 pm

## WIDE FORMAT PRINT SHOP LIVE!

**CALDERA**  
BOOTH 395

### Explore the Wider Opportunities with FESPA

(FESPA MacDuch's Head of Education New Mexico, Palm)  
Thursday & Friday - 2-3 pm

### Purchasing the Right Wide Format Equipment for the Right Job

Michelle Hernandez, Director Wide Format Digital Printing Technology  
Thursday & Friday - 10:30-11:30 am

### How to Evaluate Wide Format Inkjet Presses

Dr. Wang Shoulin, Vice President of Research, Printing Technology of America  
Friday - 3:30-4:30 pm & Saturday - 10:30-11:30 am

Caldera will also be conducting FREE bonus educational sessions

on stage in Print Shop Live from 11:45am-1:30pm on

Thursday and Friday! Sessions include:

\*AFPE Workflow

\*Print-to-cut workflow

\*Costview Option (cost simulation)

\*PrintPerformer Option (ink savings software)



Vehicle wrap work areas are popular at all printer and signage expos.



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The First Professional LED  
Transfer Printer

- Economical to buy and a  
great value!
- Available in 12 colors  
and 1200 dpi!
- All included accessories

**\$2,195**

[www.graphicsone.com](http://www.graphicsone.com)



**Graphics One**  
Your Imaging Partner

An island is a good booth location, since you get traffic from all four sides.



It was nice to see the Ilford booth here. I have known people at various branches of Ilford over many years, especially during the years I lived in Germany (and thus attending many photography and printer expos throughout Western Europe).

Media for wide-format printers is evolving rapidly. Now there are so many media companies to choose from, it is difficult for distributors to select which brands to offer to their clients. So at FLAAR Reports we are making lists of all the media factories around the world, so we can keep track.



# Graphics of the Americas

## Miami 2012

### Wide-format digital Workflow

You can't print a sign until you have a digital image. So digitization, both scanning and digital photography, are key components of the wide-format digital workflow. Thus it was good to see four booths dedicated to digitization: Colortrac was one of these. Integration Technology was another.





An important part of the workflow of digital printing is finishing. Cutting is a crucial part of finishing. Here are some photographs of the ESKO booth, with their Kongsberg cutter. There is a separate FLAAR Report with photographs and comments on all the other cutters here at GoA 2012.



## Graphics of the Americas is also office printers

Ricoh had a strong presence with their diverse offerings.

There is so much more to GoA besides wide-format and besides inkjet. You can find toner printers, office printers, offset printing, and a lot more here.





VEHICLE WRAP CENTER  
Centre de Revêtement pour Véhicules

INTERMARKET GROUP

KONINK

PRINT MAT CORPORATION

c.p. bo

want to see the digital color new  
it's here.

X



Here is a selection of booths of other aspects of graphics: much more than just wide-format inkjet.

## Lecture programs

It was pleasant to meet and chat with several of the other speakers. The lecture program was bi-lingual, though this year I was asked to speak only in English.

The expense account makes it possible for me to fly here and the lecture fee makes it possible also to bring an assistant (who did all the weeks of graphic design to illustrate the PowerPoint presentations). This FLAAR Report would not have existed if this helpful travel, hotel, and fee was not available. So if you are reading this FLAAR Report and you like our new graphic design layout and style, you can thank the nice folks of the Florida Association of Printers and the organizers of Graphics of the Americas for bringing FLAAR so we can report on this event to our over one million readers around the world.





## Honorable Mention for good design

Nice booth decorations:

This spiral wooden "sculpture" was a great design, in the booth of Imaging Solutions AG.



## Honorable Mention for good design

Nice booth design:

I found the KIP booth an innovative design concept





# Graphics of the Americas

## Miami 2012

Then here is what the expo halls looked like after the expo opened.

# Graphics of the Americas

Miami 2012

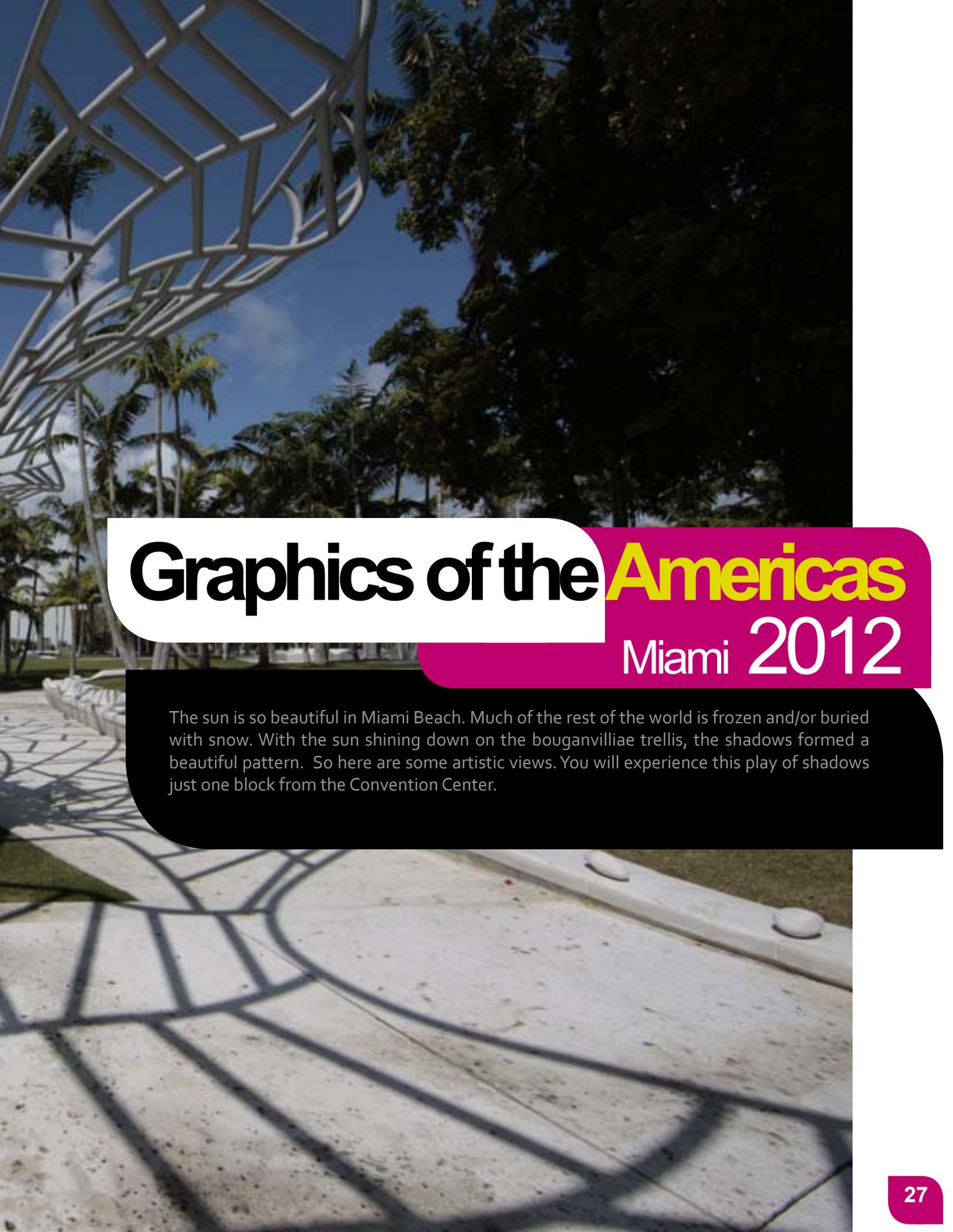


Here are some images of the new gardens across the street from the large old-fashioned theater (which is adjacent to the Convention Center).



# Printers, Inks, Flatbed cutters, Media & substrates





# Graphics of the Americas

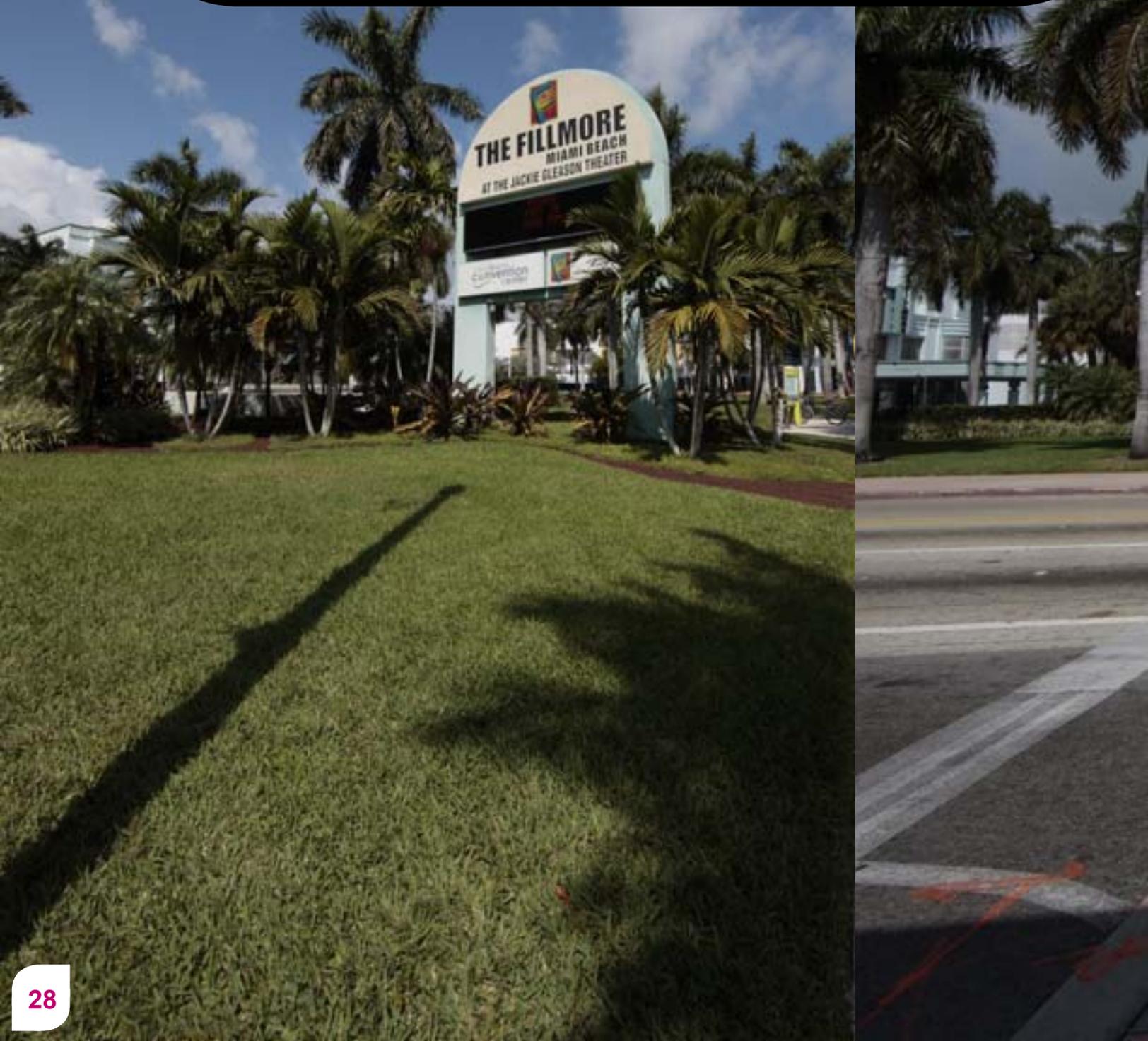
## Miami 2012

The sun is so beautiful in Miami Beach. Much of the rest of the world is frozen and/or buried with snow. With the sun shining down on the bouganvilliae trellis, the shadows formed a beautiful pattern. So here are some artistic views. You will experience this play of shadows just one block from the Convention Center.

# Graphics of the Americas

## Miami 2012

When you walk past the bouganvilliae trellis area, you come to the main theatre. This is not for movies, but is a 1950's style place for plays and musicals and live performances. Here are some views. This building complex is called THE FILLMORE, Miami Beach at the Jackie Gleason Theater.





# The Convention Center of Miami Beach is of ample size

This is not a panorama, but a 114-degree angle of view with a 14mm super wide-angle lens on a 21 megapixel Canon EOS-1Ds Mark III camera.



# Graphics of the Americas

Miami 2012



## Lots of booths at GoA 2012

These photographs were taken two days before the expo opened, indeed set-up crews have been working here even the day before. I found hundreds more booths than I expected. I really look forward to being on the floor when this expo opens.



# Graphics of the Americas

Miami 2012



## Here is the main street of South Miami Beach:

There are scores of hotels for people attending GoA. Most of these are within walking distance. In early morning, and in evening, the temperature is fine for walking (but in the middle of the day it is indeed warm this year!).

In other years it has been close to freezing, when a cold front comes down from Canada. But this year it is warm here, a pleasant surprise since Barcelona was cold for FESPA, and even southern China was cold the first two days for the two giant printer expos in Guangzhou (two expos the same week, across the street from each other).



# Graphics of the Americas

Miami 2012



Collins Avenue

Printers, Inks,  
Flatbed cutters,  
Media & substrates

# Graphics of the Americas

## Miami 2012

### Here is a view of “Downtown” Miami

This is the view out of my window of the Royal Palm hotel, looking parallel to the beach, to show other areas of Miami.



# Panorama view from Royal Palm Hotel

I close with a panoramic view showing the beach area in the distance. If your family wants a beach vacation, especially a beach which is relatively safe, you can consider South Miami Beach. It is within easy walking distance of most of the hotels that are on the beach side of Collins Avenue.

This is the first edition, before the expo opens. Once the expo opens we will show photos of the booths. This will be a free edition.

Depending on what we find at this expo, we may write a TRENDS edition. If so this can be ordered individually.

So come back this weekend, and next week, to see our updates on Graphics of the Americas 2012.



# Graphics of the Americas

## Graphics of the Americas 2013 will be in Orlando

Evidently some manufacturers and distributors ask for Orlando, since they prefer an audience from across the USA. And some business people prefer to have their families visit the scores of attractions in Orlando. So understandably there is some pressure on GoA to have their venue in Orlando.

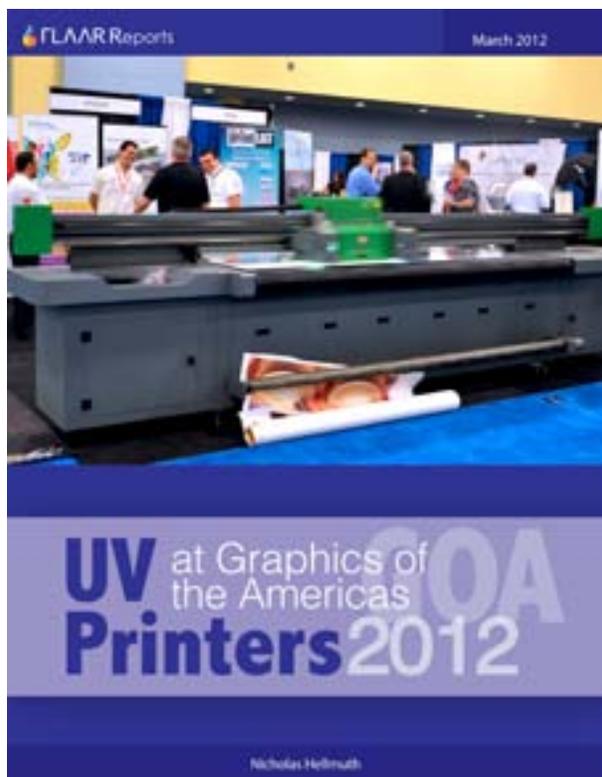
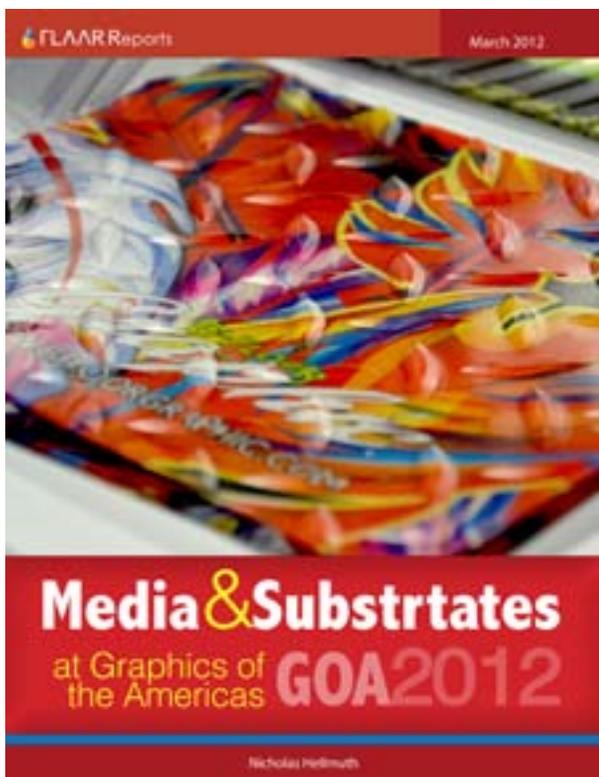
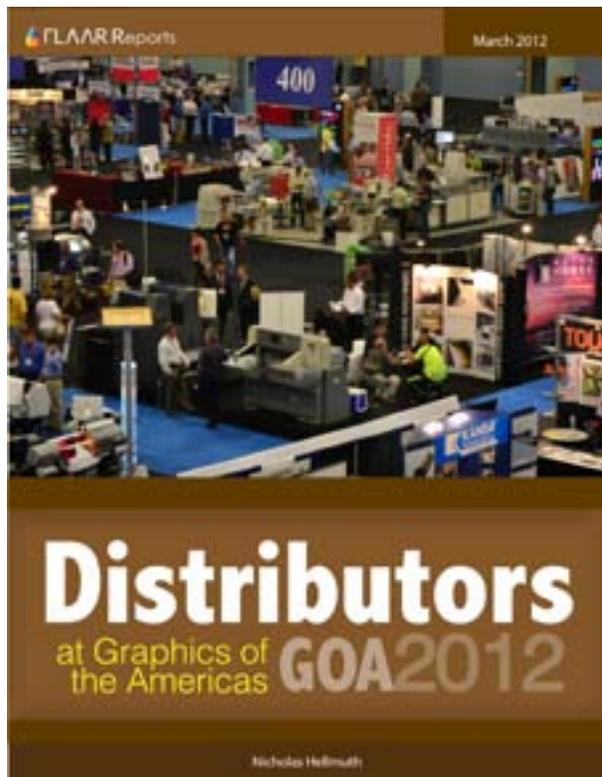
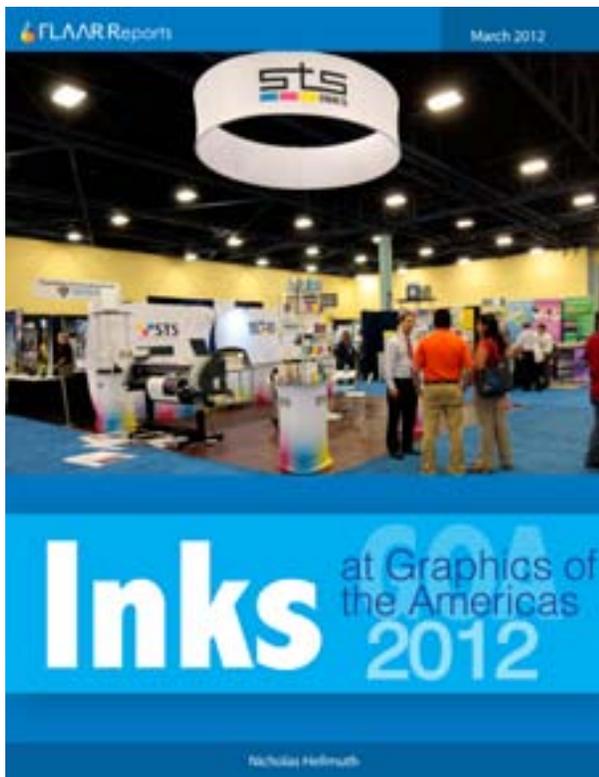
The Miami location appeals primarily to Latin America (and people within easy driving distance of Miami). Since the main office of FLAAR is in Latin America, we like the Miami location. But many of our staff would also like the opportunity to get to know Orlando also.

So clearly there are more than one set of preferences: some prefer Orlando, others would much rather have the locus in Miami. So evidently GoA will alternate.

Here are the front covers of four upcoming separate reports.

You can Subscribe

(subscription levels are on [www.FLAAR-Reports.org](http://www.FLAAR-Reports.org))





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Flatbed cutters,  
Media & substrates**

**Graphics of the Americas**  
Miami 2012

# Subscription Levels

(may include Consulting if desired; the decision is yours)

**Level 1:** Keeping track of which brands and models of printers and which kinds of inks, are exhibited and launched when and where...

**List Price** = If bought individually, **Subscription** = If all bought at once

Benefits, Coverage, Contents	List Price	Subscription
Level 1A: <b>(USA: Graphics of the Americas, ISA, GraphExpo, SGIA)</b> Includes lists and documentation not in any other source on these printer expos	\$140	\$62
Level 1B: <b>(All USA + Brazil + FESPA Mexico)</b>	\$262	\$120
Level 1C: <b>(China: D-Pes + Guangzhou + Shanghai APPPEXPO)</b>	\$340	\$210
Level 1D: <b>(DRUPA)</b> 4 days of printers of every size and shape; inks and media; we don't use lullaby illusions if that is the style of the PR releases; instead we provide a reality check	\$570	\$420
Level 1E: <b>(All mayor printer trade shows: North &amp; South America, Europe [FESPA + Viscom + Reklama Moscow], Middle East, Africa)</b>	\$566	\$420
Level 1C+E: <b>(North &amp; South America + Europe [FESPA, Viscom, DRUPA, Reklama Moscow] + Middle East + Africa + China [D-PES, Guangzhou, Shanghai APPPEXPO])</b>	\$1476	\$1000

If you prefer to skip this Subscription, it is easy for you simply to attend all these printer expos yourself, or send your staff: Total travel distance: only about 200,000 miles, which is about XYZ, 000 kilometers. Your wife and family will never forget you being gone this often.

The airfare cost, hotels and meals: roughly \$48,000 (economy class and economical hotels). If you need Crowne Plaza or above quality, and comparable dining level, your expenses to visit the same printer expos will be around \$60,000: or, you can have all basic trade show printer lists + distributor lists for each pertinent country for a mere \$3500. Or, trade show info with no distributor lists for only \$1000 (covers an entire year, world wide international expos).

All the above FLAAR Reports, covering the whole globe and an entire year, list price \$1476 if bought one by one, by Subscription lower price, \$1000

**Level 2: Introductory printer lists** for pertinent UV, solvent, latex printer trade shows, **plus** lists of distributors for wide-format inkjet workflow products (Printers, laminators, inks, and substrates)...

Benefits, Coverage, Contents	List Price	Subscription
Level 2A: (North and South America UV trade shows printer lists and distributors)	\$1120	\$620
Level 2B: (North & South America, Europe, Middle East, Africa printer lists and distributors)	\$3032	\$1500
Level 2C: (China: UV-cured printers in China: D-Pes, Guangzhou, Shanghai APPP-EXPO + worldwide)	\$4092	\$2100
Level 2Da: (DRUPA + Distributors of mayor countries worldwide)	\$3930	\$1200
Level 2Db: (DRUPA + FESPA Barcelona + Distributors worldwide)	\$4790	\$2200
Level 2Dc: (DRUPA + FESPA Barcelona + CHINA + Distributors worldwide)	\$6090	\$3100
Level 2D+: (DRUPA + FESPA Barcelona + China + Mexico + USA + Brazil + Europe + Middle East + Africa + Distributors)	\$6426	\$3500



**Level 3: Tabulation of Specifications Level, plus trade show reports....**

Benefits, Coverage, Contents	List Price	Subscription
Level 3UVA: (Korea + Taiwan UV Manufacturers and models)	\$840	\$420
Level 3I: (ink North & South America, Europe, Middle East, Africa)	\$2178	\$1200
Level 3UVA+: (All China UV printers + Korea UV printers + Taiwan UV printers)	\$2560	\$1300
Level 3CP+I+M: (All Chinese UV printers + all Chinese inks and substrates)	\$2854	\$1400
Level 3CP: (China Textile + China DX5,DX6,DX7 printers + China UV printers)	\$3180	\$1500
Level 3M: (media & substrates North & South America, Europe, Middle East, Africa)	\$3236	\$1500
Level 3UV: (world wide USA + Europe; All UV printers outside Asia)	\$4738	\$2200
Level 3CE: (All inks + all substrates + all printers: UV, Textile, DX Epson printheaded; manufactured in China)	\$5124	\$2500
Level 3Ia+M: (All inks + media & substrates worldwide)	\$5414	\$2500
Level 3Ib+M: (inks + media & substrates + China: D-Pes + Guangzhou + Shanghai APPEXPO)	\$8454	\$4100
Level 3T: (Textile printers worldwide: USA + Europe + China)	\$8094	\$4100
Level 3UV + Level 3T: (world wide USA + Europe; All UV outside Asia + Textile printers worldwide: USA + Europe + China)	\$12,832	\$6000
Level 3E: (Everything at list and tabulation level, including all China, plus all MEMS and all MemJet wide format printers)	\$21,286	\$14,000



**Level 4: Tabulation of Specifications Level, plus trade show reports + distributors around the world...**

Benefits, Coverage, Contents	List Price	Subscription
Level 4I: (ink North & South America, Europe, Middle East, Africa + ink distributors)	\$3248	\$1500
Level 4M: (media & substrates North & South America, Europe, Middle East, Africa + media distributors)	\$3476	\$1500
Level 4CP+I+M: (All Chinese printers + all Chinese inks and substrates)	\$4164	\$3200
Level 4Ia+M: (inks + media & substrates; North & South America, Europe [FESPA + Viscom], Middle East, Africa)	\$9494	\$6000
Level 4UV: (world wide USA + Europe; All UV printers outside Asia)	\$7508	\$4100
Level 4CE: (All ink + all substrate + all printers:UV, Textile, DX Epson printheaded manufactured in China)	\$7894	\$4200
Level 4Ib+M: (inks + media & substrates worldwide + China: D-Pes + Guangzhou + Shanghai APPEXPO)	\$13,534	\$8000
Level 4T: (Textile printers worldwide: USA + Europe + China)	\$10,864	\$6200
Level 4UV + Level 3T, (world wide USA + Europe; All UV outside Asia + Textile printers worldwide: USA + Europe + China)	\$15,602	\$9600
Level 4E: (Everything at list and tabulation level, including China, ALL DRUPA, Graphics of the Americas, FESPA Barcelona, Viscom, ME & Africa, ISA, SGIA, etc.)	\$24,056	\$16,000



