

# PRINTINGUNITED

## DIGITAL EXPERIENCE



MONDAY, OCT. 26, 2020

GUIDE TO DAY ONE:

# GRAPHICS & WIDE-FORMAT

## Hardware & Consumables

### INSIDE:

THE WIDE-FORMAT OUTLOOK

WIDE-FORMAT ECONOMICS:  
A BRAVE NEW WORLD

BEST PRACTICES FOR REIGNITING AND  
DRIVING WIDE-FORMAT SALES SUCCESS

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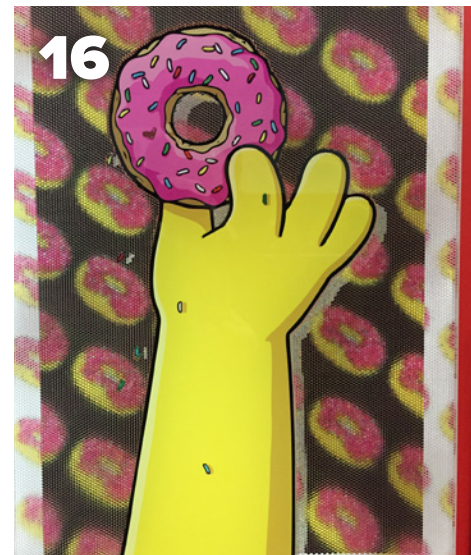
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# WELCOME

## Welcome to this special publication for attendees of the 2020 PRINTING United Digital Experience.

**In June, PRINTING United announced the decision to transition** from an in-person event in Atlanta to a comprehensive digital platform. The PRINTING United Digital Experience, taking place Oct. 26-Nov. 12, offers attendees three weeks of live, guided programming, educational sessions, and panel discussions with the experts; along with access to a complete online exhibitor showcase featuring information about the newest industry technology, case studies, whitepapers, the chance to speak with exhibitor representatives, and more.

Today is Day One, the opening day for this 14-day event. Focused on the graphics and wide-format market — specifically wide-format hardware and consumables — attendees have a packed schedule of content and product demos (see the detailed agenda on page 6).

Sign and graphics play an essential role in today's businesses. They capture attention, influence decisions, offer direction, and provide instruction — all essential actions, especially in the current global climate impacted by the COVID-19 pandemic. While things aren't back to normal yet, the Business Indicators Survey report for October shows this market segment is recovering. Since March, we've seen increases in sales, work-on-hand, and quote activity — all positive indicators that things are improving.

The opportunity print providers have now is to make sure they continue to remain profitable — through new business opportunities brought on by the pandemic — so when the industry does come out of this recession, they have the resources to reinvest in their businesses and continue to grow.

One way to reinvest is of course through the acquisition of capital equipment. One of today's panels focuses on three companies who have continued to make equipment purchases in 2020 — even at the height of the pandemic. Be sure to check out that panel discussion to get the reasons why, and hear firsthand how it has impacted their businesses for the better.

Along the same lines, today also features seven product demos — possibly good candidates for your business reinvestment. As part of the demos today, you'll be able to see the global launch of new printers from Epson — the SureColor R series of printers. Epson's Matt McCausland, the printer's product manager, will take us through the new machines, and will focus on five key points: image quality, reliable color consistency, the printer's hardware features, print performance, and the user-replaceable printhead.

Also, we'll get a first look at the brand-new presses from Agfa. One highlight is the Jeti Tauro H3300 S. The latest member of the Jeti Tauro family, it is an entry model that will enable an even wider range of printing companies to benefit from one of Agfa's large-format printers. This new hybrid six-color printer, with optional white and primer, boasts a top speed of 302 sq.m./hr., which can be upgraded to the even higher speed of its bigger brother. Reinhilde Alaert, product manager sign and display, Agfa, takes us through the new innovations, and we also get to hear firsthand from print service providers about how this technology has enabled businesses to grow — even during these challenging times.

As a companion to the 2020 PRINTING United Digital Experience, these 14 special daily publications will provide attendees with a reference guide to the day of content, as well as much-needed insights into how print service providers can best position themselves now for the recovery — and growth — to come.

We hope this information will help serve as a valuable resource as you plan the next steps for your business, and determine where — and how — to expand and grow. 🌈



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# AGENDA

## DAY 1: OCTOBER 26, 2020

### GRAPHICS & WIDE-FORMAT: Hardware & Consumables

10:00 a.m.

#### WELCOME AND RESEARCH: INDUSTRY OUTLOOK: GRAPHICS & WIDE-FORMAT (HARDWARE & CONSUMABLES)

**Presenter:** Lisa Cross, Principal Analyst,  
NAPCO Research

Products printed on wide-format devices make up a very important print application category. Many of the applications printed on wide-format devices, guide and influence our daily lives. This session leverages NAPCO Research survey data to highlight key trends driving customer demand, the implications of COVID-19, and what lies ahead in 2021.

10:15 a.m.

#### KEYNOTE: WIDE-FORMAT GROWTH MARKETS FOR 2020 & BEYOND

**Presenter:** Tim Greene,  
Research Director, IDC

COVID-19 has changed the face of the wide-format graphics sector. How has the industry responded? Where are the applications and markets that are growing

and what do you need to know in order to be part of the industry's growth and the next normal?

10:45 a.m.

#### PRODUCT DEMO: DURST RHO 2500 AND THE P5 350

Productivity. Reliability. Versatility. Workflow. Print Quality. These are the core features at the heart of Durst printer offerings, making its printers a production unit, from day one. The new generation of printers, the Rho 2500 and the P5 350 from Durst, provides innovative technology for large-format printing.

11:00 a.m.

#### PRODUCT DEMO: HP LV LATEX INK, LATEX 3600, LATEX 1500, AND LATEX R SERIES

The HP Latex Printer Portfolio has become a popular technology for signage, décor, vehicle wraps, and even natural fiber textiles. How you can benefit customers and differentiate yourself by owning one of these HP Latex printers?

11:15 a.m.

#### PANEL DISCUSSION: THE FUTURE OF SIGN AND GRAPHICS

**Moderator:** Denise M. Gustavson, Editor-in-Chief, *Wide-format Impressions*, and Editorial Director, Impressions Group, NAPCO Media

#### Panelists:

Brian Adam, President, Olympus Group

Greg Neath, VP Business Development - In-Store & Direct Marketing, Premedia, Transcontinental

Scott Powers, VP of Sales, D'Andrea Visual Communications

Rich Thompson, Owner, AdGraphics

The sign and graphics segment is well known for its product diversity, innovation, and opportunity. That said, competition in the segment is increasingly fierce and consolidation is underway. Gustavson talks with four leading graphics businesses about their view of the segment and their outlook for the near term.

Today's Sponsor:





2:00 p.m.

**PRODUCT DEMO: AGFA OBERON RTR3300 AND TAURO H3300 S PRODUCT LAUNCHES**

The Agfa inkjet portfolio can help print service providers (PSPs) expand and diversify their businesses. Today, Agfa launches two new inkjet printers — the Oberon RTR3300, a 3.3m high speed UV LED roll-to-roll printer, and the Jeti Tauro H3300 S hybrid device.

12:15 p.m.

**PRODUCT DEMO: FUJIFILM ACUITY ULTRA ROLL-TO-ROLL SUPERWIDE PRINTER AND INCA ONSETX SERIES**

The Acuity Ultra from FUJIFILM achieves new levels of quality and speed in super-wide roll-to-roll printing and is available in 3.2m and 5m models. The Inca OnsetX3 HS, the latest addition to the Inca Onset range of full-bed array wide-format UV flatbed inkjet printers, enables the production of high quality, high speed output up to 283 5x10-ft. beds per hour.

12:30 p.m.

**PANEL DISCUSSION: MAKING CAPITAL INVESTMENTS IN THE SHADOW OF COVID-19**

**Moderator:** Denise M. Gustavson,

Editor-in-Chief, *Wide-format Impressions*, and Editorial Director, Impressions Group, NAPCO Media

**Panelists:**

John Dumouchel, President Artcraft  
Gene Hamzhie, President, FireSprint  
Blaine MacMillan, President, Cowan Graphics

As the printing industry moves toward recovery, competition is intensifying and opportunities are expanding, but the margin for error is shrinking. An essential step in making sure your shop isn't left behind as recovery continues: prudent, timely capital investments. Gustavson talks with three leading graphics business owners about why they made capital equipment purchases in the middle of a global pandemic — and how it's impacted their recovery and future growth prospects.

1:15 p.m.

**PRODUCT DEMO: A TOUR OF CANON SOLUTIONS AMERICA'S CUSTOMER EXPERIENCE CENTER**

Take a tour of the Canon Solutions America U.S. Customer Experience Center, located in Itasca, Ill., just outside of Chicago. The

tour will give you a sense of the breadth and depth of Canon's Large Format Graphics Solutions offerings and includes the brand new Arizona 2300 with Flow table technology, the Colorado 64" roll-to-roll graphics printer, the DGI series of dye-sublimation printers for soft signage and apparel applications, and Canon's new in-line Colorado Wall Covering print and finish factory.

1:30 p.m.

**PRODUCT DEMO: EPSON SURECOLOR R5070 AND R50070L 64" RESIN PRINTERS**

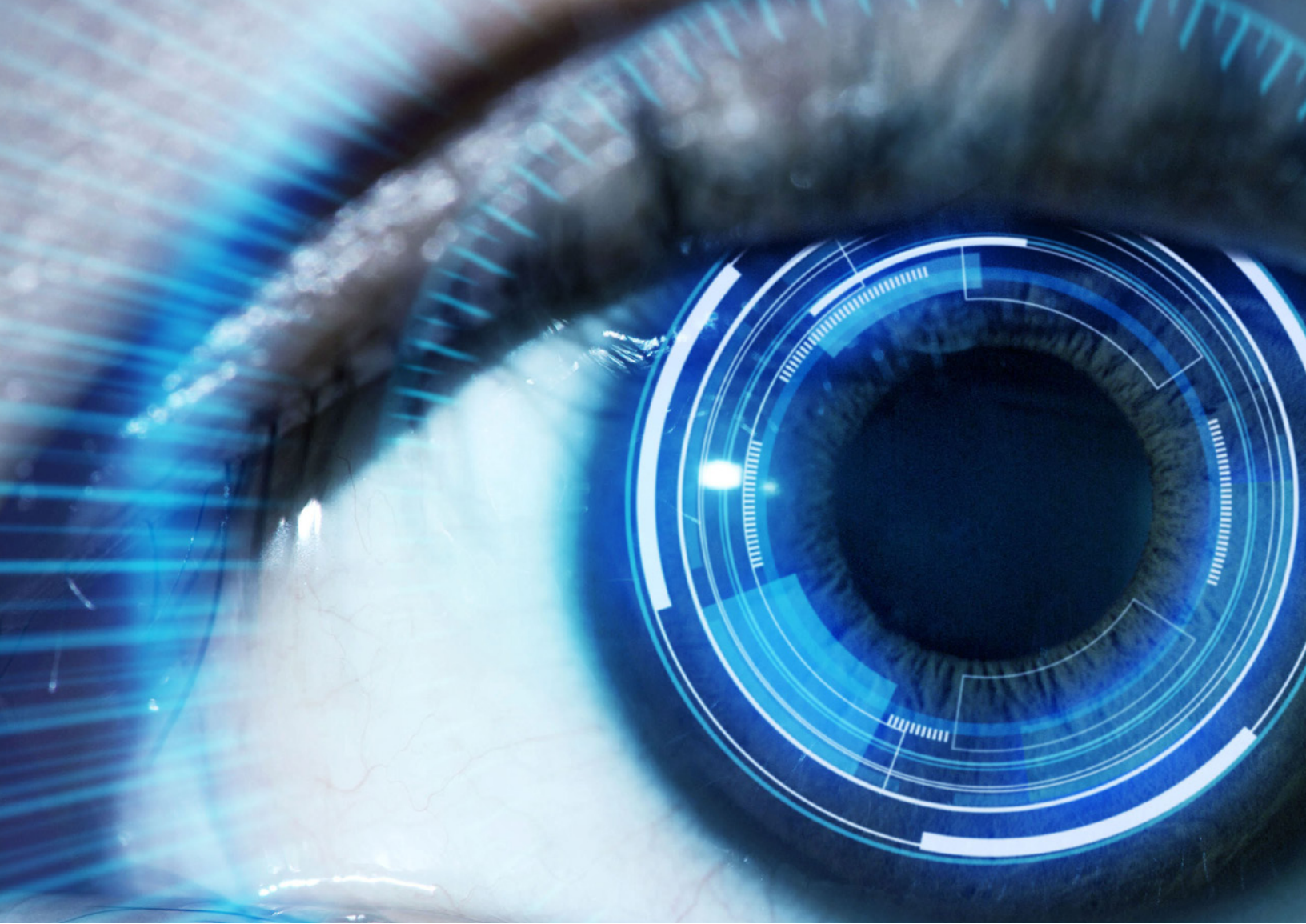
Launching on Oct. 26 as part of the PRINTING United Digital Experience, attendees will get an up-close-and-personal look at Epson's newest product for the wide-format sign and graphics market.

1:45 p.m.

**PRODUCT DEMO: ROLAND DGA IU-1000F HIGH-VOLUME UV FLATBED PRINTER**

What do you need to consider when looking for a flatbed printer? Find out what the three top considerations are and get a deep dive into the Roland DGA's IU-1000F UV flatbed printer.





# The Wide-Format Outlook

By Denise M. Gustavson, Editorial Director & Special Projects Editor —  
Printing & Packaging, NAPCO Media; Editor-in-Chief, *Wide-format Impressions*

**Without a doubt**, the COVID-19 pandemic has impacted the world in ways no one could have ever anticipated. This virus affected the global economy, threatened the health and safety of every citizen in every country, and disrupted supply chains worldwide.

It's been months since we've all been tossed feet-first into the stormy seas of the pandemic. Print service providers (PSPs) have been forced to sink or swim (in other words, manufacture something or close up shop entirely) and many have pivoted to produce products they never have before. We've seen shops fabricating everything from PPE — face masks, gowns, and face shields — to social distancing signage — posters and floor graphics — as well as signage promoting current services (i.e. “We’re Open for Take-Out,” “Curbside Pickup,” and more). Shops have learned to do things they’ve never done before. For this reason, there is often no playbook to teach nor experts to follow, so owners have needed to

empower employees to try new things and learn along the way.

In many cases, digital printing and cutting technologies have shown their true benefits, allowing shops to turn on a dime to create new products quickly, providing just-in-time manufacturing capabilities to small and essential businesses desperate to get the word out about the health and safety guidelines all customers must follow.

There's still a lot of uncertainty out there — especially because this situation is so fluid. There are still many questions. What does the economy look like through 2020 and beyond? Are there areas and businesses that will rebound quicker than others? Where do we go from here? What does the next normal look like?

We reached out to industry experts — business owners, OEM partners, and industry analysts — to answer some of those questions.





## Pivots

Without a doubt, companies that relied on human interaction — exhibit- or event-focused companies providing services for large gatherings of people, and even brick-and-mortar retail — have been hit the hardest. Additionally, companies that were already on shaky ground — or were financially extended with debt in the market verticals most affected that did not find alternative sources of revenue — have already begun closing.

But other areas — such as PSPs in the packaging space — have been more insulated, since consumer product goods (CPG) were in high demand during this time. Many PSPs have used their creativity and entrepreneurship to pivot their companies to add new products to their portfolio. While talking about pivoting might bring to mind the *Friends* episode when they had to haul a couch up a flight of stairs, the truth of it is that businesses have been forced to change — and in some cases completely reinvent — their companies in order to stay in business.

For many PSPs, the year started off strong. “None of us saw the COVID-19 pandemic coming, and it hit us and most of our industry fast and very hard. As the pandemic spread, a large segment of our markets were shut down almost overnight,” says Brian Adam, president, Olympus Group. He reported that his company saw a 50% drop in volume in April from a year ago. But his company, along with others in the industry, was able to pivot to producing PPE —

face shields, face masks, gowns, sneeze guards — which allowed it to stay in business and do its part in delivering needed supplies to health care and essential workers.

“Printers who have been able to pivot quickly to make outdoor signage, advisory graphics, and wayfinding applications — or even PPE — have been seeing impressive results,” says Mark Manning, senior portfolio manager, Ricoh USA. “In addition to making signage for self-checkout at the grocery store, updated hours to lessen crowding, and floor graphics for social distancing, print shops have been experimenting with new ideas for the current moment, like professional-grade backdrops for video calls that can replace sometimes fake-looking or buggy virtual backgrounds.”

## New Signage Categories

While out-of-home advertising, retail, and event-related graphics are suffering, there is a heightened demand for informational banners and signage. All of these signs and graphics related to the pandemic have opened up an entirely new signage category.

“As businesses reopen, they require a significant amount of signage to tell people where to stand, how to line up for curbside pickup, and other more general warnings and procedures,” says Andrew Oransky, president and CEO, Roland DGA. “Social distancing has also created some one-off opportunities, like the graduation yard signs. Some of our customers in the wrap market



have seen strength, as their fleet customers have taken advantage of great deals on new vehicles to upgrade and need graphics for those vehicles.”

“Communities will need signage again,” says Deborah Hutcheson, director of marketing, Agfa. “Movie houses will need posters again. Local businesses will want to thank their customers with huge banners and wraps on buses that get rolling again. Plus, disposable items like restaurant menus will see an increased demand.”

With the continued need for safe distancing, there will be an increased opportunity for media suppliers, says Randy Paar, marketing manager, Canon Solutions America. “This will enable PSPs with digital finishing equipment to manufacture clear acrylic or PETG shields, not just for health care workers, but for any place people need to conduct transactions. Manufacturers of graphic films will also see continued high demand for their products in the production of safe distancing floor graphics.”

### Prepare for the Future

As businesses start to return to a new sort of normal, demand for signs and graphics will increase. All of us want life to return to the way it was before COVID-19, but it won't be as easy as a simple flick of a switch.

### What Can You Do Now to Help Prepare for the Next Normal?

Bear down, but be opportunistic. If your business is slow, this is the time to clean and organize the shop, consider the layout of the shop from a workflow perspective, and connect with customers to see how your services can help them through this crisis, says Tim Greene, research director — large-format printing, IDC. “Drive some hard bargains with your suppliers to get better prices and payment terms. Look for people — either contractors or potentially new employees — that are suddenly available because of the crisis that can help you advance parts of your business like your e-commerce and Web presence. Get them in and find out how they could help your business.”

Decide where the threshold for survival is. Now is the time to cut debts and invest in a lower cost of print. PSPs need to accept that the crisis will become infrastructural, and decide where the new threshold for survival really is, says Mark Hanley, president, I.T. Strategies. “There is still room for profit even in our damaged environment because the wide-format graphics market is



fundamentally local, relationship-based, and will still play a strategic role in assisting the sale of goods in the consumer economy.”

Right size your business now. It's better to “‘right size’ the business now, focusing on saving the whole by making the hard choices and adjusting expenses to fit a less optimistic view of the market,” says Brian Hite, principal and cofounder, Image Options.

Contingency planning is essential. PSPs need to have a contingency plan in place that is flexible enough to adapt to whatever happens — through the end of 2020 and beyond. Make sure the plans are documented. “We have all learned a lot of lessons from this crisis. Figuring things out on the fly has kept us moving, but the best way to make sure those lessons stick is to write them down and share them with employees and other stakeholders,” says Oransky.

Focus on the basics. It's important, right now, to make sure the basics — customer service and flexibility — are done and done well. “The better you serve your clients, the better the retention rate, and that will drive revenue,” says Becky McConnell, segment marketing manager — wide-format inkjet, FUJIFILM North America Corporation, Graphic Systems Division.

Are your core services the right ones? PSPs need to think about their services. What are you selling to clients today? Are there low-profit applications you could eliminate, but still serve your clients? And what else you can produce with the equipment and processes you already have that could open new lines of revenue for your business?

But through it all one thing is certain: as businesses step into the post-pandemic future, they need to find a balance between what worked before and what needs to happen to succeed in the next normal. 🌀

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# Wide-Format Economics: A Brave New World

By Dan Johansen, Director, Sales & Marketing, Industrial Printing, Ricoh USA

**Anyone who's been paying attention** knows that the wide-format market has been undergoing significant change in recent years. Now, with the impact of the COVID-19 pandemic, it's changing even more. Many of the trends we noticed before lockdown are still going strong, but at the same time there are new market behaviors emerging. For a printer to survive and thrive in these trying times, they need to adapt.

In order to do that, they need to understand the economics involved and how they've been changing in this unique period.

## The Basics

In most of the print world — and many other industries — pricing is traditionally calculated “cost up.” A business adds up all the costs involved, from ink and media, to labor and supplies, to calculate the fully burdened cost. This metric gives a clear picture of the actual investment that goes into producing an application. Typically, a printer takes this number and adds a reasonable markup, and that's their price.

For example, a direct-to-substrate UV printer printing to 1/4" acrylic would need about \$2.80 per sq.ft.'s worth of ink and media. The fully burdened cost on that is \$4.98 per sq.ft., depending on your unique circumstances. From there, a 50% markup would set the price at \$7.47 per sq.ft. Not too shabby — but also not nearly what the piece is worth. That kind of application can sell at \$16 per sq.ft. in a typical market.

## But Where Did the \$16 Figure Come From?

Simply put, it's what the market will bear. Pricing wide-format printing in a way that's fair to both your customers and your bottom line requires paying attention to competitors' pricing on similar applications, in your region and nationally. Collaborating with a third-party consultant who has a broader view of pricing across the industry can help you target the best applications — and pricing — for your circumstances.

## What's Changed?

Quite a bit! But to get a little more specific, the economic impacts of COVID-19 are hitting marketing budgets hard, which means brands want to be confident of stronger ROI on any marketing spend. That's an opportunity tailor-made for attention-grabbing wide-format applications. On top of that, the demand for signage and wide-format has skyrocketed since public safety lockdowns began, and they are likely to stay high for the foreseeable future as organizations look to keep people safe.

There is significant, long-term need for

low-contact sharing of new and crucial information. This includes instructive POP displays for self-checkout, and wayfinding graphics for reconfigured environments designed to lessen crowd density, among other necessities for our new normal. The way we travel has been changing, with a need for signage showing passengers how to safely get to their gate or platform, how to queue up, what to do with their bags, and so on. College campuses are staggering student schedules, and print can provide helpful reminders of the policy, or wayfinding assistance to direct students on reconfigured campuses. Many stores have implemented one-way aisles to maintain spacing, with temporary measures like duct-tape arrows that will need to be replaced with longer-term solutions, such as floor graphics.

For example, consider a 2x2-ft. round social distancing floor graphic. These often sell for \$57, or \$14.25 per sq. ft. At most, that graphic costs the average wide-format printer \$2.50 per sq. ft. to make. But people are paying a premium because the demand is there. Consider what applications are integral to the new normal that your shop is best suited to produce, and start pivoting! ➔





# Fusion Cross-Media Reinvents its Business to Adapt to New Realities

**Fusion Cross-Media**, a commercial print provider, reinvented its business goals to adapt to these difficult times, meeting evolving customer needs while contributing to local charities.

When stay-at-home mandates began in March, Fusion — a second-generation design, marketing, and print communications company — was designated an essential business. However, the vast majority of its customers were not. Fusion Cross-Media wanted to keep producing in order to grow new relationships with surrounding communities, and strengthen existing ones. It needed an entirely new approach.

Eager to support communities with its new direction, Fusion set its sights on lawn signs designed to spread awareness and gratitude. The full-color, double-sided lawn signs were printed, direct-to-substrate, on Fusion's RICOH Pro TF6250. These signs were customized per community, proclaiming "(Municipality Name) Loves Our Healthcare Heroes" or, in some versions, "(Municipality Name) Loves Our First Responders." The back reads, "Support Your Community Heroes. Wash Hands, Social Distance, Give Blood." Each sign is numbered to help track the spread of the campaign and encourage

participation, which has now touched six states.

"At the end of the day, print is all about connection. We see these signs as a great way for the community to connect, showing our shared concern for one another, and our gratitude for those on the frontlines," said Zach Schwartz, president, Fusion Cross-Media. "There is so much the RICOH Pro TF6250 can do — and it can do those things extremely fast. There were a number of ways we could have taken this initiative, but lawn signs are so uniquely community-oriented, we knew that was the way to go. That technological versatility, paired with Ricoh's expert service and support, helped us make this pivot quickly and smoothly."

Since the pivot, Fusion has printed nearly 1,500 signs honoring frontline workers. The company continues to look for ways to engage with and support its community during this troubled time, including creating, donating, and posting lawn signs on the town green celebrating each individual graduating senior, who would not be able to have a traditional graduation ceremony. Furthermore, Fusion partnered with local food distribution charities to donate \$2 for every lawn sign order. 🌱

# Best Practices for Reigniting and Driving Wide-Format Sales Success

By Lisa Cross, Principal Analyst, NAPCO Media

Today's digital wide-format printing devices produce an impressive array of applications, from signage, to textiles, to electronics. If you can envision it, you probably can create it on a digital wide-format printing device.

While there are many wide-format application opportunities to pursue, successful providers devote time and resources in developing sales efforts. Profitable firms recognize that selling is a process that requires planning and commitment.

*Wide-format Impressions* and NAPCO Research's recent study "Strategies and Tactics Powering Wide-Format Sales" identifies common sales practices of wide-format print providers experiencing double-digit sales growth. Because the COVID-19 pandemic has hurt the sales of many companies that produce applications on wide-format equipment, best practices for restarting sales will be more important than ever.

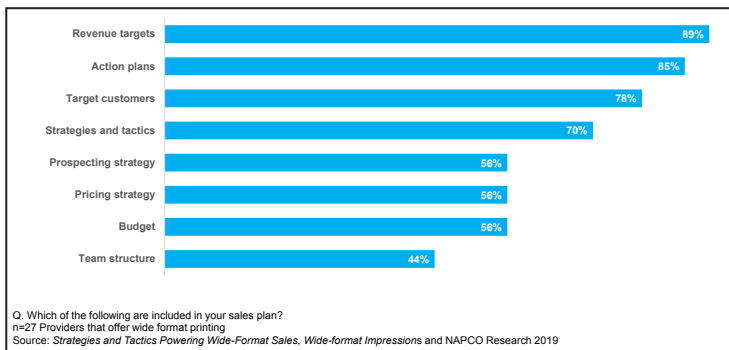


Figure 2: Sales Plan Components

## 2. Leverage software to support business operations, sales, and customer care.

A common characteristic of respondents with double-digit growth is the use of software technology to support sales and customer care. Half of respondents with sales growth greater than 10% reported using a customer relationship management (CRM) system. In addition, these companies were more likely to use software to support job estimates. When asked to name their primary method for creating job estimates, about 60% report using either job estimating software or a Print MIS, compared to a manual spreadsheet (24%).

## 3. Invest in staff knowledge and development.

Firms reporting high sales growth invest in developing the skill sets of their staff. According to the survey, respondents reporting double-digit growth offer training to sales staff to develop a wider skill set, encompassing technology education and sales skills enhancement. Firms reporting double-digit growth focused training on:

- Understanding printing processes and technology.
- Selling value-added services.
- Using sales technology tools.

## 4. Focus on building both new and old business.

Survey participants were asked to identify the key responsibilities of sales reps. Sales reps at companies reporting growth of 10% or more are focused on establishing new business and accounts, as well as managing current accounts. Developing new business is essential for continued growth, but equally important is keeping existing customers happy. Reps at successful firms understand the value of both

## Follow the Leaders

Common characteristics of firms reporting double-digit growth all revolve around building sales strategies that both define sales goals and focus on staff. These successful firms write sales plans and create and support programs to develop staff in order to give their employees a broad base of skills that combine technical knowledge with selling aptitude. 🔄

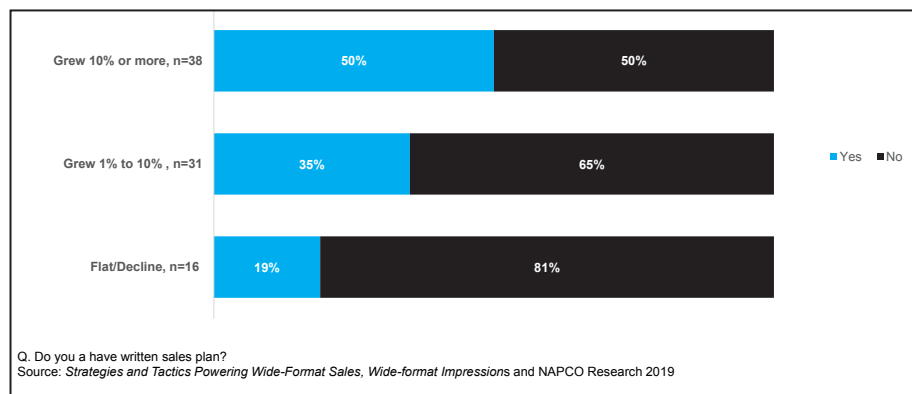


Figure 1: High Sales Growth Firms More Likely to Have Written Sales Plans

Here is summary of four key tactics pursued by survey respondents reporting annual sales growth rates that exceed 10%.

### 1. Develop and follow a written sales plan.

Half of respondents reporting double-digit sales growth reported having a written sales plan, compared to 19% for firms reporting flat or declining sales (Figure 1).

A written sales plan makes it possible for everyone on the team to see the big picture, share the same overall objectives, and work the same playbook to achieve them. A sales plan lays out a company's path for improving sales results in a specified time period. It usually includes:

- Specific revenue and performance goals for a given period.
- Strategies for achieving those goals.
- Resources and activities required to carry out those strategies.

Those respondents with a written sales plan reported it includes defining target customers, setting revenue goals, and strategies and tactics for achieving results (Figure 2). There was little variation in plan components by respondents' level of sales growth, most likely because of the small number of respondents having sales plans.



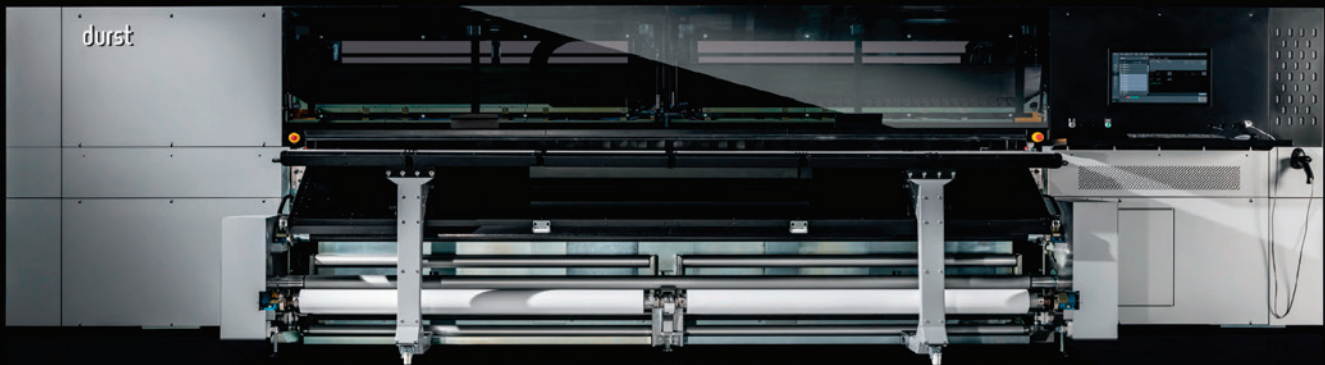
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durst

# Transforming Print with Optical Illusions

By Deborah Hutcheson, Director of Marketing, Agfa North America

**Today's advances in UV inkjet printing** — and the addition of varnishes, primers, and white inks — puts print service providers (PSPs) in the position to create a wide range of special effects such as multilayer and textural printing. These improvements have enabled PSPs to deliver new, dynamic options once only possible in traditional offset print markets.

## Varnish

Adding gloss to image elements creates an emotional connection for viewers, and takes a print from ordinary to “wow.” Imagine a picture of a soft drink bottle. A gloss varnish application of water droplets appears as realistic condensation, prompting viewers to look twice. Likewise, adding varnish to a luxury wristwatch crystal element makes the image “pop.”

The ability to increase the density or thickness of varnish within the graphic user interface (GUI) allows PSPs to control the varnish effect. Special effects attract luxury brand managers looking to have their communications stand out. The more unique a graphic appears, the likelier the target audience will engage in the experience.

## 3D Elevation

UV inkjet has capabilities that stretch the imagination. Textural images are created by layering ink, such as in a brick wall. The “height” of the brick is built with one white channel, while a second white channel creates the texture of the mortar. Color is printed over white; the layering effect gives the image the look and feel of real bricks.

## Lenticular-Style 3D Effects

Lenticular printing technology has long been used to create 3D-like images with an illusion of movement or depth when viewed from different angles. However, lenticular technology is a time-consuming, multi-step process.

Traditional lenticular images are produced using a plastic sheet that contains long, thin cylindrical lenses called lenticles. These lenticles are only millimeters wide. Beneath the lenticles, a printed sheet contains one or more images that have been sliced into tiny stripes the same width as the lenticles. They are interlaced so each stripe lines up with a lenticle. The lenticles then refract the image. From one angle you see one image and from the other a different image is viewed, imparting a simple animation.

The challenge with lenticular imaging is the precision necessary to register the interlaced image to the lenticle, which is timely and costly.

Today's wide-format flatbed inkjet systems eliminate the need for lenticular technology with advanced features like varnish and 3D effects. Agfa's 3D lens technology produces lenticular effects without the need for lenticular substrates. Transparent dots that function as tiny lenses are produced by the Jeti Mira LED using a moiré pattern. The 3D effect is governed by a combination of substrate thickness, lens size, and lens height.



*Agfa's 3D lens technology produces lenticular effects without the need for lenticular substrates.*



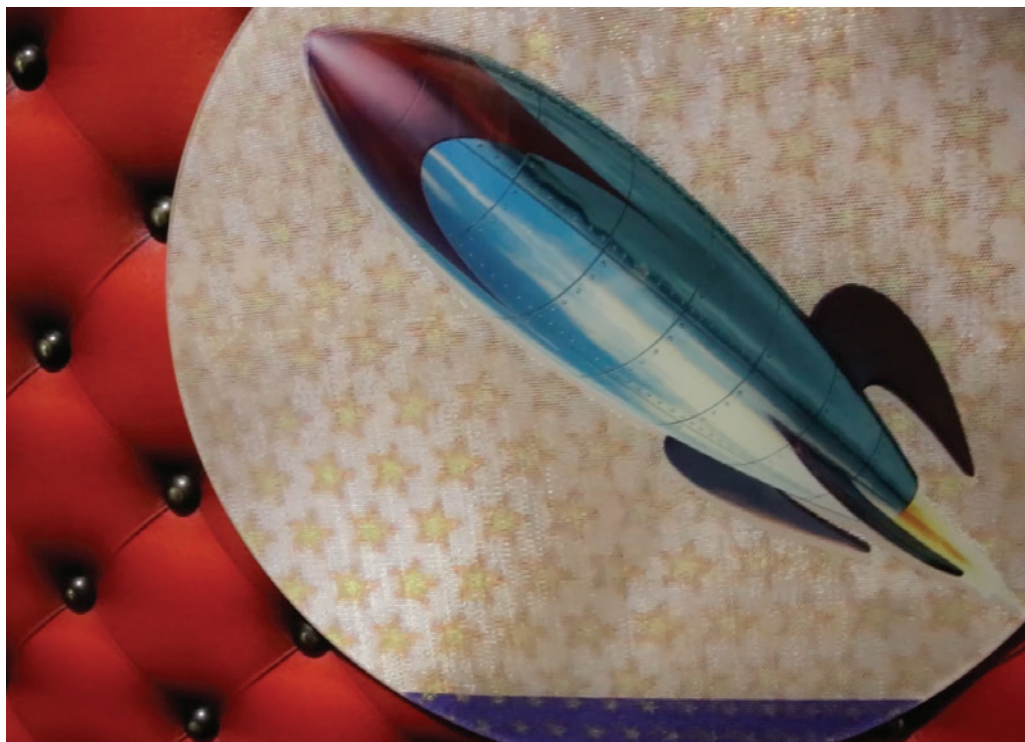
*Advances in technology have allowed PSPs to offer new, dynamic printed options.*



The lenticular effect requires a printer capable of extremely high resolution, accuracy, and repeatability, as well as a varnish and a white channel. At the back of the substrate, a color image is printed based on a software-generated pattern, followed by a layer of white. Finally, a lens pattern is printed on the front of the substrate using cone-shaped drops of varnish. It is important that front and back are printed exactly in register.

Different combinations will yield different effects, from an image that “pops” out, or conversely, appears to “sink into” the background. The effect adds depth to a flat image, or causes the background to change color as the viewer passes. Agfa’s technology provides an easier process for adding lenticular effects to point-of-purchase displays, posters, trade show graphics, decorative prints and packaging.

With the latest advancements in inkjet technology, PSPs can add value to their printing, creating a full sensory experience for their customers. ➡



*PSPs can provide a wide range of special effects, such as multilayer and textural printing.*

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## PRODUCT DEMO VIDEOS

### Durst Demonstrates the Rho 2500 and P5 350

Durst will highlight the new Rho 2500 and P5 350 presses, which embody the core features of the company's lineup: productivity, reliability, versatility, workflow, and print quality.

The Durst Rho 2500 is a modular industrial production printer available in three versions, with upgrades possible at any time. The 8pl printheads with variodrop printing technology enable higher resolution of 1,000x800 dpi, with productivity up to 1,200 sqm/h. Starting with six head rows for the S model, the next level for the Rho 2500 M comprises eight head rows, and the Rho 2500 L has 10 head rows.



Durst expanded its P5 portfolio with the hybrid P5 350 (print width up to 11.5-ft.). The printer offers print quality of up to 1,200 dpi, multi-track options for up to six parallel boards, automatic media width and thickness detection, foldable and smooth-running roller tables, and a secure ink refill system.



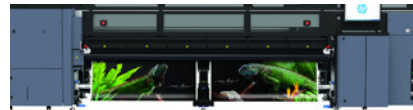
### HP Highlights the Latex Printer Series

From its demo center in Atlanta, HP executives Tom Wittenberg, Timothy Mitchel, Brian Daniel, and Dan Donnelly will show off the versatile line of latex offerings, which have become popular for signage, décor, vehicle wraps, and even natural fiber textile applications.

A few of the highlights include the HP Latex 3600 and Latex 1500 presses. The 3.2m HP Latex 3600 can handle production peaks of up to 35,000 sqm/h, and is ideal for dedicated application production, such as banners, backlights, wallcoverings, and retail or event signage. The printer offers: special tiling mode, with an improved color consistency for demanding jobs; reduced media waste, saving up to one linear meter per roll using the HP Latex Media Saver; lower labor costs, a single operator can manage up to four printers simultaneously; automatic maintenance of printheads; and reduced costs — heavy-duty rolls for fewer roll changes and 10-liter HP ink supplies for overnight runs.

Building on the success of the HP Latex 3000 printer series, the 126" (3.2m) HP Latex 1500 offers an affordable super-wide printing solution, providing fast turnarounds on a broad range of indoor and outdoor applications. Printing at speeds up to 74 sqm/h (800 sqft/h) in outdoor production mode, and up to 45 sqm/h (480 sqft/h) in indoor mode, the printer maintains quality print after print with 1,200 dpi HP Thermal Inkjet printheads, auto nozzle replacement, an optical media advance sensor (OMAS), as well as an embedded spectrophotometer.

In addition, the team will highlight the Latex R Series printers, a hybrid printing platform that can achieve high image quality on a range of rigid and flexible materials using HP's water-based Latex Inks. The R Series printer portfolio includes: the HP Latex R2000 Plus Printer for the highest capacity and productivity, which feeds materials in roll-fed or sheet-fed configuration up to 98" wide (2.5m); the HP Latex R1000 Plus Printer handling media up to 64" wide (1.64m), roll-fed or sheet-fed configuration with three-liter cartridges and white ink printing capability; and the HP Latex R1000 Printer entry-level solution, which handles media up to 64" wide (1.64m) with three-liter cartridges.



### Agfa's Oberon RTR3300 and Jeti Tauro H3300 S on Display

In its video demonstration, Agfa will take the time to demonstrate two of its newest presses: the Oberon RTR3300 and Jeti Tauro H3300 S. The machines build on Agfa's commitment to create integrated UV inkjet solutions designed with a focus on extreme quality, ease of use, flexibility, and automation, packaged in a robust build to meet the demands rigors and growth of its customers' ever changing business.



The Oberon RTR3300 is a dedicated 3.3m, roll-to-roll machine that combines productivity and quality with an extensive media

scope and ease of use. It comes in a four-color plus white, and a six-color version. In “express mode,” the Oberon RTR3300 hits 150 sqm/h. In “production mode,” the Oberon reaches a consistent 85 sqm/h. The dual-roll option is capable of handling two rolls each up to 1.6m wide, doubling the total output.

The latest member of the Jeti Tauro family is the Jeti Tauro H3300 LED S, an entry-level model. This hybrid six-color printer, with optional white and primer, boasts a top speed of 302 sqm/h, which can be upgraded to the higher speeds of its bigger brother. It also shares the latter’s short start-up times and quick and easy maintenance, while featuring the same automation options. It will be available in six possible configurations; four dedicated to board printing, ranging from manual to fully automatic, and the two remaining configurations focus on roll printing, with a master roll-to-roll and a light roll-to-roll model.



## Fujifilm Demos Acuity Ultra & Inca OnsetX Series

FUJIFILM North America Corporation, Graphic Systems Division will demonstrate several of its newest presses during PRINTING United Digital Experience 2020. The first, the Acuity Ultra, achieves new levels of quality and speed in superwide roll-to-roll printing, and is available in 3.2m and 5m models. With its 2- or 3-up multi-roll potential and ability to print on a broad range of materials, Acuity Ultra can create trade show graphics, POP displays, high-value graphic art, backlit displays, outdoor displays, outdoor signage, and more. It is built for versatility with color configurations, print width sizes, and feature options, and is also perfect for high-end indoor displays where close viewing requires images to be exceptionally clear and vibrant.

The Inca OnsetX3 HS is the latest addition to the Inca Onset range of full-bed array wide-format UV flatbed inkjet printers. The productivity of the OnsetX3 HS models is due to a combination of job setup time, press uptime and reliability, raw print speeds, and actual throughput and productivity. OnsetX enables the production of high quality, high speed output up to 283 5x10-ft. beds per hour,



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### ACCURIOWIDE 200/160

Take on a range of new outdoor and indoor print job applications with this hybrid UV LED wide-format printer.

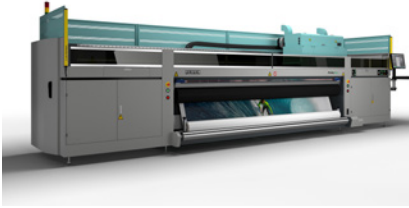
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## PRODUCT DEMO VIDEOS

and incorporates the concept of Scalable Architecture, which allows a machine to be tailored to meet individual business needs at the time of initial investment, and then allows for future expansion.



### Canon Solutions America's Graphics Portfolio Makes an Entrance

From its Customer Experience Center in Itasca, Ill., Canon Solutions America's executive team — including Randy Parr, marketing manager; John Kaufman, senior marketing specialist; Lann Tarrant, senior account executive-textiles; and Tim Saul, senior marketing specialist — will walk viewers through the company's impressive product portfolio.

The tour is designed to give viewers a sense of the breadth and depth of Canon's large-format graphics solutions offerings, including the multi-award-winning Arizona Digital flatbed printer series, with a focus on the brand new Arizona 2300 with Flow table technology that eliminates the need for masking on most materials. In addition, the Colorado 64" roll-to-roll graphics printer with industrial design for higher print volumes will be on display, along with the SGIA award-winning DGI series of dye-sublimation printers for soft signage and apparel applications. And finally, various finishing solutions from digital flatbed cutters to X/Y cutters, as well as Canon's new in-line Colorado Wall Covering print and finish factory, will round out the comprehensive tour.



In particular, the Arizona 2300 Series UV curable flatbed printer, built around Arizona FLOW technology, is a vacuum technique that supports a zone-less, multi-origin table layout. FLOW technology offers up to 20% more productivity, as it requires less masking and taping, and is supported by three-sided pneumatic registration pins to better secure the substrate in place on the table. This series

provides customers with the ability to print up to 1,001 sqft/h, helping streamline and improve productivity. The automated maintenance system offers hands-free printhead maintenance and reduces downtime by restoring nozzle function in as little as 24 seconds — including white ink, which can be difficult to maintain. Furthermore, its high-resolution camera alignment system enables easy, quick, and precise printhead alignment and flatbed table mapping.



### Roland DGA Demonstrates the IU-1000F High-Volume UV Flatbed Printer

Scott Burgess, application engineer, Roland DGA, will walk viewers through the company's IU-1000F High-Volume LED-UV flatbed printer. This state-of-the-art press is engineered for high-volume production.

Designed for fast, efficient printing on a wide range of substrates — including 4x8-ft. rigid boards weighing up to 99 pounds — the IU-1000F has 12 printheads in a staggered three-row arrangement and a 4" carriage clearance. It prints edge-to-edge on thin or thick boards, and offers multiple speed and performance options, including a maximum speed of 1,248.6 sqft/h in four-color draft mode. Printing speed for a typical 4x8-ft. rigid board averages about 35 boards per hour in "Draft" mode (1,248.6 sqft/h) or about 15 boards per hour in "Standard" print mode (516 sqft/h). Even in "Quality" mode (174 sqft/hr) the IU-1000F averages about 10 boards per hour.

In addition to useful information, a little advice, and an opportunity to learn about the potential return on investment from Roland DGA's solution, viewers will hear a firsthand account from a Roland IU owner and end user, as well as have the opportunity to request a free sample of the work produced from this device.

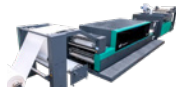


# PRODUCTS

Products included in this section were updated as of October 13, 2020. For additional products within this category and others, please visit [digital.printingunited.com/new-products](https://digital.printingunited.com/new-products).

## EFI Reggiani BOLT – Intertech Award Winner

This single-pass inkjet textile printer has the potential to revolutionize the world of printed fabrics. With speeds up to 295 fpm and a 72" print width, it significantly raises the crossover point between digital and analog processes. The impressive print quality and the option to include analog stations allow customers to address their full range of design needs. It substantially reduces environmental impact compared to conventional textile printing processes.



## Ahlstrom-Munksjö WallStar Digital

MAKE THE WALL THE STAR - Decoration Media for Customized Digital Printing.

Demand for customized digital printing is growing, led by changing consumer demand. Ahlstrom-Munksjö WallStar Digital is a directly printable, PVC free, nonwoven portfolio delivering benefits for both printers and end users.

Benefits for WallStar Digital:

- PVC-free and eco-friendly
- Easy to install and remove
- Luxurious, textile-like touch
- 100% paste-the-wall and strippable
- Excellent printability & opacity



## 3A Composites USA DISPA

3A Composites' DISPA consists of an embossed paper core laminated on both sides with bright white, smooth paper surfaces – a unique composition that makes this paper board lightweight yet extremely rigid, strong, and dimensionally stable. Signs created with lightweight DISPA stay flat yet are easy to handle and hang. Manufactured with 100% FSC-certified paper (FSC-C074317), it is fully recyclable and provides a flat, smooth surface for excellent printability and easy fabrication.



## StratoJet Falcon XL-3300

A UV roll-to-roll perfectly suited to print fabric and vinyl applications that are up to 10-ft. (3.2m) in width or multiple smaller rolls simultaneously. Print a variety of roll media without pinch rollers using CMYK and White UV curable Inks that adhere to nearly anything at high quality 1,200+ dpi output.

With 11 colors to choose from, plus white option, Falcon is currently the best in its class for high quality output with production modes.



## HP DesignJet Studio Printer Series

For design professionals, the setup and style of their workplace is a statement about themselves. With a sleek white facia and wood or

steel finish, the HP DesignJet Studio Printer series delivers a high-performance experience for design professionals and is uniquely designed without ever compromising on speed, quality, or ease of use.



## Mactac IMAGin M-Dot Floor

Durable, reliable and eye-catching, floor graphics come in every size, shape, and color. To transform flat, smooth floors like tile, M-Dot Floor MD128F is ideal for short-term indoor use (no laminate needed!). The perfect go-to print media for social distancing, desk spacing, directional signage, promotion advertising and customer greeting messaging. No matter who is installing — graphic printer, sales associate or volunteer — just print and apply. No tools or installation experience needed!



## Canon Arizona 2300 Series

Explore the unlimited creativity, accuracy, and quality of the latest world-leading Arizona flatbed printer! The Arizona 2300 series consists of true, stationary flatbed printers based on UV-curable inks. Quick, reliable, and low-maintenance, the latest Arizona printer provides the optimum in print quality and versatility for both rigid and flexible media applications.

Join the Arizona family and enjoy a mind-blowing application range, instant-on capability and self-learning technology.



## HP DesignJet T200 Printer Series

Built to fit in the smallest of spaces, the HP DesignJet T200 Printer series are the world's smallest large-format plotters. With a width of 24" and capable of printing up to A1, they're designed for simplicity of use with HP Click software, enabling rapid one-click printing of multiple files at once. The A3/B automatic sheet feeder accessory offers the ability to print multi-size A3/LF workflows without changing media input.



## HP DesignJet T600 Printer Series

The HP DesignJet T600 Printer series shares many of the market-leading characteristics that present the HP DesignJet T200 Printer series as a leader in its class. The new series has the added ability to handle multi-size A3/LF workflows as default, comes with an integrated stand and is designed to handle complex projects, with increased memory and native HP-GL/2 support. The versatile, sustainable, intelligent HP DesignJet T600 Printer series is available in 24" and 36" models.





# PRODUCTS

## HP Latex R1000 Printer

Grow your business with easy, automatic printing of high-value rigid media jobs and white ink while preserving the look and feel of the media. Win more jobs with sustainable water-based HP Latex Inks are UL ECOLOGO Certified and produce odorless prints. Remove the barriers to printing with white ink — the glossiest of white that resists yellowing over time, plus an off-line rotation chamber to reduce the waste. Smart printing helps to maximize uptime and boost productivity.



they run out, rather than all colors at the initial install. There is no need to perform wasteful ink fill procedures or dispose of unused ink.

## KNF Compact, High-Performance Gas Pumps

The new FP 150 expands the KNF low-pulse liquid diaphragm pump family to flow ranging from 0.2 – 12.4 L/min. This line combines pulsation on par with gear pumps with advantages of diaphragm pump technology — self-priming, run-dry safe, and long life. Pulsation is  $\leq 150$  mbar at the pump outlet, with achievable peak-to-peak pulsation far below this. Perfect for recirculation of bulk ink, ink transfer to upper reservoirs or directly to printheads, and recirculation in flow-through printhead systems.



## Nekoosa Trifecta

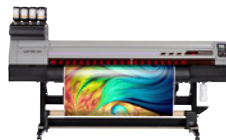
One product, endless applications. Create one-step floor, wall, and window graphics with one universal media ... no overlaminates required. 6 mil. semi-rigid matte white textured vinyl facestock with high opacity and an excellent white point. Universal removable adhesive will cleanly remove from indoor and outdoor application surfaces for up to 6 months. Stable 90# layflat polycoated paper liner for ease of printing and installation. UL 410 slip resistance certified. Made in the U.S.



## Mimaki USA UJV100-160 Roll-to-Roll LED-UV Printer

Mimaki USA's UJV100-160 roll-to-roll LED-UV printer asserts Mimaki's leadership in roll-to-roll LED-UV technology. With two newly developed printheads, high quality prints at high speeds are achievable, combining stability and productivity in a competitively priced unit.

Equipped with LED-UV lights, it delivers instantly cured prints at 247 sqft/h in draft mode, eliminating the drying time required by other ink technologies.



## Roland DG TrueVIS VF2-640 Eco-Solvent Wide-Format Printer

The first "print-only" model within Roland DG's TrueVIS series, the 64" VF2-640 provides unparalleled color gamut expansion and unsurpassed print quality. The VF2-640 offers a new level of color control and vibrancy, making it easy to produce color-accurate signs, vehicle graphics, labels, decals, heat transfer apparel, and more. Along with the VF2 comes a new TR2 Green ink which, when combined with vibrant TR2 Orange ink in process colors, allows for a significantly wider color gamut.



## Roland DG VersaUV LEF2-300D Flatbed UV Printer

The VersaUV LEF2-300D printer's expanded workspace supports a height of up to 7.87" (200 mm) — twice that of standard LEF2 models — enabling users to print text, full-color graphics, and unique textural effects directly onto an even broader range of objects. Like all Roland DG LEF2 series printers, the LEF2-300D employs LED-UV lamps to instantly cure ink, making it easy to customize or personalize a vast array of items, including smartphone cases, awards, giftware, leather goods, and more.



## Nazdar 260 Series LED-UV Inkjet Ink

As a cost-effective and top-quality alternative ink series, Nazdar 260 Series inks are designed for use in DX-4 and DX-5 printheads in non-heated LED ink systems, offering a wide range of graphics and product print possibilities. The inks exhibit excellent adhesion and flexibility on a variety of typical Point-of-Purchase (POP) substrates.



## Roland DGA Social Distancing Signage Solutions

Roland DGA's Social Distancing Signage Solutions make it easy to produce health and safety signage for stores, restaurants, schools, and businesses. These "build your own" packages include the materials, hardware, software and free design templates needed to create such signage efficiently and cost-effectively. The solutions — built around a Roland DG TrueVIS SG2-540 printer/cutter (or related model) — include print and cut SDS templates, plus recommended accessories and media.



## Nazdar 565 Series Digital Ink

565 Series Inks are designed specifically for use in OKI ColorPainter M-64s printers using OKI SX IP6 Ink. Due to the complete chemical and color compatibility of the two ink sets, OEM pouches can be replaced with Nazdar 565 Series pouches as



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