

EXPO

EXPANSION

Las Vegas Provides New Focus for Textile Applications



A lively SGIA Expo in Las Vegas saw textile applications promoted more prominently than ever, at an event where the wide-format offer has previously been focused on outdoor and point-of-purchase (POP) graphics.

This time round some of the European textile specialists, such as MS and Reggiani, had a high-profile presence, showing general textile applications rather than soft signage. This is an indication that SGIA Expo is following the trend set by the FESPA events and developing as a platform for broader textile interests, beyond its roots in banners and T-shirts. It also reflects the dynamic growth taking place in the mainstream US textile-printing sector, stimulated both by the 'reshoring' trend and by the opportunities afforded by digital techniques.

SGIA 2014, at the Las Vegas Convention Center, broke two records — it had the largest exhibitor contingent (541) and attracted the largest number of visitors (25,500).

Several new textile technologies were launched at the show, including the new set of Artistri Brite digital pigment inks from DuPont. Elsewhere, Artistri P2500 inks, along with an ink set from Sensient, were demonstrated in a significant new pigment-printing application from Reggiani, based on the ReNOIR family of machines.

The MS presence was visible both on the Digital Textile Printing Zone – a special feature showcasing textile applications and containing a small conference theatre – and



on the booth of its distributor, Expand Systems, whose business is largely dedicated to the mainstream textile printing sector in North and Central America. Expand's Ann Sawchak was among the speakers during the show, presenting a detailed analysis of the various digital-textile processes and the product sectors to which they apply.

Among others with fabric-printing machinery were Digital Graphics Incorporation (DGI), Eastsign, Gandy Digital, Global Imaging, Kornit Digital, Mimaki, Practix and Stratojet.

Reggiani, showing with its agent, NextWave, gave the first public demonstration of its Pigment-ONE application, which it says achieves fastness-test results 'in the range of 5/5' on the Blue Wool scale, marking it potentially a major step forward in digital pigment printing on the latest fast production machines.

Reggiani describes the application as a simplified process that requires no steaming or washing, thus reducing the process steps and dramatically decreasing the amount of water, energy and space needed. Key

PARTNERS IN PRINT

While the social ambitions of most SGIA exhibitors stopped at sightseeing, MS Italy's Ivan Carrozzo found time to get married.

As Ivan was busy working the SGIA booth, his fiancée, Karen Tardim Lopes, spent her days seeking out the perfect wedding venue. And on Thursday, October 23, after SGIA Expo closed for the day, the crew from MS Italy and Expand Systems got into a stretch limousine and headed to the wedding chapel where Ivan and Karen were wed in a brief, but heartfelt, ceremony. MS vice-president Paolo Milini was best man and Expand Systems owner Ann Sawchak was matron of honour. The newly-wed Carrozzos have plans for two more wedding ceremonies – in Karen's home city of Sao Paulo, Brazil, and in Como, Italy.



Newlyweds Ivan and Karen Carrozzo



Family gathering: colleagues from MS Italy and Expand Systems line up with the bride and bridegroom and other guests at the Las Vegas wedding chapel