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Latin America is a market in development that all of us must have in our sights for the future, although it is a relatively new market for the digital printing industry, it is growing day by day.

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 2016, two years have passed and we can observe a growth of this exhibition.

This year, FESPA Mexico had more attendees than I have seen at many other Latin American expos, with lots of people in the aisles every day.

The large number of companies that exhibited their newest products, as well as the large influx of visitors shows us the interest that is being generated in the digital printing area.

Since the first day of the exhibition, we observed a large presence of university students interested in technological innovations. Some because their teachers assigned them the task and others as their own initiative to stay current with technological innovations.

The event had an increase of 30% of companies that exhibited their products and services, which was reflected in the covered space in the Banamex center. The presence of many international brands reflects the interest in reaching the growing market of the printing industry from Latin America.

We had the opportunity to speak with some people, whose companies exhibited for the first time in this fair and told us that they made the decision to be present based on the analysis of consumption observed through the Latin American market.
One reason for the good attendance (aside from the wide range of products on display) was the daily opening hours: noon to night. So you could go to work or study all morning, or even all afternoon, and still attend the FESPA Mexico expo at night (it was open until 8 pm).

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.

Many attendees recognized FLAAR-REPORTS and approached to our booth to inquire about our point of view on trends in the digital market. Among the most frequent questions were about “textile and UV printing and the growth in the digital market”.

FESPA Mexico provides a great opportunity to acquire products and materials for any type of business in the graphic arts industry, from materials for sublimation, small format printing, inks, and large rolls of material of all kinds for large format printing. We saw companies that provide spare parts for printers and this is a good thing because these can often be difficult to obtain.

One of the things that are most appreciated to visit expos as FESPA is to have the opportunity to contact the most important people of large companies not only for the facilities for good business but to learn from the experts.
UV-cured printers

In previous years the trend was solvent ink printers, but this year it was observed that the amount of UV printers present are similar in comparison to the number of solvent printers displayed during the show. Unlike other markets the average size of printers is 1.6 to 3.2m, it is rare to see 5m printers in these type of fairs, some manufacturers tell us that the price of bringing one of that size can be very expensive if there is no buyer.
Textile Printers

Latin America is a fairly large market in the development of textile products, although even 75% is still done in the traditional way, there is a tendency to migrate to the facilities that carry digital printing. Some of the booths of big brands were full of samples and tests with which one could interact, for example: Armchairs, pillows, curtains, clothes, it was even interesting to see how some workers promoted the company with printed uniforms.
Distributors

A country as large as Mexico logically has over a hundred wide-format and signage distributors and resellers. We will list and comment on them in separate reports.
Screen Printers

Considering that FESPA is built upon a foundation of Federation of European Screen Printing Associations, it was logical to find lots of screen printers and companies selling ink for screen printers.
Finishing Equipment

From their experience in the lithographic area 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 of the real value versus the given value this machinery in the finishing process.
Having the opportunity to visit a trade show is a rewarding experience both professionally and personally; FLAAR-REPORTS staff is mostly made up of graphic designers, so we see other important details that some people overlook.

It is interesting to enter the convention center for the first time and observe how much publicity there is of the show, how functional the signage is or if it is the visitors’ job to ask how to get to the halls. What is very helpful is to have a large map of the convention center with the name of the companies, conference rooms, restaurants, bathrooms, plus general information. Something that is quite striking is the type of samples and illustrations used by brands to carry out their printing tests, ranging from photographs of some tourist destination in the country, to our favorite movie characters, famous illustrations, etc. They definitely highlight the most important features of their printing equipment and attract much more public.

Something that I found curious about FESPA MEXICO compared to APPPEXPO and SGI Dubai is that regularly those test samples are there for you to take, you can take them from the booth and most of times they give them to you without any problem. At FESPA MEXICO many people came to ask for them and the companies had put a price for all those test images, which is not usual at trade shows around the world.
Car Wrapping

Something very characteristic of FESPA Mexico is the importance that they give to car wrapping since throughout the expo we can observe different competitions between important brands that sell the material, as external groups, the main competition is called “Wrap Masters Mexico” and in other booths we also find activities of this type.
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- FESPA Global Print Expo 2018 in Berlin (European experience)
- Printing test by COLORJET at APPPEXPO 2018
- Printing test by OKI at ISA 2018
- FLAAR Reports at APPPEXPO 2018 (Shanghai, China)
- FLAAR Reports at ISA 2018 (Orlando, Florida)
- FLAAR Reports at SGI Dubai 2018
- Issues of inkjet printers, interview with Nicholas Hellmuth
- UV Printer by Structure infographic
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