

Sign Africa 2008 wraps up

JOHANNESBURG: The trade show was held 10 - 12 September, 2008, at the Sandton Convention Centre in Johannesburg, with a record number of visitors, totalling 4,309 individuals representing countries from across Africa and abroad, including the USA, UK, China, Italy and Israel.



Sign Africa Johannesburg and The Africa In-Store Show featured 101 exhibitors, covering a floor-space of 7800m², showcasing the latest trends and developments in the signage, display and graphics industries. The range of wide and grand format machinery took centre stage with companies showcasing top of the range equipment. Global brands represented included Matan Barak, EFI Vutek, Mutoh, Agfa, Fujifilm, as well as a range of Jeti, Hewlett Packard and Roland printers.

International representation also took form at the Sign Africa Technology in Africa Conference with Dr. Nicholas Hellmuth, president of the FLAAR Digital Imaging Resource Centre and Dr. Ross Allen, a respected member of Hewlett Packard and authority on HP inkjet technology. Dr. Hellmuth and Dr. Allen arrived in South Africa from the United States to deliver their individual presentations and interact with visitors on behalf of their respective hosts.

As a new addition to the Sign Africa 2008 experience, the Technology in Africa Conference was said to have achieved an exceptional response, with the high calibre line-up of both international and local speakers delivering presentations that focused purely on the technology trends currently available in the industry.

The official dates for Sign Africa 2009 have been confirmed for Port Elizabeth, Durban, Cape Town and Johannesburg and the 2009 floor-plans will be formally unveiled at the Sign Africa exhibitor function at the end of October 2008 and then posted on the Sign Africa website, www.signafrica.com.

Sign Africa 2008 was sponsored by Avery Graphics and Roland and fully endorsed by the South African National Sign Association (SANSA).