

Practical Publishing announces 2012 expo, roadshow dates

The dates for [Sign Africa](#), [Africa Print](#) and [Visual Communication Africa](#) 2012 have been set, following the successful 2011 event where the three expo's co-exhibited at the Sandton Convention Centre, Johannesburg, South Africa.

The show, which provides a gateway into Africa for branding, signage, commercial and digital print industries, including wide format digital and graphics industries, offers a unique opportunity for local and international visitors to investigate various available equipment, media and business opportunities on the continent.

Practical Publishing, the organisers of Sign Africa roadshows, noted the increasing convergence between the signage and commercial printing industries which prompted the introduction of the Africa Print Expo in 2010. Africa Print now runs alongside Sign Africa and Visual Communications Africa and is reportedly the largest commercial digital print show on the African continent.

'What is driving this trend of convergence? Well, there are several factors, but the main contributor is the importance of saving time and the desire for signage and printing company's to become one-stop-shops for their clients,' said Charnia Yapp, expo organiser from Practical Publishing.

'The Africa Print expo is sponsored by Xerox, while Avery Dennison and Roland sponsor the Sign Africa and Visual Communications Africa Expos. These expo's serve as a platform for numerous companies introducing new equipment or developments within the respective industries', said Yapp.

Some of the international brands on display include: Kodak, Epson, Antalis, Avery Dennison, Optimus, Agfa, Oce, Ricoh and Rentz to mention a few.

Main attractions

For the third year running, Practical Publishing will host Dr Nicholas Hellmuth from the *Flaar Report* to visit the event and deliver lectures in the conference area. The annual *Flaar Report* compiled by Hellmuth can be downloaded from www.large-format-printers.org / www.wide-format-printers.NET.

International and local speakers will present visitors with talks on a various industry related topics, while some exhibitors offer great specials on products and services.

A big attraction next year is the live Avery/Roland Wrap-Off competition, which pits vehicle wrapping specialists against

each other to establish who the kings of vehicle wrapping are.

Expo organisers, suppliers and exhibitors, this year, stepped up for charity at the expo by wearing pedometers and pledging one cent for every step taken during the expo. Over 2 million steps taken and R21 790 was raised and donated to Rotary, National Sea and Rescue Institute and the Dullstroom Bird of Prey Centre.

Roadshow

Sign Africa and Africa Print will once again be going on a roadshow during 2012 in four local regions in South Africa, followed by the annual International Expo that will take place at the Sandton Convention Centre in Johannesburg, South Africa on 22-24 August 2012.

This roadshow will bring together a principle fusion of signage suppliers and manufactures, exhibiting the latest in technology, new products and up-to-the-minute news on international trends making an impact on the local industry.

Dates for the roadshow are:

- Nelspruit, Mpumalanga - 15 February 2012 at Emnotweni Arena
- Durban, KwaZulu-Natal - 14-15 March 2012 at ICC Durban
- Bloemfontein, Free State - 30 May 2012 at Kiepersolrant
- Cape Town, Western Cape - 20-21 June 2012 at CTICC

This roadshow will bring together a principle fusion of signage suppliers and manufactures, exhibiting the latest in state-of-the-art technology, new products and up-to-the-minute news on international trends making an impact on the local industry.

For more information and to register online please visit:

- Sign Africa: www.signafricaexpo.com
- Africa Print: www.africaprintexpo.com
- Visual Communication Africa www.viscomafrikaexpo.com

For more, visit: <https://www.bizcommunity.com>