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Introduction

IPEX South Asia (www.ipexsouthasia.com) provides an opportunity for vendors and dealers to present the cutting edge of printing technology in an emerging market. The show, taking place in Mumbai, India, has provided a broad spectrum of printers and presses that could greatly affect the Indian and global markets. This analysis explores the exhibition, providing overviews of the companies that displayed their products as well as the technologies announced and presented at the show.

Key Findings

- The outlook for the Indian printing industry is very positive, and the readiness to invest in cutting-edge technology when buying new machines and systems is very high.
 - The demand for this dynamic market has surpassed the world's average, and one way to meet such demand is through the unique experience of an exhibition.
- Ricoh India was the biggest participant in regards to space at IPEX South Asia this year. The company has been very aggressive in production printing business market and has come up with products providing end-to-end solutions to its customers.
- Other companies, such as Canon, HP, Konica Minolta, and Xerox, also presented new devices in hopes of gaining a larger share in the Indian market.

IPEX South Asia Show Overview

IPEX South Asia took place from September 16-19, 2011 at the Bombay Exhibition Center in Mumbai, India.

IPEX South Asia covered the whole print spectrum. The exhibition profile covered a comprehensive range of products and services for the print process, including: Pre-media and pre-press, press manufacture (including newspaper presses, wide format), digital printing, post-press and finishing devices, converting and packaging, consumables, and used machinery.

The forecast for the Indian printing industry, in particular, is very positive, and the readiness to invest in cutting-edge technology when buying new machines and systems is very high. The demand for this dynamic market has surpassed the world's average, and one way to meet such demand is through the unique experience of an exhibition. This is where IPEX South Asia acts as a trade interface and has witnessed numerous product launches. This is further cemented by the fact that while Xerox chose IPEX South Asia to launch the DocuColor 8080 Digital Production Press and iGen4 for the first time in the Indian market, Canon unveiled the imagePRESS 1135 and imagePROGRAF 9100.

The exhibition also featured a U.K. Pavilion as well as many used equipment dealers of offset machines from Europe. This struck a perfect balance for the buyers who gathered to see new and innovative equipment and to source used machinery.

To further reinforce its objective, the exhibition enjoys the endorsements from North India Printers Association (NIPA), Delhi Printers Association (DPA), and Screen Printer Association of India (SPAI). The show also has strategic media partnerships with PrintWeek India, Print & Publishing, Press Ideas, and Screen Print India.

Product Announcements & Features

The following sections include highlights of the companies and devices displayed at the show. For those interested, a full list of all exhibitors is available on the show's [Website](#).

Canon

Canon showcased the ImagePRESS C7010 at IPEX 2011, which is an upgraded model of the ImagePRESS C7000VP. Prior to its launch in India, the C7010 was previewed at IPEX 2010 with Canon declaring the new launch as a result of continual improvement of the ImagePRESS platform, rather than a totally new product.

The C7010 has an improved duty cycle, one of the most significant enhancements over the C7000. The duty cycle is expected to be 1 million pages per month, which Canon believes has reinforced ImagePRESS' production credentials and positions it against HP's Indigo, Kodak's NexPress, as well as the Xerox 7002/8002 and even the new Color Press 1000.

Electro Mec

Electro Mec launched a new six-clamp perfect binder in its Diamond series. The machine has a speed of 2,500 cycles per hour, a signature that can handle 48-170 gsm, and a wrapper capable of handling substrates in the 90-300 gsm thickness range. The six clamp perfect binder is equipped with an online creasing adjustments system. There are more than 400 machines installed in the northern region alone.

Hewlett Packard

HP exhibited its consistently innovative digital printing technology and solutions through a display of state-of-the-art applications. The device that appeared to gain the greatest draw was the HP Indigo Press 5500. It is worth noting that the commercial print market is expected to grow exponentially, largely due to the increasing demand for small-volume, reduced inventories, as well as mass customization and promotion capabilities.

Mr. Puneet Chadha, Director of Graphic Solutions Business-Imaging & Printing Groups of HP India, said: "The HP Indigo Digital Presses range reinforces the profitability of our PSPs and customers operating under medium or small business. We have grown to become the world leader in digital commercial presses that delivers unmatched quality and offers versatile printing. HP Indigo Press 5500 is already winning wide acceptance among commercial printers for its print-on-demand (POD) capabilities. At IPEX South Asia 2011, we are happy to showcase the press and demonstrate the benefits of POD, such as higher speed of responses, reduced inventories, variable date printing and personalized printing, and web-to- print—making it the preferred digital press for print service providers."

The HP Indigo Press 5500 is capable of printing over two million color pages, or more than five million monochrome pages per month. The press uses a HP ElectroInk liquid ink technology with a wide color gamut and up to 7-color printing, delivering offset-like results and enhanced photo-quality. The press also supports 68 ppm full color, 136 ppm in 2-color, and 272 ppm monochrome in one press, regardless of media type or thickness. It is also adjustment free with minimum-touch paper handling.

Hi-Tech

Hi-Tech Systems launched Photofast, an automatic album maker. The machine can create professional photo albums of size 18 inches x 18 inches in less than two minutes. Some of the more noticeable features include a speed of 30 cycles per minute, a mechanism to change the final book size, the ability to lay books flat, and pneumatic compression to avoid forming of air bubbles.

Hi-Tech is the Indian dealer for Photofast, which is manufactured by Italian-based Samed Innovationz. The company specializes into the production of gluing-in, turning-in, and case maker machineries.

Konica Minolta

Konica Minolta showcased its flagship digital press, the Bizhub Press C8000, at IPEX South Asia 2011. Although the machine debuted at IPEX 2010 in the U.K., the Konica Minolta Business Solutions India (KMBSI), which is the subsidiary of Konica Minolta Japan that entered into the Indian printing market early this year, unveiled the C8000 at Print Pack India 2011.

Konica Minolta has made rapid strides into the Indian Print market, launching a series of bizhub devices, such as the bizhub Pros C6501, C65hc, and 1200/1500; bizhub presses C6000 and C7000; as well as the bizhub C552/C652. Konica Minolta is represented by HCL Technologies, KMI Business Solution, and Monotech Systems. Since it became available, the C8000 has seen four installations in India.

Printsum

Printsum Partnership, the U.K.-based software firm, has launched its management information system at the IPEX show. According to the company, the move is a part of its international expansion plans. Sameer Vartak, director at Printsum India, said, "Indian Printers will now be able to take full advantage of the competitive edge offered by the up-to-the-minute and fully-featured Printsum MIS system."

Ricoh

Ricoh India was the biggest participant in regards to space at IPEX South Asia this year. The company has been very aggressive in production printing business market and has come up with products providing end-to-end solutions to its customers. Aiming high, the company has plans for a range of product display at IPEX South Asia 2011, which includes the launch of a new mid-production digital press.

An important event in the series was the visit of Mr. Majima, the Managing Director of Ricoh Asia Pacific and Group Vice President of Ricoh Company, Ltd. He is committed to Ricoh's continuous pursuit of excellence in presenting companies with products of first-rate quality as well as to the augmentation of its value-added services.

Xerox

Xerox India unveiled the new DocuColor 8080 digital press at IPEX 2011. According to Xerox, the machine is capable of handling jobs ranging from direct mail and calendars to booklets and collateral—opening up new ways for printers of all sizes and scope to increase business. Mr. Pankaj Kalra, head of graphic communication at Xerox, said, “The DC8080 promises to give printers the power to expand capabilities, strengthen relationships and capture more revenue.” Within hours of being launched, Sainmarks India, a Tirupur-based company, purchased the first Xerox DC8080.

InfoTrends' Opinion

Many companies are exploring emerging markets, such as India, in hopes of increasing revenues through a growing market share. Using shows, such as IPEX South Asia, as a launching pad enables these vendors to exhibit a range of devices that may not have been developed domestically—and therefore are all the more attractive to a ripe market base. An example of this type of exposure could be seen at the Xerox booth, which launched DocuColor Digital Production Press and iGen4 for the first time in the Indian market, as well as the Canon booth, which unveiled the imagePRESS 1135 and imagePROGRAF 9100.

In addition, as the acceptance of digital print grows, we expect this will open up opportunities for photo applications in merchandise, which can include albums, calendars, and cards. This is a market that is likely to show significant growth in the coming years.

The outlook for the Indian printing industry, in particular, is very positive, and the readiness to invest in cutting-edge technology is very high. This is where IPEX South Asia acts as a trade interface and a platform to encourage an eager market to select certain types of technology. Vendors would do well to keep this in mind for the next IPEX South Asia show, which is expected in 2013, where even more products could be introduced (depending upon the success rate of this year's show).

About the Author



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[Comments or Questions?](#)