



Mr. Yuji Ikeda, Managing Director of Mimaki Europe B.V.

FESPA 2017 hailed as a thrilling success for Mimaki

Mimaki Europe was recognised with prestigious awards and closed the first sale of its new Tiger -1800B at the worldwide exhibition, which took place in Hamburg. Mimaki organised a press conference on the first day of FESPA, 8th May 2017. Mr. Kazuaki Ikeda, President of Mimaki Engineering Co. Ltd. during the opening speech said that 3DUJ-P is the world's first full colour high definition modelling with up to 10 million colours. It is based on Mimaki's advanced UV inkjet technology with maximum modelling size: 500 X 500 X 300 mm.

Mimaki reported that it had its biggest and most successful presence ever at FESPA 2017 with two stands totalling 534m². In addition to interest from visitors in Mimaki's sign and display graphics, industrial print, 3D printing and digital textile printing, visitors also took FESPA's theme for the show to heart.

The "Dare to print different" theme elicited many discussions about different

and interesting applications that are not common in traditional business but for which Mimaki solutions are ideal. This includes printing on innovative and unusual substrates.

FESPA 2017 exceeded our expectations as it has done time and time again, and was our most successful FESPA ever. The theme for FESPA 2017 was "Dare to print different," and visitors from around the world came to the Mimaki stand with lots of great ideas for printing on innovative substrates and with different technologies. Most were introduced to solutions that would help them achieve their objectives. Whether they were looking to print on natural fibres, use sublimation inks for fast fashion or soft signage, find solutions that would allow them to repatriate outsourced processes, or move from conventional to digital printing, FESPA 2017 – and the Mimaki stand – had answers.

FESPA 2017 was also an ideal venue for launching Mimaki's innovative 3D-printer, which drew a great deal of interest from visitors to the show. FESPA will continue to be a very important event on the Mimaki calendar.

Ronald van den Broek, General Manager Sales EMEA Mimaki Europe also received two prestigious awards during the show.

- ❖ Best Object Printer for the Mimaki UJF-MkII Series.
- ❖ Best Textile Printer under 100 sq./h for the Mimaki Tx300P-1800 with its dual ink capability.

At the show, Mimaki Europe also introduced Yuji Ikeda as its new Managing Director. After spending seven years at Mimaki Europe, Ikeda returned to Japan to take on the role of senior general manager of Corporate Planning, where he served for several years before returning to lead Mimaki Europe.

Mr. Yuji Ikeda, Managing Director of Mimaki Europe B.V. briefing the company updates said that Mimaki Europe has noticed more than 15% increase in EMEA operations in Fiscal Year 2016.

He added, "In the digital hall, Mimaki showcased machinery for sign graphics and industrial markets, flagship solvent and UV printers and Mimaki's first ever 3D printer. In the textile hall Mimaki presented machinery for textile and apparel markets and latest range of digital textile



Mr. Ronald van den Broek, General Manager Sales EMEA - Mimaki Europe B.V., Mr. Akira Takeuchi, Senior General Manager - R&D Division, Mr. Kazuaki Ikeda, President of Mimaki Engineering Co. Ltd and Mr. Yuji Ikeda, Managing Director of Mimaki Europe B.V. at the Mimaki Press Conference.



printers from entry level model to industrial volume production machines."

Demonstrating new technologies

"We were especially pleased with attendee interest in the technology demonstration of our 3D printer, the Mimaki 3DUJ-P," says Mimaki Europe general manager Ronald van den Broek. "Based on Mimaki's advanced UV inkjet technology, the 3DUJ-P offers high definition modelling with a maximum size of 500 x 500 x 300 mm. It is the world's first truly full-colour modelling solution and supports up to 10 million different colours with the ability to achieve 84% of the FOGRA39L colour gamut with high definition printing."

The Mimaki 3DUJ-P, which also includes clear ink for stunning effects and a water-soluble support material that can be simply washed away, is expected to be commercially available later this year.

Van den Broek also reports that Mimaki's new high-speed direct-to-textile

Tiger-1800B printer was also well received. It was the first time that Mimaki showcased the printer with sublimation ink after demonstrating the machine with reactive ink in previous shows. "In fact," Van den Broek adds, "textile company Estampados Hermanos Perez located in Mataró, Spain, and supported by Mimaki distributor Digidelta, purchased the printer from the show floor."

In the Textile Hall, where the high-speed direct-to-textile Tiger-1800B with sublimation ink took centre stage, Mimaki also had on display the award-winning Tx300P-1800 and Tx300P-1800B direct-to-textile printers, updated to simultaneously load both textile pigment and sublimation dye inks. This enables the use of a single printer to print directly on a wide range of textiles without the need to change out ink systems.

This new technology, not possible until now, is a breakthrough that will improve productivity and increase flexibility for these Mimaki textile printers. The digitally printed textile examples ranged

from apparel and accessories to home décor were also on display.

"In the textile market," van den Broek states, "there is growing demand for a shorter run and customised textile products. The Mimaki line of textile printers will enable fashion designers and interior decorators to quickly and cost-effectively meet these needs with very high quality. The printers are also being used for sampling, speeding time to market without breaking the bank."

Dare to print different

Van den Broek also reports that many visitors to the stand were seeking solutions that would enable them to print on natural fibres with solutions like the Tx300P-1800 with textile pigment ink. In addition, visitors were interested in using sublimation printing for Fast Fashion and soft signage.

"We also spoke with many companies wishing to repatriate processes they are currently outsourcing to different countries in order to gain more control by bringing them in house," he comments. "Mimaki's highly versatile, flexible and affordable solutions offer a pathway to accomplish that goal."

Van den Broek concludes, "We are very pleased with the results we achieved at FESPA 2017. It was our most successful edition to date, and the show continues to exceed our expectations every year. It is the perfect opportunity to get in touch with visitors from all over the world and to discuss what Mimaki can do to take their businesses to the next level." ♦



Mimaki Tiger at FESPA 2017.