

9 October 2008

FESPA World Expo Asia-Pacific 2008

Digitally Printed World Record Jigsaw Attempt Puts FESPA World Expo Asia-Pacific on the Map

FESPA will attempt to create the world's largest ever digitally printed jigsaw puzzle at FESPA World Expo Asia-Pacific (BITEC, Bangkok, 28th – 30th November 2008), in collaboration with the Thailand Exhibition and Convention Bureau (TCEB) and digital wide format specialists Fujifilm Sericol, Industrial Cutting Services Co. Ltd (ICS) with Zünd and Halifax Vogel, all of which are sponsoring the jigsaw initiative.

FESPA's 360m² jigsaw map of the Asia-Pacific region will break the current world record of 340m². It will be created using Fujifilm Sericol's Acuity HD 2504 printer. Once printed, ICS with Zünd will complete the final stage of the project by cutting the giant puzzle pieces with the digital Zünd CNC Knife Cutting Machine.

Because the jigsaw will be displayed outside the exhibition hall during FESPA World Expo Asia-Pacific, Fujifilm Sericol will digitally print the image onto special substrate Imageboard®, an all-purpose, UV stabilised, waterproof, acid-free, all-weather graphic arts board suitable for screen- and digital printing, supplied by Halifax Vogel.

"Wide-format printing is all about creating impact, and what better way to showcase this than by breaking a world record for the biggest, digitally printed puzzle," says Marcus Timson, Event Director for FESPA World Expo Asia-Pacific. "Innovation in digital wide format printing technologies, substrates and cutting have now made it possible to produce highly creative output never previously thought possible. The jigsaw is a great example of the flexibility of digital and the creativity and collaborative commitment of our partners. It will, quite literally, put FESPA World Expo Asia-Pacific on the map and provide inspiration for printers and their clients who are looking for innovative and creative ways to add value and stand out from the competition."

With over 150 exhibitors, an interesting and diverse Inspire Conference programme and numerous show highlights, both printing and marketing professionals will be inspired and find real value at FESPA World Expo Asia-Pacific. For more information on FESPA World Expo Asia-Pacific, please visit www.fespaasia.com.

**FESPA World Expo
Asia-Pacific
Bangkok, Thailand**



**28-30 November 08
Venue: BITEC
www.fespaasia.com**