

# UPDATE

COMPETENCIES

 **PREPRESS**
 **DIGIMEDIA**
 **DIGIPRINT**
 **FABRICATION**

ONLINE COMPETENCIES

 **DUBAIPRINT.COM**
 **FLEXOEASY.COM**


## NDigitec's New Era. New Beginning. New Accomplishments.

### So NDigitec's New Adventures Begin

*The beginning of the previous year was quite promising and exciting!*

*NDigitec had achieved incredible growth by establishing its presence in Dubai Production City, and the headcount had increased to more than 150 people. It felt like a new era in the company's history.*

Although the previous and still ongoing pandemic times have been a tough period for various industries to survive, that fact has not been an excuse for NDigitec for not keeping its promises. Offering value chain services in Prepress, Premedia,

Fabrication, Digital Printing Solutions, Digital Media, and Creative Media Production, NDigitec has not ceased coming up with a bunch of new ideas and still continues launching useful production lines and offering smart solutions for businesses.

The beginning of the pandemic year, though was a long journey of business uncertainty, didn't prevent NDigitec from building resilience to adapt and, moreover, the team ended

up offering brand new and safest B2B and B2C solutions for its clients; designed some safety concepts, enlarged its production lines with pandemic-related products, etc.

Having been able to react quickly in this crisis situation NDigitec continued the year filled with an exhilarating collaborative spirit, as various successful and really trending partnerships have been formed, both on international and regional levels.

First of all, the fruitful synergy with Sarab Entertainment giving amazing opportunities to execute exceptional events, has inspired NDigitec a lot and filled the team with enthusiasm.

The NDigitec team then was thrilled to be involved in huge exhibition projects like the Dubai Airshow, Big 5 Exhibition, Gulfood Manufacturing and many others.

Not mentioning the collaborations with EXPO 2020's amazing projects, which were absolutely partnerships worth remembering forever and where the team's huge investment was especially felt and shown.

Next, proud to mention about the honorable partnerships like Diafa & Emi Gala - glamorous annual festivals, where NDigitec & Dubaiprint.com are the official printing partners.

Dubaiprint.com's partnerships with Tabby, Shutterstock are especially significant as they provide customers with better and easier customer experiences.

Also, one of the globally valuable achievements in the world of NDigitec was the strategic partnership with Global Premedia Network - world's largest network of independent packaging premedia providers.

It's important to mention here the launching of NDigitec's newest online competency - Flexoeasy.com. The platform will open new possibilities for NDigitec to make scalable global changes and immense influence in the flexography world.

So it's obvious that NDigitec was and will always be ready for new challenges, to accept new opportunities and cooperations.

In short, NDigitec continues keeping its promises.

# NDigitec Forms Various Successful Partnerships

***Alone we can do so little; together we can do so much...***  
*With encouraging collective notes in mind, NDigitec continues to amaze with its stimulating and inspirational collaboration opportunities. Appreciating the power of teamwork, all the competencies integrated their efforts and took part in fantastic events.*



## Partnership With Global Premedia Network (GPN)

Firstly, a new strategic partnership was formed with Global Premedia Network (GPN) - an alliance of fully independent but technologically connected packaging premedia providers. With its robust and highly diversified portfolio, NDigitec has become the region's Prepress & Premedia and creative production powerhouse with a deep understanding of the packaging market and broad international coverage to support its clients and global brand owners across the Middle East, Asia, and Africa.



*"Since our inception, we have been following the same business philosophy that 'A Promise is a Promise', and our teams work around the clock to ensure that we always deliver what we've committed to. This is one of many common values which we share with the GPN partners,"*

Vatche Kavlakian  
NDigitec CEO



## Dubaiprint.com Partners With Shutterstock

Continuing the crazy year Dubaiprint.com jumped on a huge collaboration with Shutterstock – the very first place that comes to mind when seeking high-quality licensed images, videos, and music. Dubaiprint.com had decided to expand its selection of Top Quality Posters and Classic Photo Canvases by adding the category of ready designs as well. And all these ready images are provided by Shutterstock.

To express the benefits of this collaboration, the Executive Manager of Dubaiprint.com, Yeghig Bekerian, added: "High-quality is our standard. We always strive to provide exceptional service to our customers as they are the most important stakeholders for us."



## Dubaiprint.com Partners With Tabby

Dubaiprint.com, continued the fruitful year by offering a unique payment method called Tabby that works with the "Buy now, pay later" logic. It works brilliantly when you need something urgently but do not have enough to hand. By choosing Tabby you can either choose to "Pay Later" or "Pay In Installments". Furthermore, as providing exceptional customer experience is of utmost importance to Dubaiprint.com, the customers are able to buy now and pay later with ZERO interest. This solution is another conviction, that the amazing team strives to make its shopping experience colorful and as easy as possible!







## DIAFA EMIGALA

### **Glamorous Partnerships With Diafa and EmiGala**

A distinctive International Arab Festivals Awards and Celebrity Gala Dinner like DIAFA is getting more amazing year by year. NDigitec is super excited every year to take part in an annual event like this and be its exclusive printing partner. And, DIAFA 2021 that took part on Nov 29 was not an exception.

As promised, the festival, indeed, was something outstanding, it was huge and astonishing!

Besides DIAFA, NDigitec & Dubaiprint.com were the official partners of EMI GALA as well - a luxurious, glamorous & unbiased fashion awards event organized by DIAFA. It took place on the 14th of July 2021 and was really fantastic and memorable.

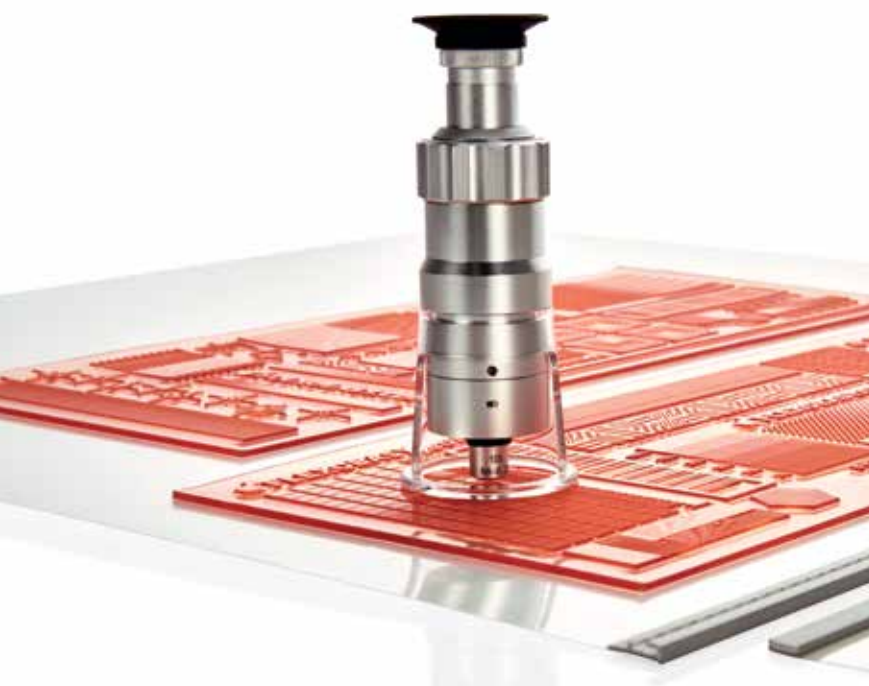


### **Official Sponsor & Partner Of PRIME**

The NDigitec Team is always happy to create beauty and to be part of something beautiful, especially where creativity and design are appreciated.

So NDigitec and Dubaiprint.com were the official sponsors & partners of PRIME (Packaging Resource & Innovations Middle East) on the 8th of November 2021.

The event is committed to recognizing excellence in design, innovation, print, sustainability, and quality. Our Prepress Executive Manager Shahe Kavlakian, even took the honor to present the award.



## ESKO

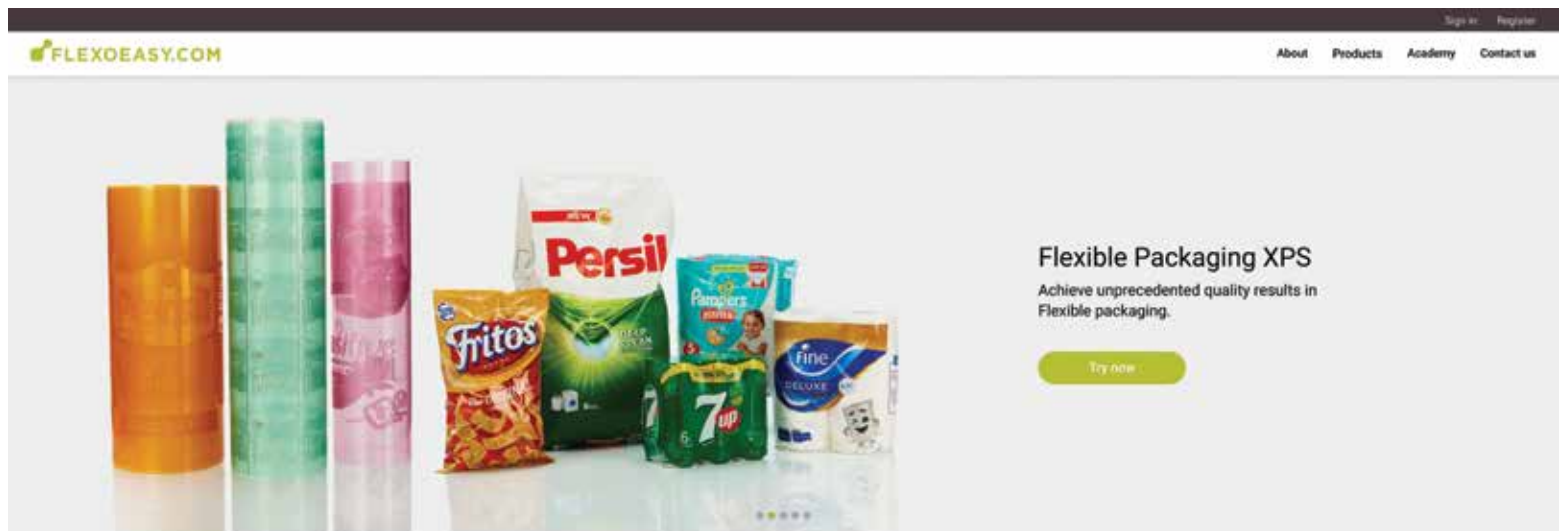
### **Maintaining The Productive Connection With ESKO**

The partnership that the NDigitec team has with Esko is a very strong and beneficial one.

ESKO is the global provider of integrated software and hardware solutions that accelerate the go-to-market process of packaged goods. This partnership is all about the constant exchange of experiences and ideas, making sure to go hand in hand with ever-changing technologies together.

In November 2021, it was a pleasure for our executive Manager of Prepress, Shahe Kavlakian to take part in a webinar with Esko's Marketing Director Jan de Roeck! The main topic was about Plate ID's (Esko's recent project) successful implementation into daily production.

They discussed the possible visionaries of this new technology, on how it is supposed to make an excellent addition to NDigitec's online platform flexoeasy.com and in the flexographic industry, in general.



#### Products Categories



Flexible Packaging Plates



Corrugated Plates



## NDigitec Launches Its New Online Competency

NDigitec just could not get passed through the world of Flexo Printing without making any additions to it. A new online competency Flexoeasy.com has finally been launched.

FlexoEasy.com is all about innovative digital prepress & premedia solutions & services platform for flexo packaging converters and printers as well as for the brand owners offered

at a click of a button which makes flexographic plate-making easy, eliminating errors and allowing customers to access high-quality printing from anywhere in the world.

FlexoEasy.com platform products and solutions are the new standard globally for processing Digital Flexo Plates which takes flexo printing results to the next level. The world is ever-changing

with technology being advanced day by day and this, in turn, is driven by newer demands and specific customer needs.

Behind the platform stands NDigitec's 30 years of expertise in the flexographic printing industry, polished NDXC processes, and over 500 satisfied customers from over 25 countries.

Using Flexoeasy.com, customers can choose from a wide variety of plates and customize their properties down to the finest detail in a matter of minutes.

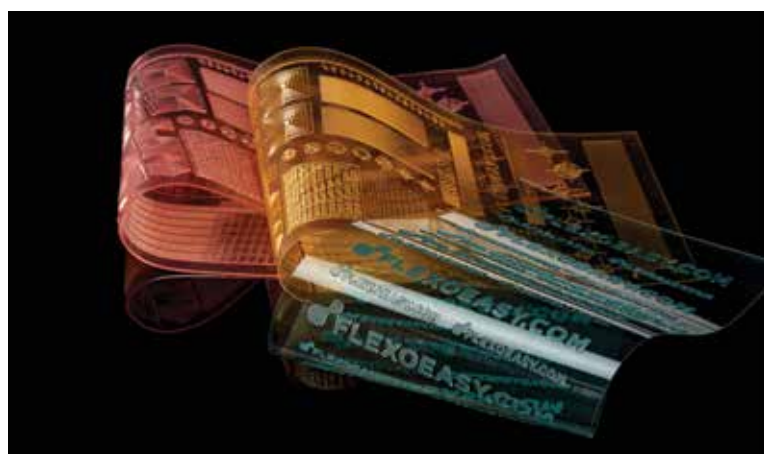
The platform allows to allocate priorities to projects, assign roles, request fingerprints, and have plates delivered to any location. It is an all-in-one solution that customers need to create flawless prints.

The main benefits of using flexoeasy.com include the worldwide quality of both the

production process and the quality of images and plates. To guarantee optimal performance, NDigitec always ensures to use its latest production technologies in order to provide you with remarkably maximum durable plates which will serve you the longest available lifetime in the market and will always seem like a new one. Long story short, making its customers happy is of utmost importance to the Flexoeasy.com team.

Digital platforms such as Flexoeasy.com, are our future... This whole pandemic situation shows us again that switching to online platforms improves communications and connections: company-customer, company-staff, etc.

This will help employees as well to get connected with customers from another corner of the globe, to provide quality service, and stay safe at the same time.







# Recent Outstanding Project Additions Or Making Ideas Become A Reality

***“Opportunities don’t happen. You create them.”***

***Having this thought in mind, Raffi Kavlakian, passionately talked about the recent Fabrication projects done for great companies.***

*“So one of the latest projects that needs to be mentioned is the branding of scaffolding for Sheikh Zayed Grand Mosque,”- tells Raffi.*

*It’s the largest mosque in the UAE that can welcome up to 55,000 worshippers and visitors every day. “In order to organize the construction and cleaning processes perfectly inside the Mosque, it was needed to build 19mx15m scaffold banners. The chandelier weighed 18 tons each and needed to be well protected.”- he added.*

From September 12 to 15, within the framework of the most influential Big 5 exhibition event, the Fabrication team partnered on designing exhibition stands for Gypcore (GLOBAL GYPSUM BOARD) - the leading suppliers of gypsum-based construction solutions in the region, and for Poland stand who exhibited on an inspiring note “New Tech Made with Poland”.

The NDigitec team has put all its creative efforts into this huge initiative called WETEX and Dubai Solar show which was the first exhibition happening in the newly built

Dubai Exhibition Center (DEC) between 5-7 October 2021. Within the framework of Expo2020, NDigitec cooperated with one of his partners, Expand Expo, and executed exhibition stand for Saudi Invest.

The team put great efforts to bring together the finest fabrication equipment for Ipack - the first privately owned producer of aseptic packaging material in the gulf region of the Arabian peninsula. As the world’s most renowned companies never miss a chance to showcase at Gulfood Manufacturing, Ipack too, was not an exception. The event took place from the 7th of November till the 9th, 2021.

One of the essential projects that simply couldn’t be left unmentioned was the Dubai Airshow, which was taking place from November 14 to 18. It’s one of the largest and most successful air shows in the world, connecting aerospace industry professionals across the world.

So, the Fabrication team was thrilled to start exhibition projects for this event right away. The team executed unique chalet by collaborating with his partner - GAMI (Military Industries) which is the regulator, enabler, and licensor of the Kingdom’s defense industry. Amazing indoor and outdoor stands were done for GDC Middle East, which

targets three vital business areas in the aerospace and defense industry within the Kingdom of Saudi Arabia.

Furthermore, outstanding exhibition stands have been built-out and executed for innovative companies such as Fugro and Boskalis, who exhibited at ADIPEC 2021.

It’s the world’s most influential meeting place where oil, gas, and energy companies and professionals convened in person, between 15-18 November 2021.



# NDigitec Meets The Most Challenging Exhibition Requirements From A to Z

*From executing large-scale corporate events production to building up attention-grabbing high-quality exhibition stands, NDigitec's expertise comes for a rescue every year when the mega projects, events & exhibition season is about to kick off.*

Fabrication, Digiprint, and Digimedia competencies are specialized in organizing & events production such as expos, business events, corporate events, exhibitions, roadshows, entertainment events, festive events, meetings, seminars, conferences, social and cultural events, where they are more flexible and agile and prefer to move forward by walking with innovations and a new era of possibilities.

Executive manager of Digiprint & Fabrication, Raffi Kavlakian, showcasing some case study examples, added, -



*"The team uses modern eco-friendly d-board materials as the most versatile solution to all advertising and promotional needs, in order to improve your brand image, as well."*

Besides handling the event-management part, Digimedia team also gives a special digital touch to any exhibition project that it works on. As one of its unique aspects, NDigitec embraces cutting-edge solutions such as AR/VR, all kinds of digital content & interactive media creation, and machine learning.

NDigitec recently started a strategic collaboration with SARAB Entertainment, a subsidiary of Nesma Holding. The company provides never-ending potential towards the advancement of the

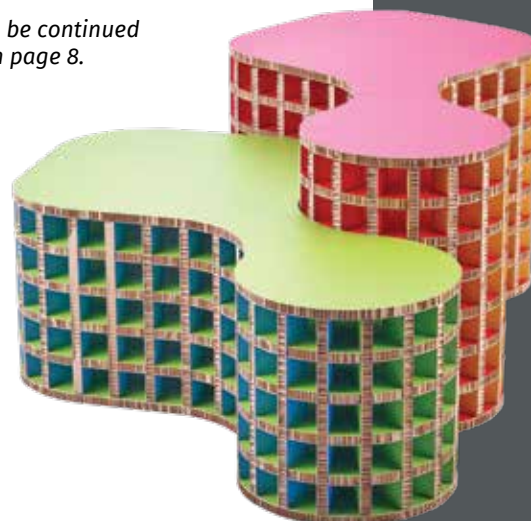
technologies, production & entertainment industry.

Here is what the CEO of Sarab Entertainment added, -*"We are building a brand that will stand out as the leading events and entertainment company in the region. Such ambitious goals can only be achieved through partnerships that can withstand the hurdles the market might throw at us. Our partnership with NDigitec will definitely withstand such hurdles allowing both our companies to deliver groundbreaking events throughout the region. The synergy between both Sarab Entertainment and NDigitec will allow us to execute exceptional events that will represent the quality and experience of both companies."*

*"NDigitec being a creative innovative production company, offers a value chain of high-level solutions & services, for graphic art, printing & media industries & for brand owner demands, competently,"- added Vatche Kavlakian, NDigitec CEO.*

- *"With the most detail-oriented professional working approach, we strive to meet the most challenging exhibition requirements of our customers from A to Z. Let's take your upcoming boom event project to unprecedented levels!" - he concluded.*

*To be continued on page 8.*



• Expo 2020 is a World Expo, currently hosted by Dubai in the UAE from 1 October 2021 to 31 March 2022.

*With 192 participating countries, 25 million visitors. The main site is a 438-hectare area (1,080 acres), equivalent to 600 football pitches.*

• Tourists love Dubai. Dubai welcomed 2.85 million visitors in the first half of 2021 and is set to accelerate the growth of up to 14 million foreign visitors during Dubai Expo 2020.

• Exhibitions are a perfect way to promote offline sales. 92% of tradeshow attendees come to see and learn about what's new in products and services. 77% of executive decision-makers find at least one new supplier at the show they attend.

• The flexographic printing market was valued at USD 107.42 billion in 2020 and is expected to reach USD 124.61 billion by 2026 at a CAGR (Compound Annual Growth Rate) of 2.44% over the forecast period 2021 - 2026..





## Promising Packaging. Giving Emotions Through Packaging Design

*It's no secret that people like how your products make them feel.*



They like to experience the emotions your product is associated with.

And, that's the primary job of packaging design. Starting from the product photography stage, developing the right packaging concept according to the client's requirements to the final stage of designing the labels, the NDigitec team delivers packaging solutions of unmatched quality.

With NDigitec's huge expertise in the world of packaging and in creating visual identities, the innovative quality solutions, the team has obtained a unique approach; to evoke feelings of trust, friendliness, and calmness when it comes to every packaging design project.



That's what our long-term customer relationships are all about.

# NDigitec Continues To Be The Only Prepress Company Offering XPS Crystal Digital Flexo Plates In The Region



The other essential part of NDigitec, Prepress, is still in high demand, and its effectiveness has grown more in favor of its customers.

As we know, the ecosystem of prepress technology, an exceptional custom-build automation platform - NDXC XPS Crystal continues to satisfy customers with their high-end solutions and provide customers with exclusive flexo plate quality,

unmatched in the marketplace.

Being more efficient in terms of quality, speed, and other resources, this platform allows creating perfectly balanced printings with smooth fading, higher contrasts, and exceptional color consistency.

Thus, the NDXC takes Prepress & Premedia solutions and flexo plates production to unprecedented levels.



**Veeda D'souza**  
Operations Manager - Digiprint

*I have been working in the NDigitec -Digiprint Competency for over 9 years. I have seen the NDigitec family growing bigger along with its scope in the company. I started as a Logistics Executive and have progressed to the role of a purchaser, executive secretary, project coordinator, production in-charge, and at present serving as operations manager. I believe if you are interested, hardworking, and talented, NDigitec Management Appreciates and motivates your efforts at all levels. I would continue to give my best each day, as NDigitec deserves only the best.*

*Thanks, NDigitec for giving me the opportunity to learn new things and become a better self myself.*



## Keeping The Collaborative Spirit in Expo 2020

***“Coming together is a beginning; keeping together is progress; working together is success.” – Henry Ford***



Continuing the year in a collaborative uplifting mood, the NDigitec team's creativity and huge investment were especially felt when working on Expo 2020 amazing projects.

Companies trying to outperform have made Expo 2020 a favorite occasion for all the geeks and people.

The team formed some incredible direct partnerships with the European Community by organizing events during the Expo2020 in different Pavilions such as Swedish and Netherlands Pavilions. And, the team executed a permanent exhibition in Denmark Pavilion.

NDigitec was printing partner with famous large brands like Cartier & MasterCard. Also, the company partnered with Pavillions like USA, Serbia, Russia, Morocco, Madagascar, Nigeria, Rwanda, Vietnam, Congo, Canada and Lebanon.

*“Summing up all the projects that are completed, discussing those that are in process, and planning those that are upcoming, it might be hard to count and talk about all of them. So, the NDigitec Fabrication team is ready to accept new challenges, and is filled with enthusiasm, motivation, and inspiration more and more...” - concluded Raffi.*



PREFERRED SUPPLIER  
OF **500+**  
BUSINESS PARTNERS



### Headquarters | Dubai

Dubai Production City  
Plot 36, NDigitec Roundabout  
P.O.Box: 500779, Dubai, UAE  
Tel: +971 4 4355919  
Fax: +971 4 4355918  
E-Mail: [info@ndigitec.com](mailto:info@ndigitec.com)

### NDIGITEC | Saudi

Second Industrial City,  
Road No. 231, Riyadh, KSA  
Tel: +966 11 265063355/44/  
Fax: +966 11 2650544  
E-Mail: [riyadh@ndigitec.com](mailto:riyadh@ndigitec.com)

### CAREERS

**We are always looking for great talents. Join Us!**  
Please send your resume and covering letter to [careers@ndigitec.com](mailto:careers@ndigitec.com)  
or follow us on LinkedIn for the latest opportunities.

Follow us on



[www.ndigitec.com](http://www.ndigitec.com)