

# UPDATE

COMPETENCIES

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

ONLINE COMPETENCIES

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


## NDigitec's Next Chapter: Embracing Progress And Achievement

**NDigitec's journey is as always quite fulfilling and thrilling!**

NDigitec consistently engages in various large-scale partnerships. The previous year has been another eventful and noteworthy year for the company, as it has been actively participating in a variety of major events, exhibitions, and projects throughout the year. These initiatives mark a significant milestone in the company's history.

NDigitec, a company boasting over 150 employees spread across two Dubai locations and a facility in Riyadh (Saudi Arabia), offers an expansive suite of value chain services.

Its specialties include **Prepress, Premedia, Fabrication, Digital Printing Solutions, Digital Media, and Creative Media Production**. To stay relevant in a rapidly

evolving industry, the company consistently introduces new production lines and smart solutions, demonstrating their commitment to innovation and progression.

NDigitec, with its competencies, has continued to thrive with a strong collaborative attitude, forming successful partnerships on both international and

regional levels. These partnerships have allowed NDigitec to expand its reach and access new markets and resources, while also bringing valuable insights and perspectives to the table. The collaborative spirit at NDigitec has also helped to foster a culture of innovation and creativity, as the company continues to come up with fresh ideas and solutions to meet the changing needs of its partners.

Firstly, NDigitec's participation at Gulf Print & Pack confirmed the company's commitment to being an active player in initiatives that support worldwide sustainability. The company's presence at Gulf Print & Pack also served as a platform to raise awareness about the importance of sustainability and the role that the printing and packaging industry can play in promoting it.

The exhibition season of the previous year has been a period of continuous success for NDigitec, with the company achieving one milestone after another and reaching new heights. NDigitec Fabrication, which is known for its vast expertise in designing and constructing innovative and cutting-edge exhibition stands, has been playing a major role in large-scale exhibition projects. The team's creativity and modern approach have been key in bringing these projects to life. NDigitec's participation in these exhibitions not only showcases its capabilities but also allows the company to stay abreast of the latest trends and technologies in the industry, which in turn helps the company to continue to innovate and improve its services.

NDigitec is also proud to be associated with several notable events, such as DIAFA, PRIME MEA, CCCL which are significant annual events. This year again, NDigitec and Dubaiprint.com were the official printing partners of Diafa, which provides a great opportunity for the company to showcase its expertise and capabilities. Receiving Packaging Design & Innovation Award at PRIME MEA was an occasion to remember. Also, the investment in these kinds of initiatives such as Children's Cancer Center of Lebanon is part of NDigitec's Corporate Social Responsibility strategy. These partnerships allow the company to be a part of something big, to network and connect with other industry leaders and partners, which can lead to new business opportunities and collaborations in the future.

As digital marketing continues to gain momentum with its newest trends and tendencies, recently NDigitec offered a brand new service - **content marketing**. With this new offering, NDigitec plans to help companies create high-quality content that resonates with their target audience, communicates their brand values, and drives engagement. The team will provide a range of content marketing services, including but not limited to Video production, Podcast production, Social Media Management etc.

The NDigitec experts will handle everything from ideation and research to creation and distribution, ensuring that our clients receive high-quality content that is optimized for maximum impact.



## Glamorous Partnership With DIAFA That Became A Tradition

The Distinctive International Arab Festivals Awards - DIAFA is becoming more and more amazing as the years go by as it grows in size and popularity.

Continuing their tradition, NDigitec and Dubaiprint.com once again had the esteemed role of being the official printing partners for the 6th edition of DIAFA, which occurred on November 4, 2022. These two companies expertly handled all projects ranging from printing and branding to fabrication for this event. Vatche Kavlakian, NDigitec's CEO, had the privilege of presenting an award during the ceremony.

This partnership turning into a tradition reflects NDigitec's gratitude and commitment to art and creativity.



## Luxurious Partnership with EMIGALA

NDigitec & Dubaiprint.com were proud to be the official partners of EMIGALA, a luxurious and glamorous fashion awards event organized by DIAFA.

The event on April 30th, 2023 was truly memorable, and as the official printing partners, NDigitec and Dubaiprint.com were committed to delivering unparalleled quality and service to ensure that the event was a huge success.

One of the highlights of the evening was the award-giving ceremony where NDigitec CEO, Vatche Kavlakian proudly honored Arabic music artist, Mahmod Alturky, with the EMIGALA award.





## Contributing To Kindness. Supporting The Children's Cancer Center Of Lebanon

The Children's Cancer Center of Lebanon organized the Dubai Gala Dinner on the 5th of November, 2022. The dinner supports all children with cancer and their families by securing funds and providing free treatment, without any discrimination.

As the printing partner for CCCL, NDigitec was responsible for all printing, branding, and fabrication tasks. CCCL aligns with the company's Corporate Social Responsibility strategy, reflecting their commitment to investing in meaningful initiatives. The team at NDigitec expressed great pleasure in being part of such a benevolent project, embodying their enthusiasm for engaging in acts of generosity. Later on, we were excited to welcome the representatives of Children's Cancer Center of Lebanon at NDigitec, who presented our CEO, Vatche Kavlakian, with a Certificate in recognition of NDigitec's efforts and involvements.



## Remarkable Achievements. Packaging Design. Innovation Award In Prime Packaging MEA 2022



NDigitec is always thrilled to be part of such initiatives where creativity and design are appreciated.

A bright example of these events is PRIME MEA.

The event took place on the 9th of November, where NDigitec and Dubaiprint.com were the official sponsors and partners. Furthermore, NDigitec's Creative Director, Ardo Hambartsumian, proudly received the Packaging Design Innovation Award. Our Prepress Executive Manager, Shahe Kavlakian, took the honor to present the award of "Packaging for a Cause".

The consistent participation in PRIME is one of the confirmations of NDigitec's achievements in the world of packaging and innovation.



# Pushing The Limits Of Flexographic Printing With



*Flexographic printing has really been revolutionized with the launch of Flexoeasy.com.*

It's one of the online competencies of NDigitec that offers innovative digital prepress and premedia solutions for flexo packaging converters and printers, as well as brand owners.

NDigitec, the company behind the platform, has over 30 years of expertise in the flexographic printing industry and has brought its polished NDXC processes to the online space, allowing customers to access high-quality printing from anywhere in the world.

During these years, Flexoeasy.com kept offering a wide variety of plates that can be customized to the finest detail, with the ability to allocate priorities to plate-making, assigning roles,

requesting fingerprints and have plates delivered to any location. This all-in-one solution has been eliminating and still eliminates the errors and streamlines the plate-making process, resulting in flawless prints every time.

At the core of Flexoeasy.com's success is its commitment to using the latest production technologies to guarantee optimal performance and maximum durability of the plates, which are of the highest quality and provide the longest available lifetime in the market.

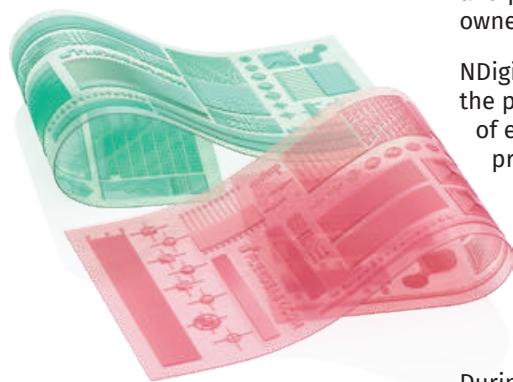
In a world that is increasingly moving online, platforms like Flexoeasy.com are the future. The recent years has shown us the importance of switching to online platforms for improved communication and connections,

and Flexoeasy.com keeps allowing employees to connect with customers from all over the world, provide quality service, and do so safely.

With over 500 satisfied customers from over 25 countries, NDigitec's expertise and dedication to customer satisfaction is evident in the success of Flexoeasy.com.

This platform is set to continue its growth in the flexographic industry, providing customers with the tools and solutions they need to achieve their printing goals.

To ensure a successful printing future, this platform will undoubtedly be the go-to source for flexographic solutions and support.



## Innovative And Eco-Conscious D-Board: Digiprint Supports Sustainability With Expanded Products

*In today's world, where sustainability has become a critical aspect of any business, Digiprint, the competency of NDigitec, takes active steps on providing businesses with customized eco-friendly marketing materials that not only help the environment but also effectively communicate their message.*

At Digiprint we believe that recycled furniture is the future of promotional furniture. That is why we are working with D-Boards – eco-friendly material – whenever possible. They are light, reusable, and easy to assemble!

The team creates the most imaginable and unimaginable compositions. You can set up your room, office, or any other location with a table that is not only going to look great, and be useful but also help the environment.

Speaking of expanded product lines, recently, the Digiprint team has launched an innovative new product that is taking the market by storm: the D-Board Rocking Chair.

This stylish and eco-friendly rocking chair is made entirely from D-Board and is designed to provide comfort and relaxation while also being a statement piece for any room.

Rocking Chair is considered to be a piece of furniture not only with lots of health and environmental benefits but also in terms of brand promotion.

Our own D-Board Rocking Chair made a lasting impression at the Gulf Print & Pack 2022 trade show, leaving onlookers in awe of its beauty and sustainability. The chair was the epitome of an eco-friendly marketing solution, combining style, comfort, and environmental responsibility in one innovative product. Its sleek and modern design caught the attention of trade show attendees and its eco-friendly materials made a statement about the importance of sustainable business practices.

Visitors of the trade show were able to see first-hand the versatility

and durability of D-Board, the material that makes up the D-Board Rocking Chair.

Its attractive and eye-catching design impressed all who saw it, and many were intrigued by its unique combination of style and sustainability.





# NDigitec Fabrication: A Vision For A Better Future



***During the exhibition season of this year NDigitec Fabrication competency has really been on a roll; going from one milestone to the next, from one accomplishment to the next!***

***With its huge expertise in creating state-of-the-art stands from conception to completion, with its creativity and modernity, Fabrication team has been involved in mega exhibition projects.***

Firstly, NDigitec Fabrication invested heavily in GITEX Global. The world's largest, most inclusive tech & startup event, that unifies world's most influential ecosystems took place from October 10 to 14, 2022. From design stage to the construction stage, the Fabrication team executed exhibition stand for NVS SOFT - a leading provider of Enterprise Information Management Solutions.

Gulfood Manufacturing which occurred from November 8 to 10, 2022 is the biggest global gathering of machinery solutions and ingredients innovation in the MEASA region where skilled and experienced NDigitec Fabrication team created exhibitions stands for EuroGreen, Honeybee and Ophelia brands. Same three stands were designed for BIOFACH exhibition held in Saudi Arabia.

Afterwards, using its combination of cutting-edge technology and creative thinking Fabrication team moves forward on another adventure. Wetex and Careers shows taking place in Dubai and ADIPEC in Abu Dhabi, created another perfect opportunity for the team to showcase its two remarkable exhibition stands.

Furthermore, the Fabrication was involved with one of NDigitec's

glamorous partnerships with DIAFA and CCCL that reflect the company's gratitude and commitment to art and creativity. Being official printing partners in these events, NDigitec executed all projects from printing and branding to fabrication. The brightest proof of NDigitec's achievements in creativity and design was PRIME MEA where the company proudly received an award.

With a blend of advanced technology and innovative thinking, the Fabrication team embarks on another exciting journey called AEEDC in Dubai World Trade Centre (from February 7 to February 9) which has rightfully earned the highest global distinction of becoming: 'The Largest Annual Scientific Dental Conference and Exhibition in the World'. Here, NDigitec Fabrication successfully designed and built exhibition stands for ULTRADENT - the global dental supply and manufacturing company and KLOCKNER - dental implant distributor company.

NDigitec Fabrication showcased their expertise at Arab Health 2023 - Leading Healthcare Exhibition (from January 30 to February 2) by creating stunning exhibition stands for various companies such as UK Pavilion, Turmed, Medisport - an Italian company specialized in the selling of products and devices for sports medicine, rehabilitation and aesthetics.

Furthermore, NDigitec's Fabrication division made a significant impact at IDEX, which took place from February 20 to 24. IDEX is the only international defence exhibition and conference in the MENA region demonstrating the latest technology across land, sea and air sectors of defence. The team exhibited its creativity and expertise at the event by creating visually striking and innovative exhibition stands for diverse companies such as SLOVENIAN DEFENCE INDUSTRY CLUSTER - which associates Slovenian suppliers of defence, security and protection products & services.

The Gulfood event - the biggest food trade show, which ran from

February 20 to 24, witnessed our Fabrication team's excellent work in creating exhibition stands for numerous participating companies. A few of them were Wildfare, Carrefour, Kingdom Dates company (KDC) - the best luxurious dates, world's renowned expert in premium dates and date inspired creations.

HMS (Hussain M. Barak and Sons co. Ltd), SIG (Samasim Investment Group) - one of the top commercial companies in Sudan today and a pioneer in global trade in agricultural crops, and for Orontes LLC - an innovative group of companies with a concentration on the processing and marketing of FMCG products.

And like this, filled with enthusiasm and excitement, NDigitec Fabrication team is eager to go on new adventures and kick-off the upcoming exhibition events. Some of these upcoming events that our experts are already getting ready for are on the way. So let's stay tuned!



One of the keys to Fabrication's success is its team of highly skilled and experienced designers, who are experts in creating effective exhibition spaces.

Executive manager of Digiprint & Fabrication, Raffi Kavlakian, mentions.

*"From A to Z, Fabrication team ensures that every aspect of the exhibition process is handled seamlessly, creating a successful exhibition stand that is both functional and aesthetically pleasing, and eventually resulting in a successful exhibition."*

# Dubaiprint.com Goes The Extra Mile with Expanded Online Custom Product Lines

*Dubaiprint.com online competency offers a wide range of ready-to-purchase products, making it the perfect online destination for businesses and consumers looking for quality, convenience, and innovation in online printing.*

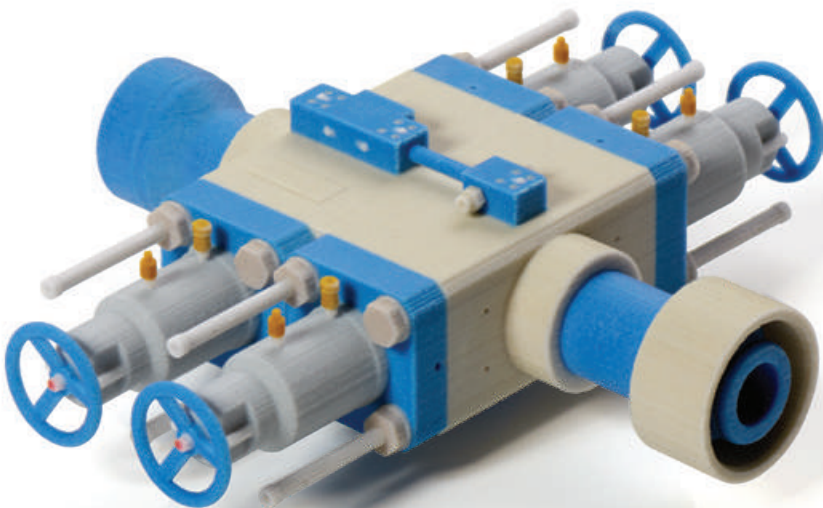
Dubaiprint.com, is dedicated to making online printing and purchasing easy and convenient for its customers. With a focus on ready-to-purchase products, Dubaiprint.com has been steadily expanding its product line over the past year to better meet the diverse needs of the market. This commitment to growth and innovation in

the digital space has earned the company a reputation as a reliable and innovative provider of promotional and B2C products, including lanyards, anti-stress balls, wristbands, drawstring bags, and more. Dubaiprint.com's recent expansion of its product line has allowed customers to have even

more options when it comes to finding the right products for their needs. The company's continuous commitment to staying ahead of the curve and providing the latest and greatest products has helped it establish a strong presence in the digital space.

# Dubaiprint.com Leads The Way In UAE's Rapidly Growing 3D Printing Industry

*The rise of 3D printing technology has been phenomenal, and its impact on various industries has been profound. From product development to custom manufacturing, the versatility of 3D printing has opened up new avenues for businesses to explore.*



One of the key factors contributing to the growth of the 3D printing industry in the UAE is the availability of world-class facilities and expertise. Dubaiprint.com, for instance, has been at the forefront of this growth, providing businesses and individuals with access to cutting-edge 3D printing solutions and expertise.

With its state-of-the-art facilities, highly-skilled team, and commitment to customer satisfaction, Dubaiprint.com is well-positioned to help businesses and individuals make the most of the exciting

opportunities that 3D printing has to offer.

As the demand for 3D printing technology continues to grow, Dubaiprint.com is committed to providing its customers with the most advanced and innovative solutions in the industry.

With a focus on delivering top-notch quality and customer satisfaction, the previous year Dubaiprint.com has expanded its 3D printing services to include a wider range of materials, cutting-edge technologies, and advanced design capabilities.

This allows customers to bring their most creative and intricate ideas to life with ease.

Whether you're looking for prototyping, product development, or custom manufacturing, Dubaiprint.com's 3D printing solutions have you covered.

Our team of experts is dedicated to providing the technical support and guidance you need to bring your projects to life. From concept to completion, Dubaiprint.com is your one-stop-shop for all your 3D printing needs.





# NDigitec At Gulf Print & Pack: Building Network & Sustainability

*“Sooner or later, everyone will have to transform digitally to compete in a market...”*

**Vatche Kavlakian,**  
CEO of NDigitec.

The Gulf Print & Pack (GPP) technology sourcing show brought together companies from around the world to showcase their latest technologies and innovations in the field of printing. The event, which is considered to be one of the largest in the industry, attracted over 7,535 visitors from over 90 countries.

The GPP also brought together major industry players from the Middle East, Africa, and South Asia to discuss and share ideas on the latest trends and developments in the field.

NDigitec had an impressive participation in Gulf Print & Pack.

The exhibition was a great occasion for the company overall to meet with customers and partners, to make new prospective connections and, most importantly, to brainstorm, exchange ideas and discuss the latest industry news. It's essential to mention that the team was honored to host His Highness Sheikh Hasher bin

Maktoum al-Maktoum during the opening ceremony. Besides, NDigitec team was really pleased with the company's Chairman, Abdulhameed Alsunaid's visit to the stand as well. So NDigitec's missions were successfully completed!

The distinctive news of NDigitec was Flexoeasy.com, which is the proof that digital is of the highest importance for the company. This digital platform left almost no visitor indifferent to its unique stand. The Executive Manager of Prepress, Shahe Kavlakian, thoroughly explained the features of the platform, presented its opportunities, and user-friendly solutions that take flexographic plate-making to unprecedented levels.

The visitors got highly attracted by the worldwide quality of NDigitec in the worlds of Prepress & Premedia.

The next online competency of NDigitec, Dubaiprint.com, has its exclusive role in the sphere of Digital Printing in the region. Dubaiprint.com is famous in the market for being the first professionally integrated online one-stop shop for all printing needs.

They were exploring its unique, customizable products as well

as the custom solutions which Dubaiprint.com offers to any customer.

It's significant to mention that NDigitec, with its competencies, was the printing partner and the sponsor for the GPP 2022 innovation feature area. The company uses recyclable D-Board material to create exhibition stands, furniture and displays.

The technological usage of D-Board has become an essential factor in NDigitec's know-how. NDigitec's exhibition stand itself was designed by NDigitec's Fabrication Team, which was truly outstanding

with its design elements. It caught the attention of visitors immediately and was the result of the company's Creative Director, Ardo Hampartsoumian's professional touch.

As noted by Vatche Kavlakian, the CEO of NDigitec on the participation at the show, “It's more about networking than showcasing products at GPP. It's always nice to meet everyone physically and mingle with those who we've known for the last couple of decades.

It's about public relations and meeting your family.” And, as a result, NDigitec did meet its family!





- The use of sustainable materials in printing, such as soy-based inks and recycled paper, has been shown to reduce carbon emissions by up to 30% compared to traditional printing methods. (Source: Environmental Defense Fund)

- The use of digital flexography plates has increased in recent years, with a market share of approximately 70%. Digital plates offer advantages such as improved registration, faster turnaround times, and reduced material waste. (Source: Flexible Packaging Magazine)

- The number of active social media users worldwide has reached 4.33 billion, which is a 13% increase from the previous year. (Source: Hootsuite)

- Video marketing is on the rise, with 92% of marketers saying that video is an important part of their marketing strategy, and 81% of consumers admitting to being convinced to buy a product or service after watching a brand's video. (Source: Wyzowl)

- In November 2022, Chat GPT – an AI technology that can hold natural conversations with users, revolutionized the internet. It's like having a virtual assistant, customer service agent, and sales agent all rolled into one! With natural language processing and machine learning algorithms, Chat GPT is free and is the number one now to provide personalized and accurate responses.

## Introducing Our Newest Solution: Content Marketing To Boost Your Business

### Building Brands On The Social Media...



NDigitec decided to make its clients stay ahead of the curve in today's competitive digital landscape. The fact that 91% of consumers are more likely to buy from a brand that provides relevant and valuable content speaks volumes about the importance of content marketing in today's digital age. For businesses, this means that content creation is no longer a "nice to have" but a "must-have" in order to attract and retain customers. This is exactly when the NDigitec team thought "there's no way around it: content creation is essential" and entered a new chapter with a fresh and trendy solution! With a team of creative and passionate professionals who are dedicated to producing content that engages and informs, NDigitec Content Marketing team helps businesses to produce high-quality, relevant, and valuable content, to establish themselves as thought leaders, build trust with their audience, and create a strong brand identity that resonates with their target market.



Our suite of Content Marketing services includes three game-changing offerings: first, our innovative content creation service, which produces stunning social videos for thought leaders seeking to maximize their impact and influence. Next up, the podcast launch service - a comprehensive A-Z guide that covers everything from concept development to expert publishing and editing support to help you get your voice out there, and have an impact on people. And last but not least, with our Social Media Management service we help manage and optimize social media accounts on platforms like TikTok, Instagram, Youtube providing businesses or individuals with a comprehensive social media management solution that can help them achieve their marketing goals.

Since the launch of our newest offering - content marketing, we have already partnered with numerous clients on exciting projects in a short amount of time on different platforms like TikTok, Instagram or Youtube. Our campaign results have been impressive in terms of engagement rates, the videos have been optimized for each platform with fast turnarounds, following the current style tendencies and jumping on the latest reel trends. And, we are determined to continue improving them further!

So whether the clients will be looking to increase website traffic, drive conversions, or build brand awareness, NDigitec's team of creators is there to help them achieve their objectives. Be it with the help of short social videos, texts, or images, the Content team takes the time to understand their clients' brand and messaging, and use their creative talents to bring those ideas to life in a way that is both visually appealing and highly effective.



### Hrand Grigorian

Prepress Executive

*I have been working at NDigitec for more than 10 years now. Here, I have thrived and grown into a skillful Prepress Executive. This role has allowed me to handle artwork files all stages to print-ready. Through these years, I've had the opportunity to work on countless projects, each one presenting a unique challenge that has pushed me to the limit.*

*Looking back on my journey, I'm grateful for the opportunities NDIGITEC has given me. Thanks to the company, I've been able to develop my skills, hone my craft, and become the specialist I am today.*



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