



Sign + Print

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FUTURE & FOCUS

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AUCKLAND SHOWGROUNDS

JUNE 17-19



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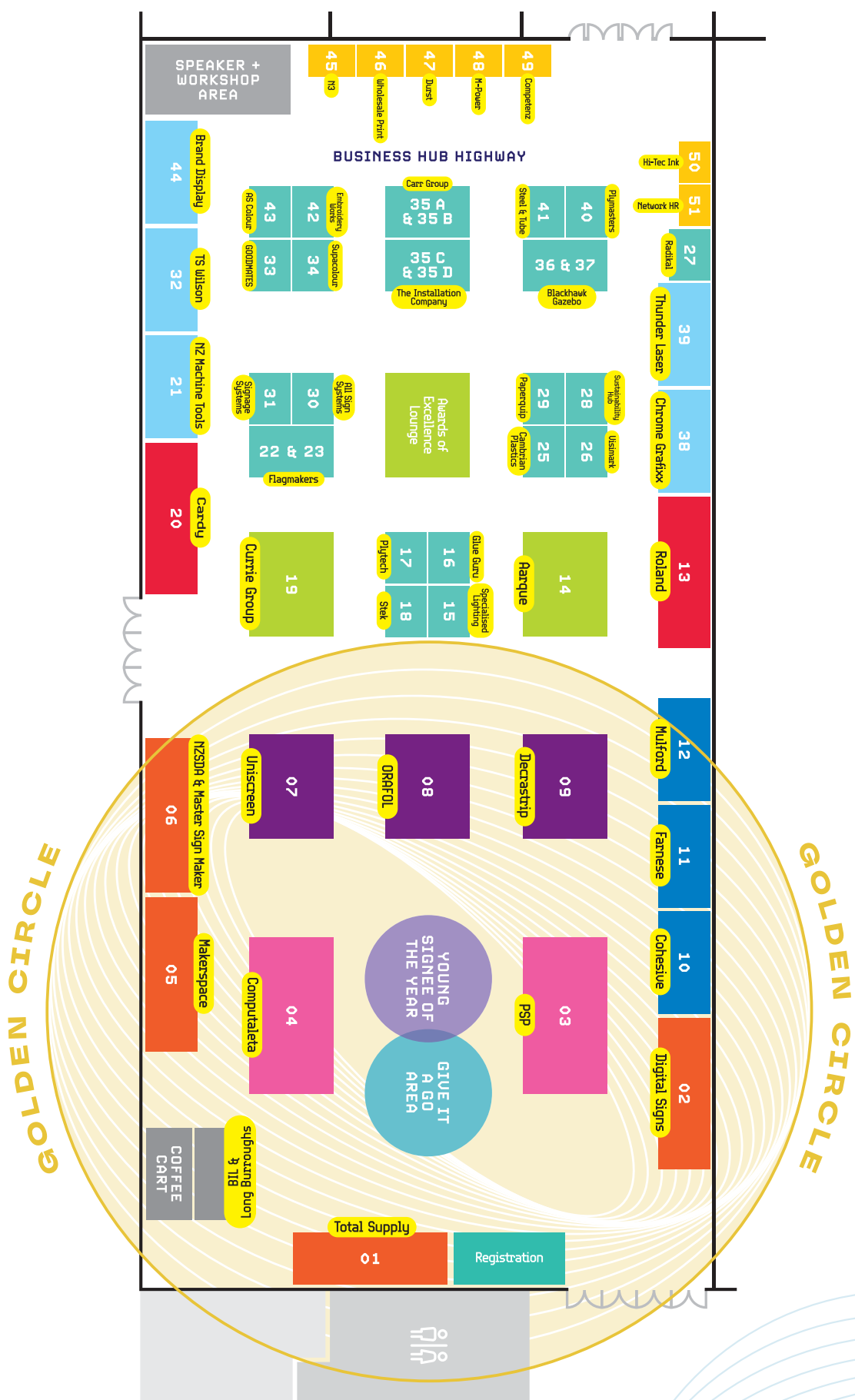
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OUR PLAN FLOOR PLAN FLOOR PLAN FLOOR PLAN



THU 18 JUNE

DEMO DAY 10.30am - 7.15pm

10.30 - 11am

MULFORD

11.15am - 11.45am

COMPUTALETA

12pm - 12.30pm

COHESIVE

12.45pm - 1.15pm

DECRASTRIP

2.15pm - 2.45pm

FARNESE

3pm - 3.30pm

TOTAL SUPPLY

3.45pm - 4.15pm

ORAFOL

4.30pm - 5pm

UNISCREEN

5.15pm - 5.45pm

PSP

6pm - 6.30pm

DIGITAL SIGNS

6.45pm - 7.15pm

MAKERSPACE

FRI 19 JUNE

EXPO OPEN 10am - 5pm

10am - 11am

SPEAKER SESSION – TOP TIPS FOR TOUGH CUSTOMERS

Struggling with tricky clients? In this session, Michelle Henry from Make It Happen Signage Academy will reveal practical ways to turn tough interactions into wins. Learn how to identify sales opportunities, communicate with impact, strengthen relationships, work efficiently, and increase your profits.

11am - 3pm

YOUNG SIGNEE OF THE YEAR COMPETITION

This new event celebrates the next generation of sign makers, putting up-and-coming talent aged 30 and under in the spotlight through timed, hands-on challenges across the key pillars of signwriting. The competition recognises the skill, creativity, and future of the signwriting profession. Come along and watch the fun.

4pm - 5pm

LAST HOUR DRINKS

Visit Computaleta on Stand Four for some Last Hour drinks!

4.50pm

BEST IN SHOW AWARDS

Join us in announcing the winners of the Best in Show Awards!

EXPO EXTRAS 5.30pm - 6.30pm

MEMBERS CLOSING EVENT

We want to make the most of our time in Auckland connecting with our members, so we have planned a special members event on the Friday night after Expo. Join us for the Ultimate All Blacks Experience, a guided tour through the New Zealand Rugby story, followed by drinks and nibbles.

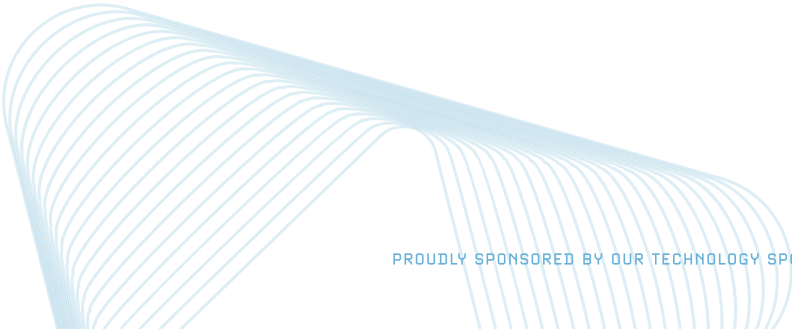
With many members coming into town on Friday, we want to make sure we all get opportunity to spend time together, reconnect with familiar faces, and enjoy each other's company outside of the busy Expo environment. It will be a fantastic way to wrap up the week and make the most of our time together in Auckland.

SAT 20 JUNE

8am - 12pm

ILLUMINATION BOOTCAMP WORKSHOP, MAKE IT HAPPEN SIGNAGE ACADEMY

Do you know your lumens from your kelvins? Can you explain the difference between face-lit, back-lit, and halo illumination? If you're nodding – or maybe not quite sure – then the Illuminated Bootcamp Workshop is for you.



AMAZING MAKER TOOLS

Makerspace NZ are leaders in supplying "machines for creation" for NZ makers with hundreds of installations in businesses, schools and universities.

"We get it! We speak your language, understand your requirements and make the process as simple and as enjoyable as possible for your organisation. We'll get you the right machine, get it going & keep it going. We'll train your staff and follow the job up with parts and servicing"

MARCUS LUND
Makerspace NZ Director & "Chief Do-er"

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Visit stand #7 in the Golden Circle to see our range of machines and media and take advantage of the show specials!

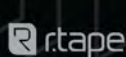
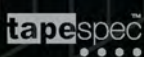
We look forward to meeting you



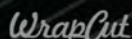
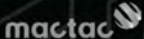
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Australia



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Proudly 100% New Zealand owned, Cohesive brings over 40 years of experience to the industry, and is proud to be exhibiting at the NZSDA Sign + Print Expo.

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Driven by innovation & defined by excellence, Mulford has been a trusted partner for 80 years. We deliver cutting-edge substrate solutions that set industry benchmarks for performance & quality. Our commitment to expertise, service & reliability ensures that every signage project from concept to completion is supported by innovation you can trust & quality you can see.





BRAND DISPLAY STAND 44

We provide the hardware and you add the creativity! Brand Display is a growing force in the importation and wholesale of display solutions from illuminated lightbox displays to gazebo frames. We sell at attractive wholesale prices to signwriters and fitout businesses across New Zealand, enabling you to get on with what you do well and not dealing with the uncertainties of piece-meal importing.

We are your absolute one-stop-shop when it comes to LED Illuminated Lightboxes with Silicon-Edged Fabric Graphics (SEG). Whether you require free-standing solutions for showrooms or Expo's or wall-mounted solutions for retail or office spaces, we offer a complete range. And, when your clients are ready to refresh, we are your one-stop shop for replacement SEG Fabrics.

Come and join us at stand 44 to become a Brand Display "Display Warehouse" reseller.



BUSINESS INSURANCE LTD & LONG BURROUGHS COFFEE CART AREA

Proudly working alongside the New Zealand Sign & Display Association to deliver bespoke insurance solutions, expert advice, and dedicated service to its members nationwide.

We understand every business is unique, which is why we take the time to understand your operations and provide tailored, practical advice to suit your specific needs.

Together Business Insurance Limited and Long Burroughs provide objective advice to identify key risks and recommend cost-effective solutions. In partnership with Ando, we ensure NZSDA members have access to innovative products and policy wordings backed by financially sound and trusted providers.

If you would like a no obligation review of your insurance programme, come and have a chat with us at the coffee cart.



CAMBRIAN PLASTICS STAND 25

Cambrian Plastics provide solutions for all your acrylic and plastic needs. We distribute all types of sheet plastics such as Acrylic Perspex, Polycarbonate, Lexan, Styrene, ABS, PVC foam and Rigid. We cut to size and shape by CNC and Laser and we design and fabricate a wide variety of both standard and custom Point of Sale Displays, Signage, Shop fittings and Architectural construction products.

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We have a complete range of off the shelf products including Brochure Holders, Roofing materials, Point of Sales displays, Fish Bowls, Donation Boxes, and will happily custom manufacture other items to your requirements. Cambrian Plastics also specialise in custom fabrication providing solutions for a number of industries and are happy to work with you on the design and manufacture of your one-off product.



CARDY STAND 20

Cardy has been helping New Zealand businesses get more from their print since the early 1970s. Today, we design and deliver complete print solutions that give you more control, flexibility, and speed.

With a strong focus on labels, packaging, and print, we help businesses bring production in-house—so you can produce what you need, when you need it, without waiting on external suppliers.

For signage companies, that includes a smarter way to produce labels: printing on a roll instead of adapting wide format workflows—faster, cleaner, and built for the job.

We're a true one-stop shop—supplying not just equipment, but media that's tested and proven to perform on your printer, backed by on-site and remote service and support when you need it.

Working with leading global brands like Epson, Oki, Samsung, Canon, HP, DPR, Afinia and I-Echo, we deliver solutions tailored to the way you work.

Also come and check out the new Samsung Spatial Signage solutions and E-Paper to compliment your existing signage offerings with variable data signage and 3D eye-popping product displays.

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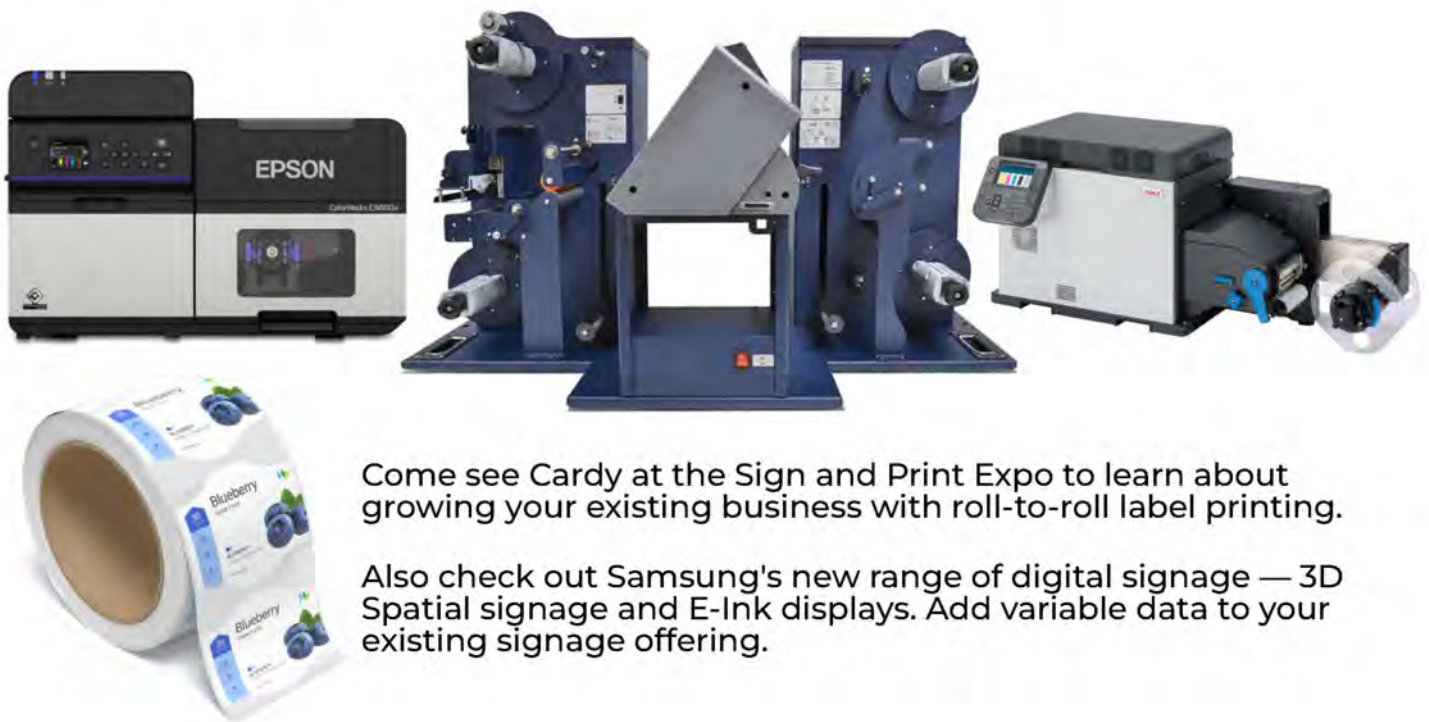
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Come see Cardy at the Sign and Print Expo to learn about growing your existing business with roll-to-roll label printing.

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SAVE THE DATE

Awards Night,
Auckland,
Tuesday, October 13



Markforged industrial 3D printers surpass traditional fabrication methods, enabling users to efficiently produce strong, high performance parts on demand. From fibre reinforced components and metal tooling to prototypes, jigs, and end use products, these machines deliver accuracy, reliability, and speed, giving businesses greater flexibility and control.

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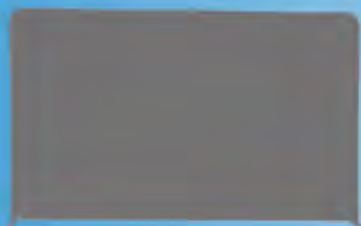
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GOODMATES STAND 33

Introducing **GOODMATES** — a fresh and emerging brand bringing a new energy to the New Zealand apparel market.

Your wardrobe's best mate since '89 Born from decades of experience, **GOODMATES** is part of the Fashion Biz family - a name trusted in apparel since 1989.

What started in Auckland, New Zealand, as a small clothing wholesaler has grown into one of Australia and New Zealand's most respected apparel suppliers. Backed by over 35 years of knowledge in fabrics, fit and manufacturing, we've channelled all that expertise into one thing: **making everyday basics, better.**

We don't do complicated. Just honest, well-made gear that fits right, feels good, and keeps up with you. That go-to hoodie. The things in your wardrobe you reach for without thinking.

This will be one of the first opportunities for the market to experience **GOODMATES** in person. We'll be showcasing a curated range of basics that feel right every time you wear them, the kind you live in, not just wear once. Easy to style, built to last, and made for everyone.

A good mate's got your back - and so do we.



HI-TEC INK STAND 50

DTF (Direct to Film transfers) is the hot game changing technology and we have it all, Proven European designed machines, Consumables and support. DTG (Direct to Garment) with proven "Brother" Technology and support. "Stahls" Media has the best print and cut media in the market, Hotronix heat presses are the best in the market and back up with local support. "Nutech" alternative inks that work and save you money improving your bottom line, just tell us what machine you have and we can offer you the right solution.

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MAKERSPACE STAND 05

Precision Without the Premium from Makerspace NZ.

In a market often dominated by offshore giants, Makerspace NZ offers something refreshingly different — a 100% New Zealand-owned business that genuinely understands what Kiwi engineers and manufacturers need.

From laser cutters to CNC routers, vinyl cutter/ plotters, UV printers to letter benders - our "machines for creation" are built to perform in real production environments — they are far more than garage toys! We rigorously vet build quality so you receive equipment that's safe, reliable, and properly supported from day one.

What sets us apart isn't just the machinery. It's the people behind it. As a small, agile team, we move fast, think practically, and back every sale with nationwide service and hands-on training. Customers describe our machines as "instrumental" to their operations — delivered at prices that make serious capability genuinely achievable.

Visit us in the "Golden Circle" the and discover what smart, local expertise looks like in practice



M-POWER STAND 48

M-Power is an Australian-based, Kiwi-founded MIS built specifically for sign makers, wide-format printers, vehicle wrappers and garment decorators. Quote complex custom jobs in minutes with our wizard-driven, recipe-based pricing — combining bills of materials and process workflows into reusable templates designed for real-world production, not generic manufacturing. From quote to job card, scheduling, tracking and invoicing, M-Power connects your entire workflow, with seamless integration to Xero and MYOB.

Client portals and online approvals streamline communication and keep jobs moving. With skilled labour increasingly hard to find, automation frees your team to focus on the jobs that matter rather than repetitive admin.

Visit our stand to see our new AI Assistant in action — turning a single photo into a ready-to-quote product and workflow. Come and see what's next.



ORAFOL STAND 08

ORAFOL is one of the world's leading manufacturers of innovative self-adhesive graphic films, reflective materials, and high-performance adhesive tapes. Headquartered in Oranienburg, Germany, the Group operates globally with a strong focus on quality, innovation, and customer partnerships.

In Australia, ORAFOL's major regional head office provides fast access to premium products supported by local warehousing, technical support, training, and project consultation. Partnering with tier-1 brands, government agencies, and sign & display professionals, ORAFOL Australia delivers seamless solutions for vehicle graphics, fleet marking, traffic safety, architectural applications, and more. Its commitment to R&D and long-term relationships ensures superior, reliable results.

In New Zealand, ORAFOL combines global strength with genuine local focus. Based in Auckland, the agile and passionate team acts with urgency and purpose — delivering tailored solutions, technical excellence, and trusted partnership. From premium graphic films (ORABOND®, ORAJET®, ORAFLEX®) and high-performance reflective products to advanced adhesive tapes, ORAFOL supports sign & display, transport, emergency services, construction, and interior design nationwide.

Proud to back the NZSDA community.



PAPERQUIP STAND 29

Paperquip has been a trusted supplier to the print and wide format industry since 2007, supporting signage professionals with practical, high-quality signage display hardware and print finishing products.

Each product is designed for ease of use, clean presentation, and long-term performance in real-world environments. We are always growing our range of products so contact us anytime with enquiries.

We understand the urgency of the print industry, so Paperquip being centrally located in Wellington is setup for fast Same-day dispatch to anywhere in New Zealand.

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PLYMASTERS STAND 40

Supplying quality plywood and panel solutions for signage and display.

Plymasters is a leader in the New Zealand plywood industry, supplying decorative plywood, marine plywood, and HPL-faced panels suited to signage and display applications. Marine plywood can also be used in exterior environments where durability is required.

Our products are well suited to CNC cutting, routing, and substrate pressing, delivering clean finishes and reliable performance.

At this year's show, we will be introducing ColourPanel — a coloured MDF panel with colour throughout the full thickness, designed for signage and routed applications.

Our team will be on hand to discuss your next project and how Plymasters products can support your requirements.



PLYTECH STAND 17

Plytech have been operating in New Zealand for over 35 years, building a strong reputation for quality, consistency, and performance. As part of the Big River Group, alongside Big River Panels, we support the signage, print, and design industries with premium panel solutions engineered for reliable results across a wide range of applications.

From CNC routing and engraving through to digital print mounting and fabrication, our materials are selected to deliver clean machining, excellent stability, and high-quality finishes. Our panels are widely used across signage, point-of-sale displays, exhibition fit-outs, and interior branding applications.

Our range includes specialty plywood, MDF-based panels (including MR MDF and FR MDF), real timber veneer panels, pre-finished decorative panels, high-pressure laminates such as Trespa Meteon, and solid aluminium solutions like MondoClad.

With PEFC, Global Green Tag-certified options supporting responsible sourcing, combined with dependable supply and technical support, we help ensure every project runs smoothly from concept through to completion.

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Questions? Contact Neli Tolova'a, Trade Sales Manager
on 021 037 5312 or neli.tolovaa@wholesaleprint.co.nz



PSP STAND 03

PSP Signage & Display is a proud New Zealand-owned supplier to the sign and display industry, offering a comprehensive range of highperformance materials backed by deep technical expertise.

PSP supplies leading global brands including Metamark, Cover Styl, Contra Vision and SOTT, with products spanning selfadhesive vinyls, digital print media, acrylics, polycarbonates, foam PVC, ACM panels, and specialist display substrates. Known for innovation, PSP continually introduces new materials and solutions that help signwriters push creative boundaries, improve efficiency, and deliver durable, highquality outcomes across retail, commercial, and architectural applications.

Come see us on Stand 3!



RADIKAL STAND 27

Radikal is an all-in-one ERP platform built specifically for sign and print shops. It replaces the spreadsheets, missed calls, and disconnected tools that slow your business down with a single system your whole team can work from.

From the moment a lead comes in, Radikal handles it. Enquiry management captures and tracks every opportunity. Smart quoting lets you generate accurate, professional quotes fast. The project pipeline moves jobs from quote to production to installation without anything falling through the cracks. Inventory tracking keeps your materials in check, and the client approval portal ensures all parties are across the details. Built-in accounts integrations mean your financials stay in sync without double entry.

Radikal is designed around how sign shops actually operate, so you spend less time on admin and more time building great signs.



ROLAND STAND 13

Roland DG empowers creators and businesses worldwide to Make Your Mark with more than four decades of delivering reliable, innovative digital imaging technology. The company provides advanced solutions that combine hardware, software, supplies and service to help customers build successful businesses and produce work they are proud to stand behind. Roland DG's inkjet printers, integrated printer/cutters, milling machines and other digital fabrication technologies enable applications ranging from signage and interior décor to personalized products and industrial customisation. Serving print professionals, manufacturers, entrepreneurs, and makers across industries, the company enables high-mix, on-demand production and enhances performance through connected, cloud-based solutions. Through innovation, craftsmanship and partnership, Roland DG pioneers new ways for customers to be successful with digital technology.



SIGNAGE SYSTEMS STAND 31

We've been supplying a wide range of **Innovative Signage Products** to NZ Sign Makers for over 30 years. Products that are designed to help make the Signmakers job easier, quicker & more efficient including our range of **'Graphic Ready Products'**.

We're excited to showcase the **BOUNCE LED** range, trusted for over 10 years across Signage, Display, and Shopfitting projects. These high-quality LED solutions are ideal for commercial, architectural, and industrial applications, all backed by a comprehensive warranty. Drop in to discuss your next project or contact us at

sales@signagesystems.co.nz or 0800 744 799



Brand Display is an Importer and Stockist of Illuminated “SEG” displays and a heap of quality display products:

- Illuminated SEG Lightboxes & Counters
- Tube Frame Tension Walls and Counters
- Pull-Up Banners (Standard and Premium)
- Gazebo/Tent Frames
- Cafe Barriers
- Side Walk Signs
- Complete Expo Booth Structures
- Printed Silicone Edged Graphics (SEG)

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