

direct to garment printing

Direct to Garment Printing takes the **Garment** Decoration Industry by storm

You could easily add this new profit maker to your business



Direct to garment printing has been around for approximately 10 years and it has taken most of that time to become established.

Many setbacks held the printers progress back, namely the lack of good white production, white ink blockages, registration problems and so on. This caused the DTG printers to get a bad name and consequently became difficult to sell.

“ NOW DIRECT TO GARMENT PRINTERS IS THE BUZZ WORD IN THE GARMENT DECORATION INDUSTRY ”

Today it's a very different picture. Most manufacturers have not only overcome their initial problems, but they have turned this process into a reliable, concise and consistent way to print high quality images onto ready-made garments.

Now direct to garment printers is the buzz word in the garment decoration industry. They are a must if you want to stay ahead in the business. Customers now demand the soft feel, quality of print and washability.

Polyprint are one of the leaders in the DTG industry and their latest model: the Texjet Plus has proved to be a winner with hundreds of satisfied customers.

The main advantages of the Texjet Plus are:

- 1) Very large print area of 40 x 62cm – capable of full front or back printing.
- 2) Factory fitted pressurised ink system – gives consistent flow of ink.
- 3) Low print and maintenance costs.
- 4) Robust industrial construction but compact and easy to transport.
- 5) Photo quality print resolution.
- 6) Superb white ink production.
- 7) Excellent washability.



Texjet Plus is so confident about their ink system that they now offer a warranty on the print head – they are the first company to do this.

The Texjet Plus can print on to t-shirts, polo's, hoodies, bags and jeans etc.

The profit margin is very high because it is a unique printing method and customers are prepared to pay a good price for the high quality product.

On a white or pale garment you could print a full colour A4 print in around two minutes at an ink cost of about 15p. Say you do one every four minutes that would be 15 shirts produced per hour. A t-shirt costs around £1.50 and could sell for between £10 - £15.

At £15 per shirt that would give you



£225 revenue less your costs of £24.75 (15 x £1.50 for the t-shirts and £2.25 in ink), that's £200 profit per hour! On dark shirts an A4 full colour print would take around four minutes and cost between 85p and £1.30 in ink. A white layer has to be printed before the colour. You could charge more for a dark or black shirt say from £15 to £20. So if you print 10 per hour your revenue would be £200 less your costs of £28 (10 x £1.50 for the t-shirt and £13 in ink) that's £172 profit per hour!

So you can see that this could add a very profitable extra side to your business.

Amaya Sales UK Ltd includes delivery, installation and training at your premises with all purchases.

● For more details or to arrange a demonstration call Amaya Sales UK on 02392 590281 or visit www.amayauk.com. See for yourself how easy the Texjet Plus is to operate.

