Direct to Garment Digital Printer

Total Media is the exclusive distributor of
Texjet printers for Romania

AGENDA

1. Polyprint company - short introduction
2. Direct to Garment Digital Printing – Overview
3. How does it work?
4. Advantages
5. Meeting the market's needs
6. Case study - ROI
7. Why **TEXJET**?
8. TEXJET features
9. Future challenges
10. Conclusion

THE COMPANY

polyprint s.a.
digital textile printing solutions

- POLYPRINT SA is based in Thessaloniki, Greece
- 30 years of experience in the textile printing field offers the appropriate background to provide high quality textile printing equipment.
- 10 years experience in the Digital Textile Printing
  - Printers (Epson, Roland, Mimaki, Mutoh, DuPont Artistri)
  - Inks (DuPont Artistri, BASF, Manoukian)
  - RIP Software (Ergosoft, SAinternational)
  - Service & Technical Support
- Invests on continuous R&D projects for creating innovative solutions for textile decoration.
  - **TEXJET** printers (introduced in 2005)

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DIRECT TO GARMENT DIGITAL PRINTING OVERVIEW

- 2004: First printers introduced
  - CMYK pigment inks available for white t-shirts only
- 2006: White ink
  - Made printing on darks possible and became attractive
- 2009: Maturing of the technology
  - Experience gained
  - Improved ink performance – wash fastness

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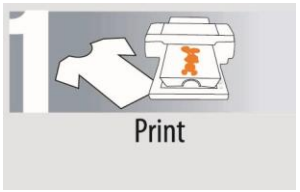
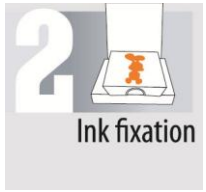
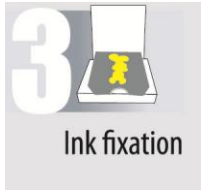
DIRECT TO GARMENT DIGITAL PRINTING HOW DOES IT WORK?

- Printing on white garments





- Printing on Dark garments



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ADVANTAGES

- Print multicolor images directly from PC
  - Popular software can be used to create the image (Photoshop, CorelDraw, Illustrator etc)
  - No limitation in number of colors
  - Photorealistic images
- In just minutes
  - Printing time on white garments: 1-2 min
  - Printing time on dark garments: 3-5 min
- Soft “hand” prints on white garments
  - Ink penetrates the fabric
  - Makes printing on elastic fabrics possible
- “Professional” appearance on dark
  - The white ink creates the background only where needed
  - No “square” like transfers do

ADVANTAGES (MORE)

- Washable textile pigment inks
  - Best results on cotton and cotton blends
  - New CMYK inks print also on Polyester
- Ideal solution for cost effective sampling and short runs
  - No need of screens
  - No set up time-cost
- Simple to use
  - Short learning curve (1-2 days training)
  - No special trained people required
- Little space required
  - A small room is enough
- Environment friendly
  - Minimum waste produced
  - Small power consumption (60W printer, 1-2Kw Heat Press)
- Safe to users
  - Waterbased inks – No smell

MEETING THE MARKET'S NEEDS

- Promotional product printers
  - Print on demand fast and cost-effectively
  - Quick response
  - Multi-color photographic images
- Embroiderers – Garment decorators
  - Combine different techniques to create high value decorated garments
- Garment manufacturers
  - Create the samples in house simulating screen printing
  - No outsourcing
  - Save the cost of screens and time
  - Produce small runs (300-500 clothes)
- Screen printers
  - Accept small orders
  - Provide extra services
- Internet companies
  - Personalization – Print on demand starting from one t-shirt
  - Enhance creativity
- Touristic – Souvenir t-shirts
  - Differentiate from the mass production
- T-Shirt shops - Copy centers
  - Printing photos in just minutes
  - High quality washable prints
- Events
  - Portable equipment for concerts, sports events etc

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CASE STUDY 1- ROI

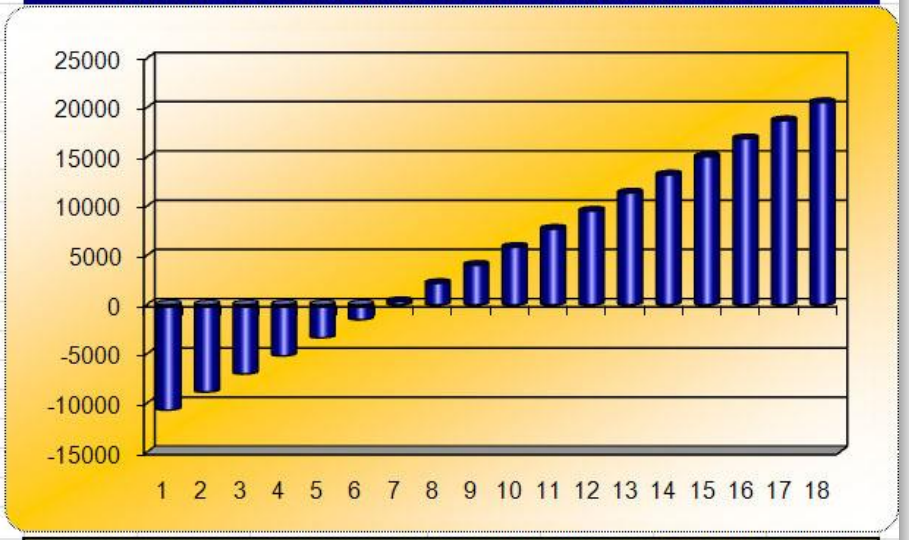
- Printing and selling personalized white t-shirts (usually 1 by 1)

Garment Cost and Net Profit		
Selling Price of Garment:	$	15,00
Average Ink Cost per Print:	$	0,15
Average Cost Per Shirt:	$	1,50
Lease Cost per Shirt:	$	2,78
Labor Cost Per Print:	$	4,17
Machine Maintenance per Print:	$	0,29
Net Profit Per Shirt:	**$**	**6,116**
Net Profit Per Day:	**$**	**91,74**
Net Profit Per Month:	**$**	**1.834,71**
Net Profit per Year:	**$**	**22.016,52**

MACHINE & LABOR COSTS			
Time to Produce a Shirt:		2	minutes
Labor Cost for a Year:	$	15.000,00	/per year
Number of Weeks Vacation:		4	
Labor Cost per Week:	$	312,50	/week
Labor Cost per Hour:	$	7,81	/hour
Equipment Cost:	$	12.500,00	
Monthly Lease on Machine:	$	500,00	
Machine Maintenance per Year:	$	1.000,00	
Prints per Day Produced:		15	

ROI & TIME PERIODS		
RETURN ON INVESTMENT:	**6,8**	**months**
Hours per Day Printing:	0,5	
Shirts Printed per Month:	300	
Required # of Shirts for ROI:	2044	

NUMBER OF MONTHS FOR RETURN ON INVESTMENT



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CASE STUDY 2- ROI

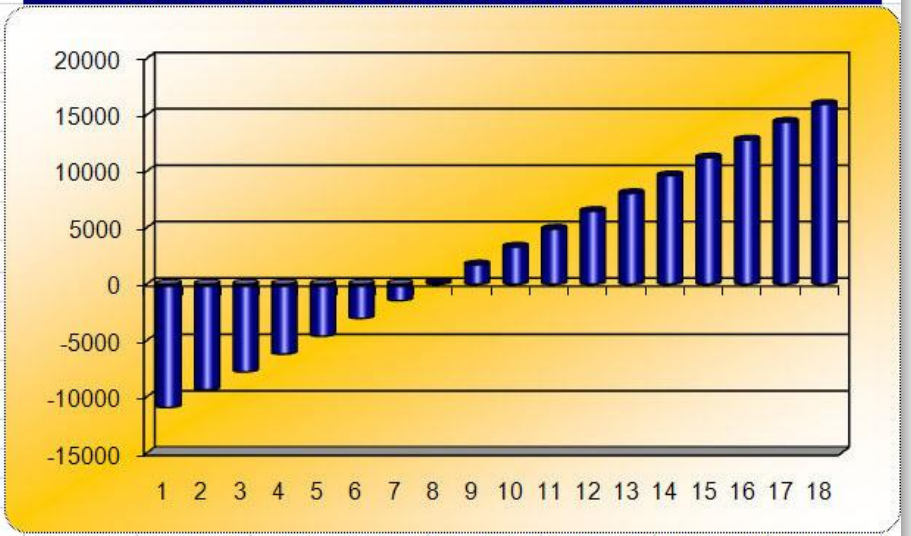
- Printing and selling personalized dark t-shirts (usually 1 by 1)

Garment Cost and Net Profit		
Selling Price of Garment:	$	15,00
Average Ink Cost per Print:	$	1,00
Average Cost Per Shirt:	$	1,50
Lease Cost per Shirt:	$	2,78
Labor Cost Per Print:	$	4,17
Machine Maintenance per Print:	$	0,29
Net Profit Per Shirt:	**$**	**5,266**
Net Profit Per Day:	**$**	**78,99**
Net Profit Per Month:	**$**	**1.579,71**
Net Profit per Year:	**$**	**18.956,52**

MACHINE & LABOR COSTS			
Time to Produce a Shirt:		5	minutes
Labor Cost for a Year:	$	15.000,00	/per year
Number of Weeks Vacation:		4	
Labor Cost per Week:	$	312,50	/week
Labor Cost per Hour:	$	7,81	/hour
Equipment Cost:	$	12.500,00	
Monthly Lease on Machine:	$	500,00	
Machine Maintenance per Year:	$	1.000,00	
Prints per Day Produced:		15	

ROI & TIME PERIODS		
RETURN ON INVESTMENT:	**7,9**	**months**
Hours per Day Printing:	1,25	
Shirts Printed per Month:	300	
Required # of Shirts for ROI:	2374	

NUMBER OF MONTHS FOR RETURN ON INVESTMENT



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CASE STUDY 3- ROI

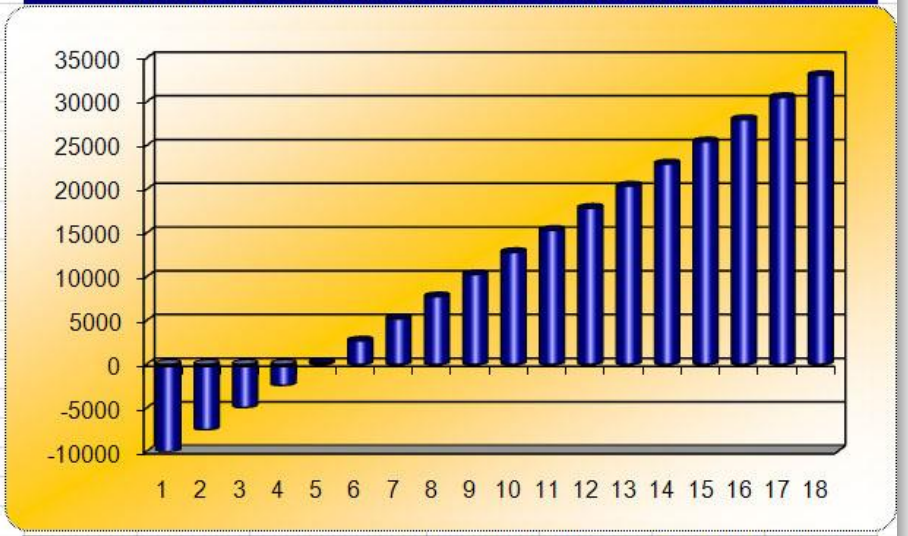
- Printing and selling short runs (100-300 white ones)

Garment Cost and Net Profit		
Selling Price of Garment:	$	4,00
Average Ink Cost per Print:	$	0,15
Average Cost Per Shirt:	$	1,50
Lease Cost per Shirt:	$	0,42
Labor Cost Per Print:	$	0,63
Machine Maintenance per Print:	$	0,04
Net Profit Per Shirt:	**$**	**1,265**
Net Profit Per Day:	**$**	**126,49**
Net Profit Per Month:	**$**	**2.529,71**
Net Profit per Year:	**$**	**30.356,52**

MACHINE & LABOR COSTS			
Time to Produce a Shirt:		2	minutes
Labor Cost for a Year:	$	15.000,00	/per year
Number of Weeks Vacation:		4	
Labor Cost per Week:	$	312,50	/week
Labor Cost per Hour:	$	7,81	/hour
Equipment Cost:	$	12.500,00	
Monthly Lease on Machine:	$	500,00	
Machine Maintenance per Year:	$	1.000,00	
Prints per Day Produced:		100	

ROI & TIME PERIODS		
RETURN ON INVESTMENT:	**4,9**	**months**
Hours per Day Printing:	3,33333	
Shirts Printed per Month:	2000	
Required # of Shirts for ROI:	9883	

NUMBER OF MONTHS FOR RETURN ON INVESTMENT



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CASE STUDY 4- ROI

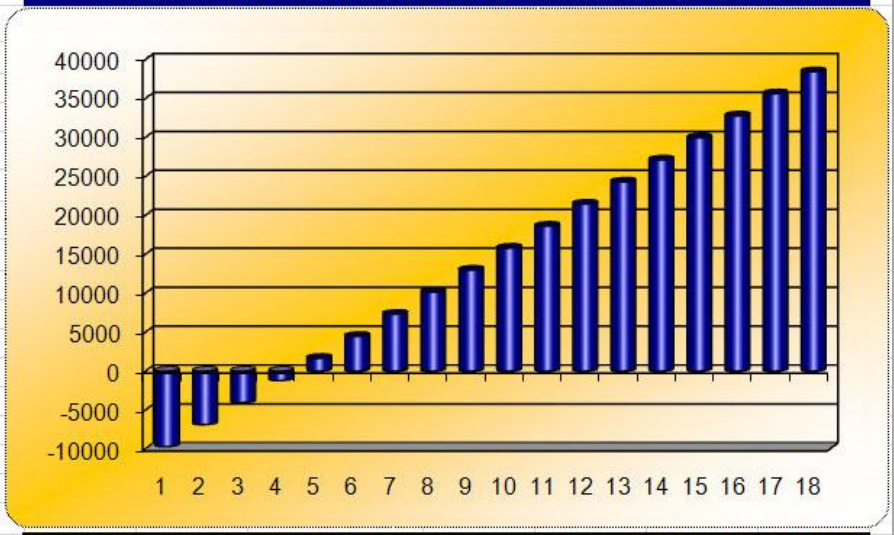
- Printing and selling short runs (100-300 dark ones)

Garment Cost and Net Profit		
Selling Price of Garment:	$	5,00
Average Ink Cost per Print:	$	1,00
Average Cost Per Shirt:	$	1,50
Lease Cost per Shirt:	$	0,42
Labor Cost Per Print:	$	0,63
Machine Maintenance per Print:	$	0,04
Net Profit Per Shirt:	**$**	**1,415**
Net Profit Per Day:	**$**	**141,49**
Net Profit Per Month:	**$**	**2.829,71**
Net Profit per Year:	**$**	**33.956,52**

MACHINE & LABOR COSTS			
Time to Produce a Shirt:		5	minutes
Labor Cost for a Year:	$	15.000,00	/per year
Number of Weeks Vacation:		4	
Labor Cost per Week:	$	312,50	/week
Labor Cost per Hour:	$	7,81	/hour
Equipment Cost:	$	12.500,00	
Monthly Lease on Machine:	$	500,00	
Machine Maintenance per Year:	$	1.000,00	
Prints per Day Produced:		100	

ROI & TIME PERIODS		
RETURN ON INVESTMENT:	**4,4**	**months**
Hours per Day Printing:	8,33333	
Shirts Printed per Month:	2000	
Required # of Shirts for ROI:	8835	

NUMBER OF MONTHS FOR RETURN ON INVESTMENT



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WHY TEXJET ?

Reliability and Value-for-money

- Many years of knowledge and experience in textile and digital printing field
- Made in Greece under EU directives (CE, RoHS)
- Robust aluminum base
- Epson 4880 printer engine (professional series)
- Low maintenance
- No modification of the Epson mainbord
- 4 wheel moving system for heavy duty
- High end RIP software powered by Ergosoft
- High quality inks assure performance and washability
- Support by experienced personnel

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TEXJET FEATURES

- Printing size 42x60cm
- Resolution up to 2880dpi
- Head height max 30mm
- Extra t-shirt tables for polo t-shirts, kids, sleeves
- Screen print combination
- Auto height adjustment
- Optical sensor prevents printhead from crushing on the garment
- High performance washable inks
- Multiple color configuration supported
  - CMYK + 4xWhite
  - 2 x CMYK
  - CMYK (pigment) + CMYK (disperse, acid, reactive)
  - 8color CMYK+RedBlueOrangeGreen
- Easy to use – One button operation
- RIP software with Auto White function
- Cost calculator option
- Color combine option (screen printing simulation)
- Variable data option
- USB and TCP/IP connectivity

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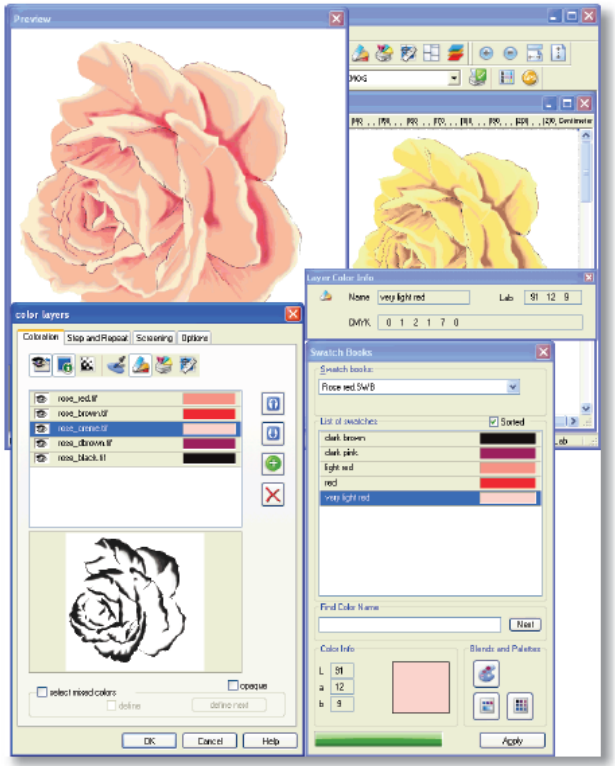
TEXJET FEATURES

- Highlights
  - Screen printing combination

  - Combine planes

(screen printing simulation)



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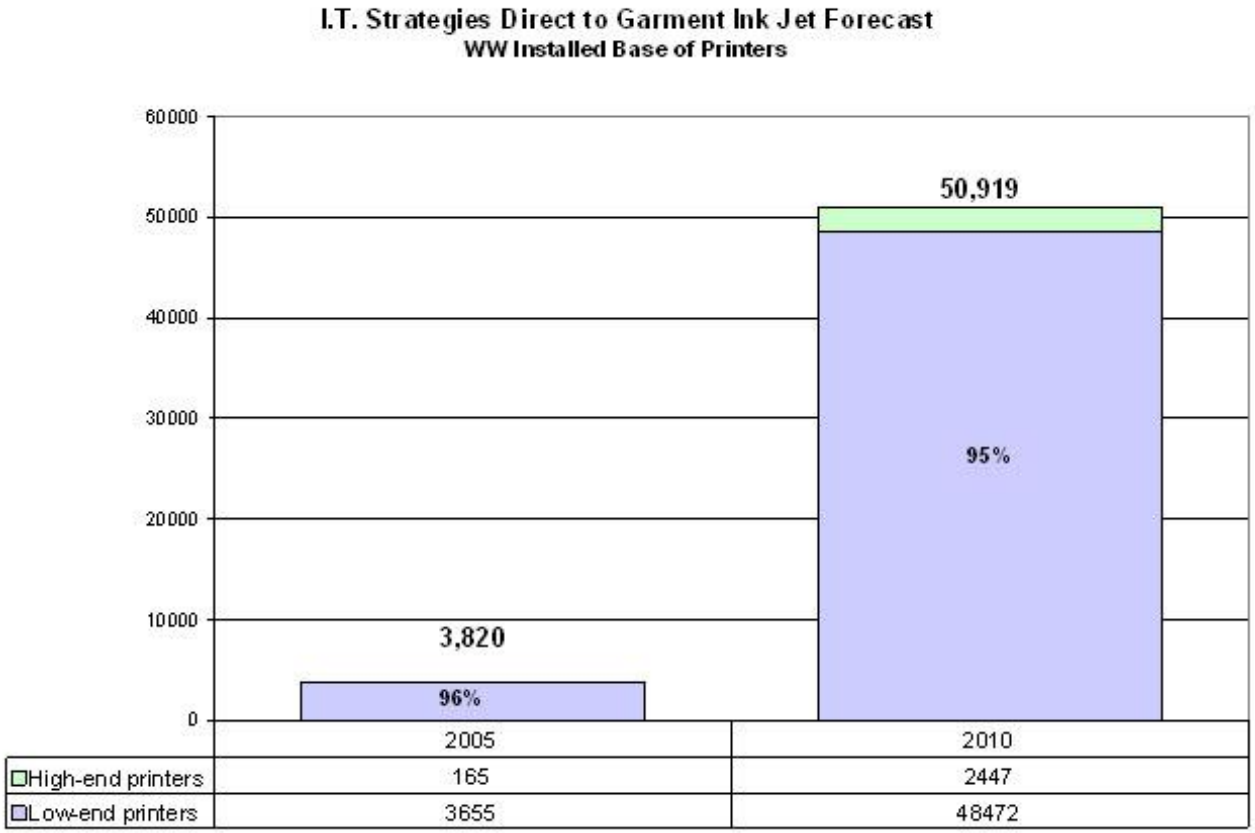
FUTURE CHALENGES

- Production increase
  - Printhead technology
  - Multi t-shirt tables
  - Continuous workflow
- Ink prices to go down
- Elimination of pre-coating for darks
- Reduce of fixation time
- Print fashion effects (ex. Gold, Silver)
- Keep the initial investment and maintenance costs low

Installed Base

The worldwide installed base of direct-to-garment ink jet printers is forecast to grow from 3,820 in 2005 to 50,919 by 2010, a CAGR of 68%. More than 90% of the installed base will be low-end (<$50,000 printers).



CONCLUSION

- Is it the right time to enter the direct to garment printing?
  - YES. The technology is now mature
- Is it cost effective?
  - YES. Can respond successfully to many different business models
- Is there anything more to see in the future?
  - YES. It is the technology of the future

THANK YOU

www.texjetprinter.com

www.totalmedia.ro

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