

Welcome to

Advanced Textiles

EXXPO

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Digital Printing

Unique Solution Offering That Differentiates

Andrew Medley

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Expanding Your Offering With Digital Printing

- ✓ A New Solution for Customization
- ✓ Process & Best Practices
- ✓ Fabrication
- ✓ Differentiate Your Business



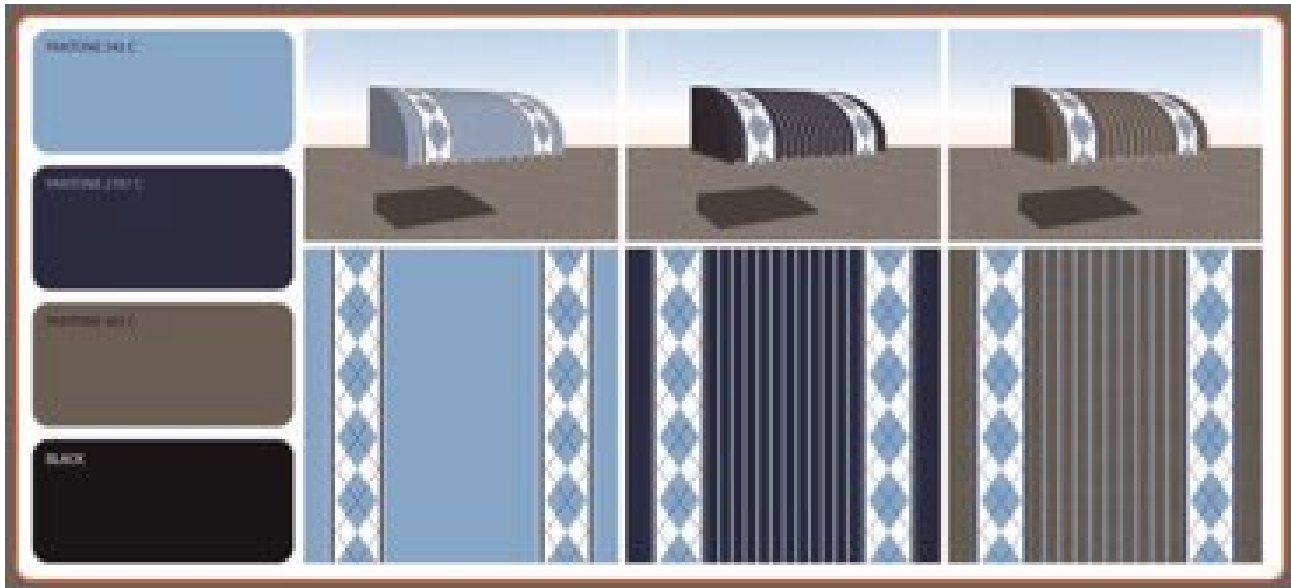
Desire for Customization

Consumers have a variety of beautiful colors, textures, and patterns to choose from when selecting the perfect fabric for their awning. Yet, on occasion they have a need for a custom color, pattern, or design.

Typical solutions for custom awning fabric

- Custom run of a color or pattern
- Hand printing
- Pressure sensitive film
- Applique
- Eradication
- Digital printing

Digital Printing Provides A New Solution



- Unlimited design capabilities
- Ability to provide consumers exactly what they want
- Personalized messaging
- Low yardage requirements, avoiding high minimum order quantities
- Completely customizable fabric



Why Digital Printing For Awnings?

Benefits beyond traditional printing solutions

- Unlimited color pallet
- Ease of sampling
- Complex design capabilities
- Easily recreate designs time and time again
- Can be a solution for repair



Why Digital Printing For Awnings?

- Providing customized/personalized products has been *listed in the top 4 strategic plans for the past two years* in Specialty Fabrics Review's State of the Industry Report*
- Fabricators recognize the importance of offering customization-- *Digital Printing is the perfect solution*

Andrew Medley | Sales Manager | Nov. 1, 2023

* <https://specialtyfabricsreview.com/2023/06/01/2023-advanced-textiles-state-of-the-industry-report/>

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Steps to Growing your Business with Digital Printing



1. Select the right print partner for you and your business
 - In-house
 - Local PSP (print service provider)
 - National company that digitally prints fabrics suitable for awnings
2. Develop your offering and define the appropriate design file types and/or color matching samples required by your partner so you can provide a seamless customer experience
 - Common file types are PSD, TIFF, and PDF
3. Ensure all order details are defined upfront including
 - Available fabric options
 - Print technologies
 - Art file requirements
 - Support for design development
 - Sampling availability
 - Minimums
 - Lead time

Keep in Mind

- Consumer knowledge and experience around digital printing greatly differs. Work with your partner to educate yourself so you can support your customers
- Some projects may require more design support than others- design support should be factored into the cost
- Custom colors and stripes are simple, detailed designs can require additional development time
- Utilize digital proofs and awning imaging software to help consumers envision the finished product– this can help avoid misunderstanding or a costly design change



Best Practices to Achieve Great Results

Customer Supplied Design

- Must be in high resolution
- Repeat and scale should be discussed

Customer Design Concept or Idea

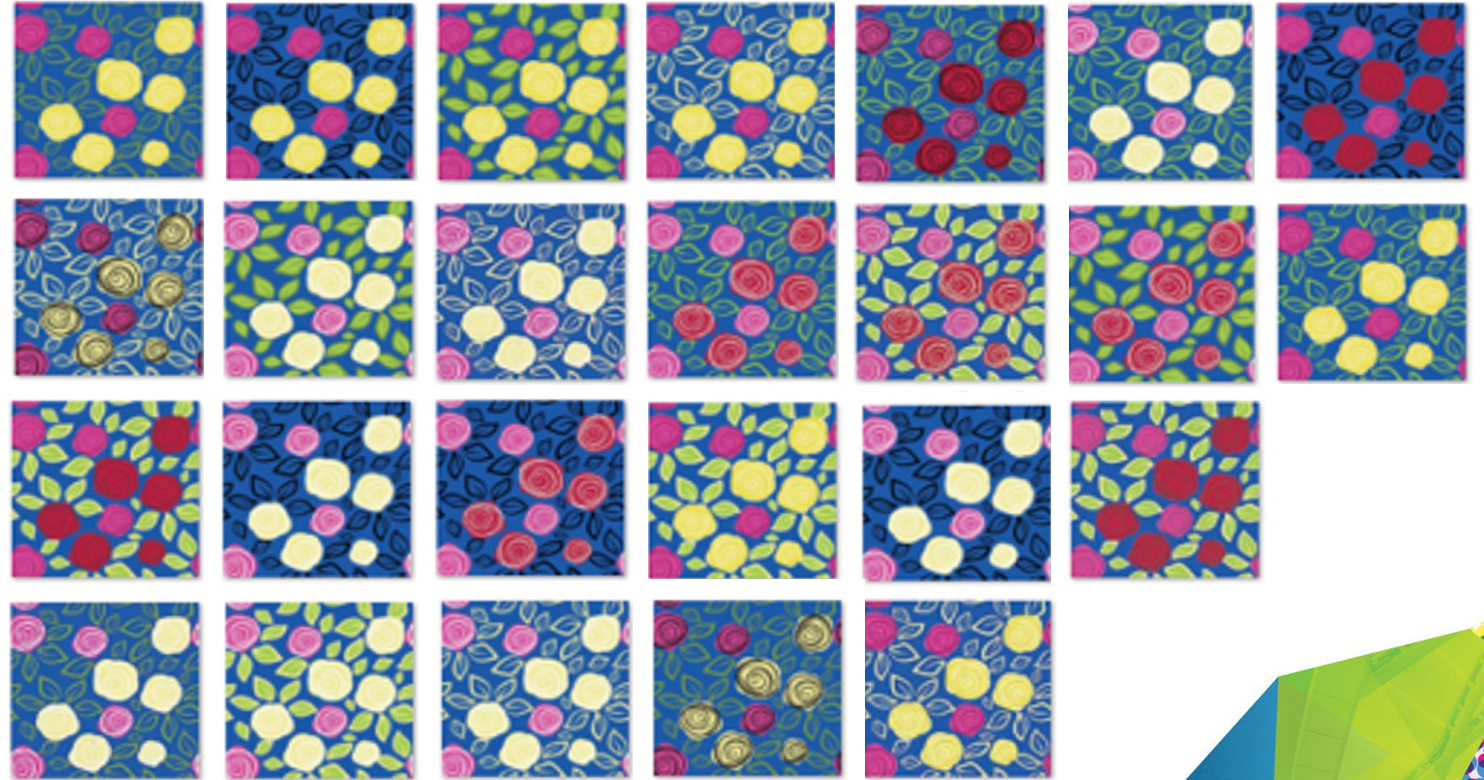
- Design development is required– remember, design time should be factored into price

Custom color requests

- Most consumers do not have a pantone book
- Physical samples are best
 - Paint samples from hardware store
 - Fabric samples
 - Other
- **Metamerism**, be aware
- Strike-off approval

Common Digital Printing Process

Initial artwork



Common Digital Printing Process

Scaling

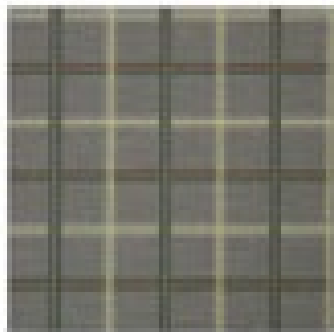


Common Digital Printing Process

Final Scaling



Common Digital Printing Process



Cropped Fabric Pattern

Strike-off Approval– customer sign-off

	A	B	C	D	E	F	G
Color 1	Default						
Color 2	Default						
Color 3	Default						

Color Switch Options (A = Default Color off the printer)

Custom Design Requests

Custom Designs are more complicated than color matching or custom stripes

Be **patient** and **listen**

Utilize digital assets provided by your customer

Always get a sign-off on design

Charge for your service



Fabrication and Digitally Printed Fabric

Build the overlap into the design

- Commonly practiced with stripes
- A little more difficult with patterns but follow the same basic process
- Extra fabric may be required

Take advantage of wide printing

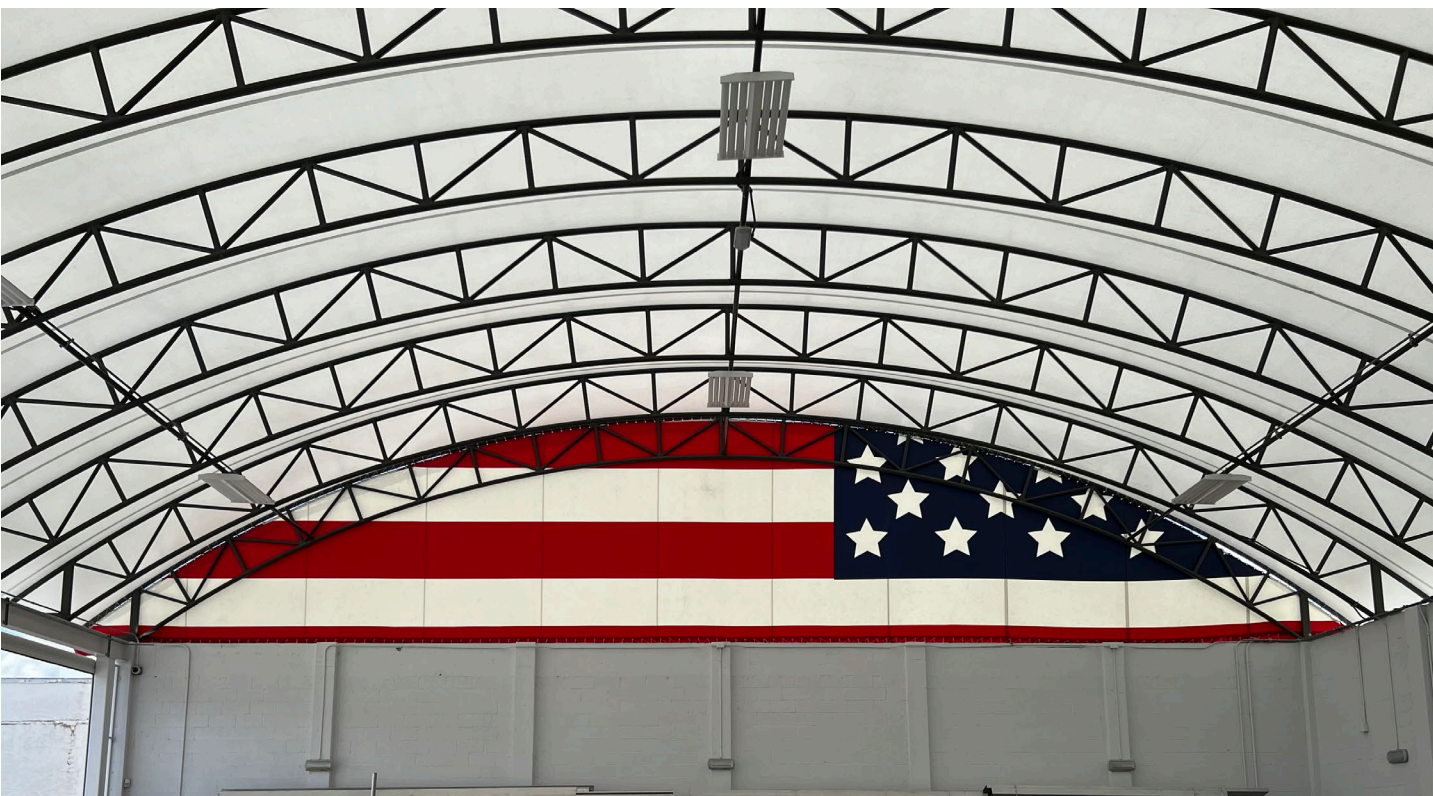
- Many printers have ability to print at 120"
- Eliminate seaming

Work alongside your print partner and educate yourself

Customized Fabric and Consumer Needs

- Warranty
- Printing Process
- Waterproof or Resistant
- Investigate FR vs. Non-FR

[Is it the base cloth of printed product that carries the FR approval?]



Digital Printing Can Help Set Your Business Apart

- Digital printing can help you stand apart from the competition by offering custom fabric that meets consumer needs for personalization and customization
- Many options exist, choose the one that works best for you and your customers
- Expand your offering and grow your business—become knowledgeable and work with a great print partner that will help you succeed

Questions?

Andrew Medley | Sales Manager | Nov. 1, 2023

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