

“ **BROTHER DTG TESTIMONIAL**

Inkpressions

Full Service Garment Decorators

”

Contract Printer Breaks Into New Markets With Brother GTX

As a contract print shop located in Commerce Township, Mich., one might reasonably assume that a digital direct-to-garment printer that outputs 30 shirts an hour would not be a good fit for Inkpressions. But according to partner Joe Chase, nothing could be farther from the truth.

Having added three Brother GTX printers about a year ago, he has found that not only has it allowed him to branch out into profitable online retail sales, but even his contract customers have had a need for smaller quantities with fast turnaround.

While hosting an open house specifically targeted to his contract clientele, Chase had an interesting conversation with one of his guests. “We gave shop tours to educate our customers on everything we do. Many of them were not aware of all of our capabilities.”

“Even large contractors have certain requirements where they may need just a few items or samples,” says Chase. “And having the ability to say yes to those orders helps us attract other customers as well.”

“A lot of contractors want to do as much of their business in one place as possible,” Chase adds. “It helps to ship apparel to one place vs. multiple places. It’s been a big advantage for us to be able to offer more options and greater creativity that they can, in turn, sell to their customers.”

JOE CHASE

One of my contractors said to me ‘I had a 200-piece order that I needed the next day or day and a half. I didn’t contact you because I knew that was not possible.’ “I was able to respond to her saying ‘I have three digital direct-to-garment printers here that can each do 30 shirts an hour. I could have done your job in half a day.’”

▶ [CLICK HERE TO SEE WHAT MAKES IT SPECIAL](#)

Another niche that the GTX has allowed Inkpressions to break into is the online print-on-demand market.

“This consists of people who have an online store who are looking to have someone do the printing and fulfillment for them,” says Chase. “Most of these orders are one to five pieces, but sometimes we also get larger orders for businesses that want some stock in place.”

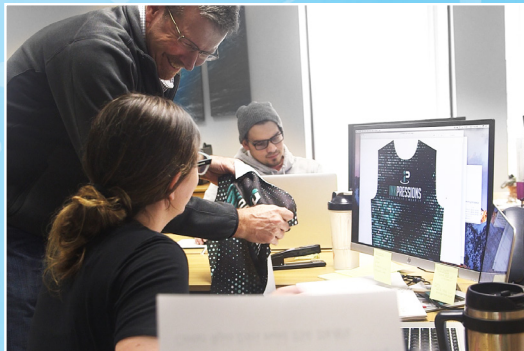
“Screen printing and embroidery is still the bread and butter, but we feel our growth moving forward is going to come from the e-commerce market. Brother’s automated digital printing package gives us the ability to service these online retailers and provide a good solution for them. Otherwise, we would not be able to go after this”, he says.

“The way I look at it is even though contract printing is a lower-margin business, if you can build up enough of that to pay the bills, then by going after online sales, you can really increase the profit margins.” says Chase.

Several factors go into which process we use for a job: artwork, the feel, the fabric, light- or dark-color shirt, order size and the number of colors in the design, explains Chase. “It’s a consultative process with the customer to find out what he or she is looking for. That is what is cool about what we are doing. We’ve got lots of options.”

“When we first decided to add digital direct-to-garment equipment, we tested a range of printers, and Brother was right at the top of the list. We knew we needed a production-oriented solution. We were not looking to just print a few shirts or batch jobs. We also wanted a solution that was scalable and could be expanded to grow with our business,” the partner says.

“Another key factor in choosing Brother was the Synergy + Firefly production system and Linx software we purchased to use with it. We learned from our previous experience with other digital equipment that depending on the fabric, color and shirt brand, settings needed to be tweaked to the individual garment to get the best results.”



With an eye to never having to say “no,” Inkpressions has strategically added other decorating processes to its two automatics and 10 embroidery machine heads.

Two wide-format dye-sublimation printers, a calender heat press, a digital textile cutter and sewing machines allow the shop to do custom apparel using dye sub graphics. For creating heat-applied transfers, the shop offers a versatile printer-cutter combo and a white-tone color laser printer.”

“With Linx, you have the ability to tweak your settings and save them, so the next time that job comes along, you don’t have to worry about ‘What do I need to change for the red shirt vs. the black shirt?’ The software also makes it easier to train your operators. It all made good sense to us.”

“I’m a very big fan of the Brother printers. I think they’re doing a very good job for us, and I still don’t see a better option out there.”

GTX

SEE WHAT MAKES IT SPECIAL AT BROTHERDTG.COM