

 LI & FUNG LTD



POLO RALPH LAUREN



AUGUST SILK

BENETTON

J.CREW



CAROLE HOCHMAN



JONES NEW YORK

# Point carré Textile Software



GUESS?

Calvin Klein Jeans



HOT : SOX



MICHAEL KORS



CUTTER & BUCK

# Digital Printing for Surface Design

Speakers:

Steve Greenberg - Pointcarre

Shreeni Vasan – Tana Bana Studio

30 minutes

# Digital Printing – In-House

Digital printing has come a long way from mills and factories and can easily be brought directly into your design office, studio or home.

Today, IN-HOUSE editing and manipulating a design from scan to repeat to color match and production in a short time frame is the reality.

# Traditional Workflow vs Technology

Our Clients presented us with specific Issues  
with Digital Printing (on textiles )

- Speed of Yardage and scale size range
- Quick turnaround
- Small production
- High quality
- Permanent Ink that mimicked Production Color
- Exact color – With no Banding in color reduced files
- Consistent color
- Less or no Fedex DHL UPS charges
- Final Decisions made now to get product to market

# But what if we did it differently No More....

Late night talks to overseas production  
Hours wasted shipping back and forth  
Time wasted Matching Colors

## Today you can have...

Reliable Design & Digital Printing in YOUR office.  
Same print head....same chemistry/ink for production.  
Easy to use in-house – Little use of space  
No Storing fabric – Buy On Demand

# Pointcarre Digital Printing Software

- Build & Edit seamless Repeats
- Color Reduce & Manage Values
- Color Edit with Hundreds of colors
- Send to an in-office digital printer
- Print to Paper or Fabric for proof or production

# Current Clients

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The Process and the Solutions...

Live Software use....