COLOR MANAGEMENT OF DIGITAL TEXTILES

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HELLO

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INNOVATIVE SOLUTIONS FOR DIGITAL TEXTILE PRINTING

• WITH OVER 30 YEARS OF EXPERIENCE IN THE TEXTILE AND PRINTING INDUSTRIES, BLEUPRINT CREATIVE IS THE LEADING PROVIDER OF INNOVATIVE SOLUTIONS FOR THE DIGITAL TEXTILE PRINTING INDUSTRY. OUR RELATIONSHIPS WITH THE INDUSTRY’S PREMIERE PRINTERS, SOFTWARE AND CONSUMABLE MANUFACTURERS ALLOW US TO CUSTOMIZE A SOLUTION THAT PERFECTLY FITS YOUR INDIVIDUAL NEEDS.

WHY ARE WE TALKING ABOUT COLOR AND DIGITAL TEXTILES?

35,000,000,000
TOTAL SQUARE METERS OF PRINTED TEXTILES - $165B

1,225,000,000
SQUARE METERS OF DIGITALLY PRINTED TEXTILES

3.5%
CURRENT AMOUNT PRINTED DIGITALLY

YEARLY GROWTH RATE OF 20%
A GOOD TIME TO GET A HANDLE ON COLOR MANAGEMENT.

WHERE ARE OUR CHALLENGES

PROCESSES
TEXTILE PRINTING IS DIFFICULT. MANY STEPS INVOLVED IN THE PRINTING ITSELF, NOT TO MENTION THE PROCESS OF THE FABRIC BEFORE IT GETS TO PRINTING.

INKS/SUBSTRATES
HOW OUR INDUSTRY HAS EVOLVED FROM SINGLE MIX COLORS TO A PROCESS WORKFLOW: THE EFFECTS OF FABRIC CHARACTERISTICS AND COLOR.

HARDWARE/SOFTWARE
AS HARDWARE AND SOFTWARE EVOLVES TO MATCH MARKET DEMANDS, SO DO OUR TOLERANCES FOR COLOR CONTROL.
PROCESSES

- PRETREATMENT OF FABRIC FOR DIGITAL PRINTING
- DIGITAL WORKFLOW
- PRINT ROOM ENVIRONMENT
- PRINTER STATUS
- POST FINISHING PROCESS
INKS AND SUBSTRATES

- WHEN DID CYAN BECOME BLUE?
- EXPANDED INKSETS
- WHERE DID THE FABRIC COME FROM?
- AGE, STORAGE, COATINGS

EXPANDED INKSETS

WHERE DID THE FABRIC COME FROM?

INFORMATION HANDLING

SOFTWARE DIFFERENCES
SOFTWARE DIFFERENCES

- Different RIP Engines
- How is the software driving the printer
- Calibration Techniques
- How Device colors are handled
- Preferred Workflows for each software

MILLION DOLLAR QUESTION

WHAT COLOR SPACE SHOULD I USE?
YOU HAVE TO MANAGE YOUR CUSTOMERS EXPECTATIONS

As you can see, the digital textile printing process is very complicated, one approach to color management does not fit all. It almost goes printer to printer. It takes combines a traditional approach to digital workflow, with application knowledge of textiles to make it work.

Thank you for your attention.

Scot Donovan

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