

fashion, denim, knit, and tailored fashion, were very satisfied with the results of the fair. The companies have especially praised the new contacts with dealers and brands from Northern Europe such as Germany, the Netherlands, and Sweden. The Moroccan Denim Cluster presented more than 20 companies at the fair, which almost exclusively use denim fabrics that have been treated with a laser / ozone technique, methods that need environmentally friendly little water for the finishing of the fabrics. The technique comes from the Spanish company Jeanologia.

### Sweden, ITC collaborate to support Arab textile industry

The Government of Sweden and the International Trade Centre (ITC) have announced a new program aimed at strengthening the international competitiveness of textiles and clothing producers in four Arab states-Egypt, Jordan, Morocco and Tunisia. This is expected to boost exports, create jobs and raise incomes across the Middle East and North Africa region. The project 'Strengthening the International Competitiveness of the Textile and Clothing Sector in selected Middle East and North African Countries' (MENATEX), is funded with SEK 42 million (\$4.63 million) from the Swedish government and will be implemented by the Geneva based ITC in close collaboration with the Swedish International Development Cooperation Agency (Sida), said a press release from ITC. Global trade in textiles and clothing stood at \$751 billion in 2017, of which the four target countries of the program accounted for \$10.8 billion. With \$3.7 billion in exports, Morocco leads the four, followed by Egypt (\$2.8 billion), Tunisia (\$2.6 billion) and Jordan (\$1.7 billion). The vast majority of products from Morocco and Tunisia go to the European Union, while Egypt and Jordan's top export destination is the United States. To expand and diversify exports, the four countries will have to complement their existing production base and market connections with new products and markets and upgraded customer service.

The three-year program is intended to support the four Arab countries to build sustainable export-oriented sectors with increased sales to traditional markets in Europe and North America along with new markets

in sub-Saharan Africa. Creating long-term and better-paid work, especially for women and young people, is a key goal of the project. Another goal will be to strengthen regional economic integration among the four countries under the Agadir Agreement, a 14-year old trade accord between the same four countries.

### Egypt's textile exports reach \$ 678 mln during 9 months

Egypt's textile exports increased during January-September, 2018 by 10% to reach \$678 million compared to \$614 million during the same period last year.

The textile exports constituted 3.66% of Egypt's total non-petroleum exports during the above-mentioned period.

The General Organization for Import and Export Control said in a foreign trade bulletin, of which MENA obtained a copy, that Turkey topped the countries which imported textile products from Egypt with \$208.34 million followed by Italy and Algeria.

### قابل توجه کارخانجات بزرگ نساجی در سراسر کشور



- \* کارشناس مهندس رنگرزی، چاپ و تکمیل انواع محصولات
- \* کارشناسی امور مهندسی ماشین آلات، رفع نواقص ماشین های متوقف
- \* رنگرزی نخ های پلی استر پنبه و یا اکریلیک
- \* رنگرزی و تکمیل پارچه های گردباف پنبه ای
- \* رنگرزی و تکمیل پارچه های فاستونی (پشم / پلی استر)
- \* روش های مداوم و نیمه مداوم برای رنگرزی در مورد پارچه های پلی استر پنبه، پلی استر ویسکوز
- \* رنگرزی پارچه های پلی استر برای چادر مشکی در ماشین های جت
- \* بازنشسته کشوری از وزارت صنعت، معدن و تجارت

شماره تماس: ۰۹۱۲۷۲۶۰۰۱۳ - ۶۵۳۵۰۹۸۴

حسین قربانی - مهندس نساج

for many textile manufacturers. Despite the uncertainty that characterises many markets, I believe that for our industry 2018 will close at levels in line with those of the previous year," said ACIMIT president Alessandro Zucchi.

ACIMIT represents an industrial sector that employ roughly 12,000 people, manufacturing machinery for an overall value of about €2.9 billion, of which fully 84 per cent is exported.

## Groz-Beckert showed latest textile machinery at ITMA Asia

Groz-Beckert displayed latest textile machinery at the sixth ITMA Asia + CITME 2018 expo, which was held from October 15-19, 2018, in Shanghai, China. The leading provider of industrial machine needles, precision parts and fine tools as well as systems and services for the production and joining of textile fabrics, welcomed over 4000 customers at its booth.

Groz-Beckert was represented with all six product areas – knitting, weaving, felting, tufting, carding, and sewing – and presented new transparent insights. The still relatively recent WeChat Channel also put the company in the spotlight. Visitors had the opportunity to become a follower directly at the booth and to receive the latest news on Groz-Beckert and the Chinese textile market on their smartphone in the future, the company said in a media statement.

The Groz-Beckert product areas presented their product ranges using the tried-and-tested acrylic glass machines, with some new acrylic glass exhibits. In the knitting area, for example, a new acrylic glass machine for sock production was added, while the sewing division presented a new acrylic glass sewing machine. The felting (nonwovens) division showed its staple fibre needle punch line live in Asia – as a 3D print model in 1:18 scale. The original system is available for customers to test in the Technology and Development Centre (TEZ) in Albstadt, Germany.

## Toung Loong Textile unveils new technology in fabric manufacturing

To further spur modernization in the global textile industry, Toung Loong Textile Manufacturing is writing a new chapter in its 58-year history by unveiling the latest technology in producing fabrics in the coming months.

The innovative textile manufacturer is developing the Shape Control Twist (SCT), a special yarn texturizing process that

keeps and strengthens the cross-sectional shape of fabrics.

"Unlike the usual texturizing process, SCT helps maintain the shape of functional fibers without reducing their intended performance," says Kevin Yu, vice-president.

"Consumers nowadays are focused more on functional fabric. If the fabric's fiber shape is changing, the function will be decreased and eventually destroyed."

A family business founded in 1960, Toung Loong Textile developed from a sewing thread factory into an international textile yarn manufacturing company producing various functional yarns for the sportswear and functional wear industries. SpringFil is one of the company's patented techniques that requires no spandex, yet provides stretch, breathability and a natural cotton touch. Toung Loong Textile's research and development (R&D) team grinds daily to come up with new lines of product or innovative ideas. It is working on using less water in the dyeing process, and recycling water, to move towards a more sustainable manufacturing approach. To make headway, the company is open to forging partnerships with other R&D institutions and fibre suppliers.

"The sky's the limit when it comes to innovation," says Richard Yu, marketing manager. "We are very open to working with like-minded partners with credibility such as the Taiwan Textile Research Institute."

## Maroc in Mode - Maroc Sourcing displays top fashion brands

The Maroc in Mode - Maroc Sourcing 2018 trade fair, which was held on October 11 and 12, 2018, in Marrakech, displayed Moroccan fashion from specialists for fast fashion and denimwear. Around 1,853 visitors from over 22 countries took part in the show for fast fashion, denim, knitting, tailoring, lingerie, work wear, leather good, shoes, and accessories. The visitors used Maroc in Mode - Maroc Sourcing to research new production companies and to intensify and concretise already existing contacts. Around 32 per cent of visitors came from France, followed by 8.5 per cent from Italy, 8 per cent from UK, 7 per cent from Portugal, 7 per cent from Spain, and 6.5 per cent from Germany. The visitors were from all trade areas such as fashion companies, chain stores, online retailers or brand-strong fashion manufacturers, from discounters to luxury designer brands, according to a press release by the trade show. Fast fashion and sustainable production were the focus of the visitors, and the quality of the production impressed many visitors. Around 128 exhibitors from 9 countries covering the ecosystems fast



# World Textile News

## Moov&Cool 'cool comfort' technology for the sportswear market

The company was inspired by a mechanism of plants when they started developing Moov&Cool. Dr Vanessa Daelman, Business Unit Manager Performance at Devan says, "Plants also use small pore-like openings (stomata) on the bottom of their leaves which open and close depending on the environment they are exposed to," Also, "It allows them to manage the water reservoir in the leaves and hence their thermoregulation." Dr Daelman explains, "Where other technologies count on wind to help evaporate sweat to create cool skin sensation, Moov&Cool uses superfluous heat produced by the body during the sports performance to lower the body core temperature," Also, "The effect remains when the wind speed is reduced, which makes it also suitable for indoor sports." Moreover, the technology is not only useful in hot climates, but also insulates when it gets cold, Dr Daelman continues, "When Moov&Cool is exposed to colder conditions, the pore-like openings in the polymeric layer are more closed, trapping heat between the body and the fabric." As Devan attaches great importance to scientific proof and independent testing, they teamed up with the Bakala Academy and the University of Leuven to test the patented technology. "As we did more testing with professional athletes, trends we saw earlier can now be confirmed," added Dr Daelman. "Moov&Cool lowers the body core temperature significantly and has a positive effect on heart rate and heat perception. But the full details of the testing will be presented at Performance Days from 28-29 November."

Textile finishing innovator Devan Chemicals presents its further findings on its Moov&Cool 'cool comfort' technology

for the apparel/sportswear market. The patented polymer technology was first introduced at the Performance Days trade fair in April earlier this year.

Moov&Cool is a polymer technology, designed to provide a cool comfort feel through a combination of durable heat absorption capacity, thermo-conductivity and a unique, balanced moisture transfer system. In addition to a fast absorption of sweat, the technology helps to manage sweat evaporation in a balanced way. The topical treatment for textiles has been brought to life in an effort to boost the performances of professional athletes, and to enhance comfort for recreational athletes, the company reports.

## Italian textile machinery orders stable in Q3 2018

The orders index for textile machinery compiled by ACIMIT, the association of Italian textile machinery manufacturers comprising of 300 companies, for the period between July-September 2018, has remained stable compared to the same period for 2017. While machinery orders received by ACIMIT members increased in Italy, there was a fall in export markets. In domestic market, the index stood at an absolute value of 121.9 basis points, a 30 per cent increase compared to the period from July to September 2017. On the other hand, in terms of foreign markets, the index actually fell by 2 per cent, with an absolute value of 107.4 basis points, said a press release from ACIMIT.

"In many primary foreign markets, our manufacturers have experienced a slowdown for the first nine months of the year. In China, above all, our main export destination, trade tensions with the US have in fact halted investment plans

oil for gold was a lifeline for the Islamic Republic, before it signed the 2015 nuclear agreement with the United States, the four other members of the United Nations Security Council, Germany and the European Union.

The sanction-busting scheme moved a reported sum of between \$22 billion and \$24 billion, making it the largest such plot to date. A deputy manager of Turkish state-run Halkbank is now in jail in the United States for his part in the ruse and other unnamed Turkish officials could face arrest under sealed indictments should they set foot on U.S. soil or land in a country that might extradite them to the United States. The U.S. Treasury is currently deciding whether to impose fines on Halkbank that could run into the billions of dollars.

When the 2015 nuclear deal opened Iran up to the international markets, it had its pick of European and Asian countries to deal with, and the volume of trade with Turkey fell back. But the introduction of new sanctions could cut out the competition – a boon for businesses in Turkey, where talk has reportedly already turned to new mechanisms that could get past the U.S. plan to ban Iran from SWIFT money transfers and exclude it from the international financial system.

## Iran's carpet exporters eye new markets after sanctions

Iran's famed carpet exports have ceased to the U.S. since Washington slapped Tehran with new sanctions, the country's handmade carpet-weavers' union said on Nov. 18. Citing Abdullahi Bahrami, president of the union said in a report that 35 percent of Iran's carpet exports were made to the U.S.

"We have not been able to export to this country [the U.S.] after Nov. 6 because of the sanctions," Bahrami said.

He added that Iranian exporters are hoping to compensate for this loss with increased efforts in Russia, China and South Africa. The Persian rug is a big business in the Islamic Republic.

According to estimates by the Iranian Industry Ministry, Iran produces around 400 tons of hand-woven carpets annually, the sweeping majority of which are exported to world countries.

One of Iran's top exports, the rug business employs around 2.5 million people in the country. "Iran earns some \$400 million through hand-woven carpets," Firiste Destpak, the head of Iranian National Carpet Center, said.

## Tabriz to host international conference of archaeology and conservation

Iran's historical city of Tabriz will play host to the 3rd international conference of "Archaeology and Conservation along the Silk Road" from November 14 to 16.

It will bring together scholars, researchers and practitioners in the fields of conservation, archaeology and art history to sharpen focus on historical sites that are dotted along the ancient Silk Road.

Archaeology sector of the event will discuss migration and interaction of ancient peoples; trade of goods (ceramic, metal, textile, jewels etc.); exchange of culture (religion, art, and technology, etc.), transmission of domesticated plants and animals; climate and environment patterns; and mapping the Silk Road by modern technologies (GIS, Laser-scanning, etc.).

Ways to preserve remains, architectural decoration, organic and inorganic artifacts, site management, and material sciences and conservation are amongst topics to be addressed in a section dedicated to preservation and conservation.

The event is being organized by Iran's Research Institute of Cultural Heritage and Tourism in close cooperation with Nanjing University and the University of Applied Arts Vienna.

Previous editions of the conference were held in May 2014 and May 2016 at the Northwest University in Xi'an and Nanjing University in Nanjing, according to the richt.ir.

Capital of East Azarbaijan province, Tabriz has been a place of cultural exchange since antiquity and its historic bazaar complex is one of the most important commercial centers on the Silk Road.

The city is currently holding the title of 2018 Islamic Tourism Capital which was approved by the inter-governmental Organization of Islamic Cooperation in 2015.

The Silk Road used to be an ancient network of trade routes, formally established during the Han Dynasty of China, which linked East to West by passing through the regions of the ancient world in commerce between 130 BC and 1453 CE.

Culture, art, religion, philosophy, technology, language, science, architecture, and every other element of civilization was exchanged along the Silk Road, carried with the commercial goods the merchants traded from country to country.



Iran news

# Iran Textile News

## Iran Business Center Opens in Bishkek

Iran has opened a business center in Kyrgyzstan's Bishkek to promote trade ties with the Central Asian country.

The center, dubbed "Iran's Business House in Bishkek" was opened on Tuesday in a ceremony attended by Alireza Daliri of the Islamic Republic of Iran Vice Presidency for Science and Technology and Iranian Ambassador to Bishkek Ali Mojtaba Rouzbehani as well as Kyrgyz officials, including President of the Chamber of Commerce of Kyrgyz Republic, Marat Sharshakeev. The managing directors of 30 Iranian knowledge-based companies and over 100 Kyrgyz traders were also present at the event.

The products of 50 knowledge-based companies and 30 Iranian firms in the fields of agriculture, mining and industrial machines, textile, food, polymer and plastic, construction and electronics will be put on a permanent display at this business center.

## Iran's export volume of handwoven carpets at over 80%

Chairman of the Board of Directors of Omid Entrepreneurship Fund Ali Rabiei made the above remark in Handwoven Carpet Tutorial Workshop and Carpet Industry Conference, held in Chabahar, and said, "handwoven carpet in Iran enjoys satisfactory status and various walks of life including rural women as breadwinners, relief seekers of State Welfare Organization (SWO) and Imam Khomeini Relief Foundation (IKRF) are considered as chief carpet weavers."

Once carpet industry of the country is paid more attention, giant steps will be taken in underprivileged and disadvantaged regions of the country including villages, he opined. He went on to say that handwoven carpet can introduce Iran's exquisite art to the world.

Familiarity with carpet industry, marketing and selling this product in various areas of the country have been cited as the main aim behind organizing this Conference, he said and called on all responsible officials and investors of private sector to take effects steps in line with implementation of job-generating projects in the country. Head of Iran National Carpet Center Fereshteh Dastpak was the next speaker in this Conference who pointed to Chabahar as a suitable hub for importing carpet raw materials into the country and this center can play a leading role in materializing most economic objectives of this industry.

## Iran sanctions a sparkling opportunity for Turkey

When the United States put a new round of sanctions on Iranian financial activities and oil and gas sales into force on Nov. 5, Turkey was one of eight countries granted an exemption for six months.

Exemption or not, President Recep Tayyip Erdoğan has made it clear his country will continue its energy trade with Iran, one of Turkey's top suppliers. Without Iranian gas, Erdoğan said this week, Turks could find themselves facing a grim winter unable to heat their homes.

In fact, Turkey has a history in contravening sanctions on Iran. A scheme run through a Turkish bank to trade Iranian





industry for a long time, Evertse stated that, as a result, they have determined the most suitable solutions for the special demands of the industry. Evertse continued his words saying; "We created the Mimaki Micro Factory concept to show these benefits to the industry. In the decision-making stage of the products demanded by the packaging industry, we offer the opportunity to experience the product directly on the sample with Mimaki's small size printing and cutting systems. At the Eurasia Packaging Istanbul 2018, we will demonstrate how efficient the processes of sampling, labelling and personalized product preparation are in terms of time, cost and functionality with Mimaki digital printing and cutting solutions. Visitors will be able to experience the high quality of our machines and their unrivalled efficiency in terms of cost/performance ratios".

#### **Digital solutions for labels and small-scale manufacturing with Mimaki**

Mimaki Eurasia is in the printpack section of the exhibition, and will exhibit very functional and creative solutions for label, cardboard/paper packaging, flexible packaging, metal, hard plastic and glass packaging.

Mimaki is known for digital printing and cutting solutions and their continuous improvement of technology in line with customer demands. For example, the UJF-7151plus flatbed printer in the industrial segment can work with the newly developed Silver ink to respond to the industry's many different applications. Businesses can increase their productivity with this flatbed printer.

Another machine at the Mimaki booth will be the CFL-605RT cutting machine with the creasing function.

This plotter will show the ease and quality of production of box packages with personalized and custom designs. 360' digitally printed cylindrical ceramic, glass, metal bottle samples made with UJF-3042MkII EX Kebab unit feature will be placed inside these boxes. The UJF-MkII series increase savings with their ink unit while taking up a little space, and can respond to almost all kinds of printing needs of the companies by

providing cylindrical printing option either on the table or with the Kebab unit.

Another interesting solution at the Mimaki Eurasia booth is the UCJV300-75 roll-to-roll printer, a new member of the award-winning UCJV300 series launched last year. In this printer, both the unique coating of the white paint and the brightness of black paint on various foils and the opportunities for the manufacturing of a small number of labels for the companies will be presented. Another important feature of the UCJV series is Mimaki's unique curing technology. Thus, without needing to wait after printing, printed labels can be tested on the products without any loss of time.

Packaging is the marketing and promotional tool of the brand and Mimaki Eurasia will be present at their booth no. 827 in Hall 8 with the Mimaki Micro Factory experience for those who want to discover the latest digital possibilities in the production of packaging.

#### **About Mimaki**

Mimaki is a leading manufacturer of wide-format inkjet printers and cutting machines for the sign/graphics, textile/apparel and industrial markets, and also provides a comprehensive range of supporting products; hardware, software and the associated consumable items, such as inks and cutting blades. Mimaki excels in offering innovative, high quality and high reliability products, based upon its Aqueous inks sublimation, Latex, Eco-solvent, Solvent-UV, Solvent and UV-curable inkjet technology. In order to meet a wide range of applications in the market, we pursue on-demand digital printing solutions. Mimaki Engineering Co. Ltd. is publicly listed on the JASDAQ Securities Exchange, Inc.

Mimaki opened Mimaki Istanbul Technical Center in 2013 to provide a superior technical support to the Turkish printing industry and the Eurasia region. In order to provide a more thorough service to the region, commercial activities were added by founding Mimaki Eurasia in 2016. Mimaki Eurasia has established a stronger structure with their dealers and end-users by reorganizing the sales process in 2017.

press  
release

# Packaging Industry Will Catch the Digital Opportunities with Mimaki Eurasia

## Mimaki

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Mimaki Eurasia is preparing to present innovative digital printing and cutting solutions for the packaging industry, and will be present at the Eurasia Packaging 2018 printpack special section.

Mimaki Eurasia, the leading technology brand of the digital printing industry, will participate at Eurasia Packaging Istanbul 2018, TUYAP from 31 October to 3 November. Mimaki will show how the packaging industry manufacturers and their customers can manufacture custom orders, customizable designs and alternatives of smaller amounts with minimal cost and without any loss of time.

Turkey and the region's largest packaging industry exhibition, Eurasia Packaging Istanbul is transforming into a remarkable trading platform with important exhibitors and visitors from the surrounding area as well as from Turkey. Mimaki aims to present its deep-rooted and rich experience in digital printing in this field and will be present at the packaging print technologies of the exhibition: the printpack special section.

#### Save money with Mimaki in high-cost jobs

"Firms' marketing departments are no longer deciding by just looking at the drawings in the digital environment in the packaging design process of new products. They want to see

sample examples and alternatives of the planned production process, and they want to go over all the details before they start mass production," said Mimaki Eurasia General Manager Arjen Evertse, and pointed out to the very important needs in packaging and sample in marketing departments of the companies and the functional and efficient solutions Mimaki has for them.

Evertse; "Those who want to differentiate their products from others, first work on packaging as a marketing strategy. Therefore, marketing departments carry out very intensive research and design work on the packaging before putting their products up to sale. They do not want to see the finished packaging of the product only on drawings after these works. It is not possible to examine the results of the actual feasibility operations to be carried out such as, matching the pantones, the cutting and breaking points with the drawings. For this reason, they want to make the necessary revisions on the samples by manufacturing the final templates of the products. It is a great deal of time and cost loss for suppliers with a large number of production when asked to stop their machines for only 1 or 2 samples whenever their customers want the sample of these products. That's exactly the point where Mimaki is offering solution. There is nothing we cannot do for companies on this subject such as; matching the desired pantone colours close to real colours in the packaging of the product, production of many packaging types such as special effects, lacquer and embossing and special adhesive label printing. With these solutions, packaging manufacturers will be able to overcome the boundaries in design and make the mock-up of the value-added products in which they can make the best use of marketing arguments. On the other hand, the manufacturer will be able to meet the customer's small number of demands in a perfect, cost-effective and efficient way without having to stop the machines in mass production." Explaining that they have closely examined the packaging

on digital presses means shorter initial runs can be ordered. This allows retailers to place swift re-orders on fast-selling stock, resulting in reduced warehousing costs and less risk of wastage of unsold inventory. For online retailers this model can be extended even further, with garments printed in very short runs as soon orders have been placed. Speed is the key priority in textile, similarly to other segments. The FESPA Print Census showed that faster production is the driver for investment for 69% of textile print businesses.

These developments align neatly with the changing nature of the fashion industry. A more competitive and interconnected world of fashion consumption means that the industry has now moved well beyond the traditional two-season (Spring/Summer, Autumn/Winter) model. Instead each of these can now be divided into multiple mini-seasons, with new collections and launches for each.

Changing trends in the fashion industry are also the key drivers behind new direct-to-garment presses, optimised for different types of clothing. Service providers in the garment customisation sector can leverage the capabilities of these machines to enhance their print offering, while advances in web-to-print ordering and job management software allow them to adopt just-in-time (JIT) delivery approaches to support their business. In fact, the fashion industry is discovering that a JIT model has multiple benefits in terms of cash flow, investment, reduction in stock holding, minimisation of warehouse space and general operational efficiencies.

## Ink & Tech

As PSPs examine the opportunities in the textile printing sector, there is increased demand for hardware and ink combinations that are efficient, cost-effective to install, and offer the potential to upgrade as business develops.

True volume growth will be driven by the adoption of a new class of mass production roll-to-roll (RTR) digital textile machines. The trend to higher productivity per printer is reflected in the fact that, while the installed base will rise by 76% between 2016 and 2021, the total output by volume will rise by a remarkable 124%. World print equipment sales for digital textile printing will double over this five year period, from \$811 million to \$1.63 billion. Such a sharp productivity boost can be attributed to larger print firms entering the textile market by acquiring smaller dedicated textile print companies, many of which are located in Northern Italy and China.

One important limitation for digital textile printing is the

reliance on synthetic polyester fabrics, which are necessary for the inks from dye sublimation printers to bind to. The most promising solution is to evolve pigment inks beyond technical and signage applications to open new markets in various clothing sub-segments. Pigment is flexible and can be used to print on almost all fabrics so new inks are being launched for textile that have the ability to adhere to a range of substrates, such as cotton, silk, polyester and lycra.

## What lies ahead

It is an exciting time for digital textile printing. Textile service providers are seeing their markets expand in parallel to wider industry changes that favour digital printing – like lower print runs and a premium on customisation. This coincides with a growing willingness to embrace new business models.

However, despite rapid growth, there is still room for expansion in the fabric production industry, which is supported by consumer trends including the evolution of fast fashion and online ordering. For volume production, new, faster roll-to-roll platforms will allow inkjet to take work from screen presses.

It will be interesting to see what innovations suppliers will bring to FESPA Eurasia 2018 next month.

PSPs interested in textile printing will be able to attend the first Print Make Wear Istanbul feature at FESPA Eurasia 2018. Following its successful launch at FESPA Global Print Expo 2018, the feature will showcase all stages in the garment production process from design to the finished garment.

Visitors will also be able to engage directly with experts on-hand in the feature. Print Make Wear Istanbul will highlight both digital and screen print technologies including the latest design and workflow software, direct to textile printing and a live screen printing automatic and manual production illustrating special effects.

FESPA Eurasia takes place from 6 to 9 December 2018 at IFM Exhibition Centre, Istanbul. For more information and to register to attend, visit [www.fespaeurasia.com](http://www.fespaeurasia.com). For free entry into the exhibition use code EURM802.

The figures in this article (unless otherwise referenced) are taken from the FESPA/Smithers Pira White Paper 'Inkjet Textile Printing'.

The full research report is available to members of FESPA's national Associations or FESPA Direct members. For details of membership, contact Emma Tuddenham, FESPA at [info@fespa.com](mailto:info@fespa.com).



## **Inkjet textile printing - The rise of digital textile**

### **By-lined to Michael Ryan, Group Exhibition Manager, FESPA**

According to FESPA's 2018 Print Census, textile print applications continue to offer meaningful growth potential for many print businesses. The research found that 39% of graphics producers are looking for textile printing capability when they invest.

The Census also illustrated that currently digital adoption for textile is slower than in other segments and production is still dominated by analogue processes. However, among printers with a focus on textile, 56% have made digital investments and 19% plan to do so in the next two years. This represents an exciting high-growth market opportunity for print service providers (PSPs).

According to research from Smithers Pira, commissioned by FESPA to explore the key trends shaping this sector, the value of digitally printed textile will nearly quadruple between 2012 and 2021, reaching \$2.46 billion by the end of the nine year period. This contrasts positively with the conventional (non-textile) print market that as a whole is advancing at 1.2% year-on-year between 2015 and 2020.

Because of the substantial growth of textile, major print firms with a global presence are now entering this market, adding smaller specialist firms to their technology portfolios. This increases the demand for digital textile presses, which has a knock-on effect on suppliers of consumables and post-press equipment. As this continues, bespoke technology solutions revolving around inkjet are under constant development.

### **New opportunities**

The increase in digital textile printing can be viewed as a response to demand from key segments: clothing, household textiles, displays and signage and technical textiles. In 2016 clothing was the largest segment by volume (50.5%), followed by displays and signage, household and technical textiles. This correlates with the results from our FESPA 2018 Census results, which showed that garment products dominate across all textile businesses, with sports apparel, textiles for garments and fast fashion topping the growth applications 'leader board'.

Soft signage (banners, flags and similar visual communications) continues to show promise as a segment where the creative freedom of digital production is evidently value-adding, with a growth rate expected of 13.7% between 2016 and 2021, pushing the market value to \$658 million.

Representing 70 million square metres of printed fabric and with a value of \$89 million globally in 2016, household textiles encompassing upholstery, carpets and floor coverings, bed linen and curtains is a fast developing market segment. The household textiles segment is also predicted to take market share from technical and display textiles in the coming years.

Technical textiles (digitally printed fabrics used in functional or industrial contexts and where decoration is not the primary motivator) is the smallest and least dynamic of the digital textile print end-use segments. Worth \$57 million in 2016, it is forecast to climb to \$100 million in 2021, at a year-on-year growth rate of 12%. While smaller and slower growing than the other key areas, technical textiles still has clear opportunities for both generalist and specialist PSPs, with automotive fabrics and protective clothing both expanding beyond the mean rate.

### **Printed fashion – dressed for success**

In terms of both volume and value, clothing remains the largest segment for digitally printed textile, with a global market worth \$770 million and representing 440 million square metres of fabric in 2016. Sportswear is the most lucrative sub-segment of the market – equating to a 27.6% share in 2016 (\$213 million) – which can be accounted for by the popularity of polyester-based materials. Fashion and haute couture – \$112 million and €98 million in 2016 – are also significant sub-segments with lucrative customer bases and together represent another 27.2% market share.

Investment in high-end digital printing equipment is allowing fashion cycles to accelerate, delivering photo realistic images and bespoke detailed garments. Fast turnaround