

Taiwan Mimaki & Yes Promotion: Full Color Thermal Transfer Printing and Sublimation Transfer Printing Application Exhibition

Due to the spread of the Internet and social media, there is increasing demand from consumers for customized products. As orders related to silk screen printing decrease, digital printing is being utilized instead. In addition, there is an increasingly strong awareness of the need to protect the environment along with an ongoing decrease in human resources, both of which are making digital printing enormously popular for business expansion and conversion in the textile industry due to advantages that include no need for plates, quick delivery, no technical requirements, and the availability of environmentally certified ink.

On May 12, Taiwan Mimaki and Yes Promotion—a major giveaway manufacturer—held the “Full Color Thermal Transfer Printing and Sublimation Transfer Printing Application Exhibition” at Yes Promotion's OEM plant in Xizhi. The companies fully exhibited various workflows typical of the textile industry, specifically by exhibiting the “TS330-1600” thermal transfer inkjet printer—which is focused on “speed and high resolution”—and the “TxF150-75” DTF printer—which is focused on “stability and security.” Through this exhibition, the companies sought to provide total digital printing solutions for the textile industry.

The opening speeches were made by Mr. Ken Takamiya (CEO of Taiwan Mimaki) and Mr. Chen (CEO of Yes Promotion), and Mr. Huang (Secretary General of the Taiwan Textile Federation) also spoke as a special guest. Next, Mr. Chen and Ms. Zhang (Deputy Plant Manager) talked about how the company's innovations and development based on their existing brands and diverse, comprehensive product lines will help to lead the company to its next business peak. Finally, Mr. Liu (Manager) introduced the company's brands and machines specific to three different industries, and he provided a detailed introduction to the workflows and machines for textile-industry sublimation and DTF printing.

The TS330 series has a maximum printing width of 161 cm and features Mimaki's NCU (Nozzle Check Unit) and NRS (Nozzle Recovery System) technologies to achieve stable continuous printing work, improved printing quality and speed, output of up to 69 m²/h in Draft mode, high cost performance, and low emissions. These printers also use “SB411” sublimation ink with a washing resistance test grade of 4 to 5, offer improved fastness and coloring, and can therefore be used for a wide range of fashion-related, indoor-textile product, and other applications.

The TxF150-75 has a maximum printing width of 80 cm and similarly features Mimaki's NCU (Nozzle Check



Mr. Chen (CEO of Yes Promotion)



Mr. Ken Takamiya (CEO of Taiwan Mimaki)



Mr. Huang (Secretary General of the Taiwan Textile Federation)

Unit) and NRS (Nozzle Recovery System) technologies. In addition—to prevent ink precipitation—this printer incorporates a special white ink circulation function that helps to address the DTF printing problem of “white ink clogging,” thereby increasing operational stability. This



printer also uses special PHT50 pigment ink—for which OEKO-TEX® (international textile safety standards) ECO PASSPORT certification has been obtained for all colors—thereby achieving reduced environmental impact and contributing to work environment safety. The TxF150-75 can be used for a wide range of applications, including fashion, tote bags, and sportswear as well as creative and customized products.

To conclude, there was a tour of the inside of Yes Promotion's OEM plant. There are actually two manufacturing plants, and most of the sublimation transfer printers, DTF printers, direct inkjet printers, and UV flatbed inkjet printers inside are Mimaki machines. This tour gave visitors an opportunity to see a workflow that includes the actual operation of the TS330, TxF150-75, Mod. 855, and other models, increasing their interest in

both the workflow and the machines themselves.

Due to both the superiority and wide range of applications of the TS330 and TxF150-75, many manufacturers choose them over competing options. These machines help to promote both the business conversion and increased sophistication of the industry as a whole while also providing a new life and increased mobility for textile printing. Outside of the textile industry as well, the company boasts a long track record in the roll-to-roll and flatbed printer fields, and the company has specialized teams to handle media test printing and operational training as well as equipment installation and maintenance. Through its efforts to provide better products and services, the company aims to contribute to the sustainable development of both companies and society.



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