

Kappas Ecclesiastical Embroideries adopts digital printing

The integrated dye sublimation solution **Roland Texart** opens new horizons to an embroidery company

Summary

THE NEED

An alternative to embroidery way to decorate textiles, which will combine high quality, short production time and low cost.

THE SOLUTION

Atlas Digital offered the integrated solution **Roland Texart**, introducing dye sublimation printing into a specialized market.

THE ADVANTAGE

Dye sublimation offers high quality printing with no color or design restrictions, short production times and low running cost.

Kappas Ecclesiastical Embroideries was founded in 1967 and today is managed by the second generation while the third is already active in the company. The production includes embroidery for vestments, ilitons, covers, ribbons, curtains and more. Most commonly, the textiles used are velvet, silk and satin. The carefully selected raw materials, the quality of the embroideries, the original designs and the competitive prices, have gained the trust and appreciation of customers around the world (Europe, United States, Australia, Africa and the Middle East).

The challenge of offering a product of equal quality at a lower cost

The factors that affect the cost of a product are many, with the raw materials and the production time being two of the most important and also inelastic. "Our quality embroideries, is one of the reasons we have earned the appreciation of the market, but this comes at a price. We know that customers with low budget don't favor us, so we looked for a way to offer a product of comparable quality to embroidey, at a lower price", explains Panagiotis Kappas general manager of **Kappas Ecclesiastical Embroideries**.

"It is true that at first, we were reluctant with dye sublimation printing and as a matter of fact, the whole market was, but the people from **Atlas Digital** were there to explain us the advantages of the technology, did numerous samples to prove the offered quality and supported us in forming an implementation plan".

Specification that offer added value

*"Color reproduction, especially shades of gold, was the first thing that drew our attention to **Roland**. The addition of Violet and Orange expand the gamut impressively and allows us to match colors of velvet fabrics like purple and cypress, even colors from threads."*

Kappas Konstantinos
Managing Director
Kappas Ecclesiastical Embroideries

In digital printing, quality is specified mainly by the print resolution, the accurate color reproduction and the smooth tonal gradations. Necessary additions to the above are the high productivity, the ease of use and of course the support, both in technical and application levels.

Roland's Texart RT-640 dye sublimation printer, has a maximum print resolution of 1440x1440 dpi and the ink configuration includes light inks (Magenta and Cyan), as well as Violet and Orange, resulting to an extended color gamut with smooth gradations. With Ergosft's Roland Edition RIP software, printing is a simple procedure and tasks like color management, pattern repetition, or cost estimation can be automated.

Thermal transfer is carried out on a **DS67 rotary heat press**, by **Kala**. Heat is evenly distributed to the cylinder by an IR lamp, with low energy cost at high production speeds which can reach 70 running meters per hour (depending on the fabric).

"The exceptional print quality and the production speed still make an impression to us. We can now prepare the fabric for two vestments in about an hour, regardless of the design complexity or the number of colors. This time cannot be compared to the hours required for the embroidery of one vestment with a simple design (nearly eight hours)."



From theory to implementation

The successful implementation of this new technology by Kappas E.E. was largely due to the unambiguous target, the appropriate preparation and the creative thinking. With the support of **Atlas Digital**, every step was carefully planned and the needed time for testing, sampling and training was dedicated. The short time that was required to incorporate dye sublimation printing in the production workflow, as well as the creative way of doing so, certify that this new venture is based on solid foundation.

With dye sublimation printing sampling new designs is fast and with a very low cost, while the design complexity or the number of colors doesn't affect production time and cost. In addition, procedures like heat-sealing reinforcement can now be done on the calender press, reducing drastically the required time.

*"It was never our intention to replace embroidery with dye sublimation printing. We treat each technique as a separate product but we also found that combining these two is also an interesting application that produces impressive results. We are now able to embroider details on a printed fabric or even print on one side and embroider on the other. The support we have received from **Atlas Digital** on the application level verifies that along with the equipment, we have gained a valuable partner."*

"The quality of our printed fabrics and the combination of printing with embroidery details have made an impression in a relatively short time, proving that there is room for novelty even in traditional markets."

Kappas Konstantinos
Managing Director
Kappas Ecclesiastical Embroideries



Snapshots of the dye sublimation procedure

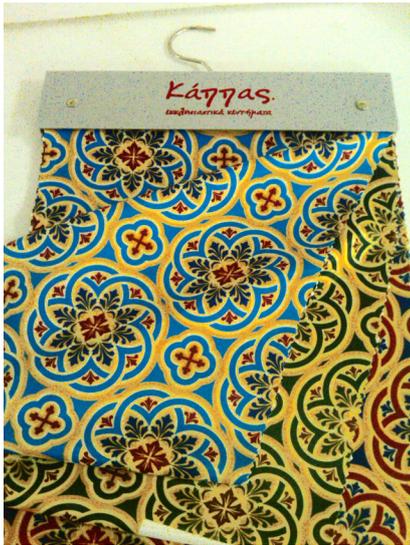
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CASE STUDY

Looking into the future



An investment in equipment, can widen the offered product range of a company, can give added value to existing products, can help a company enter new markets. **Kappas Ecclesiastical Embroideries** accomplishes the aforementioned goals one at a time and plans ahead for the future.

"With digital textile printing we have broaden our horizon as a company. We are now able to offer new products, we have simplified some procedures in our production and we are on a constant quest for applications that will allow us to expand our product range even more. The next challenge for us could be sublimating onto hard surfaces. There is so much you can do with dye sublimation with imagination being the only limitation."



For more information on Roland Texart series you may visit www.rolanddg.gr or contact Atlas Digital.

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