

## SENFA Decoprint: Textile printing made easy

SENFA, the Alsace, France based Technical Textiles division of the Chargeurs Group, is helping graphics businesses to diversify into textiles without having to immediately invest in new equipment. With its range of Decoprint textile solutions for sign and display applications, SENFA enables print businesses to use their existing UV, latex and even solvent printers to create stunning textile graphics.

The textile revolution has begun, but the up-front investment in textile specific hardware is not always an option for those print businesses that have already recently invested in UV or latex technology. The good news is that SENFA enables those companies to try out the market without such initial investment.



Blaise Humphries, the SENFA Decoprint Business Unit Manager explains: "We have recently come across plenty of printing companies who are interested in the textiles arena, but feel that they don't have the knowledge or experience to enter this market."

He continues: "Initially, these companies do not need to invest in new dedicated textile printing machines. They can print onto practically the whole

Decoprint range with their existing UV, latex or even solvent printers. Whilst it's true that there is a learning curve involved in finishing, which involves sewing rather than welding and laminating, the initial investment, nevertheless is minimal and with the development of Silicon Edge Graphics (SEG), sewing and stitching has become much more accessible."

Many of the businesses that SENFA supplies enter the textiles market with their existing hardware and then invest in dedicated sublimation machines as experience and confidence grows.

"It is no accident that textiles will be the next big thing," continues Humphries. "Textiles are PVC free and are therefore much less damaging for the environment than vinyls or banners. They are much lighter, cheaper to transport, and easier to install. Perhaps, most importantly, they simply look better than prints on plastic."

SENFA Decoprint has a full range of textiles for UV and latex machines. From



retail graphics to backlits and wall covering to interior decoration, there is a product for every need. SENFA's flagship product Decoprint Pearl is a premium fabric for backlit applications installed in lightboxes in retail outlets, shopping malls and airports all over the world. The smooth finish, the excellent white point and of course all the necessary fire certification (M1, B1, etc.) renders it the number one choice for many international brands.

For those businesses that do then decide to invest in textiles specific hardware, SENFA has now developed its AQUA range for sublimation technology both transfer and direct to textile. ♦

