



## Epson will display its latest digital textile printing innovations and trends

The Japanese company, together with its For.Text. and F.lli Robustelli subsidiaries, will display the latest digital textile printing innovations and trends at the 18th edition of ITMA.

The Japanese pioneer in digital textile printing technology Epson, with its For.Text and F.lli Robustelli subsidiaries, will display (at Hall 3 - Stand C210) the latest innovations and solutions for the textile market. For.Text provides dyes, thickeners and products for pre/post-treatment of fabrics and F.lli Robustelli is a leading company in the engineering and production of textile printers.

ITMA 2019 will be an opportunity for Epson to show its unique Total Solution, a turnkey, integrated system for the textile printing world. Total Solution helps operators seize digital textile market opportunities. The all-inclusive textile digital printing system features Precision Core printheads which are a state-of-the-art textile printing technology. Genesta inks have been developed to offer their maxi-



imum results using Epson technology and fabric treatment expertise. This system finds its maximum expression in Monna Lisa series, the successful range of industrial printers and a reference for the high-quality textile printing sector.

At the stand, visitors will experience state-of-the-art Epson technology for Direct to Fabric printing and for the sublimation printing.

"Our ITMA 2019 presence confirms Epson's commitment to the continuous high-quality ink and printer development," states Paolo Crespi, Direct To

Fabric Sales & Marketing Director EMEAR & Americas. "Our goal is to become an indispensable technological partner in the high-quality textile printing sector. This includes the DTF market, we developed by launching Monna Lisa together with our partners of excellence F.lli Robustelli and For.Text. The sublimation solutions where Epson is recognised in every market segment, is part of our complete offer for the printing sector".

### Focus sustainability

The sustainability issue is a focus for market consumers and operators in the textile industry as well as for ITMA, "Innovation for industry sustainability." Inkjet printing is a sustainable alternative to traditional printing. The advantages are not only financial and organisational but also ecological. Today's fashion industry is increasingly sensitive to sustainability issues and is finding in digital textile printing a powerful ally, so that an increasing amount of fabrics are printed using this technology. ♦