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How Merboy Tekstil revolutionized its production process to meet high-quality, premium demands

Rotary Screen Printing at Merboy Tekstil:
where tradition and innovation meet

Printing tomorrow.

Summary

Merboy Tekstil, a renowned boutique print house in Turkey, specializes in creating luxury fabrics, primarily for the lingerie and clothing industry. The company started with a SPGPrints' Pegasus EVO (TEAK) rotary printing machine in 2022 - and it's transformed how they operate.

This has resulted in remarkable improvements in speed, cost efficiency, and output quality. The machine is helping this relatively new business to define its identity and carve out a niche in an increasingly competitive and cost-driven marketplace. The Pegasus EVO has been instrumental in achieving and maintaining high-quality production standards, which is vital for Merboy Tekstil's growth.





About Merboy Tekstil

Merboy Tekstil was founded in 2021, with its factory becoming operational in 2022. The business has a unique focus on boutique customers, valuing quality over quantity. While still a relatively new company, it is building a reputation for its flexible production capabilities, rapid prototyping, and high-quality printing solutions.

The current production capacity is between 10-12 tons of finished textile per day, with most of its output printed lingerie. The business has ambitious plans to grow, adding capacity and new capabilities to its customer offer.

Using their knitting, dyeing, and printing machines, Merboy Tekstil manages to produce superior quality through an effective batch processing technique. The company's commitment to sustainability is evident in its efforts to reduce its environmental impact. The business is aligning itself with the growing demand for eco-friendly practices in the premium print sector.

The Challenge

When they entered the market, Merboy Tekstil was looking for a manufacturer with technology that would enable them to deliver exceptional quality printed items with the scale to increase production. Their goal was to refine its customer offer and establish its place in a very competitive market.

Flexible print options:

Merboy Tekstil required a flexible printer that combines magnetic and blade rotary printing. The fast-growing company has a customer base with precise requirements for a machine to deliver precision printing at the highest quality levels. While cost is critical, precision and quality are the key differentiators - this is why Merboy Tekstil chose to work with SPGPrints.

Minimal color variation:

The company's focus on pigment discharge printing is driven by the need for minimal color variation. They required a machine that delivers precision and excellence in all finished printed products.

Familiar technology:

While Merboy Tekstil is a relatively new business, it can trace its history over decades. The business wanted to invest in established technology they were comfortable and confident using.

On-demand support:

As a small - but rapidly growing - print house, Merboy Tekstil currently operates two machines. Access to maintenance, support, servicing, and repairs is critical to the package, ensuring production capability remains online.

The Solution

The Pegasus EVO's reliability and efficiency, coupled with SPGPrints' global service network with local presence, ensure ongoing support and maintenance, which is essential for the smooth operation of Merboy Tekstil.

Merboy Tekstil decided to invest in SPGPrints Rotary Screen Printing machine to deliver the quality of print required. This is a closed-bearing machine that enables operators to mount various squeegee systems, including blades or rollers. This approach gives Merboy Tekstil flexibility to provide rapid print fulfilment for its customers, increasing the choices Merboy Tekstil can offer them. The machine can print in 18 colors, with high-quality results.

SPGPrints' rotary screen printers use tried-and-tested technology familiar to the Merboy Tekstil team. This is critical for consistent machine operation and regular servicing and maintenance.

The business benefits from SPGPrints' global service, maintenance, and repair network, which is on hand to provide help when needed. In addition to the global presence and knowledge of SPGPrints, there's always a local team nearby, ensuring quick and easy assistance. The ability to call upon an experienced service and maintenance team gives the management at Merboy Tekstil confidence they can continue to deliver for their customers.



The results

Since integrating SPGPrints' rotary screen printing technology, Merboy Tekstil has seen significant growth. The new machine is now central to their operations. Despite the rise of digital printing in the industry, rotary screen printing remains their preferred choice for high quality, detailed and fine prints.

The SPGPrints machine's efficient design and gas-heated system offer a notable edge over competitors, making it a cost-effective solution. The team at Merboy Tekstil estimates that the machine is 15-20% more efficient than other machines on the market. SPGPrints' rotary screen printing machines like TEAK are very efficient, delivering exceptional results while protecting the environment.

Positive customer feedback and the ability to rapidly produce samples have been vital to building strong client relationships, which are key to Merboy Tekstil's growth.

Customer testimonial

“Our customers are happy with the products that they are receiving, which gives confidence as a business. The ability to rapidly produce product samples using SPGPrints’ rotary screen printing machine is a core selling point for the business. This is further accentuated by our open house policy. Customers are welcome to witness the efficient process firsthand, seeing how our rotary screen printing machine contributes to the production of high-quality products. It is helping us to build better relationships and boost the business,” said Mr. Polat Turk, Director and Founder at Merboy Tekstil.





Conclusion

With the support of SPGPrints, Merboy Tekstil continues to establish itself as a premium print house. The investment in rotary screen printing technology is powering its growth, with the business planning further acquisitions.

Merboy Tekstil focuses on delivering high-quality fabrics, a commitment made possible through SPGPrints' rotary screen printing technology. The company showcases how traditional printing methods - married to modern technology - can generate new business opportunities and deliver sustained success.

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