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CREACIONES
EUROMODA

A beneficial partnership in digital pigment printing

A Case Study about joining forces in the
development of digital pigment inks

Printing tomorrow.

Creaciones Euromoda

Euromoda is a textile company founded in 1987. The company specializes in household textiles but also offers solutions for fashion and sanitary textiles.

It has its own collection but provides printing services to customers as well. The majority (around 90%) of the goods are produced in-house. This ensures that Euromoda controls the entire production process and can take maximum care to achieve the very highest quality. Delivering the highest quality while remaining competitive in the market can also present challenges. That is why Euromoda is constantly looking for ways to make the production process more efficient without compromising quality.

With the focus on high-quality reactive printing, Euromoda noticed a market opportunity in digital pigment print. In that quest, SPGPrints has supported as a print partner and ink manufacturer for years. Especially for outdoor home textiles, this led to an exciting collaboration - with beneficial results for both parties.

Digital pigment printing: advantages and challenges

"Whilst maintaining our premium quality, Euromoda is continuously looking for innovative solutions to produce print jobs quicker, smarter or more cost-effectively. Digital pigment ink is one of the examples we have been exploring lately to see which advantages it could give," explains Jesús Ferre Aracil, Production Manager at Creaciones Euromoda. "For many of our products, using pigment inks was not the best solution due to the handfeel not being optimal. Color vividness is also an element where reactive ink is stronger. However, digital pigment printing was a great opportunity for outdoor textiles due to strong light fastness."



The handfeel of textiles printed with pigment ink used to be rougher in the past. This is because pigment inks have bigger particles that do not dissolve in water-based solutions, like reactive inks. Nowadays, this has been improved enormously. Digital pigment printing has many advantages, making it an appealing choice.

In comparison, Rotary Screen Printing is more limited in coloring, sizes and images, whereas Digital Textile Printing offers endless design possibilities. Next to that, it positively impacts the environment as digital pigment ink requires less water consumption. Creaciones Euromoda strives to reduce the environmental impact. Furthermore, Digital Textile Printing enables smaller volumes for an attractive price.

"For us, one of the biggest advantages of pigment printing was ease of use. Especially starting up again after a production stop is very easy with SPGPrints' pigment inks and the MTEX machine," Jesús Ferre Aracil elaborates. "Additionally, it makes our printing process more efficient as the workflow is simpler. Another profit it has given us is that you can use blended fabrics with pigment printing, allowing us to use polycotton fabric - the optimal substrate for our products. It performs very well on acrylics and PES as well."

"By using digital pigment printing for certain products, we can be more competitive in certain markets," Jesús Ferre Aracil concludes. "Digital pigment ink allows us to produce outdoor applications ourselves."



A valuable trade-off

Collaboration with SPGPrints

"We have collaborated with SPGPrints for other product groups for a long time. Using their expertise in digital pigment printing to improve our outdoor textiles printing process was really a lucky step for us," says Jesús Ferre Aracil. "I like working with a printing partner that is more than just a supplier, but also thinks along with you to improve your printing process and output."

Thanks to partners like Creaciones Euromoda, SPGPrints can further develop pigment inks. At the same time, these partners can open up new markets through a new production technique. It's a valuable trade-off between insightful feedback from a real-life production process and competitive advantages with new market opportunities on the other side — a true win-win.

Outcomes leading to further improvements

Digital pigment printing

"I believe digital pigment printing is just in the beginning phase, and we can improve even more in the years to come," says Jesús Ferre Aracil. "For example, we want to improve the color intensity even further. What I like most about SPGPrints as a partner is that they always want to develop further and improve their portfolio. We're working on that together."

"In conclusion, I'm delighted with our evolving partnership," says Jesús Ferre Aracil. "Printing outdoor textiles competitively wasn't possible with sublimation or reactive printing. Digital pigment printing leads to new customers! The revenue in pigment printed applications has grown significantly since the start."

The best digital printing solution for your application

As each printing process is different, the same is true for the perfect fit between application, printer and ink. Even though Creaciones Euromoda's main application remains to be reactive printing, pigment printing delivered new opportunities in a previously impossible application. Another digital textile printing solution might have the same outcome for your printing company. But how do you find the perfect ink for your application?



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Selection Guide for Textile Printing Ink

Are you eager to learn everything there is to know about textile printing ink?

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Our free Selection Guide for Textile Printing Ink offers you insight into the critical role of ink types in improving printing results and takes you through the process of choosing the perfect ink.

Or would you rather discuss your printing process directly with one of our digital textile printing experts? Contact them, they'd love to help you!

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