



How Adalberto Estampados increased production efficiency and reduced costs with digital printing.

Boosting digital output by the factor of five.

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Executive summary

With the various changes going on in the fashion industry, Adalberto Estampados faced several challenges in trying to keep up with their customer's demands. How were they going to address the growth of fast-fashion, produce more challenging designs, offer new standards of quality and production efficiency in a short amount of time?

Adalberto Estampados found a solution in the form of SPGPrints' [PIKE®](#) digital printer. Digital printing enabled them to start producing at a high volume with a fast turnaround and produce textiles with fine details and high-quality designs.

Having the [PIKE](#) digital printer work alongside their current screen printers allowed Adalberto to resolve their challenges. As a result, Adalberto managed to:

- **Increase production efficiency**
- **Meet their customer's demands**
- **Produce high-quality textiles at a lower cost**



About the client

Portuguese textile manufacturer Adalberto Estampados was found in 1969 in the northern regions of Portugal by Mr. and Mrs. Pinto da Silva. What started out as a family business has evolved into a large organization that employs over 400 highly skilled textile specialists.

From time-consuming handcraft textile fabrication to large-scale and high-speed production with the help of innovative machines, Adalberto Estampados has seen all the different stages of textile manufacturing and excelled in all of them. Nowadays, Adalberto focuses on two distinct branches of the textile industry: fashion and home textiles.

By using innovative machines and techniques, Adalberto guarantees the production of outstanding textiles with the goal of becoming the European leader in textile innovation and manufacturing in the near future.



Challenges

In trying to keep up with the demands of their customers from the fashion industry, Adalberto faced some challenges that stood in their way of growth:



Efficiency

Adalberto wanted to offer new standards of quality and production efficiency to their international customer base.



Address the growth of fast-fashion

Over the years, fast-fashion has revolutionized every aspect of the fashion industry. Nowadays, fashion brands want to instantly respond to emerging trends, produce small quantities of a particular design and have it in stores as quickly as possible.

It changes the business model: faster printing and delivery, but also shorter run-lengths. To enable this, Adalberto had to accelerate job changeovers and produce minimal waste.



Decline run-lengths

Adalberto needed to decline run-lengths because of the frequent design changes of their customers. Previously, textiles had to be shipped in from afar and printed with conventional screen printing. The screen preparation time of the conventional printers slowed down job changeovers and stood in the way of flexibility.

Challenges



Complex designs

Adalberto noticed the growing demand for more challenging designs. Fashion brands demand more colors and finer detail. With screen printing, Adalberto was not able to produce intricate designs with a lot of different colors at a high resolution.



Innovation

To maintain a competitive advantage, Adalberto needed to keep up with developments in the textile industry and get ahead of their competition.



Solution

To be able to face their challenges and make sure that their organisation keeps up with the developments in the textile industry, Adalberto Estampados added the [PIKE](#) digital printer to their four existing screen printers.

The [PIKE](#) digital printer helps Adalberto to:

- **Produce volumes over more than two million linear meters per year** on substrates up to 1850mm wide. It does this by using single-pass technology with fixed-array piezo-electric print heads, which enables fast printing at a unique quality. With the help of this technology, Adalberto can keep up with the high demand caused by the growth of fast-fashion
- **Produce textiles with fine details and bright, saturated blotches** with variable drop sizes ranging from 2 to 10pL
- **Reduce lead-times**, which allows fashion brands to respond to emerging trends and have new designs in stores in a matter of weeks
- **Produce precise, detailed designs** because of the [PIKE's](#) ability to fire ink precisely onto substrates from a distance of 4 mm
- **Keep up with their customer's demands** and produce an unlimited number of designs in either a big or a small volume at a unique quality

The installment of the [PIKE](#) digital printer on top of their screen printers enables Adalberto to produce at a higher quality, in a shorter amount of time, at a lower price and allows them to keep up with the growing demands of the fashion industry.

Results

Implementing the [PIKE](#) digital printer in their production system and having it work alongside their current screen printers enabled Adalberto to find a solution for their most important challenges. As a result, Adalberto increased their production efficiency, meets their customer's demands, produces at a higher quality and a lower cost.



Mario Jorge — CEO

Two major trends are affecting us: the growth of fast-fashion, and more challenging designs. SPGPrints' PIKE printer addresses both these challenges, and offers scope for future developments.

Results

Brand-owners notice the responsiveness of Adalberto to their demands and the changing fashion industry. Working with Adalberto enables fashion brands to have their clothes in stores at a much faster notice and a higher quality than ever before.

Furthermore, the [PIKE](#) digital printer enables Adalberto to:

- **Expand design offering** and reduce fast-fashion supply chain costs
- **Have their customers speed up product development** phased by instant sample productions
- **Meet the demand for frequently changing designs** with lead-times often measured in weeks
- **Eliminate head damage** because of the 4mm distance from print head to the substrate
- **Print micro patterns** and therefore broaden the scope of new designs



Want to know more?

Digital printing revolutionizes the textile industry. It can help you, like in the case of Adalberto, keep up with your customer's demands, produce more complex designs and produce at a faster rate.

Are you curious about digital printing and want to see for yourself how the [PIKE](#) prints your designs on your fabric in a high quality?

Visit our Experience Center and one of our specialists will give you a personal demonstration.

Visit our Experience Center

And print your own designs with the
PIKE digital printer



Schedule a demo