



# **Tekboy Tekstil: enabling high-quality production at a faster rate with digital printing.**

How Tekboy Tekstil meets increased demands for shorter-runs, rapid turnarounds, and on-demand sample production

**spg**prints®

# Executive summary

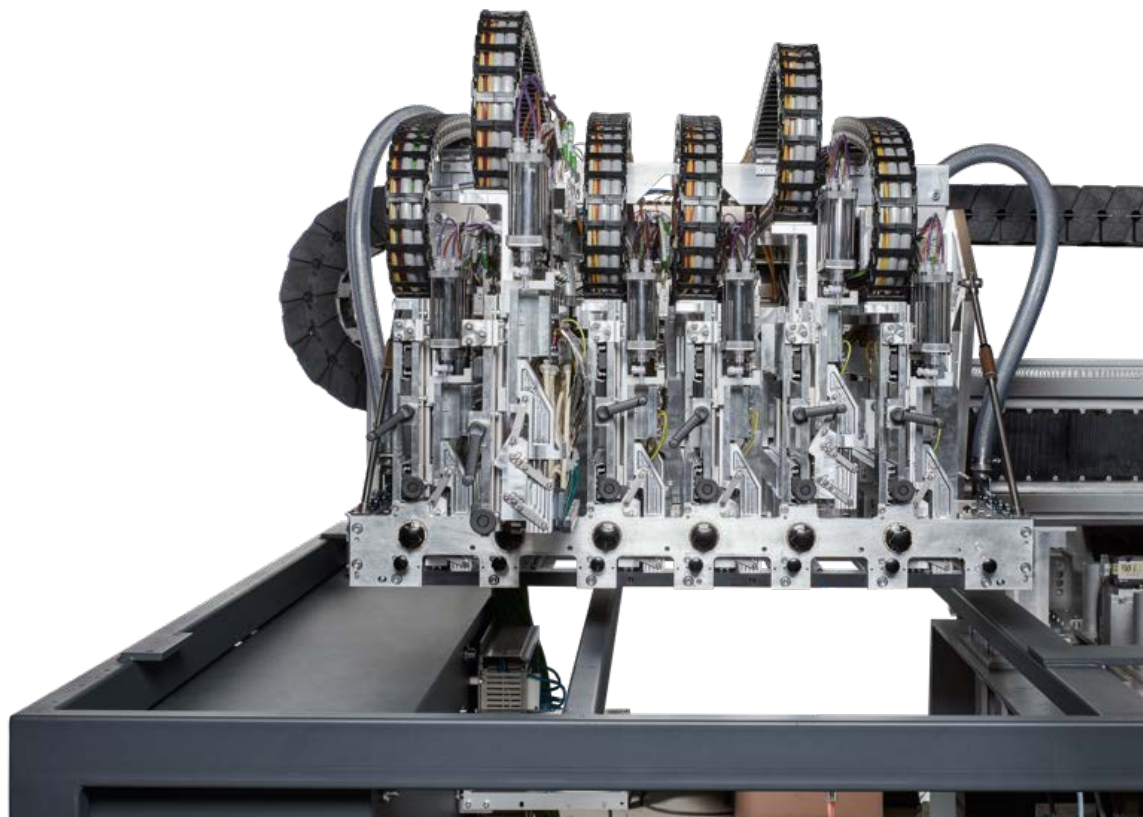
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The current shift in customer demands and turnaround times requires the textile industry to improve production efficiency. The same applies to Tekboy Tekstil who noticed that brands demand faster production rates and want to print more elaborate designs. To keep up with the evolving industry, Tekboy needed to find a fitting solution.

The Turkish manufacturer managed to keep up with the demands of their customers and increase production rates with the help of digital printing.

With the [JAVELIN®](#) digital printer, Tekboy Tekstil now produces at:

- **A faster rate**
- **Creates intricate designs rapidly**
- **Maintains a consistently high-quality level**
- **Prints knitted fabrics on a broader spectrum of colors**
- **Efficiently produces samples**



# About the client

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Turkish textile manufacturer Tekboy Tekstil was founded in 1981. In the years to come, Tekboy managed to evolve as a manufacturer which led them to become one of Turkey's leading suppliers and printing facilities.

Tekboy's primary challenge was to keep up with the changes in the industry and be able to fulfill the customer's demands. Although not being the first one to start using digital printing, Tekboy wanted to be the most innovative one, providing their customers with a unique, high-quality product.

Digital printing, and the [JAVELIN](#) printer specifically, enabled Tekboy to produce more detailed and higher quality products and to remain one of the biggest industrial establishments in Turkey, but especially within the textile manufacturing industry. As a result Tekboy Tekstils decided to purchase a second [JAVELIN](#) printer to keep up with their customer's needs and enable further growth.



# Challenges

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Within the production process Tekboy faced some challenges and stumbled upon obstacles that stood in their way of growth and development:



## **Supplement production capacity**

Traditional printing is a time-consuming process. With the growing demand caused by the increased popularity of fast-fashion, Tekboy Tekstil had to find a way to supplement their production capacity.



## **Shorter-runs and rapid turnarounds**

Tekboy's clients want to produce smaller units and change collections repeatedly. To meet their demands, Tekboy had to shorten the development process, enable shorter-runs and reduce turnaround times.



## **On-demand sample production**

When visiting a customer or attending an exhibition, Tekboy Tekstil wanted to show small samples of the client's design. With traditional printing, it is a time-consuming and costly process to produce small samples of fabric. A shortcoming that could stand in the way of attracting new clients.



# Solution

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Before being introduced to the [JAVELIN](#) printer, Tekboy used traditional printing techniques and had almost no experience whatsoever with digital printing. To keep up with the changes in the textile industry and resolve the organization's challenges, Tekboy Tekstil decided to add the [JAVELIN](#) digital printer to their current line of conventional printers.

Together with SPGPrints, they accepted the challenge and learned step by step what digital printing could do for them and their products. Nowadays, the [JAVELIN](#) digital printer helps Tekboy Tekstil:

- **To keep up with their customers demand** to frequently change complex designs with lead-times often measured in weeks
- **Deliver constant quality** even in combination with a rapid production rate because of the ink delivery system for the [JAVELIN](#) printer





# Solution

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- **To instantly produce** on-demand samples
- **To reduce overall damage** because of the unique positioning of the [JAVELIN](#)'s print heads at a 4mm distance from the substrate. Since traditional print heads are often positioned much closer to the fabric (around 1,5 to 2mm), there is a higher risk of a head crash. A crash like this could cause considerable damage and could cost an organization a significant amount of money
- **To print knitted fabrics** with the help of the [JAVELIN](#) print heads that are positioned further away from the fabric
- **To produce a broader spectrum of colors and fine tonal gradations** because of the color gamut that this printer uses. This enables Tekboy to print more complex and detailed designs

# Results

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Implementing the [JAVELIN](#) digital printer in their current line of conventional printers helped Tekboy Tekstil to tackle their challenges and to keep up with the demands of their customers. With the help of the digital printer, Tekboy Tekstil now produces at a faster rate, can change designs rapidly, maintain a consistently high-quality level, print knitted fabrics in a broader spectrum of colors and efficiently produce on-demand samples. As a result Tekboy Tekstils decided to purchase a second [JAVELIN](#) printer to enable further growth.



Süha Artun - factory manager at Tekboy

The JAVELIN's outstanding quality and productivity were important factors in our investment decision. We were very impressed when it produced challenging designs, such as geometrics and blotches, at relatively high speeds."

# Results

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Furthermore, the [JAVELIN](#) digital printer enables Tekboy Tekstil to:

- **Variable dot sizes** (2-10pl) at 1200 x 1200 dpi resolution, which allows the production of unique, refined designs
- **Bring new ideas to the market in 3 to 4 weeks**, because of shorter runs and rapid turnarounds
- **Reduce the risk of damage to the print heads** and therefore accelerate the return on investment
- **Offer their customers high-value solutions** and have them come back for their unique, high-quality product





# Want to know more?

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Digital printing is the latest innovation in the textile industry. It could help you, like in the case of Tekboy Tekstil, keep up with your customer's demands and produce complex designs at a faster rate.

Are you interested in digital printing but want to see for yourself how the JAVELIN prints your designs on your fabrics 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  
JAVELIN digital printer



[Schedule a demo](#)