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Bridging the gap: How PVM enterprises optimized production and process efficiency

Case Study: Rotary Screen Printing at PVM Enterprises Pvt. Ltd.

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Summary

PVM Enterprises Pvt. Ltd. is an open-width, full-process house providing huge quantities of printed textiles to the massive Indian domestic market. The business invested in a new SPGPrints RD8 rotary screen printer (Kapok) to accelerate its growth and optimize printing processes.

PVM Enterprises has been incredibly impressed by the quality of the machine and outputs, as well as implementation support and local servicing and aftercare provided by SPGPrints. The RD8 machine has been operational for over a year, increasing production by 30% while saving precious water. Working in partnership, SPGPrints technology and team are continuously optimizing processes and increasing productivity for PVM Enterprises, and exploring opportunities for future collaboration.





About PVM Enterprises Pvt. Ltd.

PVM Enterprises operates out of Ludhiana, Punjab, and primarily caters to the domestic textile market. Currently, the business exports around 20% of its products to Europe and the US. The company has used [SPGPrints rotary screen printing machines](#) for almost a decade, primarily to produce blankets and other fabrics that don't require fine-quality finishes. Mr Mandeep Singh and Mr Ishaan Malhotra have been leading this successful business for five years now and have been involved in the collaborative project with SPGPrints from the beginning. In this case study, they talk about what they thought of the process leading up to the purchase of their first SPGPrints rotary printer and how they experience the SPGPrints partnership.

The Challenge

PVM Enterprises wanted to expand operations and increase customer choice, said Mandeep Singh, a Director at PVM Enterprises Pvt. Ltd. "Our vision was to find a machine that could print on any kind of fabric. We wanted a more versatile machine that could better accommodate requests from our customers.". As well as increasing quality, PVM Enterprises was searching for a machine versatile enough to print on various fabrics, enabling them to better serve the diverse needs of their growing domestic client base.

"We aimed to enhance the quality and productivity of our factory, but also wanted to use less water in the process."

PVM Enterprises was grappling with a series of operational challenges. "We aimed to enhance the quality and productivity of our factory, but also wanted to use less water in the process," said Ishaan Malhotra, a director at PVM Enterprises. Water in India is a critical resource available in limited supply, with businesses constantly searching for ways to save it. "Wastewater management is a major concern for us," said Mandeep Singh, a Director at PVM Enterprises. "We needed to significantly reduce wastewater, given the huge challenges in the area."

The company was seeking to expand operations and increase capacity to increase its domestic and international market share. While digital printing grabs all the headlines, PVM Enterprises – and its customers – wanted the reliability, quality, and cost-efficiency of a rotary screen printing machine. As well as delivering precision printed fabrics, modern rotary machines are also highly efficient, a key requirement for environmentally responsible PVM Enterprises.

The Solution

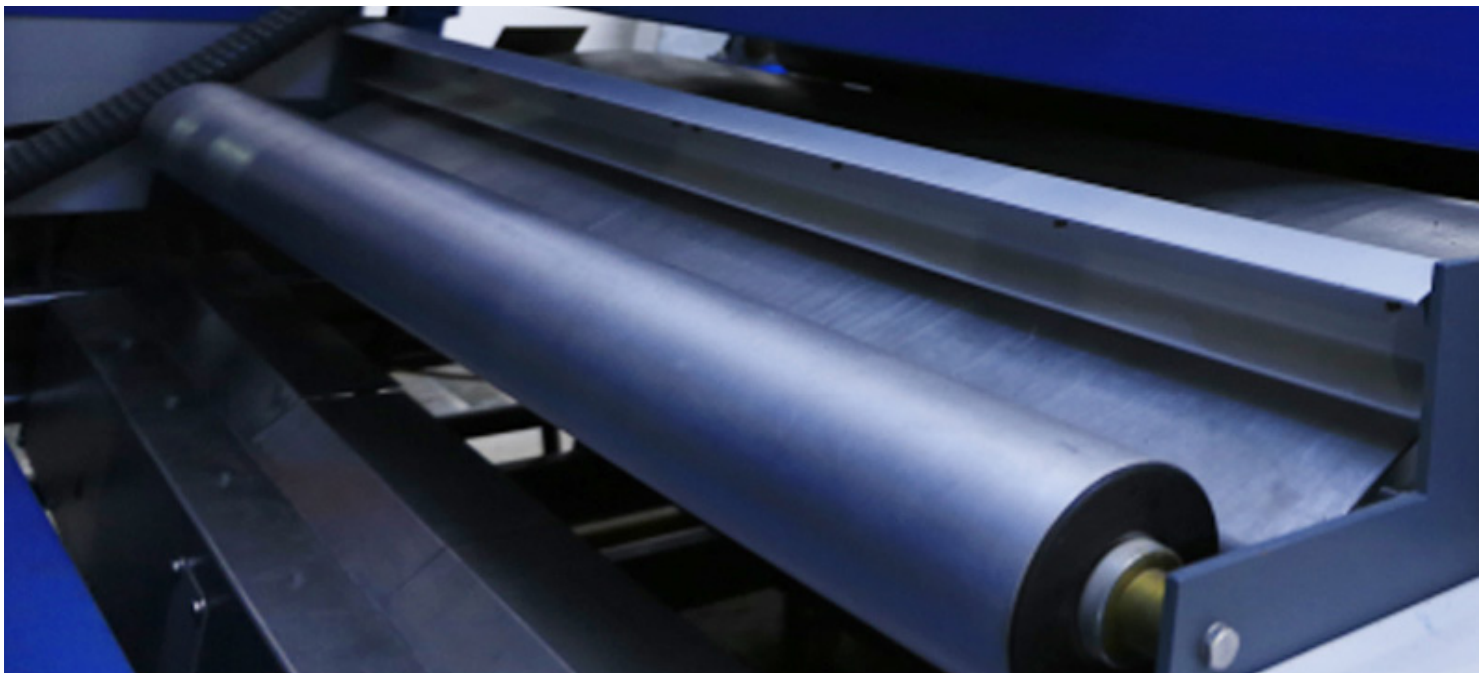
PVM Enterprises began looking for a new rotary screen printing machine supplier in 2017, explains Malhotra, and expanded its search outside existing suppliers. "We already had printing machines from other brands, and even considered purchasing another machine from the manufacturer. However, we also wanted to explore new options." Malhotra and Singh met Tejpreet Singh Dua, SPGPrints' Indian sales representative, after return from an exhibition in Turkey, beginning a positive and productive relationship that continues to this day.

PVM enterprises had a clear list of requirements for a new machine, including print quality, efficiency, and cost. Tejpreet worked with PVM Enterprises to identify the best SPGPrints machine. The RD6 and Pegasus EVO were discarded in favor of the RD8 ID, better known as the Kapok. "The machine provides the right balance between mechanical production excellence and limited automation", explains Singh.

Service as a decisive factor

PVM Enterprises had conducted a market analysis, and while investing in a new machine is a risk, they were confident that the orders were there. PVM Enterprises had complete confidence in the RD8 ID's ability to produce exceptional quality printed fabrics but required reassurance about servicing and maintenance. "Before buying the new machine, the first thing we look for is the service network and the service time," said Singh. "Even if the price (of the machine) was economical, but the service team was not there, we wouldn't consider investing."

"The first driver to choose SPGPrints was the service network, and the second was the economic factor."



Unlike machines from competitors the SPGPrints Kapok printer is assembled in India, but against the same quality standards as SPGPrints machines produced in the parent company in The Netherlands. Also essential parts are imported from the Netherlands. Producing machines inside India dramatically reduces cost and reduces the logistical complexity of moving and installing large rotary screen printing machines. This, alongside SPGPrints's comprehensive local service and maintenance network, was a key selling point for the solution, says Singh. "The first driver to choose SPGPrints was the service network, and the second was the economic factor. When we compared the overall costs of SPGPrints solution to others, competitors solutions were literally double the cost," said Singh.

Dedicated support

While technical specs and machine capability were crucial, the human element, specifically Tejpreet's dedicated support, played a significant role in PVM's decision-making. The strength of the relationship has continued through the installation and implementation process, explains Singh. "We were given the drawings, and SPGPrints experts visited our factory not once but twice, and they helped us to manage the installation." The RD8 ID machine was installed within the stipulated time of 35 days and was ready to begin production.



The results

The RD8 ID machine has been operating within the factory for a year, with the initial results exceeding expectations. PVM Enterprises reported a significant 30% boost in production – and has managed this while using just 10% more water. They achieved this by reusing wastewater, saving it, and feeding it back through the machine.

Smooth implementation into an existing production line

The transition to successful rotary screen printing with the RD8 ID was smooth, thanks primarily to the unwavering support from Tejpreet and the seamless integration of the new machine into their existing production line, said Malhotra. "Tejpreet's professional communication and valuable advice, combined with his follow-up after, truly left an impression on us." Singh describes Tejpreet as helping PVM Enterprises "bridge the gap" between management information and production.

"SPGPrints understood our expectations, budget, and what we wanted to achieve. They helped us, collectively as a business, to make the right calls on investment."

PVM Enterprises currently operates the machine for 12 hours each day but aims to ramp up production to 24 hours to match demand. User feedback has been positive, with familiarity with the machine a big plus. "We were specifically on the lookout for a rotary printing machine that wasn't overly technical," said Singh. "We're very happy with the performance and usability of the RD8."

Meeting customer demands

The machine is helping PVM Enterprises reach new customers. "Whenever any design request comes in, we can tell customers we can print it," said Malhotra. Both Singh and Malhotra forecast increased demand for printed fabrics, with PVM Enterprises ready to capture a market share. "The outputs are the combination between humans and machines to create exceptional quality printed fabrics that our customers want," said Singh.

Further strengthen the partnership

Looking ahead, PVM Enterprises is optimistic about furthering its partnership with SPGPrints. "We are already in talks to buy a digital printing machine to deal with smaller quantities of printed fabrics for special run orders," said Malhotra. Word of the new machine has spread across the region, with three SPGPrints rotary printing machines now installed in factories across the Punjab region. "We can always say we were the first," said Singh proudly.





Conclusion

The collaboration between PVM Enterprises Pvt. Ltd. and SPGPrints is a testament to the transformative power of the right partnership, technology, and support. SPGPrints is a global leader in rotary printing, with technologies and solutions that deliver premium printed fabrics at an ultra-competitive price point. Wondering how SPGPrints can help you overcome your printing jobs? Our specialists are happy to advise you with any questions you have. Schedule your exploratory one-on-one call here:

→ [Schedule a One on One](#)

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