

# Rapidly Evolving Textile Printing Market

<https://marketpublishers.com/r/RD4F993BB3DEN.html>

Date: August 2007

Pages: 16

Price: US\$ 700.00 (Single User License)

ID: RD4F993BB3DEN

## Abstracts

The evolution of textile printing market has been driven by market opportunities created by digital printing, large format printers, innovation in inks and unique color management standards. However, the greatest challenge to the adoption of digital printing is the traditional printing industry itself. The industry needs a mindset that focuses more on what digital printing can do rather than what it cannot do.

The report analyses the global textile printing market – value, growth and segments. It also discusses the key trends prevalent in the market.

The report compares digital textile printing with conventional textile printing methods, especially with rotary screen printing. The report profiles the major players in the industry.

## Contents

### 1. TEXTILE PRINTING: AN OVERVIEW

The application of digital printing has influenced both the style and basics of designs of printed textiles. Digital textile printing has re-aligned traditional textile printing with innovative designs.

### 2. VALUE CHAIN

The lower sampling costs and more time to market the products are the two major factors working in favor of adoption of digital textile printing.

### 3. SCREEN PRINTING VS DIGITAL PRINTING

Digital printing offers significant cost reduction for shorter run lengths. However, digital printing cannot match the tremendous speed and cost efficiency for longer prints offered by rotary screen printing.

### 4. MARKET SIZE

Digital Textile Printing: Global Retail Sales  
Digital Textile Printing: Worldwide Sales Segmentation  
Ink Jet Textile Printers: Global Retail Sales  
Digital Textile Roll Printers: Global Output by Application

### 5. MARKET TRENDS

5.1 Wide-format Digital Printing – Fast-growing Market  
5.2 Ink Innovation in Inkjet Printing  
5.3 Color Management for Digital Printers

### 6. COMPANY PROFILES

6.1 Stork  
Company Overview  
Stork Print Division  
Core Activities  
End-Markets

Market Position

Competitors

Operating Companies

Patents/Trademarks

Alliances

Financial Performance

Divestment

6.2 Reggiani

Company Overview

6.3 Zimmer

Company Overview

6.4 Colorspan

Company Overview

6.5 Mimaki

Company Overview

## List Of Tables

### LIST OF TABLES

Textile Printing Methods: Pros & Cons

## List Of Charts

### LIST OF CHARTS

Role of Digital Printing in Conventional Textile Printing  
Value Drivers of Digital Printing  
Global Retail Sales of Digital Textile Printing  
Global Sales Segmentation of Digital Textile Printing  
Global Retail Sales of Ink Jet Textile Printers  
Global Output by Application of Digital Textile Roll Printers

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