

Rapidly Evolving Textile Printing Market



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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.

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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.

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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.

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