



## Conventional screen printers

*"GOCCOPRO 100 is a big help when a screen printing expert wants to increase the volume of work and takes up a new challenging screen printing job."*

**SUN Arts & Crafts**

**Professional screen printing  
Tokyo, Japan**

Mr. Kenji Hotta(KH), the owner and president of Sun Art Studio said, "It is obvious that the demand for silk screen printing in the Japanese domestic market is shifting to a wide variety of printing in small quantities. We tend to receive orders for short-run screen printing, say for example, an order for screen printing 100 pieces of sales promotional goods, an order for screen printing 50 T-shirts, and an order for screen printing 20 samples of electronics parts, instead of an order for screen printing one thousand pieces or ten thousand pieces. When we consider the high cost of emulsion screens, we cannot help but ask our clients/customers to accept our quoting the minimum price of screen printing that is calculated on the basis of 200 pieces production. Under the circumstances where the number of an order/job per 200 pieces or less for screen printing is increasing, how we can substantially decrease the cost of screens in order to increase the volume of screen printing work is the big issue."

KH continued to say, "One of our strong points is quick delivery within 2 days at quickest from the day of order receipt. As a matter of fact, delivery within 2 days is very quick in the industry. However, customers' demand for quick delivery is getting bigger and bigger. We want to further shorten the days required for delivery. The bottleneck in shortening delivery days is the process of screen making. Currently we are outsourcing the job of screen making to the screen making subcontractor. We are completely dependent on the subcontractor for the supply of our



screens." KH added. "When the job is urgent, we will push our subcontractor to prepare emulsion screens within the day, and deliver them to us on the same day, but we cannot pressure them to do the same after their business hours and during Sundays and Saturdays. Also in the case there are some errors on a client's original or our work, we need new emulsion screens to remake our jobs. However, we find our remaking job very difficult with emulsion screens immediately available to us. Having a set-up for making emulsion screens on our own is not realistic. While we were wondering, GOCCOPRO100 was introduced to us."

**GOCCOPRO100 is a powerful tool for professional and skilled screen printers.**

HK mentioned, "We got sample screens generated by GOCCOPRO100, and I did test printing using these screens. We found print quality quite satisfactory, then, I decided to buy GOCCOPRO100 on the same day. We



think the output quality by GOCCOPRO100 and its screens is good enough, and I do not think ordinary people can see any big difference in quality between printing done by emulsion screens and printing done by GOCCOPRO100 screens."

HK commented, "We think durability of GOCCOPRO100 screens is quite enough. The number of orders for less than 1,000 piece production is increasing. Besides, even if we receive an order for more than several thousand pieces production, for instance, we will have to think about delivery time given to us, usually time given to us is very limited. Then we will have to have multiple printing workers and have to use multiple printers. This means we will have to make multiple screen frames anyway. Therefore GOCCOPRO100's screen strength is suitable and sufficient for this kind of splitting work." Emulsion screens have weaknesses. Emulsion screens seem to be tough but actually they are very sensitive and easily damaged. For instance, they are very easily damaged by sweat and saliva. When sweat or saliva drops on an emulsion screen during the job, some emulsion will be dissolved. As a result, the screen meshes will be clogged. If we spill juice over an emulsion screen, that's it and the whole screen is ruined. The cost of one GOCCOPRO100 screen is less than Yen 1,000 (Approx. €9) in the case of 200P mesh screen. When we consider small but possible trouble to be caused during the job of screen printing, using multiple GOCCOPRO screens for a long run job minimizes risk, and it pays after all."

**GOCCOPRO100 screens are universal for both water-based ink and oil-based ink and also strong enough not to be damaged by sweat.**

**H**K said, "GOCCOPRO100 and its screens help us to solve another problem. When it comes to emulsion screens, there are two types of screens, one is for oil-based ink (including solvent ink), and the other is for

water-based ink. It sometimes happens that we have outsourced emulsion screens for oil-based ink in advance, hearing we will receive an order for printing nylon wear, however, when a box of wear actually arrives at our workshop, we find the wear in the box is not nylon-made but cotton-made, then, we have to contact a screen making subcontractor and ask them to prepare emulsion screens for water-based ink and deliver them to us soonest. Whereas, GOCCOPRO100 and its screens have made it possible for us get rid of this kind of worry because GOCCOPRO100's screens are universal, and GOCCOPRO100 screens can be used for both water-based ink and oil-based ink.

KH thinks, "The screen tension given by GOCCOPRO100's tension frames is strong enough. Even when I use emulsion screens, I do not use so strongly tensioned emulsion screens. The surface of any screen printing object, say the surface of a plastic item, for instance, is not smooth and flat. So, screens should be elastic to some extent and they should be compliant with the uneven surface. I have used thick type of RISO frame and found out that the screen tension given by it is strong enough. The screen tension given by RISO frames is generally good enough and accepted."

KH said, "I have been doing silk screen printing for more than 30 years, using emulsion screens. I never use fresh ink directly out of a new ink can. I always stir fresh ink two thousand times, and make ink viscous enough, then I mix ink according to my own special recipe. I am very particular about screen printing quality as a professional. From the standpoint of such a professional, screen printing done by GOCCOPRO100 and its screens is quite satisfactory in quality and durability. Besides, we can cope with a very tight lead-time job using GOCCOPRO100, and we can encounter errors and sudden changes. We are now setting up and start online business and receive orders not only from companies but also directly from customers. When we target for B to C business,



we will surely have to cope with a wider variety of printing in smaller quantity. GOCCOPRO100 and its screens are a big help when a screen printing expert wants to increase the volume of work and take up a new challenging screen printing job."

**\*\*Corporate Profile\*\***

Sun Art Studio,

The owner and president : Mr. Kenji Hotta

Sun Art Studio was established in 2004 by Mr. Kenji Hotta, who is a professional of screen printing with over 30 year experience in the industry. Sun Art Studio does high quality screen printing using about 150 to 200 screens per month. Sun Art Studio is doing screen printing various goods. (from textile such as tote bags and T-shirts to electronics parts) They use various sizes of screens depending on jobs. They mix and prepare ink according to their secret recipe, print stands and jigs. Sun Art Studio is known as a professional screen printing studio run by highly experienced craftsmen. The clients of Sun Art Studio include big companies and TV stations.

