



Original T-shirts business, Designers and Clothing shops

“We have introduced GOCCOPRO100 into our company because we can provide customers with what they really want, taking either a small order or a customer order”

Kume Textile Company

Fashionable T-shirts designer, producer and supplier
Tokyo, Japan

Asked what are the big advantages of using GOCCOPRO100, Mr. Nobuyuki Kume (NK), president of Kume Textile Company(KTC), answered, “The advantages of GOCCOPRO100 are clear and simple, compared with the traditional emulsion screen printing, these are fast speed screen making and a lower cost of screens. Having said so, Mr. Kume has no intention of simply selling his company's T-shirts at low prices.

NK continued to say, “I foresee T-shirts market will further polarize into the two sub markets, namely the low-end market and the high-end market. Some T-shirts makers will sell a mass volume of low priced T-shirts at the price sensitive low -end market, and others will sell a small volume of special T-shirts designed for particular design-conscious customers at the high end market where the price is not everything.”

NK stressed, “We are targeting the latter market. If the prices of T-shirts go up high or the quality of T-shirts drops because of small production, there is no sense. GOCCOPRO100 helps us to make a small quantity of special T-shirts of good quality at reasonable costs and sell these at reasonable prices. We can largely economize screen printing cost using GOCCOPRO100. This makes it possible for us to use good quality fabric blank T-shirts, such as made-in Japan organic cotton blank T-shirts that we recommend.”

NK told us about his strategy. “We have not been taking a low price strategy that is backed



up by mass-production. Instead, we have always been seeking the production of high quality T shirts since the foundation of the company. This year we set up a T-shirts making workshop (studio) on the 1st floor of the showroom. Customers visit our workshop (studio), and they print their own T-shirts using GOCCOPRO100. What we have recognized is diversification of customers' needs. The number of so-called “prosumers” is increasing. Prosumers are fussy about designs. They are not satisfied with given goods. They do not want to buy T-shirts from our shelves. They want to design T-shirts to their taste and make their own unique T-shirts by themselves. In the time of large diversification of customers' needs, even if we mass-produce low-priced goods, we are unable to satisfy all the needs of customers. We are providing customers with T-shirts that they really want to wear by accepting a small order or a customer order. This is the very reason that Mr. NK came up with the idea of setting up the T-shirts making workshop (studio), and he decided to introduce GOCCOPRO100 to his workshop.



Edges are expressed very sharply and the image processing is excellent. GOCCOPRO 100 stimulates our business creativity.

NK told us, "KTC receives orders for T-shirts through the net shopping. KTC has prepared two options for screen making for T-shirts screen printing. One option (Option 1) is the high quality screen making for high quality screen printing by an emulsion screen. In option 1, one screen costs around Euro 90. The other option (Option 2) is the standard easy screen making by GOCCOPRO100 for standard quality screen printing. In Option 2, one screen costs around Euro 27. In the case a customer gives him an order for a couple of thousand T-shirts or a customer may re-order, KT recommends a customer to take Option 1. When an order is small and one-time and a customer may not place a repeat order, KT recommends a customer to take Option 2"

NK said, "I do not think GOCCOPRO100 is almighty and we can do everything on this machine, but it is surely one of the very good tools that satisfy needs of our customers. We also use GOCCOPRO100 for screen-printing pre-production samples of new design T-shirts. The machine helps us to come up with new creative design ideas"

NK also evaluates. "Print quality given by GOCCOPRO100 is quite satisfactory. Edges are sharp. NK does not think end-users can distinguish any difference between prints made by emulation screen and prints made by GOCCOPRO100 when they look at printed T-shirts with the naked eye. Screen making by emulation screen is analogue, so, it is not as accurate as digital screen making done by GOCCOPRO100. Accuracy and homogeneity are far better when screen making is done by GOCCOPRO100. This is also a strong point of the machine. The other strong point of GOCCOPRO100 is the machine has the excellent halftone imaging process. This process enables users to make proper screens for graphical designs." NK also highly

evaluates halftone imaging process. NK said, "Emulation screen making requires special skills for halftone. However, when I look at T-shirts that bear a photo design printed by GOCCOPRO100, I recognize subtle colour shading is very well expressed and lines as fine as hair are clearly expressed. Users can easily make this kind of outstanding screen printing on GOCCOPRO100 with just a single touch of the button." NK went on, "Screen making by GOCCOPRO100 is more than easy, all you have to do is just hook up PC to GOCCOPRO100 and touch the button. This easy operation is a very big advantage over emulation screen making. Besides, you do not have to think where you keep screens after screen printing"

HK said, "We have been building up the good brand image of high quality T-shirts by providing customers with good quality T-shirts. We have never hesitated to introduce GOCCOPRO100 into our company. The thought of using Digital Screen Maker for screen printing instead of the conventional emulsion screen maker may damage KTC's brand image is totally old-fashioned and nonsense."

NK thinks, "Producing good standard products is not everything. Economizing our labor and production cost also contributes to enhancing the quality of our company."

Decision making factors:

1. GOCCOPRO100 is a good attraction of the workshop (studio). Also, it can be used for screen-printing pre-production samples of new design T-shirts. It helps us (designers) to be more creative.
2. GOCCOPRO100 can very easily generate a screen for graphical arts.
3. Maser making is fast and economical. This saves our labor and cost.





*****Corporate Profile*****

Kume Textile Company

The president & owner of the company: Mr.

Nobuyuki Kume

URL. <http://www.kume.jp>

Kume Textile Company (KTC) was established as a T-shirts maker in 1935. KTC has been playing a role of pioneer of a fashionable T-shirts designer, producer and supplier since the middle of the 1950's. KTC has elevated the position of T-shirts to fashionable apparel. KTC has been a T-shirts making specialist for a half century. KTC has Japanese craftsmen specializing in hand-making special design T-shirts. The craftsmen select fabric, cut it, sew it, and make a T-shirt and then screen-print it. KTC is environment conscious and is supported by many fans.

