



Original T-shirts business and Clothing shops

“Amazing!

A screen printing beginner like me can very easily make a screen on the GOCCOPRO100. Besides, this machine helps us make profits.”

MatchBox

**Clothing retailer of original wear printing and uniform
Kanagawa, Japan**

To be frank, I have never thought of doing screen printing by myself until I came to know the existence of the GOCCOPRO100. We started our business as a small local clothing shop at the corner of a street, then, we gradually converted our business into a wear printing shop. We installed equipment for cutting plotter and inkjet transfer. We have been doing these printing at our shop. However, we outsourced all the jobs of screen printing. Why? I thought equipment for screen printing was too big and complicated for us to handle. I also thought that acquiring professional level skills in screen printing was not so easy. When I visited our screen printing outsource, I noticed that they had a dark room, a big four color carousel printer and a big conveyer-type dryer. I soon recognized our shop had no extra space for a dark room and was too small to install these pieces of big equipment. Even if our shop was big enough to install these pieces, the cost of screen printing by our outsourcing was very low. So, I was unable to justify a big investment into these pieces of equipment.

One day our screen printing outsource went out of business suddenly. At that time I happened to visit a wear printing exhibition and encountered the GOCCOPRO100 and I was excited. When I saw it, at first, I did not think the machine was good for us and I did not expect much of this machine, but while I was looking at the GOCCOPRO100 demo, I came to realize I was able to make a screen very easily by myself and I decided that I was able to handle this digital screen maker by myself. As a matter of fact, at that time I was



planning to put money into another transfer printing system to expand our business. However, I changed my mind and made up my mind to give priority to the GOCCOPRO100 and I bought it.

One of the biggest advantages of the GOCCOPRO100 is even a beginner like me without any experience of screen printing can easily handle the machine and make a screen.

I don't need a big tensioner for stretching a screen on to the frame. In case of the GOCCOPRO100, stretching a screen on the frame is very easy. Also I can use the GOCCOPRO100 as if I were using a PC printer. Of course, we have to learn skills in squeezing inks on the master, but what is noticeable is it takes me less than 15 minutes to generate a screen, stretch the screen on the frame and get ready for squeezing inks on the screen, and also screen making on the GP100



does not require any special knowledge and skills. When I showed the GOCCOPRO100 to our screen printing outsource, at first, they said it was very unlikely that the GOCCOPRO100 generates a proper screen, but when they actually looked at the screen made by the GOCCOPRO100, they accepted the quality of the screen. They were also surprised at the quick speed of screen making.

The cost of screen making on the GOCCOPRO100 is low. So, we can comfortably take a short run job of screen printing less than 10 T-shirts and we still can make profits.

Another good point with the GOCCOPRO100 is the machine is very durable and reliable, and the maintenance of the machine is very easy. No matter how high the performance of the machine may be, if the costs of maintenance and service are very high, we are unable to make profits. As a matter of fact, we can recover our investment into the GOCCOPRO within one year because we do not have to sign the annual maintenance contract with the manufacturer and running costs of the GOCCOPRO100 are really low.

When we were outsourcing all the jobs of screen printing, we were not so comfortable about receiving an order for a small lot of screen printing, for instance an order for less than ten T-shirts screen printing. We were unable to get big sales and profits because we had to cover the fixed costs of designing, transportation and others irrespective of the quantity of an order. But the introduction of the GOCCOPRO100 into our shop has changed this landscape. We have become able to get profits even out of an order for a small quantity. Now we are very comfortable about receiving an order for less than ten T-shirts screen printing.

When we receive an order for a very big volume or an order for a large image area screen printing, we have no choice but to outsource the job, but we can internally

process 70% of the screen printing jobs using the GOCCOPRO100.

When we receive an order for printing T-shirts with a full colour graphical design and a one-colour spot design, we can make use of the two machines. For full-colour printing we can use an ink transferring technique by an inkjet printer, and for one colour spot printing we can use the GOCCOPRO100. Thus, the GOCCOPRO100 expands the scope of our jobs. Another example is when we receive an order for printing T-shirts with a full colour illustrated design on the front side and printing one colour spot design on the back side. We can print the front side using the technique of ink transferring by an ink jet printer and we can print the back side using the GOCCOPRO100. Using both machines for this kind of a job is efficient and economical for our shop and this makes the customer's price lower.

Wear printing is spread by word of mouth. Schools and local community associations hear the story by word of mouth and come to know that we can economically cope with a short run job of screen printing. As a result, we get an order for a short run job of screen printing from schools, local community associations, etc. Not only we get a short-run job from them but we can only enjoy synergic effects and we can get additional orders for other printing jobs. In short, the GOCCOPRO100 goes a long way forward increasing our business.

Decision making factors:

- 1. Even a screen printing beginner without any knowledge and technique of screen printing can easily make a screen.**
- 2. The GOCCOPRO100 is reliable and durable. The maintenance is very easy.**
- 3. Running cost of screen printing by the GOCCOPRO100 is very low. So it generates profits**



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

MatchBox Inc.

Owner of the company: Mr. Shinichi Ninomiya

URL: <http://tsunagi.biz>

Established in 1960's as a local general clothing shop, and then it has shifted its focus to garment printing business for T-shirts, uniforms and working wear, etc. Its printing method varies from cutting sheet to silk screen printing, and the GOCCOPRO100 covers an order for the short run job of screen printing. Its customers also vary from local companies to web customers from all over Japan. Since its printed wear was once on a TV program, it has got a lot of orders for its specialty wear, working wear and stadium jumpers.

