



Personalized print for gift goods

*“The GOCCOPRO100 can make a screen directly from customer's original data, and you have no worries about pin holes and making a loss due to Direct-To-Screen system. The GOCCOPRO100 is the one that really fits demand of the times.”*

**Sanso Corporation**

**Personalized towel print service  
Aichi, Japan**

**W**e had outsourced the job of screen-making for personalized towels to a subcontractor until we introduced the GOCCOPRO 100. Most of the orders for making personalized towels were mainly placed by large corporate customers and a production lot was big. They usually wanted us to screen-print their corporate name and some design in small size on the end of towels. The trend has changed. We have started to receive small orders from individual customers and the number of small production orders is on the increase. These customers want us to screen-print an original design on a small quantity of towels for basketball teams, amateur baseball teams, senior high school sports festivals, etc. Once a screen is made we can easily screen-print on towels in house because the average order lot for screen-printing is just 20 to 40. Making screens by the GOCCOPRO 100 and screen-printing in house brings us more profits than outsourcing the job of screen-making to the subcontractor. We have come to know the GOCCOPRO100 requires no dark room and no chemicals and we can make a screen at a touch of button as if we were using a PC printer. So, we have decided to introduce the GOCCOPRO 100 to our shop as soon as we know it.

**A**nother reason we have decided to introduce the GOCCOPRO 100 is the GOCCOPRO 100 enables us to cope with the rush job of screen-printing. For instance, in our district (Mikawa, Aichi Prefecture, Japan) where our shop is, there is an old custom that we give people rice cakes



wrapped up with a towel at the ceremony of completion of a house framework, and the towel is supposed to carry a design of a crane and turtle (NB1) and an owner's name. A young owner tends to disregard the old custom. However, the parents of the owner who highly respect the old custom often advise their son or daughter to follow the traditional custom; as a result, he/she often changes his/her mind and decides to follow the traditional custom a few days before the ceremony. Then, we often receive an urgent order for making such traditional towels in a short time. Usually the lead-time given to us is only two-three days.

The other example is a towel for a senior high baseball tournament with a school name on it. Every time a senior high school advances to the next round of a tournament, we receive an urgent additional order for screen-printing the school name on towels.



We have faced several problems: the change from corporate customers to individual customers, the change from a big lot production to a small lot production and the much shorter lead-time.

**In-house screen printing by the GOCCOPRO 100 is demand of the times and the GOCCOPRO 100 has helped us to solve these problems.**



One of the strengths of the GOCCOPRO 100 is we are able to screen-print directly from PC data. In the past, we have printed a hard copy from PC data and we have made a positive from a hard copy using a scanner. It reads unnecessary impurities of paper and smudge of scanner, and then this has often caused pin holes. This was our big headache, but the GOCCOPRO 100 that directly reads and writes the data has got rid of our headache.

**30-40% of our customers bring in their original design in the form of electronic data. The GOCCOPRO 100 that can directly make a screen fits demand of the times.**

There is a change in design demand. Customers of today like to screen-print a full large design on a towel because a full large design is outstanding and appealing. Most of the orders from schools and sports teams are screen-printing a full large design on towels. We welcome this change because our customers are happy with a full large design

and we are also very happy because we can make a bigger profit. When we introduced the GOCCOPRO 100, the maximum print size was A3, so when we received an order for screen-printing on big long towels, we had to outsource the job to a subcontractor. Now the longer frame for the GOCCOPRO 100 has become available from Riso. We are able to generate a 120 cm long screen (NB2). This has made it possible to screen-print on long towels. We are thinking of making full use of the GOCCOPRO 100 and we are planning to take up a challenge to screen-print on T-shirts and other substrates.

NB1: A crane and turtle is a symbol of happiness and longevity in Japan

NB2: Maximum printing area: 800mm x 297mm

**Decision making factors:**

1. **The GOCCOPRO 100 can make a screen directly from the original data of customer's artwork.**
2. **No worries of making loss by pin holes after screen making.**
3. **Even long-length screen can be generated on the GOCCOPRO 100 in house.**





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

Sanso Corporation

Owner of the company: Mr. Kazunori Baba

URL: <http://www.sanso-jp.com>

Started business in 1965 first by starting wholesales of textile material. They were not just selling the textile materials, but also they have started the service to print personalized towel. They had introduced their own design screen printing machine as well as dyeing and embroidery. At present, they design various original artworks, print them on towel and provide to their customer for sports event, school club team and personal opening events etc. They are professional personal towel supplier who designs and prints by their own facilities with their unique multi colour screen printer which was designed and developed by their own.

