

From DTG to the Rise of DTF: Procolored's Innovative Approach



Pico Rivera, California May 29, 2024 ([IssueWire.com](https://www.issuewire.com)) - Driven by the rise of e-commerce, DTG technology was popular in garment customization. Yet, the limitations of DTG began to surface, customers sought more convenient and versatile printing solutions. In response to the evolving needs of the market, Procolored, a leading manufacturer of digital printing equipment, stepped forward with a game-changing solution: Direct to Film (DTF) printing.

The History of DTG Printing

Direct to Garment (DTG) printing, a digital printing technology that involves printing designs directly onto textiles, has undergone significant development since its inception. The concept of DTG printing emerged towards the end of the 20th century as a breakthrough in the customization and personalization industry. Yet at that time it's primarily used in industrial settings or for prototyping due to its expensive, large weight and relatively slow systems.

During the 2000s, DTG printers became more accessible and affordable thanks to the advancement of technology and have been applied to decorate different fabric types including cotton and some synthetic blends.

DTG printing is still experiencing an popularity in 2010s generally, as e-commerce keeps growing and the demand for personalized products keeps increasing. However, as people are asking for more convenient operations for their printing businesses, DTG printing began to lose its origin market for its requirements of pre-treatment, fabric fixture and the poorer presentation on dark-colored fabrics - more and more people turn from DTG to DTF printing.

Meet the Latest Technology - DTF Printing

Direct to Film (DTF) printing is a digital printing method in which designs can be heat-transferred onto fabrics.

It involves creating full-color, high-resolution images on a transparent film coated with a special receptive layer. Once printed, the film is typically covered with a layer of hot-melt adhesive powder, which is then fused using heat, creating a transferable design. This film is then placed on the desired substrate and heat-pressed, transferring the image onto fabrics. The result is a vibrant, durable print with a soft-hand feel.

This process offers several advantages over Direct to Garment (DTG) printing, mainly regarding criteria as below:

- **Versatility of Substrates:** One significant advantage of DTF is its versatility in substrate choices. While DTG is primarily limited to natural fabrics like cotton, DTF can be applied to a wider range, including polyester, nylon, and even non-textile items like ceramics, wood, and metals.
- **Cost-Effective for Small Runs:** DTF printing eliminates the need for costly screens or setup fees associated with traditional printing methods, making it more cost-efficient for short runs and one-off customizations. It's particularly beneficial for small businesses and individuals offering personalized products.
- **Faster Setup and Production Time:** Since DTF doesn't require extensive setup like screen printing, it's quicker to go from design to finished product. This speeds up turnaround times, allowing for faster fulfillment of orders.
- **Ease of Color Management and Detail:** DTF printers can produce a wide color gamut, enabling accurate reproduction of complex designs and photographic images. The ink sits on top of the film, preserving detail better than DTG, which can sometimes see ink penetration into the fabric especially for dark-colored fabrics.

Procolored DTF A4 Genration-2 : L800

Procolored recently has launched its [upgraded A4 DTF printer](#) - L800. Inheriting its original desktop-friendly size, the printer has been equipped with upgraded configuration detailed as below^[?]

- Brand new film roll version - Compared to sheet film version, printing with film roll can to most extent utilize the film space and save film consumption.
- Patented white ink circulation system - L800 is equipped with the most up-to-date ink circulation system - Siphon white ink circulation, a patent of Procolored. Compared to the old circulation system mostly used on the current market, this new system enhances ink stability and dynamic, effectively reducing print head clogging and prolonging printer lifetime.



Media Contact

Procolored Technology

jason@procolored.com

3687 San Gabriel River Parkway Pico Rivera, CA 90660 USA

Source : Procolored Technology Inc.

[See on IssueWire](#)