



## SUBLIMATION

Win-win situation for distributor and producer

# TTS and Figarol join forces in 5 m wide sublimation market

By Ton Rombout

Figarol, a production printer based in Tours (France) which provides printing services to resellers rather than directly to end consumers, joined forces with TTS (Texo Trade Services - a company based in the Netherlands) to develop an interesting application for wide format print production providers, who are keen on doing more with products in the 5 m wide sublimation textile market. Figarol has been printing on 5 m wide sublimation textile with a restructured 5 m wide printer for the past year, but recently acquired the new Durst RhoTex 500 printer at FESPA 2016. Together with media distributor TTS they developed the optimum system and media to produce 5 m wide direct-to-textile sublimation prints.



Fit: Floris-Jan van den Heuvel, Frédéric Roux, Emmy Louyot (export sales assistant), Fabrice Godard, in front of Durst RhoTex 500.



KBC Festival - Belgium: Sublimation imprint method, THD 5 m width on 240g fabric. Three times lighter than canvases, easy to install and store, and more environmentally friendly.

**T**he benefits of these sublimated textile products far exceed those of the flexible products generated by UV and solvent printers. They are lighter and better foldable, and consequently cheaper to distribute, and more environmental friendly. Figarol operates both in France and abroad as a trade service provider for other - reselling - sign production companies. The above mentioned properties are, therefore, highly significant in terms of improved logistics and cheaper distribution. What is more, the colour quality and colour fastness can easily compete.

### In-house warehousing

TTS also provides in-house warehousing services at Figarol's premises in Tours, i.e. stock materials prepared for direct printing on textiles in consignment. Figarol is printing, finishing in-house and sells these products to trade partners in France and abroad. It only pays for stock taken from the warehouse during a specific month and TTS restocks the warehouse.

This results in a leaner distribution model as Figarol can immediately source ordered media from the warehouse, print it and distribute the final products to other parts of France without incurring any delays. Monthly transports from TTS in the Netherlands to Tours to replenish the