



INDUSTRY
Customised Clothing

APPLICATIONS
Garments & Merchandise

LOCATION
Somerset, United Kingdom

ABOUT **SOUTHWEST CUSTOMISED CLOTHING**

Southwest Customised Clothing (SWC) is a small clothing business, based in Somerset in the United Kingdom. It predominantly focuses on designing printed and embroidered workwear for businesses and organisations. The company also creates casual wear, and designs a range of merchandise including mugs, coasters and mouse mats.



Designing for success in white

How OKI helped Southwest Customised Clothing tailor its business to meet market demand

THE CHALLENGE

Robert Smith, founder of SWC, had always wanted to set up his own business. He had previous experience working with cut vinyl and designing signs and banners, but when he received a request to design t-shirts, Rob found this difficult to manage with the basic equipment he had access to. So, he decided to set up his own business, developing customised workwear and merchandise and to invest in a production printer to support his new venture.

The first printer he selected was a sublimation device which used heat to bring ink and fabric together. However, Rob came across some limitations as he



"OKI's Digital Transfer Media Printer saves a huge amount of time over the course of multiple garments, allowing you to do many more jobs overall than if you were using an alternative approach."

Robert Smith, Founder, Southwest Customised Clothing

SOUTHWEST CUSTOMISED CLOTHING



Example of Southwest Clothings Portfolio of customised clothing and merchandise

was unable to sublimite onto anything other than white or pale colours, this restricted the types of orders the business could handle. As Rob explains, "I was receiving a lot of requests for full-colour print on black t-shirts, polos and hoodies. Unfortunately, I had to turn down the work as I couldn't do it with my existing equipment."

THE SOLUTION

To address this growing demand, Rob spent time investigating how to print on dark garments. "I found that OKI had white toner printers that could handle this and I was impressed with the capability and quality they could offer. I chose OKI's Pro8432WT Digital Transfer Media Printer as it allowed me to use the Forever A to B media, I wanted to use for transfer printing. I knew that with the

OKI printer, I could do a full colour print and lay that onto a black hoodie or a black t-shirt, without any problem."

OKI's Pro8432WT Digital Transfer Media Printer is an A3 device that prints in CMY+White. This offers deep whites on a range of coloured media or provides a neutral white backing layer under colour. As the print is reversed the layer of white is underneath, so the device is effectively capable of printing on media that can then be applied to dark garments.

Furthermore, the white toner can be swapped for black toner for even more flexibility, for designs in black on white or pale garments.

Rob loves the flexibility of the device stating, "The beauty of the Pro8432WT is that it can handle different types



"The beauty of OKI's Pro8432WT is that it can handle different types of media. So, you can use special media to print on mugs and easily change this to print onto glass. The versatility of what you can do is fantastic."

Robert Smith, Founder, Southwest Customised Clothing

of media. So, you can use special media to print on mugs and easily change this to print onto glass. The versatility of what you can do is fantastic.”

Today, Rob mainly uses the OKI printer for producing customised t-shirts, often with logos on the chest and the back as well as coats and hoodies. He estimates that 75% of the work he does consists of clothing, with the remaining quarter split between bags, mugs and other types of merchandise.

THE BENEFITS

One of the main benefits of OKI's Pro8432WT Digital Transfer Media Printer is its media handling capabilities. “You can print on a wide range of different papers and substrates. It's just a matter of choosing the correct setting on the computer. It's very flexible and simple to use” states Rob.

Another key benefit is the significant time saving. For example, Rob can fulfill an order for 20 t-shirts, each requiring a left chest logo, by printing 15-20 of these logos on one sheet using OKI's Pro8432WT Digital Transfer Media Printer. The logos are then pressed onto the t-shirts and the job is completed in just 45 minutes.

“If I was doing the same job using a screen-printing process, the set-up time would be a couple of hours to burn the screens and do all the associated work,” he says, “If I was doing it on a direct-to-garment (DTG) machine, it would take six to ten minutes per garment, plus additional time for pre-treatment. So, using the OKI Digital Transfer Media Printer saves a huge amount of time over the course of multiple garments, allowing you to do many more jobs overall than if you were using an alternative approach.”

Rob is also very impressed with the print quality of the Pro8432WT. As he explains, “We use the rasterisation software which comes with the device. People need to understand that whenever you print a big solid image



OKI's Pro8432WT CMY+White Digital Transfer Media Printer

on a garment, no matter what process you use to do it, you are going to need to change the feel of the garment. The rasterisation process that OKI's Digital Transfer Media Printer supports, helps ensure that the image on the garment feels great, washes well and doesn't crack or fade.”

The support provided by OKI Authorised Partner - Amaya Sales UK, has also impressed Rob, as they've consistently been responsive and supportive.

Probably, the greatest benefit of OKI's Digital Transfer Media Printer is the flexibility to print on dark backgrounds. As Rob states: “Without OKI's Pro8432WT, I'd be turning away so much work, I wouldn't be able to run this as a full-time business as 85% of my design work is for dark garments.”



“The rasterisation process that OKI's Digital Transfer Media Printer supports, helps ensure that the image on the garment feels great, washes well and doesn't crack or fade.”

Robert Smith, Founder, Southwest Customised Clothing



Examples of Southwest Customised Clothing's Merchandise Portfolio

THE FUTURE

Rob has no immediate need to change the way he is working with the OKI printer. "OKI's Pro8432WT is performing very well and there is a constant stream of work coming in," he said. "I'm getting the best out of it for what I need, which is t-shirt printing, garment printing and printing designs on mugs and various other different substrates. Moving forwards, I would like to find the time to investigate the printer more and expand my knowledge of what its full capabilities are, and the new areas I can potentially move the business into. That's what's great about OKI's Digital Transfer Media Printer. It gives you the versatility to do what you want to do."



"Without OKI's Pro8432WT, I'd be turning away so much work, I wouldn't be able to run this as a full-time business as 85% of my design work is for dark garments."

Robert Smith, Founder, Southwest Customised Clothing



facebook.com/OKIEurope



twitter.com/OKI_Europe_Ltd

www.oki.com/eu



linkedin.com/company/oki-europe-ltd



youtube.com/okieurope1



instagram.com/okieurope