



durst Alpha 330

DURST ALPHA SERIES 5
SHAPING THE FUTURE OF
INDUSTRIAL TEXTILE PRINTING
WITH DURST ALPHA PIGMENT INKS





THE DIGITAL DISRUPTION OF THE TEXTILE INDUSTRY

- > Ongoing changes of customer, production and regulatory requirements already had a big impact on the textile industry in the last years
- > COVID-19 has further increased the demand for innovative production technologies - versatile and flexible enough for the “new business reality”
- > Smaller lot sizes, supply chain changes, glocalization and stronger e-commerce orientation are the “new normal”





DOES DECIDING REALLY MEAN FOREGOING?

- > In the past, industrial textile printers had to make hard decisions: Analog mass production or digital flexible production? Focus on cotton- or polyester-based product portfolios? Reactive or dye sub inks?
- > These decisions resulted in compromises on the business opportunities

What if...

- ▶ ...a digital production technology exists that doesn't put compromises on the achievable product portfolio?
- ▶ ...an ink technology exists that gives excellent fastness properties and hand-feel without complicated pre- and post-processing steps or substrate restrictions?
- ▶ ...this solution is also superior in terms of sustainability?

...then you have found the Durst Alpha Pigment series!



THE SWISS ARMY KNIFE OF INDUSTRIAL TEXTILE PRINTING

The Durst Alpha Pigment series can be applied in a broad application and product range:

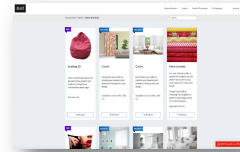
Fashion
Fast and quality fashion



Home Textiles
Bed linen, curtains, cushions, etc.



E-Commerce
Broad mix of products (fabrics by meter, face masks, shirts, pillows, etc.)



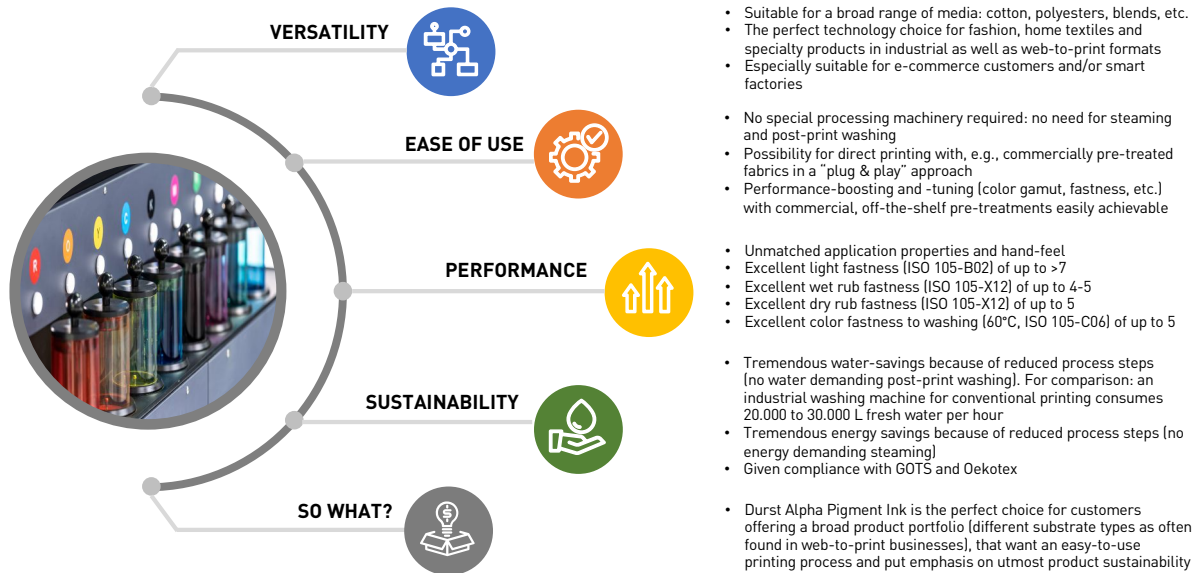
Specialties
Sunshades, wallpaper, creative products, etc.





THE SWISS ARMY KNIFE OF INDUSTRIAL TEXTILE PRINTING

The Durst Alpha Pigment series at a glance:





UNIQUE PRODUCT AND PRODUCTION VERSATILITY

- > In the past, the customer's choice of the ink type defined the achievable product portfolio
- > With the Alpha Pigment technology, full substrate versatility is given
- > Versatility is key in the "new business reality"

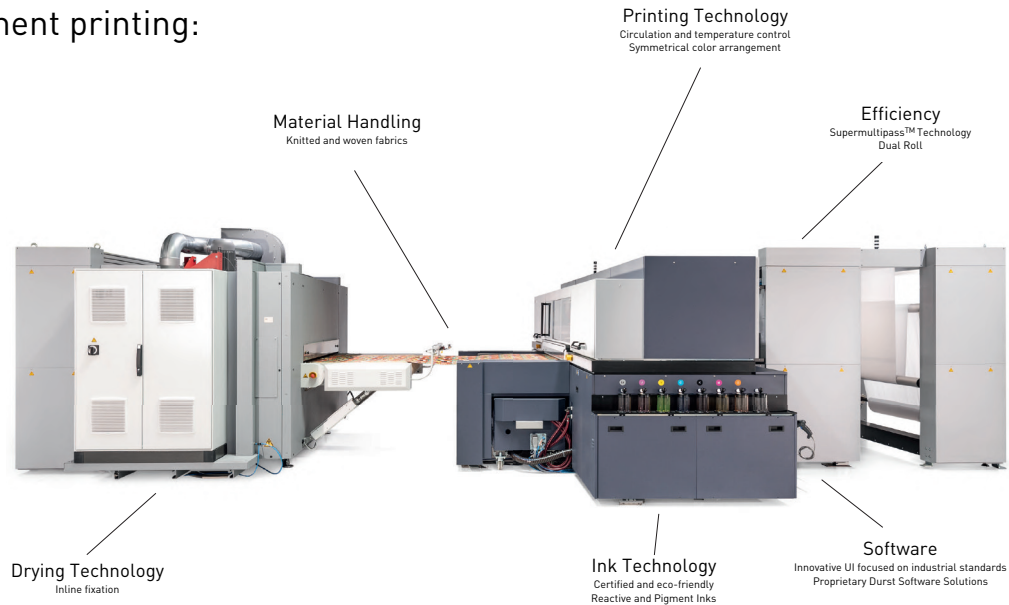
Ink type	Cotton	Viscose/ Rayon	Linen	Silk	Wool	Poly- ester	Nylon
Disperse Ink						✓	
Reactive Ink	✓		✓	✓*	✓*		
Acid Ink				✓	✓		✓
Sublimation Ink						✓	
Pigment Ink	✓	✓	✓	✓	✓	✓	✓

* Limited performance compared to Acid Ink



UNIQUE PRODUCT AND PRODUCTION VERSATILITY

The 24/7-proven Alpha printer platform is the ideal working horse for pigment printing:





EASE OF USE AND FULL INTEGRATION CAPABILITIES

- > Without special pre- or post-treatment know-how, a broad product portfolio based on a multitude of textile fabrics can be offered
- > For special product or customer demands, pre-treated fabrics or commercially available textile chemistry helps to extend the product characteristics (e.g. color gamut, fastness properties, etc.)



Commercial pre-treatments*

For many standard applications, commercially available pre-treated fabrics give excellent results. This makes the process very easy and sustainable!

No washing*

Washing and steaming of the printed fabrics is not required. This makes the process very easy and improves the ecological footprint of the production!

No post-treatment*

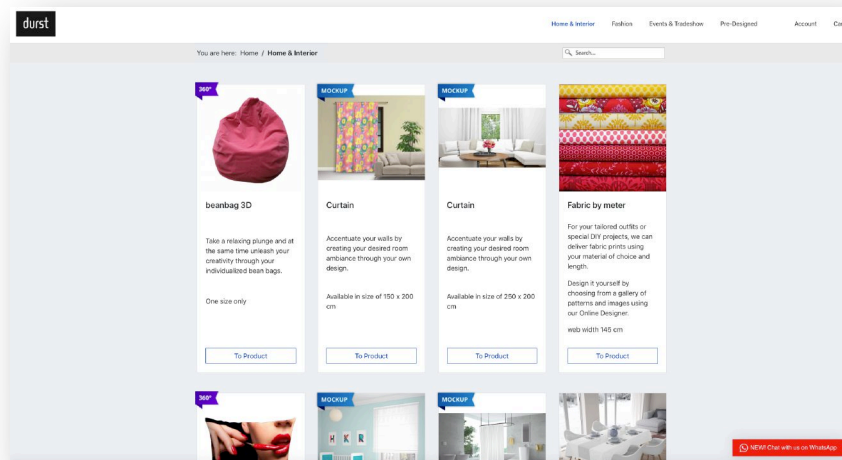
For many standard applications, post-treatment of the fabrics is not required. This makes the process very easy and sustainable!

* Special products or customer demands might require these steps. Here, commercial products (chemicals, etc.) are available from different suppliers!



EASE OF USE AND FULL INTEGRATION CAPABILITIES

In line with the pixel-to-output strategy of Durst, the Alpha Pigment series can be fully integrated into e-commerce solutions such as the Durst SmartShop:



Durst SmartShop e-commerce solution incl. product editor and preview options









<https://textil.durst-web2production.com>



UNMATCHED PERFORMANCE, LOOK AND HAND-FEEL

- > Durst Alpha Pigment Ink offers exceptional quality and performance
- > It is characterized by outstanding colors, color reproduction and soft look and feel. There is no need for special pre- and post-treatment know-how, also guaranteeing maximum cost efficiency in production
- > The application performance was assessed by an independent institute

Fastness results
Pigment Ink

								
	Cyan	Magenta	Yellow	Black	Orange	Red	Green	Blue
Light-Fastness (ISO 105-B02)	>7	7	>7	>7	6	n.d.	>7	n.d.
Colour fastness to rubbing wet (ISO 105-X12)	4	4	4-5	4	4	4	4	4
Colour fastness to rubbing dry (ISO 105-X12)	4-5	4-5	4-5	4-5	4-5	4-5	4-5	4-5
Colour fastness to washing 60 °C (ISO 105-C06)	4-5	4-5	4-5	4-5	4-5	4-5	4-5	4-5

Grading of light fastness is in the scale of 8, all other gradings in the scale of 5. All values are dependent on the process and substrate.

DRIVING THE SUSTAINABILITY OF THE TEXTILE INDUSTRY

- > The Alpha series and its inks are certified according to all relevant standards



- > A sustainable production technology in any aspect
 - ▶ Minimized resource consumption: water, energy and ink
 - ▶ Meeting the highest governmental expectations for sustainable investments
 - ▶ Future-proof technology

	CARBON FOOTPRINT Kg 0.4757 of CO2 Eq/material processed <i>The Carbon Footprint value refers only to the real use of the machine / plant (production and end-of-life phases of the machine / plant are not considered)</i>		Kg N.A. of CO2 /material processed <i>Carbon footprint of previous version of the indicate machine. Year 2015</i>
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DRIVING THE SUSTAINABILITY OF THE TEXTILE INDUSTRY

Digital textile printing with Durst Alpha Pigment Ink improves your ecological footprint:



Water reduction potential of up to 64% compared to analog processes*

"...digital textile printing saved more than 40 billion liters of water in 2018..."
Fespa.com



Energy reduction potential of up to 57% compared to analog processes*

"...a lot of international brands and buyers are now asking for digital printing because they see this as a green process..."
Ekansh Jain, Director of Bliss Impex



Waste reduction potential of up to 85% compared to analog processes*

"...sustainability is something that we have built our business on..."
Michael Jones, CEO of Spoonflower

* rough estimate and depending on the setting of your analog process



WHAT CUSTOMERS SAY...



https://www.youtube.com/watch?v=sOp-9FoY3q8&feature=emb_logo

"...we are heavily in an e-commerce business. The quality, speed and operational time by partnering with somebody like Durst is really important for us. ...Sustainability is something that we have built our business on. If you are in the Textile world, I highly recommend looking at Durst."

Michael Jones, CEO of Spoonflower

"...we can print on-demand here. This means that we have been able to reduce our stock by about 60%. ...In our opinion, the quality of the Durst machine is the best available on the market. Even the waste water has almost drinking water quality."

Daniele and Güven Gencalp, Owners of litlestoff GmbH

<https://www.youtube.com/embed/8qq1UPnmm6c>



TEXTILE
EVOKES
PASSION

...AND WE ARE PASSIONATE ABOUT TEXTILE



FUTURE-PROOF AND SUSTAINABLE VALUE OF THE DURST ALPHA SERIES



...providing you social value

with our future-proof print technologies designed for minimum water consumption, minimum waste generation and with a sustainability-driven product approach!

...providing you business value

with the Alpha series capable of driving your top line. Based on unmet machine productivity among high quality Multipass-printers, 24/7 operations, simplified printing processes and supporting digital process expertise, digitally printed textiles become a profitable business for you!

...providing you functional value

with Durst's long-standing expertise in digital production technologies, the commitment to quality, reliability and innovation as well as our high ethical and environmental standards!