

ColDesi  YOUR SOURCE FOR CUSTOM PRODUCT MASTERY

Customize Now!

Unlocking Growth

Expand Screen-Printing
with DTF

*Can Screen-Printers Stay Profitable
In The Fast-Fashion Market?*





Dear Friends,

You are the essence of our business; your success is ours. I want to share the core values and commitments that drive ColDesi. Our mission is simple: to empower your success through exceptional products, unwavering support, and a commitment to excellence.

At ColDesi, great customer service is the cornerstone of any successful business. We strive to be more than just a supplier; we aim to be your trusted partner. From the first consultation to ongoing technical assistance, we ensure your journey with us is smooth and productive.

Maintaining the up-time of your machines is a top priority. We understand your equipment is the backbone of your business, and downtime can significantly impact your operations. That's why we've invested heavily in a robust support system. Our expert technicians are always on hand to troubleshoot issues, provide maintenance tips, and keep your machines running at peak performance.

To help you stay ahead in the fast-paced world of custom apparel and personalized products, we created this educational magazine. It provides valuable insights, industry trends, and practical tips to enhance your craft, streamline operations, and achieve greater success. By sharing expertise and fostering a community of learning, we aim to support your growth and innovation.

Thank you for being part of this journey. Whether you are already a customer or will be one soon, we look forward to serving you.

Warm regards,

A handwritten signature in black ink that reads "Bryan Hall". The signature is written in a cursive, slightly slanted style.

Bryan Hall
General Manager
bryan@coldesi.com

ColDesi, Inc

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Expanding Your Screen Printing Business with **DTF Technology**

Integrating Direct to Film (DTF) into an existing screen printing business is a strategic way to generate more revenue, as well as expand your service offerings and cater to a broader market.

It offers the flexibility to print detailed designs on a variety of fabrics, including those that are challenging for traditional screen printing.

51%

**of customers
surveyed plan to
purchase equipment
within the next year.***

*Survey conducted by ColDesi of over 340 customization businesses - May 2024

MARKET DEMAND ANALYSIS

Assessing the market demand among current and prospective customers is the first step in integrating DTF into a business. It has become popular due to its **flexibility, efficiency, and high-quality** output for a wide range of fabrics.

It supports small, medium, and large-scale print runs economically by reducing setup costs and waste. It offers quicker turnaround times than traditional methods, which is appealing in a market that values sustainability and speedy service. DTF's capability for on-demand customizations suits industries that find such services **impractical with screen printing**.

As digital technology continues to evolve, DTF's role in the textile printing industry is set to expand, benefiting from trends that favor customization and small to medium production.

For a screen printing business looking to remain competitive with market trends, incorporating DTF can provide a strategic **advantage**, catering to evolving customer needs and expanding the business's service offerings.

SCALABILITY CONSIDERATIONS

If your business strategy involves scaling up quickly, DTF can accommodate this growth, providing an increase in output without an exponential increase in labor or overhead costs.



INVESTMENT COSTS AND CONSIDERATIONS

Initial setup costs include purchasing equipment along with the necessary consumables. The investment might also extend to software upgrades or training.

BENEFITS OF DTF BUNDLE PURCHASES

Purchasing a **DTF bundle package** offers many cost-effective advantages for businesses. "Bundling" items, like equipment and consumables, comes at a **discounted rate** compared to buying each item separately.

Bundling reduces shipping costs, saving on logistics, especially with larger equipment.

These packages ensure compatibility among all components, promoting efficient operations and preventing issues that arise from incompatible equipment. The convenience of acquiring a complete, **ready-to-use setup** saves time.

It also facilitates a quicker start to operations.

Dealing with a single supplier for the bundle simplifies after-sales support, warranty claims, and technical help. Certain suppliers, like ColDesi, also offer training, which is especially beneficial for those new to DTF printing. **DTF bundles** streamline the buying process and provide financial savings and operational benefits.

AVERAGE INVESTMENT COST FOR STARTING A DTF PRINTING BUSINESS

The average investment varies based on factors like the scale of operations, equipment quality, and business needs, ranging from \$10,000 to \$50,000 for small to medium-sized setups.

This includes the cost of an **industrial grade DTF printer**, which averages around \$22,000. Consider investing in a printer that includes a powder shaker/dryer. Sold separately, a powder shaker/dryer can cost between \$3,000 and \$10,000, on average.

You will need to purchase a **commercial heat press** if your current business does not use one. Heat presses vary in price from \$1,000 to \$3,000, depending on capacity and durability.

The DTF printing process will require proper ventilation. The cost of ventilation extractors can vary. On average, industrial-grade extractors can range from \$2,000 to \$4,000, depending on their specifications and capabilities.

Continued on page 6

OPERATIONAL CONSIDERATIONS

Understanding operational space, climate control, electrical requirements, as well as training and maintenance is essential when incorporating DTF.

You will need dedicated space for the equipment, operations, and maintenance. DTF ink and **transfers are sensitive to UV rays**. It is crucial to establish a storage area that is shielded from direct sunlight.

For optimal results, it is important to maintain a climate-controlled environment with consistent temperature and humidity based on the machine's specific requirements. DTF equipment and materials function best within a moderate temperature range, typically between 68°F and 77°F.

The optimal humidity level is between 40% and 60%. The electrical requirements for equipment can vary. Most equipment **operates on standard electrical voltages** around 110-120V or 220-240V. It is important to check the specific requirements of each piece of equipment.

Consult an electrician to ensure your facility meets these requirements.

TRAINING AND LABOR CONSIDERATIONS

Before purchasing equipment, it is important to verify what training is included. ColDesi offers training for existing and future employees, for the lifetime of the machine. This means you won't need to allocate additional funds for training down the line. The DTF process has a lower average labor cost than screen printing. The average labor cost per employee in the US is around \$17 per hour. It also requires fewer employees. The automation and simplicity of the DTF process reduces manual labor and skill required, which can translate into cost savings.

TRANSFORM YOUR SCREEN PRINTING BUSINESS WITH COLDESI

Integrating DTF into an existing screen printing business allows it to diversify offerings, reach a wider market, and enhance profitability. Businesses can tap into the growing demand for customized, small to medium batch printing.

Position your business at the forefront of the competitive digital textile landscape with the help of ColDesi. We provide **top-tier DTF equipment, consumables, and exclusive bundle packages**, complemented by industry-leading training to streamline your processes.



ColDesiPRO

Number One in DTF Printers



ColDesi DTF 12H2

ColDesi DTF 24H2

ColDesi DTF 24H4

A Program Designed for High-Caliber Screen Print Businesses

Discover how ColDesi Pro can transform your business with maximum uptime and low cost to operate.


Integrate DTF production in-house now with the best in the business.

- Top-Tier Installation and Training
- Dedicated USA-based Support Agents
- Discounts on Equipment, Supplies, and Parts
- Priority Backup Printing

Selective. Strategic. Superior.
Stay competitive in an evolving digital printing market.
Elevate your business with ColDesi Pro.

For program details and eligibility,
contact a ColDesi Pro Membership
expert at 877-793-3278.

ColDesiPRO 
coldesi.com

Proud USA Owned & Operated Company 

Custom DTF Printing

Understanding the Business Potential

With custom DTF printing, a whole world of t-shirt printing opportunities emerges. A high production Direct to Film printer can create hundreds of quality transfers.

Creating an immense number of detailed transfers provides a massive business opportunity. That is why many successful customization businesses use Direct to Film: selling transfers, clothing lines, or taking in huge custom orders are only a few examples. A DTF printer provides the horsepower to handle the biggest of business ambitions.

All that is needed is a solid vision and the drive to follow it through. Let's review some of the potential paths for a DTF business and how they can lead to success.

PRINTING TRANSFERS: CAPITALIZING ON CUSTOMIZATION

One avenue with custom DTF printing is offering transfers alone. A sticking point for some developing businesses is acquiring a printer, due to factors like a lack of space or the potential costs of a DTF Printer. Any of these factors can stop a business in its tracks.

Other businesses will elect to offer individual transfers to them as a solution. This is for customers who want to create their t-shirt design, let someone else print it, and then heat press it on the product themselves. Some customers may even elect to use the service to create a business of their own.

Utilizing online websites allows customers to send in designs and buy many transfers all at once. Selling gang sheets, or sheets that fit a large amount of the same design on it, is an effortless way to make money.



ONLINE STORES | ESTABLISHING E-COMMERCE SUCCESS

Direct-to-film printing has plenty of opportunities. Many custom DTF printing businesses live online. Normal DTF printers take up quite a bit of space, meaning that retail stores do not always have room for them. Often the best avenue for hosting a DTF business would be through an online marketplace. This also can immediately save money on having to rent or buy a retail space. Working out of your home provides much more flexibility for how to set up and sell products. Online you can easily offer a curated set of a few designs, with a super-fast turnaround. On the other hand, you could focus on custom designs.

Whatever the business vision may be, an online store will elevate business potential. Certain online storefronts even have built-in tools for managing shipping costs and inventory. Every tool needed to create and manage an online storefront is available. Running an online store allows new businesses to establish themselves with confidence. In an always-online world, a successful business can be a click away.



PRINTING IN THE BIG LEAGUES: MANAGING LARGE-SCALE ORDERS

If ambitions go past printing transfers and on-line orders, then it's time to take on the big leagues. Custom DTF Printing is the perfect tool to handle large jobs. Some excellent examples include fanwear, school uniforms, custom event shirts, and work uniforms. DTF Businesses are great for fanwear because there will always be a market. Within one sport, like American Football, there are plenty of teams and special events. A single DTF printer could help produce all the fanwear sold at a 20,000-attendee sports game. Locking in that kind of deal provides months of potential profit.

This is a similar case for printing and designing school uniforms. A vendor can work with schools ahead of time to estimate incoming students. That number can turn into consistent orders per school year. Any of these paths is a grand opportunity to push business to the next level. Using the high-production speeds of a DTF printer is the ticket to larger jobs and greater profits. Superior quality and fast turnarounds can make even massive jobs a reality.

“

92%

of DTF equipment owners with sheet-fed printers plan to purchase roll-to-roll printers within the next 12 months.*

”

TURNING AMBITIONS INTO REALITY

The solution to a successful custom DTF Printing business isn't set in stone. The paths discussed in this article are only a few of the possible opportunities with Direct to Film. A DTF Printer has the horsepower and potential to fit a plethora of businesses. All it needs is a clear vision and the drive to pursue it. Selling transfers, establishing custom online brands, or creating fanwear for sports games—all of these are possible with Direct-to-Film. With a DTF Printer, the sky's the limit on new business opportunities.

**Survey conducted by ColDesi of over 340 customization businesses - May 2024*



4.99% Finance on DTF Printers*

Are you a business owner looking to upgrade your screen-printing equipment with the latest digital technology? Our team of financing experts is here to help you get the best deals on equipment finance.



Apply now to
get started.

**Rates subject to change
based on market conditions*

Contact us today for approval
and grow your business.

Call 866-757-0244

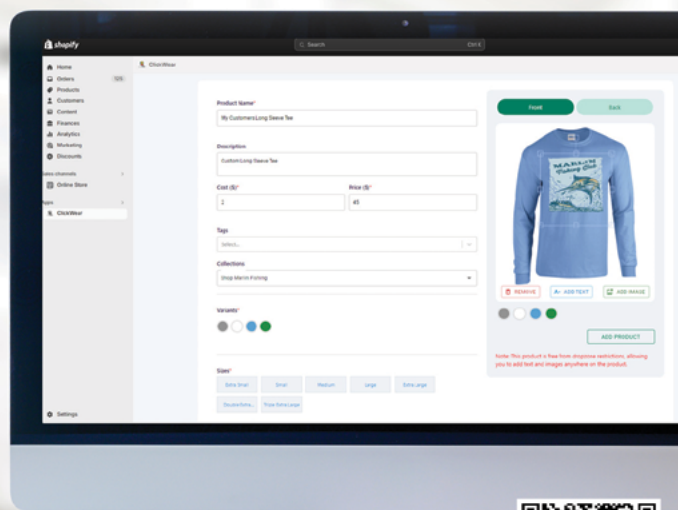


Revolutionize Your Custom Apparel Business with the Ultimate Shopify App!

Say goodbye to manual processes and hello to seamless efficiency with ClickWear, the groundbreaking Shopify app designed specifically for custom apparel businesses. Here's why ClickWear is a game-changer:

- **Streamlined Workflow:** Effortlessly manage orders, inventory, and production workflows all in one place, saving you time and minimizing errors.
- **Boosted Sales:** Enhance your online store with customizable product options, streamlined checkout, and seamless integration, resulting in increased conversions and revenue.
- **Enhanced Security:** Rest easy knowing that your data and transactions are protected with state-of-the-art security measures.
- **Advanced Insights:** Gain valuable insights into customer behavior, sales trends, and performance metrics to make informed business decisions.
- **User-Friendly Interface:** Enjoy an intuitive and user-friendly interface that makes navigating and using the app a breeze for you and your team.

ClickWear 
Powered By ColDesi OnDemand



Experience the ClickWear advantage and take your custom apparel business to new heights. Don't miss out—integrate ClickWear into your Shopify store today and unlock a world of possibilities!



Driven to Provide HOPE & HEALING

At ColDesi, we are committed to making a positive impact beyond our business operations. We take great pride in supporting the humanitarian endeavors of Mercy Ships, an organization whose dedicated team tirelessly delivers transformative surgical interventions to both children and adults who lack access to such critical care. Aligned with our overarching mission, we actively participate in initiatives that promote healthcare accessibility and improve the quality of life for individuals in need. By partnering with Mercy Ships, we contribute to a world where everyone can lead healthier and more fulfilling lives.




CAS  **PODCAST**
CUSTOM APPAREL STARTUPS
Brought to you by ColDesi

Tune In to Custom Apparel Startups Podcast:
Your Ultimate Resource for Success in the Apparel Industry!

- **Stay Informed:** Discover the latest trends, technologies, and techniques shaping the apparel business landscape.
- **Expert Interviews:** Gain exclusive access to interviews with seasoned professionals and successful entrepreneurs, uncovering their secrets to success.
- **Actionable Advice:** Learn practical tips and actionable advice on everything from marketing and branding to production and operations.
- **Community Engagement:** Connect with like-minded individuals and industry peers, sharing experiences and forging meaningful connections.

Whether you're a seasoned veteran or just starting out, the Custom Apparel Startups Podcast is your go-to resource for unlocking your full potential in the apparel industry.



Join The Industry Leader We're Hiring!

ColDesi is leading the way in professional customization technology, backed by decades of collective experience.

You Might Have What It Takes...

We are looking for talented individuals to join our team.

- **Experienced Account Managers**
- **Experienced Field Support Technicians**

If you're driven to succeed and eager to contribute to our innovative work environment, then we invite you to be part of our team. Industry leading compensation and benefit packages.

For more information, contact us at **careers@coldesi.com**. Let's embark on this exciting journey together!



ColDesi 
Achieving Dreams Together

How to Build a Workspace

For a DTF Printer Setup

BUILDING A DTF PRINTER SETUP FOR A SCREEN PRINTING BUSINESS

When it comes to popular customization techniques, Direct-to-Film is transforming the industry and has become the backbone of apparel customization businesses across the country. Screen printing businesses are even adding in DTF to expand their versatility. Then these businesses can tackle jobs without the setup and maintenance of normal screen printing.

A big step needed to add DTF technology to your business is addressing your workspace. You may be asking: How big are these printers? What does DTF need to operate? Where do I store my DTF transfers?

These questions are important to consider when investing in a DTF printer. The quality can speak for itself, but like screen printing, operation is the true key to success. Let's break down how to build a space for a DTF printer setup.

CONSIDERING THE SPACE FOR MACHINES

The first thing many screen-printing businesses note is the physical workspace. Screen Printing technology is large. This is true for both automatic and manual screen presses.

Industry standards like the M&R GAUNTLET 4 take up an expansive 18 feet and 6 inches in diameter. This doesn't even consider the extra machines needed, like a gas powered belt dryer.

These substantial space requirements make available space a key factor for new technology.

Expanding on space requirements, a workspace is not only talking about the machines. There should be an equal balance of room to create and maintain the machines as well.

If it's impossible to fit yourself into the room with the machine, how can any work get done?

Now, when adding in a direct-to-film printer, the space requirements shrink. With the ColDesi DTF 24H4, the combined dimensions of the large equipment involved are 13 feet in length by 6.5 feet in width and includes the shaker/dryer. These two machines cover the entire printing process. Depending on the workspace, several DTF printers can occupy the space of one Gauntlet 4.

Like with screen printing, DTF also needs room to operate and maintain the machine. It is especially important when performing the daily and weekly maintenance of this printer. Matching the quality of the end product while shrinking the space needed to operate the equipment creates plenty of room for success.





If the goal is customizing t-shirts and printing transfers, a heat press is also necessary. An industry standard example of a commercial heat press is the Hotronix Fusion IQ. The standard model dimensions are 32 inches in length by 18 inches in width.

This isn't as costly for total space needed, but it is a key factor in a successful DTF business workspace.

In comparison to standard screen printing businesses, a DTF printer setup requires much less space for machines and operation.

ADDRESSING STORAGE METHODS

Beyond equipment, the other significant space difference comes in storage. With screen printing, setting up a print job will take a lot of resources.

A workplace that tackles several screen printing jobs at a time will have a surplus of items. This can mean a significant amount of workspace is needed for screens, emulsion, and inks. Couple that with a large inventory of blanks, and the space requirements continue to grow.

Now, with direct-to-film, the scale of inventory will also shrink because DTF prints onto film, eliminating the need for large screens or emulsion. This means only stocking up on DTF film and inks.

Since DTF involves printing transfers, there's room to also create an inventory of transfers. Planning and creating shirts without a full print job showcases DTF's flexibility.

However, an important consideration with printed transfers is the storage conditions. DTF transfers need a cool and dark place to prevent damage from direct UV light.

If the storage setup follows these standards, storage spaces can be much more flexible with a DTF printer setup.

Continued on page 14



RECOGNIZING THE PROPER POWER REQUIREMENTS

Another major factor to examine when considering expanding to DTF is power requirements. A standard **DTF Printer Setup** includes the printer, shaker, and dryer.

Many DTF printing technologies run at an average of 110-120 volts or 220-240 volts. For example, the **DTF 24H4** has a recommended voltage of 240 volts. Meanwhile, let us consider the GAUNTLET 4. This screen-printing machine needs 208-230 volts.

If a business is considering a **DTF-24H4**, they may already have the necessary power infrastructure. When researching DTF printers for a screen-printing business, be sure to investigate their electrical needs.

Consult an electrician to ensure that the workspace meets those requirements.

CREATING THE OPTIMAL CLIMATE CONDITIONS

The proper climate can make or break both screen printing and DTF workspaces. Factors like **humidity and temperature can significantly impact performance** and the quality of the finished product.

Any business considering adopting DTF should be aware that DTF printers perform best in a moderate temperature, between 68°F and 77°F, and an optimal humidity range between 40% and 60%.

A successful screen-printing business may need to adjust its working environment to accommodate DTF printing. This could involve investing in a dehumidifier and ensuring adequate air conditioning or heating as needed.

Another important factor to consider with high-production DTF printers is **ventilation**. If a business adopts a large dryer model for DTF, it will need an extractor.

Not having proper ventilation for a DTF dryer will cause issues over the course of many print jobs. It is imperative to have **proper ventilation** along with the correct climate, for any DTF printer setup.

READY TO ENTER THE WORLD OF DTF?

Overall, many screen printing businesses will already have the tools to build a **DTF printer setup**. DTF printers are generally smaller than screen printing technology.

Stocking a DTF workspace and storing transfers will also require less room and effort. Both technologies have similar climate and electricity requirements.

Depending on the model of DTF printer, it may be as simple as getting the printer into the space. Then it's off to the races printing transfers. **The flexibility of DTF** makes it the perfect companion to screen printing by offering smaller machines, easy storage, and compatible climate and electricity needs.

It makes the decision to adopt and add DTF to a customization business an easy one.

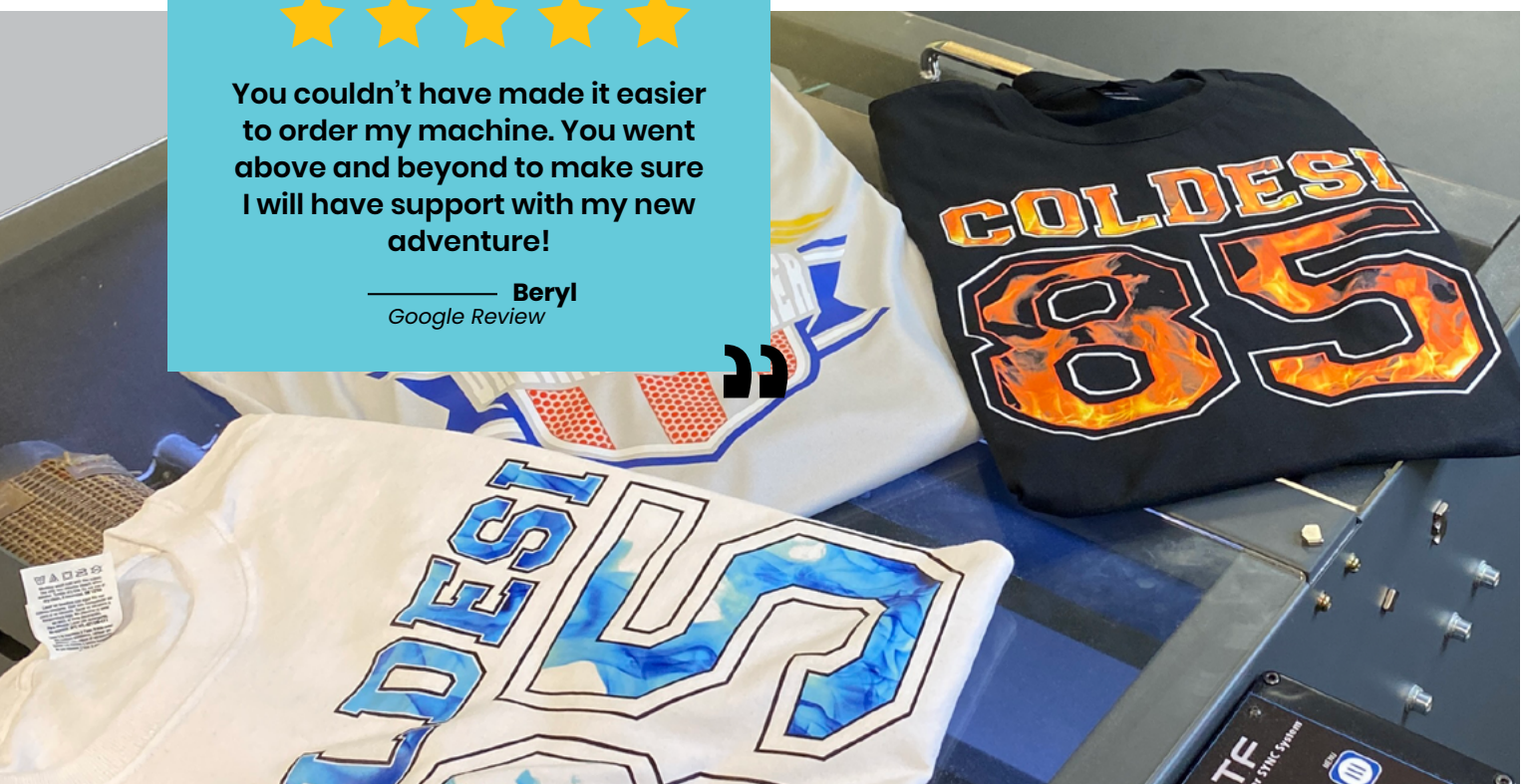
“



You couldn't have made it easier to order my machine. You went above and beyond to make sure I will have support with my new adventure!

— Beryl
Google Review

”





Elevate Your Printing Business with the Direct-to-Film 24H2 Transfer Printer

Designed to exceed industry standards, this cutting-edge solution empowers your business with unmatched quality, speed, and versatility.

ColDesi DTF 24H2 Features:

- 1. Faster Machine Output:** Outpaces traditional DTG or White Toner printers, ensuring efficiency and productivity.
- 2. Versatility:** Transfers on virtually all material types, expanding your creative possibilities and client base.
- 3. Double Print Head Technology:** Enhances precision and speed, delivering crisp and vibrant prints consistently.
- 4. Separate White Ink Channels:** Ensures optimal white ink coverage, crucial for printing on dark or colored garments.
- 5. Durability:** Comparable to screen printing, offering longevity with over 50 washes, providing value and reliability to your customers.
- 6. Beautiful Digital Gradients and HDR Colors:** Achieves stunning gradients and colors, meeting the demands of even the most discerning clients.
- 7. Comprehensive Support:** Includes training and support to streamline your transition and maximize the potential of your investment.



Advantages Over Screen Printing:


- 1. No Screen Mess:** Eliminates the hassle of dealing with messy screens, reducing cleanup time and maintenance.
- 2. Quick Setup:** Setup is streamlined, taking minutes rather than hours, optimizing your workflow and minimizing downtime.
- 3. No Need for Darkroom:** Removes the need for a dedicated darkroom space, saving valuable real estate in your facility.
- 4. Simplified Ink Management:** No more measuring and mixing inks to match colors, simplifying the printing process and reducing errors.
- 5. Energy Efficiency:** Eliminates the need for a gas-powered belt dryer, reducing energy consumption and operating costs.
- 6. Enhanced Print Quality:** Delivers superior print quality, free from issues like registration errors or popped screens, ensuring customer satisfaction.
- 7. Space-Saving:** Requires significantly less space compared to traditional screen printing setups, optimizing your workspace.

Upgrade your printing capabilities and stay ahead of the competition.

Watch the 24H2 DTF
Printer in action.



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(844) 255-3818

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Why Professional DTF

Printing Equipment Is Essential for Your Customization Business

If you own a customization business, you already know that the quality of your work is only as good as the quality of your equipment. This is even more true when it comes to DTF printing. It is critical you invest in professional DTF printing equipment for optimal results.

WHY INVEST IN PROFESSIONAL DTF PRINTING EQUIPMENT?

The DTF printing market is growing due to its versatility, cost efficiency, and exceptional product quality. Investing in professional DTF printing equipment can offer several advantages for businesses. Here are some compelling reasons to consider purchasing professional DTF printing equipment:

1. High-Quality Prints:

Professional DTF printers deliver superior print quality by offering precise ink composition and vibrant colors. They can reproduce intricate design details, making them suitable for producing high-quality prints.

2. Versatility:

Professional DTF printing equipment is versatile, printing for a wide range of materials, including cotton, nylon, leather, polyester, and blends. This offers diverse applications across various industries, from apparel and textiles to promotional products.

3. Efficiency and Productivity:

Engineered for high-volume printing, DTF printers are efficient for large-scale production. Automation, advanced drying systems, and optimized print beds contribute to increased productivity.



75%

of those surveyed reported that their first-quarter sales either remained steady or rose compared to the same period in 2023.*

*Survey conducted by ColDesi of over 340 customization businesses - May 2024



4. Customization Capabilities:

DTF printing is well-known for its customization capabilities, allowing businesses to offer personalized and unique designs to meet the growing demand for customized products in the market.

5. Cost-Effectiveness for Medium to Large Runs:

While the initial investment may be higher, professional DTF printing equipment can be cost-effective for medium to large print runs. The speed of these machines contributes to lower production costs per unit, making them cost-effective for businesses with large printing needs.

6. Reliability and Durability:

Professional-grade equipment has durable components, ensuring longevity and consistent performance over time. This reliability is crucial for minimizing downtime and maintaining a smooth production workflow.

7. Advanced Features and Technology:

Professional DTF printers often come equipped with advanced features such as multi-color channels, sophisticated software, and the ability to manage complex designs. Keeping up with technological advancements ensures that your printing capabilities remain competitive.

8. Comprehensive Support and Training:

Manufacturers of professional DTF printing equipment provide comprehensive support and training. This support can be valuable for operators, helping maximize equipment capabilities and handling troubleshooting issues.

9. Meeting Industry Standards:

Professional DTF printing equipment exceeds industry standards, essential for businesses looking to deliver high-quality products, matching customer expectations and market requirements.

10. Staying Competitive:

As the printing industry evolves, staying competitive requires access to the latest technology. Investing in professional equipment ensures that your business can offer unique printing solutions, attracting customers who value innovation and quality.

Continued on page 18



Excellent support and very patient. Willing to put the time in to help us get everything setup and working to our satisfaction.

— Steve
Google Review



PROFESSIONAL VS. HOME-BASED DTF PRINTING EQUIPMENT: A COMPARATIVE OVERVIEW

Professional DTF printing equipment and home-based equipment differ in several key aspects, including their features, capabilities, and intended usage. Here are some of the primary distinctions:

○ **Printing Volume and Speed:**

- **Professional DTF Equipment:** Designed for high-volume printing, professional DTF printers manage large-scale production efficiently with features such as automated systems, larger print beds, and faster printing speeds. This caters to the demands of commercial printing.
- **Home-Based DTF Equipment:** This type of equipment is geared towards smaller-scale or hobbyist applications. Home-based DTF printers may have lower printing speeds and smaller print areas. They are suitable for individuals or small businesses with lower production requirements.

○ **Print Quality:**

- **Professional DTF Equipment:** These are engineered to deliver superior print quality. Professional DTF printers often have advanced printing technologies. They have multi-color channels and optimized ink systems. They can produce high-resolution prints with vibrant colors and delicate details.
- **Home-Based DTF Equipment:** While still capable of producing quality prints, home-based DTF printers have limitations like color accuracy, resolution, and overall print quality.

○ **Durability and Build Quality:**

- **Professional DTF Equipment:** This equipment is built with robust materials and components. Professional DTF printers are durable and sustain heavy usage. They can easily withstand the demands of a commercial or industrial setting.
- **Home-Based DTF Equipment:** These are constructed for lighter usage. Home-based DTF printers may have a less robust build and may not be as durable over the long term. They are suitable for occasional or hobbyist use.

○ **Features and Automation:**

- **Professional DTF Equipment:** Professional-grade printers come with advanced features such as automated systems for loading/unloading materials, precise registration mechanisms, and efficient drying systems. These features contribute to increased productivity and workflow efficiency.
- **Home-Based DTF Equipment:** Home-based printers may have simpler features and manual processes for users who focus on ease of use over advanced automation.

○ **Size and Portability:**

- **Professional DTF Equipment:** Professional DTF printers are larger in size. They usually remain stationary due to their heavy-duty construction and larger footprint.
- **Home-Based DTF Equipment:** Home-based printers are more compact and portable, catering to users who have limited space or may need to move the equipment.



Premium Graphics and Digitizing Services

From embroidery digitizing to digital printing art, cut-ready vector art to rhinestone and spangle bling art, we cater to all your design needs.

Our expertly crafted designs are tailored for seamless integration with your ColDesi equipment, ensuring production-ready art that delivers flawless results every time.





Scan QR code to get started!



Among the surveyed customers who intend to buy DTF equipment within the next year,

31%

plan to purchase multiple machines.*

○ **Cost:**

- **Professional DTF Equipment:** Professional DTF printers usually have a higher upfront cost due to their advanced features, capabilities, and durability. However, the cost per print may be lower for large production runs.
- **Home-Based DTF Equipment:** Home-based DTF printers are generally more affordable, but they may have higher per-print costs. They are suitable for those with lower budget constraints or hobbyist applications.

When trying to decide between professional and home-based equipment for your businesses, keep in mind your business's specific needs and the scale of your printing operation. Professional equipment is ideal for businesses with high-volume production requirements. Home-based equipment is more suitable for individual users or small-scale operations.

*Survey conducted by ColDesi of over 340 customization businesses - May 2024

WHY CHOOSE COLDESI FOR YOUR PROFESSIONAL DTF PRINTING EQUIPMENT?

Achieving high-quality DTF prints requires excellent supplies and equipment. Elevate your customization capabilities with ColDesi's range of professional DTF printing equipment, designed to meet the diverse demands of today's industry.

ColDesi is at the forefront of professional DTF printing equipment, with decades of combined experience in manufacturing and supporting specialty printing equipment, guaranteeing flawless DTF transfer printing for a variety of materials.

ColDesi has several high-volume commercial grade DTF printers, engineered to produce stunning prints for an extensive range of materials including, cotton, nylon, treated leather, polyester, 50/50 blends, and more. Suitable for both light and dark fabrics, our comprehensive range of DTF products include high-performance equipment, vibrant inks, and reliable supplies. ColDesi's premium DTF inks deliver vibrant and long-lasting prints. Our DTF film ensures exceptional transfer results, setting your business apart from the competition.

Committed to delivering top-quality DTF solutions, ColDesi provides industry-leading training and exceptional customer service. Transform your customization capabilities with ColDesi's professional DTF printing equipment.

Number One In DTF Printers

ColDesiPRO



Equipment Discounts

A PROGRAM DESIGNED
EXCLUSIVELY FOR HIGH
VOLUME DECORATORS.

Part Discounts

Supply Discounts



**Call 877-793-3278 to find out if your shop qualifies
for this program.**

*Terms and conditions apply based on credit qualifications. Continental U.S. Only.
Cannot be combined with any other offers or specials.

Become a **ColDesi Pro Member** and receive these benefits:

4.99% Financing*

Extended Warranty

Terms on Supplies

Prioritized Backup Printing


Top-Tier Installation

**YOU
PRO**

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Leveraging DTF Printing Solutions

for a Competitive Edge in Fast-Fashion Manufacturing



The apparel customization industry is experiencing extraordinary growth fueled by the fast fashion phenomenon. Screen printing businesses are challenged to adapt swiftly to changing consumer demands while maintaining profitability.

It is imperative for screen printing business to explore innovative solutions to stay ahead. DTF printing solutions offer a shift in the way businesses approach personalized merchandise creation.

WHAT DEFINES FAST FASHION?

Fast fashion prompts brands to speed up their distribution processes, rather than committing to large-scale production runs of specific designs.

Businesses produce smaller quantities of each design and then ramp up production for those designs that prove popular. This approach enables businesses to address market demands.

To remain competitive in the fast fashion landscape, businesses should capitalize on the advantages of DTF printing solutions. It is essential to understand the intricacies of DTF printing technology, as well as recognize its importance for professional-grade operations.

ADDRESSING THE CONSTRAINTS OF TRADITIONAL SCREEN PRINTING

Though screen printing offers advantages, it comes with limitations. One issue is the intricacy and expense of setting up initial screens.

Each color requires a separate screen, escalating production costs and rendering it less economical for multicolor designs compared to DTF printing, which can manage multiple colors at the same time.

For small-scale endeavors, setup costs can be steep, making the screen printing method less viable than

alternative methods. The minimal setup requirements of DTF printing make it more cost-efficient for small and medium runs.

Screen printing has difficulties with intricate details and complex designs. Reproducing minute details presents a challenge.

The multi-step nature of screen printing results in lengthier production times compared to digital printing. Digital printing offers swifter output, rendering it suitable for time-sensitive projects.





How can you benefit from DTF printing to enable fast-fashion manufacturing and provide new standards of production efficiency?

UNLOCKING THE BENEFITS OF DTF PRINTING TECHNOLOGY

DTF printing offers a streamlined process that bypasses many of the timely steps in the screen printing process, resulting in vibrant, high-resolution prints characterized by exceptional detail and color accuracy.

Whether it is intricate patterns or fine lines, DTF can create designs that may be too complex for traditional screen printing methods. DTF ensures colorful outcomes, even on dark fabrics, boasting a wide color gamut that includes vivid hues like cyan and magenta.

Its versatility extends to various fabric types, including cotton, linen, polyester, denim, and canvas, making it suitable for a diverse

range of products. Whether tackling small or large batches, DTF is cost-effective for both short and extended print runs, accommodating single items or sizable orders with ease.

DTF eliminates the need for screens and emulsion used in traditional screen printing, saving valuable time and space in the workspace. Its eco-friendly nature, characterized by reduced waste and the use of environmentally conscious inks, makes DTF a sustainable option for apparel decoration.

Compared to the intricate process of mastering emulsion and substrates in screen printing, DTF offers a straightforward learning curve, making it an accessible choice for business incorporating this process.

65%

of DTF equipment owners surveyed purchased their equipment in the last year.*

THE IMPORTANCE OF PROFESSIONAL-GRADE DTF PRINTING EQUIPMENT FOR SCREEN PRINTING BUSINESSES

For screen printing businesses committed to delivering unwavering quality and efficiency, investing in professional grade DTF printing equipment is paramount.

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*Survey conducted by ColDesi of over 340 customization businesses - May 2024

These state-of-the-art printers are engineered to meet the exact demands of commercial production, boasting advanced features such as precise ink delivery systems, automated maintenance routines, and seamless integration with design software.

By harnessing the power of innovative equipment, businesses can guarantee consistent high-quality results, while minimizing downtime and maximizing output.

As highlighted in “The Importance of Professional DTF Printing Equipment,” the use of quality equipment ensures reliable performance, minimizing downtime and maximizing output.

CHOOSING THE RIGHT DTF PRINTING SOLUTION FOR YOUR SCREEN PRINTING BUSINESS

Selecting the right DTF printer is a pivotal decision that can impact the success and profitability of a screen printing business.

Several factors must be weighed during the evaluation process, including print quality, production speed, ink compatibility, software capabilities, and the availability of ongoing support and maintenance services.

By conducting thorough research and comparing available options, businesses can make informed decisions.

HOW DTF PRINTING PROPELS SCREEN PRINTING BUSINESSES FORWARD

DTF printing solutions represent a revolutionary approach to customization, empowering screen printing businesses to elevate their operations and thrive in an ever-evolving market landscape.

By embracing this innovative technology and leveraging its myriad of benefits, businesses can position themselves for long-term success and prosperity.

As the demand for personalized products continues to rise, DTF printing stands ready to shape the future of customization, offering endless possibilities for businesses to excel and prosper in the competitive world of garment decoration.

GROW YOUR SCREEN PRINTING BUSINESS WITH COLDESI

Integrating DTF into your screen printing business not only helps it stay competitive in the dynamic fast fashion arena but also boosts profitability.

By embracing DTF, businesses can meet the increasing demand for personalized, small- to medium-batch printing. Place your business at the forefront of the fast fashion scene with ColDesi's assistance. We provide top-tier DTF equipment, consumables, and exclusive bundle packages, complemented by industry-leading training to streamline your processes.



ColDesi 
DTF-12H2

**YOUR COMPACT,
POWERFUL PRINTING
SOLUTION!**



- **Compact and Convenient:** Designed to fit in almost any shop, it's perfect for high-volume commercial use.
- **Speed:** Print up to 50 transfers per hour, each sized 8" x 10".
- **Ease of Use:** Training and support are included with your purchase, ensuring you get the most out of your DTF-12H2.
- **Affordability:** Costing no more than an average direct-to-garment printer, the DTF-12H2 offers great value.

What Can You Customize with the DTF-12H2?


- T-Shirts
- Brand Tags
- Polos
- Sweatshirts & Sweatpants
- Backpacks
- Flags
- Sports Uniforms

Transform your printing capabilities with the DTF-12H2. Compact, powerful, and ready to meet all your printing needs!

**Read more about expanding
your business with DTF**



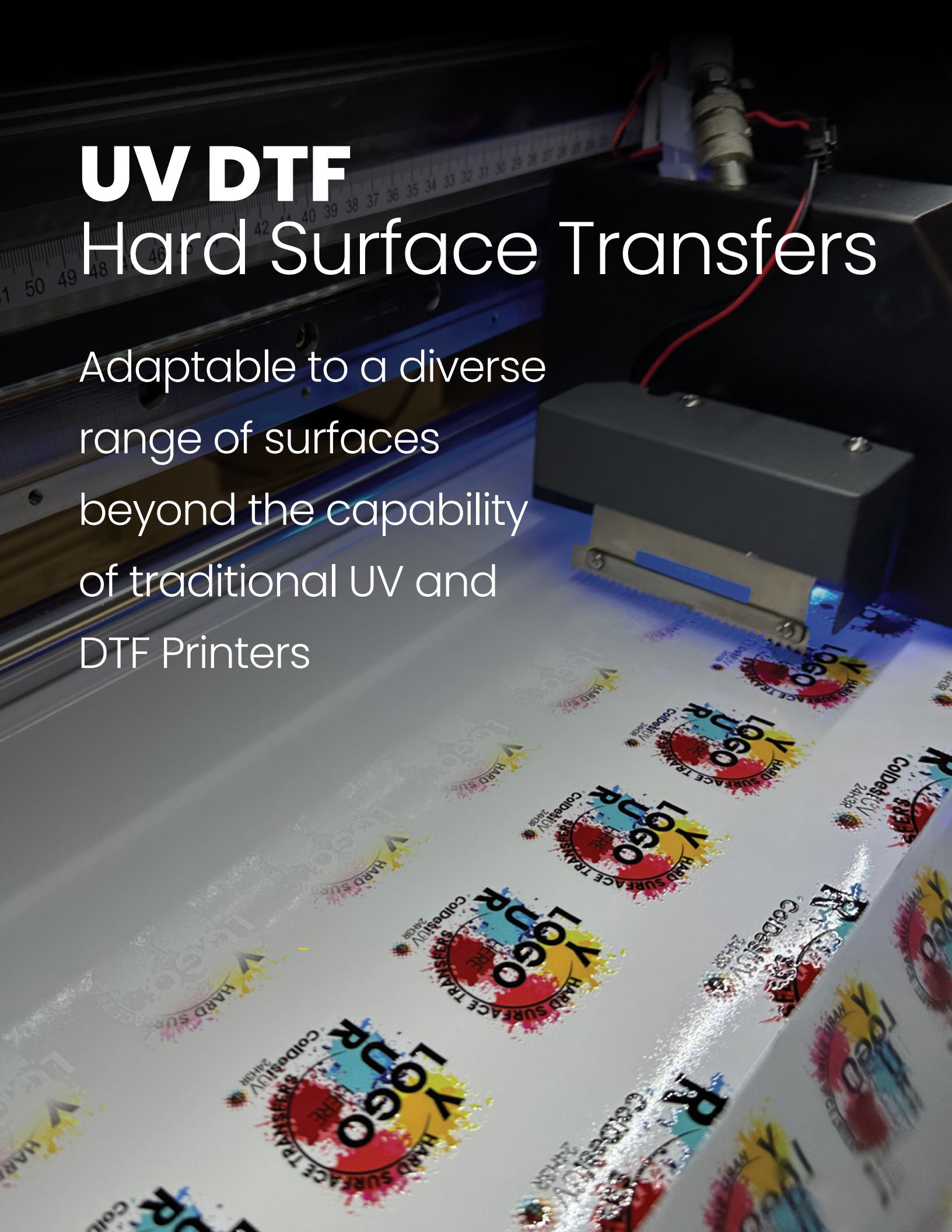
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Hard Surface Transfers

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range of surfaces
beyond the capability
of traditional UV and
DTF Printers





The best customer service and support care. They are absolutely wonderful and helpful and got me back up and running. I highly recommend this company.

— Hannah
Google Review



Showcasing the Potential Return on Investment ColDesi UV 24H3R

UV DTF (Direct-to-Film) Printing is an innovative printing process that utilizes a UV printer to print directly to film. This type of printing has several benefits, including superior adhesion, increased durability, and affordability. However, the upfront cost of this type of printer can often be higher than traditional printing methods. Fortunately, UV DTF printers like the ColDesi UV 24H3R provide an excellent return on investment by keeping printing and operating costs low, while maximizing profit.

A SINGLE TRANSFER COSTS PENNIES TO PRODUCE

With a premium investment like the 24H3R UV DTF Printer, it is important to know what the average printing cost looks like to understand its return on investment. The following chart examines the cost associated with printing a single logo by design dimension and material cost.

The information below are estimates (based on averages) and will vary with each job and use.

Logo Dimensions	Material Cost (Combined Ink and Film)
1.5" x 1.5"	1.7 Cents
1.75" x 1.75"	2.3 Cents
2.75" x 2.75"	5.1 Cents
4.5" x 4.5"	12.6 Cents

These estimates are for illustrative purposes only and may not represent your use case.

As shown above, it costs only pennies to create high-quality transfers for a variety of hard-surface items. The standard roll of film can produce around 19,000 UV DTF transfers costing you around \$134.00.

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56% of survey participants own DTF equipment.*

*Survey conducted by ColDesi of over 340 customization businesses - May 2024

UV DTF GANG SHEET HOURLY PROFIT MARGIN

The growing demand for UV DTF transfers and low production costs has led many customization businesses to forgo purchasing blanks and instead focus on selling ready-to-use custom design transfers. The average gang sheet of 100 UV DTF transfers retails around \$50 online. The following information is on the average hourly profit opportunity for producing a 2-foot UV DTF gang sheet using the 24H3R UV DTF Printer.



75%

of DTF equipment owners have roll-to-roll printers.*

The information below are estimates (based on averages) and will vary with each job and use.

Graphic Size	1.75" x	2.75" x
	1.75"	2.75"
Material + Ink Cost Per Gang Sheet	\$2.61	\$2.88
Transfers Per Gang Sheet	110	56
Gang Sheet Size	22" x 2"	22" x 2"
Retail Price	\$44.99	\$44.99
Profit Per Gang Sheet	\$42.38	\$42.11
Completed Gang Sheets Per Hour	7.5	7.5
Cost Per Hour	\$19.58	\$21.60
Profit Per Hour	\$317.85	\$315.83

These estimates are for illustrative purposes only and may not represent your use case.

The results are similar for both design sizes, averaging around \$315.00 in profit per hour. Even with a high-profit margin per hour, it is important to examine the bigger picture.



**Survey conducted by ColDesi of over 340 customization businesses - May 2024*

HOW LONG WILL IT TAKE TO PAY OFF A UV DTF PRINTER?

The average UV DTF Printer can be a substantial investment for any size business, which raises various questions. How long will it take to pay off a UV DTF Printer? As of drafting this article, monthly payments for the 24H3R UV DTF Printer average around \$600.00. As shown in the data above, profit per hour is around \$315.00. Therefore, two hours of production should cover the average monthly cost of the machine.

LARGE-SCALE PRODUCTION OF READY-TO-USE UV DTF TRANSFERS

Adding a UV DTF Printer like the ColDesi UV 24H3R is a fantastic way to tap into the hard-surface customization market. This printer provides businesses with the ability to produce long-lasting hard-surface transfers in vibrant colors. Large-scale production of ready-to-use UV DTF transfers is the most lucrative technique for hard-surface customization businesses. There is a large market for this type of product and with the increase in popularity of ready-to-use UV DTF transfers, now is the perfect time to implement large-scale manufacturing. On the next page is an example of the profitability of mass manufacturing a 20-foot gang sheet of UV DTF transfers using the ColDesi UV 24H3R DTF Printer.

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Graphic Size	1.75" ×	2.75" ×
	1.75"	2.75"
Material + Ink Cost Per Gang Sheet	\$37.81	\$35.50
Transfers Per Gang Sheet	1644	696
Gang Sheet Size	22" × 20"	22" × 20"
Retail Price	\$269.99	\$269.99
Profit Per Gang Sheet	\$232.18	\$234.49
Time To Print 1 Sheet	1 Hour 22 Minutes	1 Hour 22 Minutes
Cost Per 8 Hour Workday	\$224.24	\$208.65
Profit Per Hour	\$317.85	\$315.83
Profit Per 8 Hour Workday	\$1,364.64	\$1,378.25

These estimates are for illustrative purposes only and may not represent your use case.



The data to the left emulates mass production or a large-scale job. The ColDesi UV 24H3R was designed for roll-to-roll production with large-scale mass manufacturing in mind. The data shows that even with scaled production and increased printing time, the 24H3R UV DTF Printer is very profitable. In an hour and 22 minutes, this printer created a 20-foot gang sheet of over 1500, 1.75" ready-to-use transfers, with a return of around \$230.00.

The 24H3R is the number one UV DTF Printer on the market and the pinnacle in hard-surface customization. ColDesi provides businesses with the tools needed to start, grow, and maximize their potential with in-depth training and world-class support.



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Best experience ever working with ColDesi, not only the team but the quality of their equipment and product line is just unmatched. Thank you again!

————— **NaShelle**
Google Review

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ColDesi UV 24H3R



Discover the Exceptional Advantages of the ColDesi 24H3R UV DTF Printer:

1. Exceptional Adhesion
2. Tailored Solutions for Irregular Surfaces
3. Augmented Longevity
4. Effortless Workflow
5. Automation of Manual Tasks
6. Exceptional Product Assistance
7. Results-Oriented Approach
8. Expanded Product Portfolio

When you choose ColDesi, you're aligning with industry-leading printing specialists. Our team remains at the forefront of technological advancements, ensuring you receive top-of-the-line equipment.




Take the next step by consulting with our printing professionals to explore how the new ColDesi UV 24H3R can propel your business towards unprecedented success.



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Unlock a world of perks and privileges with ColDesi Plus Rewards! As a valued member, you gain access to a spectrum of exclusive benefits tailored just for you:

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Join ColDesi Plus Rewards today and elevate your business to new heights! Don't miss out on this opportunity to maximize your success. Sign up now and experience the difference firsthand.



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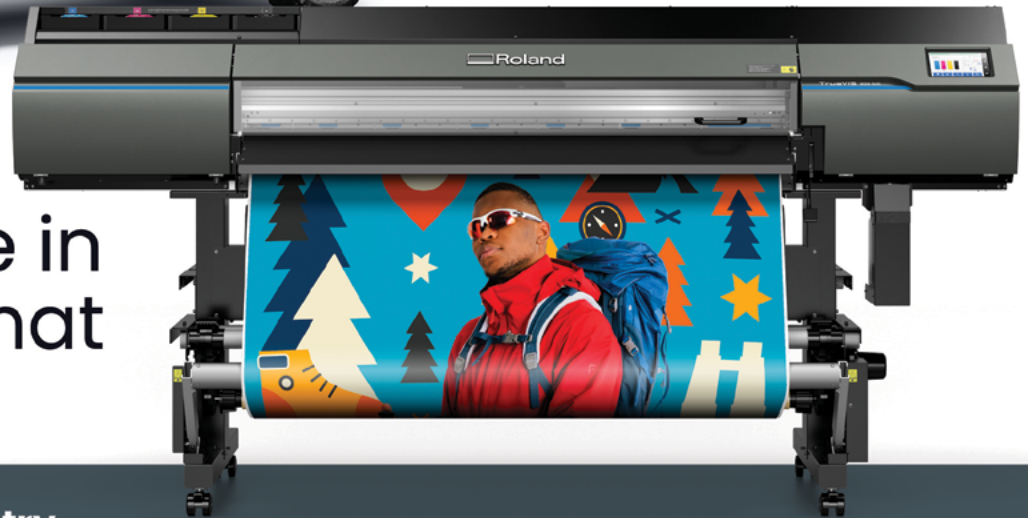
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Achieve High-Quality DTF Prints with the Right Supplies!

Ready to elevate your business with DTF?

ColDesi provides top-tier DTF equipment, supplies, and consumables.

DTF Printing Checklist:

- DTF Printer Shaker/Dryer
- Film
- Ink
- Adhesive Powder
- Heat Transfer Machine
- RIP Software
- Extractor (Ventilation)
- Cleaning Supplies



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Outstanding team, you have a question, they have the answer.

————— **R. Flotkoette**
Google Review

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Fantastic company and support, they got back to me extremely fast and did all they could to help me with my situation.

————— **Outdoor We Go**
Google Review

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“



They are the BEST company I have purchased from! Always responsive, helpful and super friendly

————— **N. Skaar**
Google Review

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Customer and technical support are always very friendly and helpful. Quick to respond and answer any issues I may have.

————— **C. Jensen**
Google Review

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ColDesiDTF #1 IN DTF PRINTERS



Unlock the Power of DTF

- Easy to train and operate.
- Compact & High ROI.
- Eliminates sample pre-prints.
- No harsh chemicals or solvents.

We keep you ahead of your competition

- Unlimited First Class Training.
- Softest hand & amazing wash.
- Reliable equipment and consistent uptime.
- All support agents in the USA.



Every single service rep has been very helpful, kind, and professional. So happy I bought with ColDesi!
~ Ross



I purchased a DTF printer from ColDesi about three months ago, and I must say that I'm extremely pleased with my decision. ~ Juan



I would give 10 stars if I could. Treated us with the utmost care and respect. Provided us with service above and beyond. ~ Brenda

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Achieving Dreams Together

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