



evolve

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TIPS OF THE MONTH

Whatever is at the center of our life will be the source of our security, guidance, wisdom, and power. ~ Stephen Covey

Winners compare their achievements with their goals, while losers compare their achievements with those of other people. ~ Nido Qubein

ALWAYS REMEMBER THAT THE FUTURE COMES ONE DAY AT A TIME.

~ Dean Acheson



Too many people overvalue what they are not and undervalue what they are.

~ Malcolm S. Forbes

YOUR TARGET MARKET

Trying to satisfy a wide range of different needs is rarely effective. Splitting your customers into different groups of similar people will enable you to market your products or services specifically to the ones that will be most profitable to you.



Identifying your target market

Start to identify the different segments among your existing customers by looking for groups with similar characteristics. Consumers are often segmented by age, gender or income. Business customers can be broken down into different industries or by size. In practice, location is often a key factor, whether you are targeting local customers or looking for export opportunities.

Segmenting your market should enable you to identify the similarities between your different customer groups - and the differences. You will be able to more clearly understand what aspects of your offer appeal to each of the groups and adapt your product or service to more closely match their requirements.

This might mean modifying your product - or working on delivery, service, reliability or some other need that is important to that market segment. It might also mean adjusting the way you market your offer - so you might change your pricing policy or use distribution channels that reach your target customers more effectively. You should also adapt your promotional messages to the different customer segments.

Finding and evaluating customers

Knowledge is everything when it comes to identifying which groups of customers you should be targeting. **Market research** will help you understand more about the needs, tastes and spending habits of different groups of potential customers. This should tell you about the customer segments most likely to buy into your offer and the kind of marketing and sales activities they will respond to.

A **SWOT** analysis will help you assess your strengths and weaknesses as a business and spot the opportunities and threats that are looming in your market. It will help you evaluate if you're in a position to carry out a strong marketing and sales campaign with your target groups of customers. Significantly, it will also enable you to see how you measure up against the competition.

Understanding what your rivals are up to is critical. How are they working with your target group/s? Would you do better or worse? Where are the gaps - in their offer and in their marketing? Are groups of customers being ignored by rivals? Could you target these profitably?

This combination of market research, SWOT analysis and benchmarking should give you a detailed picture of your marketplace and your own potential. This in turn will tell you where you should be directing your marketing activities and how. Only when you are armed with this knowledge can you confidently tailor your message to different segments of your market and have persuasive conversations with your potential customers.



Six steps to defining your target market

You need to understand your customer if you want to maximise your sales. Who are you selling to? Why should they buy your product? What do they stand to gain? Grant Leboff, principal of The Sticky Marketing Club explains how you can identify your target customer

1. Understand the problems that you solve

The starting point in defining the target market for your proposition is to understand the problems that you solve. Once you have a good idea what these are, you can start to work out who is most likely to suffer from these problems.

2. Paint a picture of the customer

Start to list all the different types of customers that suffer from the problems you solve. Once done, you can start to build up a picture of these customers. Group them by location - for example, high net worth individuals tend to live in certain postcodes. Group them by market sector - are they manufacturers, recruitment agents, and so on.

Ask yourself other types of relevant questions about these people. Are they married? Are they male or female? Do they play golf? Define them in as many relevant ways as possible.

3. Who will gain from the value in your offer?

Ask yourself:

- To whom will these problems be most trouble some?
- Who will have the most to lose by not dealing with these issues?

If you can demonstrate that the cost of NOT sorting out the problems is GREATER than the cost of dealing with them, then your case becomes compelling.

Remember to take into account aspects like emotional upheaval, stress and the risk to reputation when implementing your solution, as well as a bottom line cost. It is all these factors that make up the value in your offering.

4. Think about your market

Today we live in the world of niche. For example, we are no longer prisoners of television schedules. We can watch what we want at our convenience from almost anywhere in the world; meaning every person can enjoy a unique viewing experience.

The web is fantastic at delivering personalised products and services, cutting out many of the distribution challenges that previously existed.

It is these factors that mean it is a more effective strategy to be a big fish in a small pond rather than the other way round. It will be easier to build your reputation and gain referrals. You will also find you get more from your marketing endeavours.

Therefore, with the previous knowledge gained, start to segment your market. Do you want to work:

- with particular types of people - high net worth individuals, men, women and so on?
- in certain geographical locations - The North, West, and so on?
- around tight market sectors - manufacturers or distributors, and so on?

5. Look internally at your company

One way of deciding on the right markets to pursue is to think about your company and your business.

- Do you have particular areas of expertise? For example, have you a lot of experience in particular markets, such as working with Big Potential Customers?
- Do you have unique knowledge of a specific geographical area?
- Are you better at getting on with certain types of people?

All these factors could help you establish a particularly attractive offering.

6. What else is available?

Once you have decided the answers to some of these questions you must look at the market to see what else is available. The question you must have an answer to is:

- Why am I uniquely placed to solve the problem?

It may be that for some marketplaces there is no answer. However, in certain sectors or geographical locations there may be a compelling response to that question.

If you are unable to answer the question, you either have the wrong target market or the wrong offering. In this case, more work will need to be done before you start targeting your potential customers.

SPECIAL PROBLEMS OF PLASTISOL INK

Obtaining High Opacity on Dark Colors: Opacity is directly related to the thickness of the imprint, the type of textile fabric and dryer curing method. To obtain good ink coverage/opacity on the imprinted garment, please review the following topics to learn more:

The Type of Fabric – To obtain good coverage on dark polyester fabric blends, cure the plastisol ink at 325°F (163°C) or below. Remember that if 325°F (163°C) is a lower temperature at which you normally cure your screen prints, then increase the dwell time in the dryer to ensure there is a total cure of the printed garment.

Control the Thickness – Proper selection of mesh size – 50-60/inch (20-24cm) – squeegee type (med. durometer rounded), and the viscosity of the ink will lend to excellent coverage. The viscosity of the ink is crucial to laying the imprint on the surface of the garment. Fabric type and squeegee pressure will affect penetration of the plastisol ink into the fabric's fibers. The best technique possible is to lay the ink layer on the surface of the garment. The thicker the imprint, the better the opacity. Often a white base image will be used to obtain good coverage on multi-colored designs. Many athletic sports jerseys are screen printed with meshes as low as 80/inch (32cm) to achieve very opaque and durable numbers.

Controlling Polyester Bleed – Begin by using a good quality low bleed Ink, It is also important to recognize that fabrics will vary from one dye lot to another. It is highly recommended that a print test run is performed prior to starting production.

To Control Polyester Migration – To control polyester migration on a print, please follow these steps: 1) When printing do not force the ink through the fabric. Allow as much ink as possible to sit on the material. This will give you better opacity and will allow the ink to cure faster. For better ink opacity you can print/flash/print if necessary. 2) Cure at 325°F (163°C) or less. 3) Cool the garments as quickly as possible: place on hangars or use fans. Do not stack hot. 4) Can be used as a first down underbase or as a stand alone white. This will eliminate/reduce the majority of bleed problems due to dye migration that are common in today's industry.

Checks for Total Fusion or Cure – When the plastisol imprint reaches a temperature of 310°F – 330°F (154°C – 165°C) total cure has been achieved. Many plastisol inks are thermoplastic (soft when hot) and checks for cure must be made when the imprint is at room temperature.



If the imprint cracks when flexed or stretched, improper curing is the likely problem. In cases where too much mineral spirits or non-curable reducers are added for thinning, the plastisol ink will not fuse no matter how long or how hot the cure.

1. Physically pulling and stretching the plastisol design is the best test of cure. Any cracking or crumbling indicates undercure. Check equal thickness on the entire design, as the thicker portions will cure more slowly. Abrasion resistance/scratching the design is a good method to check for proper cure.

2. Washability and/or adhesion is a good check. If plastisol was undercured the mechanical lock on the fibre will be weak and the washability poor.

3. Pigment crock or pigment migration to the surface is often confused with plastisol cure. In the majority of cases, when you are able to rub off the color, the problem is the initial mixing of the ink prior to printing. Vigorous stirring may be required. It is also a sign that the printed garment is undercured.

Polyester Fabric Dye Bleed or Migration: Directly related to plastisol curing. Most polyester textile fabric dyes are relatively stable below 320°F (160°C). Once the fabric reaches this temperature or greater, the dye sublimates or will turn into a gas. This sublimation process is the primary cause of those "pink" plastisol designs when white is printed on red polyester fabric blends. Proper oven temperature can greatly minimize polyester bleed.

Synthetic Fabric Adhesion: There are some textile fabrics contain certain residual chemicals that function as release agents or the fabric type is incompatible with that particular plastisol ink. Where adhesion to fabric is a problem, heat cure the design as hard as possible without scorching the fabric. Generally, plastisol ink will adhere to most knitted, textile fabrics.

Burn out printing on Blend PC (Polyester/Cotton).

Chemicals:

(Synthetic Thickeners, Sodium Bisulfate, Penetrating Agent, Glycerin and Water.) OR (Cresaburn DV & Devore BSNA)

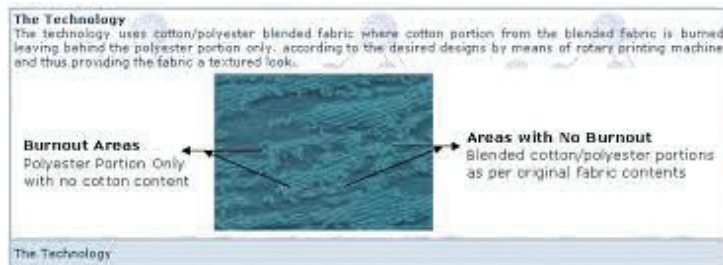
Purpose:

Burnout is a beautiful effect, which is carried out on blend fabric and specially for those blends which have high percentage of cotton and are reserved dyed (mean polyester portion is either dyed or printed), when cotton burns down dyed polyester gives full shade and vacant spaces. One can literally see across this type of effect.

One can take simple white fabric, blend of course. Dye or print it with disperse dye in acidic medium then apply burn out recipe afterwards go for reduction cleaning which is required for polyester. This cleaning will also wash down burned cotton.

Cotton can be chemically burnt out at 200C in presence of Sodium bisulfate (other chemicals were also tested in order to substitute sodium bisulfate, which is discussed in later portion)

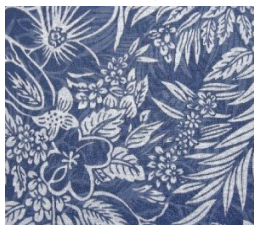
As a big house Masood textile on its website expresses.



Preview this picture on large scale

Defining Burnout according to www.answer.com

Burn-out textiles is a technique used to develop raised designs on fabric surface. This is primarily being done in fabrics with at least 2 different fiber content i.e., Cotton-Polyester, Silk-Rayon etc. Here one fiber component is being dissolved through chemical reactions while the other content remains intact giving away raised illusion designs



Cotton Portion had blue where as polyester is having no color. So, during burn out cotton burns down leaving only polyester portion resultantly only white shade on burnt region and a wonderful pattern appears. Isn't it?

Recipe:

Stock paste:

Synthetic Thickeners 8%	Balance
Sodium bisulfate(1:2)	300g/Kg
Glycerin	50g/Kg
Penetrating agent	20g/Kg
Total	1 Kg

Note:

* (1:2) mean dissolve 150g of Sodium bisulfate into 150g of water and then added to remaining recipe. This is to have 100% soluble bisulfate.

* Thickener is never added instantly, rather it is added into recipe at high stirring with slow sprinkle. It will form agglomerates if added in once. So never add at once rather sprinkle it into glass at high speed stirring.

* Synthetic thickener here can be of poly saccharides based chemistry.

Process:

Print and dry at 110-120°C for 1Min.

Cure at 200C for 1 Min

Note:

* Curing time and temperature are needed to be pre tested (Lab Trial), some time while using light blends, Polyester portion also get damaged. So, consequently no good. One can choose one of these temperatures and times

1. 160C @ 5Min
2. 180C @ 2Min
3. 200C @ 1Min

Options:

Chemicals other than Sodium Bisulfate were also tested for this experiment. e.g.

1. Sulfuric acid Full Black Effect (No Burning)
2. Sodium Hydrosulfite (No Burning)
3. Sodium Bisulfite (No Burning)

Best Option:

Cresa has given the Best Option in form of CRESA-BURN DV (Base) & DEVORE BSNA (Activator). Add 15% of Devore BSNA in Cresaburn DV and print. The Drying and Curing Process remains the same as mentioned above. The Results are Excellent.

News from Printex

IGATEX™ PAKISTAN 2014



Printex had a Great Show in IGATEX 2014 held in EXPO CENTRE, LAHORE.

- *CRESA has introduced new Range of Finishes in IGATEX which will be launching soon in Market by Printex.*

- *CRESA has also introduced Polyurethane Base Cationizing Agent for One Bath Pigment Dyeing.*

- *Fujifilm Sericol has introduced Water Base Transfer Inks & Silicon Inks, which will be available at Printex in near Future.*

- *Haycolour has introduced the Reactive Dyes and Dischargeable Dyes in IGATEX which will be available at Printex in Near Future.*



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