



Save the Date

- NÓS SOMOS SERIGRAFIA -

Ruy de Lacerda - 25º Seminário Técnico
[17 de Abril de 2019 às 14.00 horas]

Têxtil - Gráfica - Funcional

Aposta para a década
Inovação tecnológica
Produtos sustentáveis
Valor acrescentado



PROGRAMA

- **Boas Vindas !** - Ruy de Lacerda
- **Tendências Macro para o Sector** - Dr. Paulo Vaz (Director Geral da ATP)
- **Quaglia - Virus Innovative Textile Printing Inks** - Beppe Quaglia
 - Digital vs Serigrafia : o estado do mercado Têxtil-Moda.
 - Ferramenta para evitar a agressão de outras tecnologias de impressão.
 - *Sustentabilidade , produtividade, redução de custos, economia de energia, melhor otimização atingível com uma abordagem qualitativa.*
 - *Orientação do mercado do Fast Fashion (T-SHIRT) para acelerar o tempo de consumo dos vestuários de mercado, encorajando a produção de modelos para um método específico de produção.*
- **SignTronic AG + Grünig AG** - Andreas Ferndrigger
 - Simplicidade serigráfica com tecnologia inovadora na pré-impressão.
 - Automação serigráfica & indústria 4.0.
 - Experiências asiáticas e tendências.
- **Mesa redonda em partilha de experiências** - pré-impressão em automação
 - Grupo Fusão Print - Têxtil-Moda (T-SHIRT), por Adelino Rafael.
 - Decordecal - Funcional (decalcomanias), por Paulo Mota.
 - Moderadora - Ana Paula Ceclia, Revista Intergráficas.
- **Cocktail e diálogo final**
- Local : CITEVE (auditório) - R. Fernando Mesquita [Vila Nova de Famalicão]



Tradução em simultâneo



GRÜNIG



QUAGLIA

Confirmar presença e número de participantes
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Ruy de Lacerda 25th Screen Printing Technical Seminar

RDL reinforces know-how!

In the field of Textile Printing, competitiveness is not only on the technology used in the final process. The preparation and stencil making as well the use of the most appropriate inks can make the difference, as focused by specialists and clients, such as Fusão Print, in the Ruy de Lacerda 25th Seminar.



David Zamith

Ruy de Lacerda 25th Technical Seminar was dedicated to textile printing and gathered at Citeve Auditorium experts, technicians and entrepreneurs of this business area. “One of the points we've always been in this area of screen printing technology was the training. Last year we went three times to Italy with a group of Portuguese customers, we have been in Switzerland with another group and we have our lab in Leça da Palmeira, in our facilities, for training and troubleshooting. Whenever there is a movement that we feel it is important to convey to the customer, we do a seminar”, justified to Portugal Têxtil, David Zamith chairman of Ruy de Lacerda.

In the case of textile printing, the focus was on the prepress. “Prepress is the basis of everything. For those who want to keep textile screen printing, the stencil is the King in question», highlighted David Zamith by assigning as second fundamental point “the quality of the ink”.

Two issues that were widely covered in the speeches of Andreas Ferndrigger, CEO of SignTronic, and Beppe Quaglia, President and CEO of Quaglia.

Stencils are the principle

The preparation and stencil making is one of the most time-consuming processes and which undermines the competitiveness of conventional textile printing towards, for example, digital printing. But, said Andreas Ferndrigger, there are ways to increase process efficiency. “The message is simplicity, because the limitation on textile is a poor and costly stencil, in many formats. To reduce the number of frames sizes, to reduce the amount of ink - less costs”, pointed out.



Andreas Ferndrigger

Above all it is important to “realize the cost per stencil” and try to reduce it. Something that passes, according to Andreas Ferndrigger, by a conjunction of organization and technology. “One of our concepts is the stencil making lab”, explained the SignTronic CEO. In this space the organization is done using individual or inline units, where the stencils are handled, since cleaning to engraving and subsequent steps. “The goal is to have a department as clean as possible to prepare the stencils”, indicated, realizing that several companies in Portugal, including Estamparia Ralope, already have these screen stencil laboratories. Ferndrigger left still some advice to the use of frames with same quality and size and the use of ultraviolet light for imaging technology which makes it possible to avoid distortions in the engraving and speed up the process, stressing that “textile screen printing is very competitive, but it is necessary

Quality makes the difference

Beppe Quaglia had already focused competitiveness of textile screen printing. “Despite digital is growing just takes the lower part in terms of market quality, because that's where it's easier to see the difference”, explained the President and CEO of Quaglia, who believes it is possible to increase the competitiveness of conventional textile screen printing. “We can't stop digital printing, but we can coexist”, pointed out, advancing the possibility of future hybrid machines capable of printing pictures by screen and digital, using the most appropriate solution depending on the situation.



Beppe Quaglia

Until then, however, Beppe Quaglia recalled the importance of using quality dyes and emulsions. “When the ink is better the quality of printing is better and spends less ink, making the cheaper production, despite being a value-added product. Whether it is better and consumes less, not only have a better quality can also save ink”, explained. A study on unit production in Honduras of the Canadian clothing company Gildan, Quaglia used their Virus water based and achieved savings in the order of 70% on their textile printing process. The important, reinforced Beppe Quaglia is “to be prepared for change”.

Examples of success

Decordecal and Fusão Print Group are examples of those who have embraced this change, with Paulo Mota and Adelino Rafael to give account of this evolution for both companies.

The first in the ceramic sector, does not feel threatened by digital, “until we have brought advantages, because it serves to large production runs”, admitted company CEO, who assume the wish to keep the added value of manual painting, confessed that CTS (Computer-To-Screen imaging technology, being, a direct digital light exposing system) “was revolutionary, particularly for samples production”, which passed from a lead time of three weeks to be achieved, sometimes in just one day, said Paulo Mota.



Ana Paula Cecília, Paulo Mota and Adelino Rafael

The same happened with the Fusion Print Group, on textile area. The company started about 10 years ago with filmless stencil making but advanced to CTS in full automation. The technology, along with stencil normalization with just three sizes – something implemented from the company foundation-enabled, with great advantages, speed and quality, appointed Adelino Rafael. “More sometimes than the economic part, which turns out to have return, has more to do with customer satisfaction and quality”, explained.

Most difficult to forecast

Moreover, customers are more demanding, in keeping with the trend of consumers, particularly the younger generations, which, said Paulo Vaz, General Manager of ATP- Portuguese Textile and Clothing Association, “do not buy as we”. The changes in the profile of the consumer will be something that companies will have to adapt at a time when the textile and clothing industry due to the international situation gives some signs of slowing down. “We are living 10 consecutive years of growth – no memory of a so big cycle of growth in this sector – and still stands, despite the cooling of the economy”, guaranteed.

Despite some weaknesses, as companies less capitalized and lack of manpower, threats as international competition and the risk of disintegration of the textile row while a cluster, the General Manager of ATP stressed that the Portuguese ITV has valued characteristics, namely quality, flexibility and speed in response, with many opportunities to continue to grow, since the exploration of niche products and emerging markets to bet on sustainability and circular economy.

And even assuming that the future is more and more difficult to predict, Paulo Vaz believes that “we must have an ambitious goal: to be world leaders in niche products and high added value”.



Paulo Vaz

At Ruy de Lacerda the growth cycle continues including with textile and clothing industry. “Last year and this year, in terms of our cross-cutting activity, have been years of growth”, said David Zamith, adding that companies have invested. “The crisis brought a "good thing": as the domestic market disappeared obliged us to take the briefcase and go abroad. This gave a completely different culture and businesses feel more comfortable so they can invest. And as well knowing when to invest – and the best time to invest is counter-cyclically”, concluded the chairman of Ruy de Lacerda.

Source: Portugal Têxtil - 24 April 2019

