

**Athletic**



**BOOST YOUR BUSINESS**  
with \_\_\_\_\_  
**DIRECT TO GARMENT**  
printing \_\_\_\_\_

HOW CAN  
DIRECT TO GARMENT  
PRINTING  
HELP *your* BUSINESS?

We live in a world of instant gratification. Consumers want it now, they want it customized and they want only as many as they need. With direct to garment printers you can deliver what consumers demand and open up new channels of sales and product lines that can make a big difference to your bottom line.



SO *what exactly* IS  
DIRECT TO GARMENT PRINTING?

Direct to garment printing (or DTG) is simply an emerging garment decorating technology that became widely available in the commercial market in the mid-2000s. Unlike traditional labor-intensive processes such as screen printing, DTG utilizes inkjet printing technology to send a full color, detailed design directly from a computer to a digital printer with a garment loaded into it.

Piezo print heads then jet opaque white ink and translucent CMYK ink onto the garment and recreate the digital artwork. These inks are water-based, eco-friendly inks that are specifically designed to adhere to fabric when heat cured.

DTG makes it simple to create high-quality printed garments and relieves you from needing highly skilled, extensively trained employees with years of printing experience.



Traditional  
screen printing

Full color DTG print

\*Shirt graphic by Great Dane Graphics

## SO *what are the benefits* OF DIRECT TO GARMENT PRINTING?

### *Outstanding* reproduction value

You've run into this situation a million times. Your customer saw an amazing image online or has created a full color image with gradients and textures that create serious problems when trying to replicate with traditional garment printing.

With DTG, your problems are solved. By facilitating a higher resolution, crisp graphic detail and full-color capability, DTG opens up a whole new world for textile decoration.

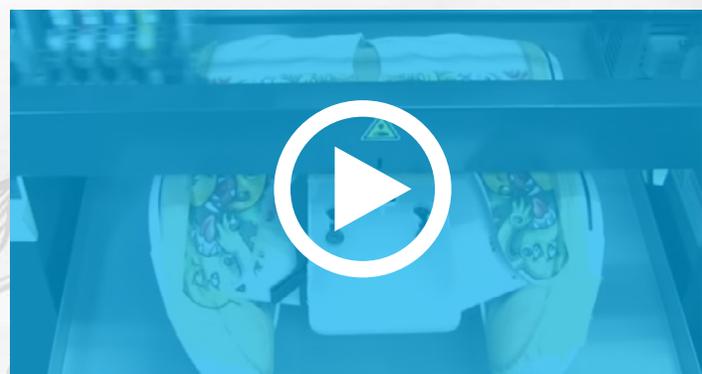
Don't limit yourself with a set number of colors. Push your creativity with explosive graphics. Even include photography in your designs. With DTG, the sky is the limit!



### Produce short and medium runs *with ease* and efficiency.

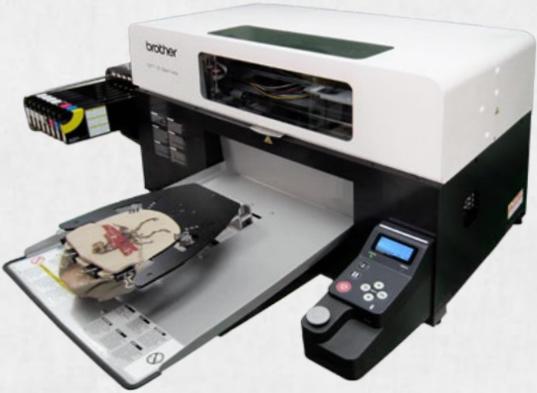
Have you ever been handcuffed by minimum quantities to make a job affordable and profitable? Then you'll welcome the flexibility provided by DTG printing. From one-offs to wide-ranging production runs, everything is feasible and you're not burdened by traditional artwork preparation.

Bring new solutions to your customers and help them make the most of their budgets. Show them creative new ways to customize their purchases. They'll love it and be more likely to show it off. You'll create a stronger connection between your product and your customer — and that often results in repeat sales.



Watch the GT-3 print on canvas sneakers.

## SO *what are the benefits* OF DIRECT TO GARMENT PRINTING?



### Get to market *faster*

By eliminating traditional artwork preparation and setup times, you can react to trends and current events in minutes. When your local sports team wins a big game, be the first to market with commemorative shirts, hats and hoodies. Set up on-site at sporting events, festivals and rallies and tap into the premium that fans are willing to pay for immediate gratification. And as social media latches onto phrases, hashtags or memes, you can capitalize on the craze with on-demand printing without investing in a large inventory.

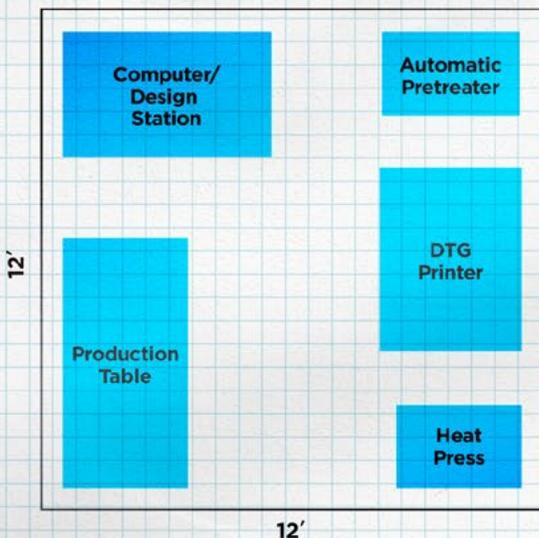
### Print where you *never could* before

Don't limit your designs or printing output due to seams, zippers and pockets. With DTG printers, you can print over these areas and make it look great because DTG print heads do not make direct contact with the garment.

Offer zippered hoodies, caps, even shoes, all with high-resolution and crisp detail. You could even customize an entire outfit. Your only limit is your imagination!



See how the wide print head to substrate gap creates unique printing opportunities.



### Equipment that fits just about anywhere

You can never have too much space. From inventory storage to simply adequate working space, room is almost always an issue. A DTG printer requires a relatively small amount of space and can fit in most standard size rooms. You simply need space for a computer/design station, the DTG printer and the automatic pretreater and curing device. Stack your shirts in the corner and you're in business!

HOW CAN DTG  
 ★ *help you* ★  
 OPEN NEW MARKETS?

With traditional garment printing, you ordinarily need to mass-produce large quantities of a single design in order to gain entry into a single market or sales channel. Competition in that arena is fierce and to win you will likely be forced to compete on price, which as you know means reduced profits and less money in your pocket.

But DTG printers afford the flexibility that allow you to explore a virtually unlimited number of market options without a significant commitment of time or inventory.

Below are just some of the markets you can serve with a DTG printer.

*Primary Schools*

Field days      PTO  
 Fund raisers    Art Departments

*Secondary Schools*

Team apparel      Band & Choir  
 Class shirts        Drama/Theatre  
 Clubs                Booster clubs

*Higher Education*

Fraternities and Sororities  
 Team apparel  
 Campus clubs  
 Band & Choir  
 Drama/Theatre

*Local Businesses*

Car dealerships  
 Boat/RV dealers  
 Marinas  
 Radio stations  
 Landscape companies  
 Restaurants  
 Pet stores  
 Car washes  
 Day care centers  
 Contractors  
 Gift shops  
 Health clubs  
 Night clubs/bars  
 Museums  
 Dance studios  
 Golf courses  
 Banquet halls  
 Internet service providers  
 Amusement parks  
 Exhibitions and fairs  
 Tourism destinations  
 Garment designers  
 Trial prints for volume production

*Religion*

Youth groups

*Government Agencies*

Police departments  
 Fire departments  
 Correctional facilities  
 Public works departments  
 Parks and Recreation departments

*Community Events*

Festivals and parades  
 Walks and runs  
 Fairs and celebrations  
 Wedding parties and Anniversaries  
 Bachelor and Bachelorette parties  
 Music festivals  
 Holiday parties  
 Converts  
 Company parties/outings  
 Family reunions

WITH **BROTHER DTG PRINTERS**, YOU HAVE *more* OPPORTUNITIES.  
 THOSE OPPORTUNITIES CAN LEAD TO LARGER JOBS THAT COULD  
 GENERATE SALES USING OTHER DECORATING TECHNIQUES.

## HOW DO YOU CHOOSE THE *right* DTG PRINTER?

As with any technology, not all DTG printers are the same. To make sure your investment pays dividends both immediately and in the long-term, explore every aspect of the DTG model you are considering.



### *Quality* manufacturing

It all starts with the viability of the machine. Make sure the printer you choose is built by a company known for its manufacturing prowess and has a proven track record of producing quality equipment. You and your printer will be in business together for a long time, and you want the manufacturer to be around as long as you will.

### At *your* side for support

Over the years, you'll need supplies, new parts and a certain amount of advice and expertise. So be sure to check out how the manufacturer of your printer will support you now and in the future.

Look for a company that has support options in your area or region. Dealing with resources in other time zones or countries can be challenging.

And get a warranty in writing. Some companies will make promises. Good ones will put it in writing. Understand what is covered in the warranty and what you are required to do to remain under warranty.



# BROTHER DTG OFFERS SUPPORT VIA TELEPHONE, EMAIL, WEBSITE, SOCIAL MEDIA, INDUSTRY FORUMS *and more.*

## Get to know *how it works.*

Test-drive your printer before you buy. Take a piece of your artwork to the dealer and ask to see it printed on the machine you are considering. Observe the entire process from start to finish. Understand what software programs can be used, how things are laid out, and what settings are available in the printing software. Go through the entire process of pretreating (for white inks), printing and curing and then find out what is required to properly maintain all of the equipment.



## Solutions for *all* sizes and shapes.

If you want to expand your product offering beyond adult t-shirts, you should ask what other types of platens are available.

Shirts for women and youth may require a smaller platen. Baby clothing would require an even smaller one.

Does your printer offer accessories that allow you to easily print on specialty items like bags, caps and shoes? If you have your own ideas on something unique you want to print, do you have the ability to create your own custom platens? How hard would this be?

Finding a DTG printer that offers your business the flexibility to go after all your desired target markets is the key.



Find out what businesses like yours think about Brother DTG printers.

## *Research* the printer.

Use online resources, like industry forums, to conduct your own research and find out what other users of the equipment have to say about it. Don't rely on just the referrals from a dealer. Find your own. Buying a DTG printer is a large investment for your business, but by taking a few extra steps to make sure you're getting the best can save you time and money in the long run.

LEARN MORE ABOUT  
★ DTG PRINTING. ★



When it comes to your business, you want choices and access to tools that can successfully get you to your customers.

DTG printing is packed with many features that allow for steady growth and creative momentum. It can most certainly be an asset in your climb to success.

**To speak with to a DTG specialist, call 1-866-750-2543.**