

Digital Printing is the most advanced fabric printing technology in the world. It is very popular in the European and American markets. Preferred Finishing uses Digital Thermal Transfer Printing. Digital Thermal Transfer Printing requires pre-printing of the pattern on a special paper, and then is transferred onto various synthetic fabrics (such as chiffon, satin, etc.) via thermal transfer.

The advantages of digital printing include; a wide range of colors, vivid color outputs, high precision process, and fine and detailed designs. These advantages break the defects of traditional fabric printing methods. The digital printing method allows small-scale production and is not subjected to any restrictions in order to fulfill the consumer's individual needs. At the same time, the pollution that may be caused by digital printing is relatively small (compared to traditional fabric printing methods) and it can basically achieve zero emissions. The pollution of traditional fabric printing methods is more than 30 times that of digital printing.

	Traditional Printing	Digital Printing
MOQ	At least 1000 meters and above.	As low as 1 meter.
Plate-making Cost	Charged by color; the more colors, the higher the cost.	No plate-making required, no plate-making costs.
Design & Color	The number of colors is limited to the number of plates available (which is also limited). It is also impossible to accurately restore designs which has complex colors.	Unlimited number of colors, accurate and realistic reproduction of complex designs.
Environmental Effects of the Process	Causes serious pollution.	Environmentally friendly.
Small Batch Production	Requires additional costs and longer production period.	No additional costs required, fast production period