



Happy New Year!



Direct to Garment Imprinting

Happy New Year! We hope this finds you well rested after the festive season and wish all of you a prosperous 2019!

January is the time to start a new chapter and all of us here at **MOBO** are very excited at what this next month will bring to our operation!

As we mentioned in December, we have made an investment to become one of the few companies in Saskatchewan to launch a Direct to Garment Studio!

What is Direct to Garment? Most commonly referred to as "DTG", it is a digital imprinting method that is less labour intensive than Screen Printing. DTG printing offers:

- Unlimited brilliant color options and design reproduction
- Eco-friendly inks that are water-based
- Friendly for infants and those who suffer from allergies
- Efficient imprint runs of smaller quantities and one-offs.
- Quick and easy reprints
- Seamless printing over zippers & other difficult garment locations, such as "wraps" and shoulder placements
- Larger imprint surfaces



Unlike screen printing that pushes ink through a stencil onto the fabric, DTG shoots water-based ink into the fibres themselves, leading to a strong washability that maintains the color vibrancy (assuming care instructions are followed).

Screen printing also requires that one color be done at a time, so each color requires its own set-up. DTG is like a digital printer in that the digital image is applied in full color all at once. Screen printing will remain to be a great choice when you have a simple design in one solid color for a large number of garments.

DTG is not just for shirts though! DTG can literally be done on any garment surface, such as bags and caps too!



We are always excited to be able to offer you, our valued clientele, with new decorating methods that will help make your brand stand out in unique ways! While we ready the studio for production starting in February, have you seen a sample of our new “Puff” embroidery yet? If not, please just ask your Account Manager to show you a sample.



Whatever your needs are, the team here at **MOBO** will provide you with the best methods for decorating.

- Team **MOBO**