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# STAYING AHEAD OF THE JONESES

This year's trendy colour opportunities are described by Ulrike André

A few weeks ago I had to work from home to prevent infecting the entire office with a bad case of the flu. Although I don't like being housebound due to illness, after two days I came to the realisation that there is really no 'need' to leave the house anymore; with a simple click we are connected to the outside world.

**Work:** I am connected to our office, have access to all my drives there via VPN, I can log in to my desk phone, my cell phone is glued to my ears anyway ... in short, I can work from home and no one will ever know the difference.

**Food:** online I find the grocer who offers home-delivery (in my neighbourhood there is even an organic home delivery company that has recipes on their web sites, taking out any guesswork about what's for dinner), fill your virtual shopping cart, pay at the virtual check-out, and a few hours later all gets delivered to your door.

**Socialising, dating, living life:** TV is showing us one reality show after the next so

we don't have to deal with or create our own. I know more couples who communicate via short text messaging than face-to-face. The singles' population appears to prefer dating in the virtual world rather than meeting someone in the real one. We appear to become semi-immune to the on-going atrocities occurring in front of our doors and across the globe as we become inundated with information and images via the various channels available to us.

Could this mean the renaissance of the troglodytes?

## EXPRESSING YOUR INDIVIDUALITY; GETTING NOTICED - MAKING IT PERSONAL

I believe that it is due to this depersonalisation that we crave being seen and valued as individuals even more! It comes as no surprise that the personalisation industry is growing; some might even say booming and will most likely continue to thrive despite – or because of future upheavals occurring in the real world.

New, intelligent materials are being developed and launched, new colours are gleaming and glittering on the racks of department stores, periodicals en masse are talking about our environmental conscience (or lack thereof) – we are being inundated with information about trends.

Most people want to get noticed. We want to set ourselves apart. We want to make and leave our own, individual mark in the world.

If you are able to help people personalise, you are in the right industry. You can make it personal and help the individual stand out from the crowd.

In order to offer customers the best possible services – knowledge about the hippest colours, the coolest patterns, the most innovative materials – all this helps you give the best advice to our customers and help them stand out in a crowd.

Here's a crash-course of what is up and coming in 2012.

## TREND: COLOURS

### Colour trends 2012 – where to go

Pantone actively participates in the making of colour trends. They collect information about colours that are being utilised in film, entertainment, popular travel destinations and art collections, to name a few, and then communicate their colours of the year.

This year Tangerine Tango (17-1463) has been nominated as the colour of 2012.

Spring/summer colours include: Solar Power (13-0759), Bellflower (18-3628), Cabaret (18-2140), Sodalite Blue (19-3953), Margarita (14-0116), Sweet Lilac (14-2808), Driftwood (18-1210), Cockatoo (14-5420) and Starfish (16-1120). French Roast (19-1012), Honey Gold (15-1142), Pink Flambé (18-2133), Ultramarine Green (18-3338) Bright Chartreuse (14-8445), Olympian Blue (19-4058), Titanium (17-4014), Rhapsody (16-3817) and Rose Smoke (14-1508) are ready to be utilised for the autumn of 2012.

In addition to their colour forecasts, Pantone also offers an app called myPantone that can be downloaded onto your Android or iPhone which enables you to have all of Pantone's colours at your fingertips. In addition you will have access to ICC colour-managed values, and the ability to print colour palettes (Pantone.com).

Online fashion magazines such as 'We Connect Fashion' allows you to sign up for their free e-newsletter which is filled with updates and forecasts talking about trends, colours, and upcoming tradeshows (WeConnectFashion.com).

If you would like to take a look at what European designers are predicting take a look at the website of 'Verband Deutscher Modeund Textildesigner'. You can find information about trends and colour forecasts here and sign up to receive their newsletters. To receive amazing beautifully illustrated and detailed colour and trend predictions you will have to pay a fee (vdm.de).

No doubt, one can get lost and spend days researching future trends and colours; these sites will give you a good overview of what is going to hit the stores up to two years ahead of the present time.



Direct-to-garment printing with pink/red CAD-CUT Glitter Flake

## TRENDS: PATTERNS

### From pop art to bohemian folk – creating synergies

In January 2011, more than 2,500 designers and product developers came together in New York to attend Printsource. Hundreds of textile and surface designs from across the world were on display that are now, one year later, available in stores.

Large geometrics, huge floral images, fruits and vegetables, tribal wash, pop art, ink blot cameos, abstract elements – we're going back to our roots by implementing today's technology in search of the perfect synergy.

Patterns are fascinating. They allow us to make a statement and play with texture at the same time. You can create digital prints, by means of a direct-to-garment, screen-print or digital media, and make a bold statement. Depicting exuberant bursts of colour, symmetrical and asymmetrical shapes, abstract motifs only to be interspersed intermittently with a bold image seemingly misplaced but appealing to the eye never-the less. A recurring theme for 2012 is finding that perfect balance between new technology and long-standing tradition. And yes, this year we will be finding Tangerine Tango interspersed to bring in that splash of colour in many places.

## TRENDS: MATERIALS

### Not all cottons are created equal; is nylon the new polyester?

We have been watching this trend develop over the past years: our customers challenging our industry requesting we personalise textiles not made of cotton. One trend we have observed develop is decorating substrates that demand a little more finesse than the all-enduring cotton. As various sports gain in popularity across the globe, as prices increase and decrease, as new textiles are being developed and introduced ... our industry is faced with having to find solutions to decorate these accordingly.

Polyester, once frowned upon, has enjoyed an amazing renaissance in the past decade and it appears that nylon is next in line to be re-introduced. Not just in the sporting industry but in the active- and fashion wear trend forecasters are calling out the shiny and durable characteristics of nylon and polyester, pointing out how these emphasise the bold and synthetic colours that are in our future.

Sublimation is one of the latest technologies our industry is tackling since polyester fabrics are gaining in popularity.

The promotional industry with all of its

'finicky' products can find some amazing solutions for their customers when looking at our product palettes. If you have a hybrid, print-and-cut machine, a direct-to-garment or a roll-fed cutter; you can help them find the right personalisation solution.

Our customers demand and rely on us to make educated, informed recommendations as soon as they become available. We must become experts about all there is to know about the goods we sell just as much as we must know about all the peripheral information that touches our industry in one form or another. That is what will set us apart. That is what will get us noticed.

As a member of the personalisation industry, you have more tools and options

than ever at your disposal to help your customers get the recognition they want. With more and more people looking for ways to set themselves apart from the masses, you are in an excellent position to help them get the fashionable custom looks they are seeking. ■

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2012 spring and autumn colour trends from Pantone



CAD-Color Express Print outlined with CAD-CUT Flock