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Transprint to Increase Markets with Agents, AirDye Technology

by Eric Schneider

NEW YORK, New York—Transprint, a major global transfer printer, has expanded internationally since it was acquired by Colorep one year ago, said Bonnie Julian, vice president of sales and marketing.

The new markets for Transprint include South Africa, Greece, Portugal, Poland and Russia, where new agents have joined the Transprint team.

The company is known for its AirDye® technology, which eliminates the need for water during printing and creates a sustainable alternative to traditional dyeing processes. Besides removing the need for water, therefore avoiding potential water pollution, the process also reduces energy use, lowers costs and satisfies many global sus-



Bonnie Julian

tainability requirements.

Four Heimtextil exhibitors have embraced AirDye, including Stockel & Grimmier, Zorluteks, Linder and Rockland Mills. Transprint is showing new drapery and upholstery products featuring AirDye, which are geared for contract and hospitality applications.

“We are redefining our strengths,” said Julian, a 23-year company veteran. “We are launching a new Transprint website built by Bolt, our new marketing agency in Charlotte, N.C.”

The launch will include a new interactive color coding system that will be available online as well as more than 13,000 designs in Transprint’s library, with about 800 new designs being introduced each year, she said. Bolt has also designed a new logo for the company.

Julian said that Transprint is driven by design. Her goal is to

provide customized design and service to each customer.

Originally, the bulk of Transprint’s business was apparel-oriented, but that has shifted to home furnishings in the past decade.

Transprint manufactures in a state-of-the-art facility in Harrisonburg, Va. and has a number of global showrooms, including one located in New York within Manhattan’s garment district. The company uses proprietary inks and transfer processes to achieve rich color and high performance when printing on polyester, wovens, knits, plastics, coated

metals and more.

Colorep, the company of which Transprint is a subsidiary, is an innovator in the global printing and dyeing technology arena. Aside from offering AirDye technology, it also offers ecobanner, high quality display products that are made from post-consumer recycled materials and create almost no waste or harmful by-products. BetaColor is another subsidiary that provides commercial printing and is a leader in heat transfer process technology.

Colorep operates from its headquarters in Rancho Cucamonga, Calif. ■