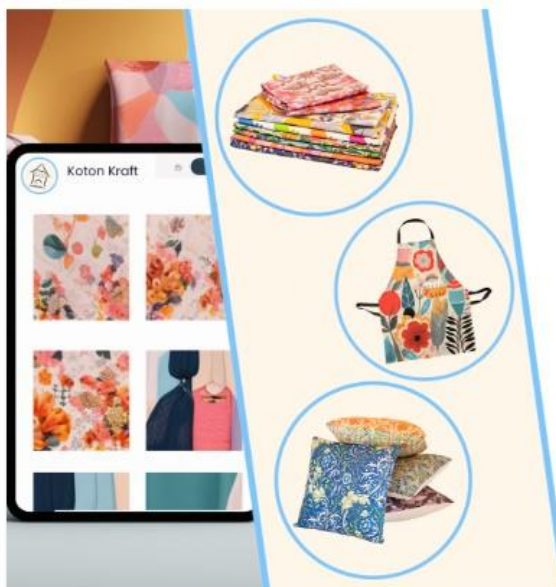


KOTON KRAFT

Koton Kraft specialise in providing printed homewares for Australian small businesses and artists. Their team takes great pleasure in collaborating with designers, helping them transform their artwork into exquisite textile and paper giftware ranges. They value the craftsmanship, dedication and time invested by their creative customers and they reciprocate this by applying the same level of care to their projects.



Koton Kraft brings unique designs to life on fabric. Whether from a designer, artist or boutique shop owner they cater to specific printing needs and create stunning, one-of-a-kind textile products. Koton Kraft also have strict production requirements around colour vibrancy, speed of output, the ability to handle diverse materials and roll to roll fabric, print quality, ease of use and agreeable ergonomics. Typical projects include napery, yardage, home textiles and fashionwear where they select colour profiling based on the artist's briefing.

The Challenge

Koton Kraft's purchase of the Epson ML-8000 printer came from basic commercial requirements and the desire to grow their business as artists needed a faster turnaround on their orders. They demanded higher quality products printed on a wider variety of materials and a machine that could make colours pop. Koton Kraft's Karan Singh Mehroke explained:

“We wanted to grow our business into new areas whilst reducing costs and making the production process easier for our machine operators.”



Monna Lisa ML-8000 in action at Koton Kraft

Devices

- Epson Monna Lisa ML-8000 direct-to-fabric printer

Applications

- Customised napery, yardage, home textiles and fashionwear



Epson Monna Lisa ML-8000

Epson Edge Print Textile

Dedicated Monna Lisa RIP software

The Solution, The Benefits

The ML-8000 makes it possible to cost efficiently print directly onto fabric and do short run customised fabric printing in Australia. This opens up many doors for artists and creatives to market their designs and garments as 100% Australian sourced, designed and printed. No need for costly offshore printing any longer. It's also an incredibly efficient machine taking only two hours to print what two of our older machines would take over ten hours to print. This means major cost savings within the production process.

The Return on Investment

The Epson ML-8000 printer has allowed Koton Kraft to promote Australian artists and designers and enabled them to grow and take their business to the next level by expanding into different areas. The Epson ML-8000 is easy to use, requires very little maintenance and produces results that look amazing due to its superior print quality.

“Epson has exceeded our and our customers' expectations in terms of service, quality, vibrancy in print, superior image sharpness and speed and efficiency of production.”



Koton Kraft collaborates with Australian artists including Grant Lennox

Epson Australia offers an extensive array of award-winning image capture and image output products for the commercial, industrial, consumer, business, photography and graphic arts markets, and is also a leading supplier of value-added point-of-sale (POS) solutions for the retail market. Epson is the market leader in Australia, New Zealand and worldwide in sales of projectors for the home, office and education. Established in 1983 Epson Australia is headquartered in North Sydney and is a subsidiary of the Epson Group headquartered in Japan.

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