



transfertech

SUCCESS STORY



"I AM HONORED THAT I HAVE ACHIEVED A TOTAL DIGITAL WORKFLOW THAT WILL HELP ME TO MULTIPLY MY CURRENT BUSINESS STATUS AND ALSO TO HAND OVER MY BUSINESS TO THE NEXT YOUNG GENERATION WITH THE PROSPECT OF A GREAT FUTURE!"

This is a success story started in 1996 in Thailand thanks to the huge experience of Peter Kraeutler, entrepreneur, founder, and owner of Transfertech Co., Ltd. a leading company in the printing industry worldwide, providing both sublimation printing and garment manufacturing.

At that time the rotogravure was the main and the most widespread printing technology answering the market demand.

But in the 2000s there was a turning point; a revolutionary technology was lighting the horizon: digital printing.

The birth of digital printing highlighted the limits of rotogravure printing in terms of service to customers, flexibility, minimum order quantities, and process costs.

With in-house hi-tech digital printing machinery, every design can be instantly printed on transfer paper and immediately transferred onto fabric. The fact that there are no rollers or screens to be made save you a tremendous amount of time while at the same time offering you no limits to design creativity.

This is real speed-to-market.

The challenge was to produce "what customer really want"; from 1 to 1 million meters. This was exactly Peter's promise to his customers. Therefore, no sooner said than done! He did and still does run his business by producing quality products with a clear competitive advantage, winning over the competitors.

He kept his promise by choosing to increase digital printing more and more by selecting high qualified partners. That's why, about 7 years ago, he decided to cooperate with MS Printing Solutions and JK Group, for both machines and inks. The reason of this choice was of course related to the high quality level of the solutions and services offered by the two companies.

In spite of the rising stronger costs competition, his choice of cooperating with trusted partners allowed him to cut down on production costs by investing in high quality end technologically advanced products; which are reliable over time, granting the same printing results and efficiency. It has been a real advantage he could afford quality and reliable partners like MS and JK.

In his first business shifting period he did realize that if you want to go for industrial printing the best choice is to choose bigger machines, while smaller ones could present more challenges.

We all are in the middle of a total transformation from traditional analog manufacturing into total digital and automated manufacturing. We are now into the true manufacturing 4.0; either you get it or it will become very difficult for you to stay in business.



"I am honored that I have achieved a total digital workflow that will help me to multiply my current business status and also to hand over my business to the next Young Generation with the prospect of a great future!"

Today Transfertech group includes also the sister company Transtech Vietnam (TTV), opened in May 2017, in Saigon, (HCMC) Vietnam offering customers the same quality focused service and know-how. Together they provide a brilliant and unique service with first-class solutions in the Sports, Activewear, Fashion, Home, and Footwear Industry. At present about 600 people are working into the group and the aim is to double this number into 2022.

Today the group's digital production counts about 3.000.000 linear meter per year, thanks to this MS installed base: 4 JP4, 2 JP4Evo and 1 JPKEvo serving the main fashion and sportswear global brands.

The group is working on a total automation and digital data integration. Manufacturing and its integrated data control is the next level for machinery to be sold looking forward to IT intelligence, machine talking to operators and USB ports for intelligent manufacturing data flow.

"In 10 years from now my vision for my business model is 100% digital.

My Vision statement from 2018 is: by a push of a Button. Customers should communicate and integrate all directly into our manufacturing system.

I have created a total integrated solution over the last 3 years with totally automated processes; from customer 3D design creation of sports apparel and related team merchandising, fully automated design integration, pattern and marker integration, fully automated color management for 35 million colors, digital data and production process highway up to shipping stations. It's true Amazon style - the end consumer is directly integrated into my manufacturing process and integrated into shipping services."

As MS and JK we are proud to be solid partners for Transfertech group, we wish Peter good luck for his future and we are firmly convinced that his business model and his view are winning ones.