



AN
INSPIRATIONAL
TWIST ON
DENIM

INTRODUCING

DIGITAL
DENIM



DIGITAL DENIM

An inspirational approach to traditional cotton denim.

Digital Denim capitalizes on the flexibility, design capabilities and technological advantages of digital printing to produce denim designs. Digital printing is capable of producing photo realistic details, in an unlimited motif size, using millions of colors. This technology makes it possible to produce design details such as yarn slubs, whiskers, and areas of abrasion that are as visually convincing as the real thing.



ENDLESS POSSIBILITIES

Utilize this technology to go beyond traditional denim and take your cotton denim to a whole new level. Fiber reactive or pigment dyes create vibrant and durable effects using one base cloth. Design possibilities are endless and can be printed full-width or as individual marker pieces. Unique effects can be achieved on the printed fabric by over-dyeing and other post-printing processes. Digital printing allows for quick turnaround and consistent sampling.



FIRST EVER
3-D JEAN

REDUCTION IN RESOURCES

Eliminates the need for warp dyeing and garment finishing, resulting in environmental savings.

**WATER
USE**



**ENERGY
USE**



**CHEMICAL
USE**



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