Digital design collaboration between New York's FIT and Kornit Digital continues into its second year

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Kornit Allegro, the world's first single step roll-to-roll digital textile printing system, educates tomorrow's designers to adopt the latest, flexible, environmentally conscious printing technology

For the second year in succession, Kornit Digital and the Fashion Institute of Technology (FIT) are collaborating on a unique challenge that involves design and digital print to fabrics.

This project is focused on encouraging Textile/Surface Design students at FIT, a college of the State University of New York system, to create original designs that relate to the concept of sustainable, local, short-run production. With each design printed on the Kornit Allegro roll-to-roll textile system using Kornit's NeoPigment ink, the three winners of the challenge will have their fabrics replicated as fashion items that feature strong eco-awareness and demonstrate how this can be successfully incorporated in the reproduction of greener garments.

The uniqueness of this project is that it enables designers to materialize their designs on any fabric on an immediate basis with no minimum yardage requirements, and at the highest industrial print quality and standards.

By having their designs printed on the single step Kornit Allegro industrial print solution that removes the requirement for pre- and post-treatment, students gain strong insight into environmentally friendly production methods that don't compromise on design concepts and use of color. The Allegro is the only one-step printing process technology, which is ideal for the trending on demand, close to market, short run local production and sampling. Additionally, the students are able to appreciate the differences between digital and analogue production processes and how their work in the future can influence greener productivity with lower levels of energy consumption and waste creation.

The three finalists in this year's FIT design challenge are Hyuna Kim, Konchok Bercholz and Elena Kanagy-Loux. Their work was judged and selected by Leslie Baker, Designer at Bon-To; Vanessa DeSousa, Development Manager of Prints and Embellishments; Tom Cody of his own design company, Tom Cody Designs; Melissa Niederman, Art Director of The Style Council; and Joe Castaldo, President of The Style Council. Representing Kornit Digital was Paul Borucki, Managing Director of Kornit Digital North America; Jim Manelski, North American Wide Format Business Development Manager; and Erin Doty, who is the company's North American Art Director and Project Manager.

"Our collaboration with FIT demonstrates an important example of how Kornit Digital can nurture the growth and developing expertise of tomorrow's designers with the help of state-of-the-art technologies that are changing the way creativity is brought to life across all fabric types. The Kornit Allegro is the perfect system for this scenario with its truly sustainable production methods enabling designers and manufacturers to generate their concepts from start to finish in the shortest cycle time," explains Merav Zimmerman, Kornit's product marketing manager for the Allegro. "We are proud to continue this collaboration with FIT and we certainly plan to continue with it in future years as greater awareness increases both the need for versatility in high quality digital print and greener working practices. The creative potential of talented students will continue to be encouraged, with the Kornit Allegro's ability to enable easy, local and fast production of designs that bring ideas to reality without compromise."

"This challenge provides Kornit Digital with the perfect opportunity to combine the talents of tomorrow's designers with the production capabilities and versatility of the Kornit Allegro. The liaison with the Fashion Institute of Technology demonstrates how our ground-breaking single-step digital printing system aligns with creative processes where sustainability plays an increasingly important role," comments Paul Borucki. "We see a growing demand worldwide for greater education into the potential for using more eco-friendly printing methods and this collaboration endorses the importance of environmental awareness within fabric designs in the future."

The Kornit Allegro incorporates the company's NeoPigment inks and prints onto multiple fabric types with 100% sustainable results. Its integrated fixation process removes the need for pre-treatment, steaming or washing, making it a truly environmentally friendly solution that meets the most rigorous environmental regulations, including OekoTex 100 standard and GOTS approval.

About Kornit Digital

Kornit Digital (Nasdaq: KRNT) develops, manufactures and markets industrial and commercial printing solutions for the garment, apparel and textile industries. Leading the digital textile printing market with its exclusive eco-friendly NeoPigment process, it caters directly to the needs of the entire textile printing value chain, from designers to manufacturers, apparel decorators and fashion brands. With its immense experience in the direct-to-garment market, Kornit Digital is also revolutionising the roll fabric industry with its single step solution that enables printing with a single ink set onto multiple types of fabric and with no additional finishing process. Founded in 2003, Kornit Digital is a global company with offices in the USA, Asia Pacific and Europe and serves customers in more than 100 countries worldwide. For more information, visit Kornit Digital atwww.kornit.com.

About FIT

The Fashion Institute of Technology, a college of the State University of New York, has been a leader in career education in art, design, business, and technology for 70 years. With a curriculum that provides a singular blend of hands-on, practical experience, classroom study, and a firm grounding in the liberal arts, FIT offers a wide range of outstanding programs that are affordable and relevant to today's rapidly changing industries. Internationally renowned, FIT draws on its New York City location to provide a vibrant, creative community in which to learn. The college offers nearly 50 majors and

grants AAS, BFA, BS, MA, MFA, and MPS degrees, preparing students for professional success and leadership in the global marketplace. Visit fitnyc.edu.

Left to right: Paul Borucki with second place winner Konchok Bercholz, first place winner Hyuna Kim, third place winner Elena Kanagy, and Erin Doty


First place winner Hyuna Kim with her work