

Kornit Digital's install base in China crosses the 125 systems mark

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Market leader in digital textile printing technology strengthens its position in the world's largest textile printing market

ROSH-HA'AYIN, Israel, Jan. 10, 2018 (GLOBE NEWSWIRE) -- Kornit Digital (NASDAQ:KRNT), a global market leader in digital textile printing technology, has announced that its installed base in China has exceeded 125 systems.

Kornit's customer base in China includes renowned brands such as JNBY, LILANZ, JoeOne and Seven Brand. Many Chinese Kornit users produce high-margin fashion pieces digitally, either for their own distribution or for leading brands around the globe, benefitting from the current trends affecting the textile supply chain: mass customization, direct-to-consumer sales models, drastically reduced delivery times, and a strong influence of social media on buying decisions. Typical products produced with the help of Kornit's industrial-grade technology are jeans, pants, socks, stockings, footwear and functional sportswear.

Kornit's President of the Asia Pacific region, Buck Kim, comments: "Over the years, Kornit has made significant investments in its infrastructure and manpower in China. We are happy to see that more than 100 Kornit users across the country value our efforts and chose us as their textile printing technology partner. The Chinese government has announced an extensive modernization of the country until 2050, restricting traditional, polluting industries in favor of environmentally-friendly and sustainable production. Kornit's digital printing processes, compared to conventional methods, save enormous amounts of wastewater, chemicals and overproduction and make the textile industry cleaner – that's why we expect significant continued growth for years to come."

Kornit's business activities in China began in 2006, when the first direct-to-garment systems were delivered to Chinese users. Kornit celebrated quick successes, and in order to improve service levels and optimize system uptime and reliability, the company founded a service hub in Hong Kong in late 2009. Kornit increased its business activities in China in 2015, by opening a national headquarters in Shanghai with all relevant functions, such as sales, service, logistics, marketing and application consulting.

The best-selling Kornit model in China is the Storm series, which offers a range of industrial mid-range direct-to-garment printing capabilities, available in several configurations with throughputs between 120 and 190 light garments per hour. The Storm Hexa, for example, features a CMYK, Red, Green plus White configuration which makes it ideal for color-conscious applications. Many of Kornit's systems are equipped with advanced technology features such as recirculating ink systems, integrated air humidifiers, quick pallet replacement systems and more.

Kornit's unique direct-to-fabric system Allegro also made its way into the Chinese market. The system is 1.80m wide, and is based on Kornit's NeoPigment™ printing technology, which eliminates pre- and post-treatment processes for both natural, man-made and synthetic fabrics. Unlike typical digital technologies, the Kornit Allegro offers an innovative, enabling solution, saving on energy, water, space, and labor time. Through its simple operation, the system enables the development of new business models that cater for the strong trends of mass customization and personalization of textile in fashion and home decor. The Kornit Allegro can be located anywhere without environmental constraints, designed to support ultra-short through medium-length runs. It offers amazing print quality, a vivid and wide color gamut, excellent color fastness and hand feel, a fully sustainable and safe process, and is OekoTex 100 certified and GOTS pre-approved. The Allegro can be used for decorating fabrics which are turned into fashion, home textile and e-commerce products in the next step.

All of Kornit's systems are based on the company's NeoPigment™ process. Kornit users benefit from the advantages of state-of-the art ink technology, based on an installed base of thousands of systems globally and 14 years of experience. NeoPigment™ meets the highest environmental regulations, including Oeko-Tex Standard 100 and GOTS pre-approval, and is also safe for baby and infant wear. Suitable for printing on multiple fabric types, its versatility is unmatched. NeoPigment™ prints have an excellent hand feel, a wide gamut of bright and intense colors, as well as long-term durability and wash fastness.

About Kornit Digital

Kornit Digital (NASDAQ:KRNT) develops, manufactures and markets industrial digital printing technologies for the garment, apparel and textile industries. Kornit delivers complete solutions, including digital printing systems, inks, consumables, software and after-sales support. Leading the digital direct-to-garment printing market with its exclusive eco-friendly NeoPigment printing process, Kornit caters directly to the changing needs of the textile printing value chain. Kornit's technology enables innovative business models based on web-to-print, on-demand and mass customization concepts. With its immense experience in the direct-to-garment market, Kornit also offers a revolutionary approach to the roll-to-roll textile printing industry: Digitally printing with a single ink set onto multiple types of fabric with no additional finishing processes. Founded in 2003, Kornit Digital is a global company, headquartered in Israel with offices in the USA, Europe and Asia Pacific, and serves customers in more than 100 countries worldwide. For more information, visit Kornit Digital at www.kornit.com.

Press release

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