Creazioni Digitali Implements Kornit Presto S with Softener Solution for Versatile, High-Capacity Fashion Production on Demand

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Como-based fabric provider to high-end fashion houses cites sustainability, single-step process in adopting new direct-to-fabric print technology

DUESSELDORF, Germany, March 04, 2021 (GLOBE NEWSWIRE) -- Kornit Digital (Nasdaq: KRNT), a worldwide market leader in digital textile printing technology, announced Italy-based Creazioni Digitali, a printing service provider to some of the most prominent names in high-end fashion, is installing the Kornit Presto S with Softener Solution for rapid, pigment-based production on demand involving multiple fabric types in any quantity.

In addition to sublimation and acid and reactive dyes, Creazioni Digitali was the first textile provider to bring pigment printing to Italian fashion houses. In addition to providing more eco-friendly production processes, a shift towards pigment-based production is key to their expansion and industrial plans for 2021 to 2025.

Print-on-demand business models and pigment-based production are both effective means of reducing water use, and empowering fashion brands to align with international sustainability imperatives.

“We believe eco-friendly, pigment-based printing offers a wealth of possibilities for high fashion, and selected the Kornit Presto S based on its ability to deliver brilliant, high-quality imagery using the broadest color gamut, without need for pre- and post-treatments,” says Roberto Lucini, Owner and CEO of Creazioni Digitali. “We intend to grow our business as brands see what this technology can do, with the old calculations of quality versus responsible production practices giving way to a new landscape in which you can truly have both. This installation is one of more to come.”

“Creazioni Digitali is a recognized leader and innovator in Como, arguably the epicenter of the modern fashion world,” says Chris Govier, KDEU Managing Director. “They’ve established that sustainable, durable pigment impressions provide a genuine path forward for that most demanding of retail markets, and Kornit is proud to be their technology provider on the new frontier. Regardless of the fabric involved, the products they’ll be empowered to offer will look outstanding, feel right, and maintain their character, while buyers can rest assured they meet the highest possible standards for safety and sustainability.”

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 contact
Carmen Deville Makover
Head of Global PR
pr@kornit.com