

## Open new markets for your business – direct to garment printing is not only about T shirts

PROMODORO

**P**romodoro has launched a direct to garment selling guide for garment decorators, detailing what it offers for DTG printing.

The Promodoro collection mirrors those interesting developments in materials that are currently taking place on the fast-moving printing technology market.

Promodoro particularly focuses on the latest needs within the sector that are important to guarantee optimal printing results.

In doing so, Promodoro unites the most recent developments from textile finishing technology with the most relevant print trends. That is why Promodoro is the first and only company that claims that its products are highly suitable for DTG.

These are strengths that everyone can feel on their skin and see with their own eyes when they print digital on Promodoro.

Promodoro uses combed and only combed cotton which means:

- Dyeability is very good.
  - Less hairiness and superior appearance.
  - Superior hand feel.
  - Short fibre percentage is low
- regular yarn made from higher grade cotton fibre.

Promodoro focuses on a clean and anti-pilling finishing which grants high printable quality result and excellent washing performance in terms of shrinkage and also impact the durability of the garment or printed garment.

Promodoro quality is recognised by all experts as a perfect garment for DTG.

Digital printing is a strongly growing market, there really seems to be no limits in terms of materials and products. React to changing market trends and expand



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your range of bespoke styles, with items such as slim fit shirts with elastane, poloshirts or sweatshirts from cotton or cotton/polyester.

■ For more information visit [www.promodoro.co.uk](http://www.promodoro.co.uk)

## A collection specifically designed for maximum brand exposure

PF CONCEPT

**E**levate from PF Concept offers a wide range of high tech garments allowing you to promote your brand with truly functional apparel.

For example the Elevate Mani Power Fleece jacket. The four-way stretch allows maximum body movement. The Mani is made of breathable fabric with a brushed inside which is soft on your skin and keeps you warm on cooler days, plus the wicking finish draws moisture to the

outside, where it quickly evaporates, so you stay dry.

The award winning Elevate Scotia light down jacket and Fairview light down bodywarmer are both filled with high quality down. Because down is the warmest insulator, it provides maximum warmth with minimum weight and bulk. You can even fold the Scotia and Fairview down small enough to go in your backpack.

New to the End of Year collection, and released in August, is the Elevate Howson lightweight softshell. Instead of the traditional 'brushed inside' feel, the Howson has mesh inside, which results in a super lightweight softshell jacket. The fully-taped seams make this garment completely waterproof.

The Elevate Ozark ski parka is also a brand new introduction with unique features. Thanks to its unique ECHOHEAT lining it delivers warmth and superior regulation of body temperature



without the added weight. The thermal technology regulates your temperature by reflecting and retaining heat.

The complete Elevate collection is specially designed to put your message in the right place for maximum brand exposure. Techniques such as sublimation, debossing and laser engraving will ensure your company stands out from the competition by being distinctively on-brand. Elevate is exclusively available in Label.

■ For more information call 01933 673111, email [enquiries@pfconcept.co.uk](mailto:enquiries@pfconcept.co.uk) or visit [www.pfconcept.com](http://www.pfconcept.com)

## Perhaps the most accredited trouser in the market today

**A** recent addition to the Orn Clothing range is the Hi-Vis Vulture Ballistic trouser.

Based on the standard Vulture (available navy, royal and bottle), the hi vis version has three reflective bands per leg and is available in yellow or orange (GO/RT accredited). Of course because it is Ballistic it has the EN388 accreditation for

protection to 'cut level two'.

Available from a 28in to 52in waist and in three leg lengths and boasting combat styling, mobile phone pocket on the thigh, triple stitching and a heavy duty non-scratch fixing stud on the waistband.

Orn believes this is the most competitive accredited trouser in the market today.

■ For more information visit [www.ornclothing.com](http://www.ornclothing.com)



The Hi-Vis Vulture Ballistic trouser

ORN CLOTHING