



THE CHALLENGE

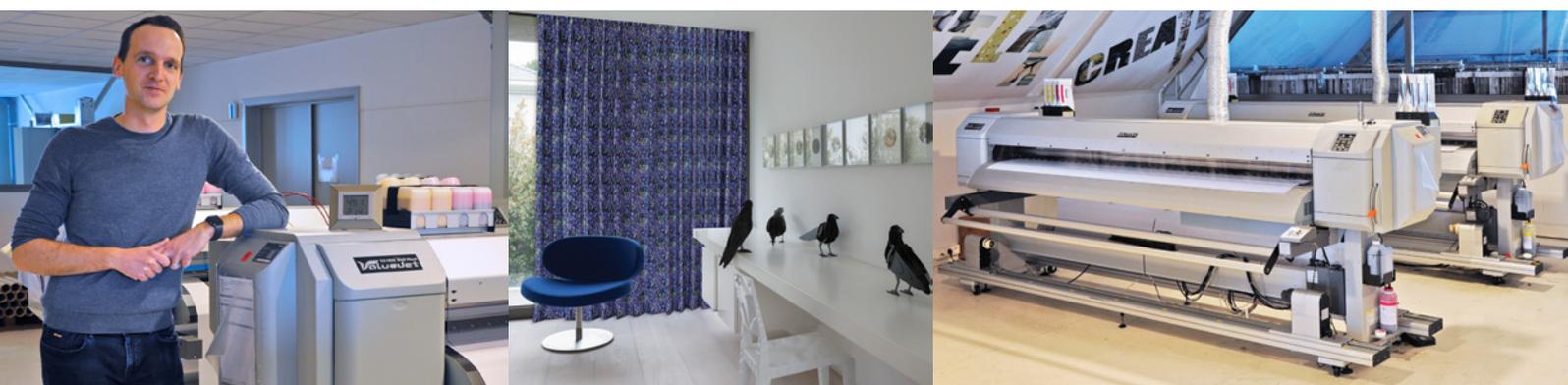
DIAZ

SUNPROTECTION
DECORATION

With its headquarters based in West-Flanders - Belgium, Diaz Sunprotection is a renowned manufacturer of sun protection products like curtains, roller blinds, Venetian blinds, Roman shades and much more. All confection is 100% made in-house by a team of dedicated and experienced employees. Next to the standard woven designs, Diaz offers their customers the possibility to choose from a wide selection of digitally printed curtain designs.

Products in user story: [3x ValueJet 1638WX](#) & [2x ValueJet 2638](#)

Diaz Sunprotection has been a happy user of Mutoh sublimation printers for many years now. Not less than five ValueJet printers are used on a daily basis to produce digitally printed curtain designs.



Gilles Vanhee - Sales & Marketing Manager

TWO KINDS OF ROLL FABRICS

For the production of these digital designs, Diaz has five Mutoh ValueJet printers in use. Three ValueJet 1638WX printers with a print width of 162 cm and two ValueJet 2638 printers with a print width of 260 cm. All machines use Mutoh DS2 sublimation inks. Diaz Marketing Manager Gilles Vanhee explains: "The reason for the two sizes is that we use two kinds of roll fabrics. A flexible fabric for window curtains that comes in a standard width of 140 cm, and a stiffer fabric for the production of roller blinds that has a width of 240 cm. So, depending on the type of curtain, we either print the image on the smaller ValueJet 1638WX or the larger ValueJet 2638.

Once the design is printed onto the special paper media, it is then transferred to the curtain fabric on our roll-to-roll sublimation heat presses."

ON DEMAND PRODUCTION

Window curtain fashion trends are changing faster than ever before. That abundance of choice is very nice for the end user, but for a window decoration manufacturer like Diaz, it's quite a challenge. Gilles Vanhee: "Stock, and especially too much of it, is a daily concern. Make the wrong choices and you end up with some unsellable stock. That's one of the reasons why we created our own digital collection with trendy curtain designs that are produced on demand.

Once the customer order is placed, we put our printers to work and only produce the necessary amount of fabric for this specific order. No more unnecessary stock, with huge cost and space savings as a result."

CUSTOMISED CURTAINS FOR A SENSATIONAL PROJECT

The majority of the designs are made in-house by a team of experienced designers, but some designs are also purchased. "Besides that, says Gilles Vanhee, there is a growing trend in customised designs for one-off projects. A nice example of this, are the curtains we realised for the brand new Versluys Arena of football club KV Oostende.



Customised curtain design at Versluys Arena - KV Oostende

To be in line with the stunning and modern complex, KV Oostende decided to go for entirely customised curtains. Using our digital printers, we were able to offer the designers exactly what they had in mind, something that otherwise would not be possible. On top of that, we realised the whole project within a very short timeframe. This added value gives us a clear advantage over our competitors.”

VIBRANT COLOURS AND UV RESISTANT

When asked why Diaz opted for Mutoh ValueJet printers and their sublimation ink technology, Gilles Vanhee replies as follows: “Dye-sublimation has numerous advantages over other ink technologies when it comes to printing on fabric. For one, as a result of the heat transfer process where the print is “baked” into the fabric, the colours are more vibrant than with any other technology. Second, thanks to the unique ink formula, our digitally printed curtains are well resistant to decolouration due to UV light. The latter being very important, since our customers would not appreciate colours that fade away after just a short period of time.”

ROBUST AND RELIABLE

To conclude, Gilles Vanhee says a final word about the reliability of the Mutoh printers. “Since printed curtains are an important part of our business model, we need production material we can count on. Mutoh printers have a very good reputation in the market for being robust and reliable. We have not had any issues so far, and in the rare case of a needed intervention, the service is prompt and adequate. Mutoh has also been at the forefront with regards to sublimation ink technology and thanks to the low ink consumption, we are able to produce any given design in small or even large quantities at a very competitive price.”



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