

PROFILE

NAME: Catalyst Fabric Solutions
LOCATION: Marianna, Fla.
FOUNDED: 2017
WEBSITE:
www.catalystfabricsolutions.com

CHALLENGE

Manage the increase in fabric printing sales during the holiday buying season, especially with large items such as photo blankets.

SOLUTION

Add eight Epson SureColor[®] F10070 76-inch dye-sublimation printers for reliable, high-quality output in a timely manner.

Print-on-Demand Manufacturer Finds Increased Productivity with Epson Industrial Dye-Sublimation Solutions

Catalyst Fabric Solutions Installs Multiple Epson SureColor F10070 Dye-Sublimation Printers for Better Drop-Ship Management During Busy Holiday Season

As a large web-to-print manufacturer of home furnishings, Catalyst Fabric Solutions fulfills orders for a variety of home textiles, including decorative pillows, draperies, blankets, rugs, accessories, towels, shower curtains, and more.

Founded in 2017 as a division of Meno Enterprises, Catalyst Fabric Solutions decided to focus on home textiles due to the rapidly expanding market and unparalleled variety of custom orders available. Today, their customers have over 10,000 options that can be ordered through retailers and shipped directly to homes.

“We do not pre-print any order, everything we do is a print-on-demand basis and we drop-ship orders within three days,” said Jim King, operations manager, Catalyst Printing Solutions. “We enjoy being able to provide customers with the ability to order thousands of designs and provide nearly unlimited options.”

While seasonal trends and buying patterns change annually, the Catalyst Fabric Solutions team can always rely on a big spike in sales during the fourth quarter, when families prepare for the holiday season.

“During the holidays we see a huge increase in photo products, with our custom photo blankets being our most popular item. These are huge items and take a good amount of time to print,” said King. “In addition to the large photo blankets, we also see an increase in photo potholders,



towels, pet bandanas, pet beds, and more. And given there is a holiday gift giving season deadline, it's crucial we are able to produce and ship these orders in a timely manner.”

The Need for Additional Equipment

With the expected increase of holiday orders, Catalyst Fabric Solution started looking for another printing solution to keep up with the growing demand.

“We had other similar dye-sublimation printers from different manufacturers in the past, but when selecting our latest additions, feature set was key,” said King. “We needed a printer that could produce a lot of different SKUs at any given time. In addition, a high-speed machine was critical for us to meet drop-ship deadlines.”

“The SureColor F10070 compact footprint really is impressive and allows us to place the printer anywhere in our facility.”

- JIM KING, OPERATIONS MANAGER, CATALYST FABRIC SOLUTIONS

Catalyst Fabric Solutions was searching for a reliable industrial-level dye-sublimation solution that could help increase production on large projects while still producing high-quality output. When the team heard about the SureColor F10070 from vendors and distributors, it seemed like an ideal solution.

“When looking into our options, we found we could fit one to two industrial dye-sublimation printers from other manufacturers, but with the compact footprint of the Epson SureColor F10070, we were able to fit eight printers into that same space. Utilizing many high-speed machines is critical for us, as they can all be printing different projects at the same time,” continued King.

In addition to providing production speeds, the SureColor F10070 fit well into the Catalyst Fabric Solution warehouse set up.

“The SureColor F10070 compact footprint really is impressive and allows us to place the printer anywhere in our facility,” commented King. “And unlike other dye-sublimation printers, the SureColor F10070 doesn’t require forced air, which means if our air compressor goes out, our printing facility doesn’t need to shut down. As a business, we always need to look at contingencies like that, which could threaten our production during peak buying seasons.”



Easy Installation During the Busiest Time

The SureColor F10070 quickly proved to be an ideal solution for Catalyst Fabric Solutions, allowing for smooth and seamless production.

“The SureColor F10070 printers were installed in December 2020 – in the middle of our busiest season,” said King. “Had they not been a plug-and-play set up, we would have had some real problems, as we were counting on their capacity to meet deadlines. However, they hooked into our network easily and we were able to begin printing immediately.”

Since then, Catalyst Fabric Solutions has been able to print all their photo blanket orders on the new Epson machines, completing them three times faster than their previous printing solutions. “The quality of output is outstanding,” continued King, “To date, we have had no reprints required on these printers, which is unusual for us, given the ever-changing Florida humidity.”

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When looking into the operation of the SureColor F10070 printers, the Catalyst Fabric Solution team was thrilled with the ease of use and the service Epson provides.

“Everything about this printer is user friendly. Whenever I assign a new printing technician to the machine, they never want to leave,” laughed King. “There are so many simple improvements that make a huge difference, such as the touchscreen. It tells us what is wrong and how to fix it. In fact, the first time our printer needed a replacement part, I had no idea – it ordered the part on its own. I only knew it needed to be installed once it arrived at the shop.”

Expanding for the Future

Since installation, Catalyst Fabric Solution has pushed a vast majority of its dye-sublimation projects onto the SureColor F10070 printers.

“The functionality of these printers has allowed us to open our doors to helping other groups from Meno Enterprises produce more product in mass quantities,” said King. “Currently we are printing everything on our Epson printers, from our photo blankets to POS and trade show signage for Meno Enterprises to promotional goods for the ASI market.”



And Catalyst Fabric Solution isn't stopping there – they are currently working to add an additional 10 SureColor F10070 printers to their fleet.

“Adding more SureColor F10070 printers to the business will help us expand the quantities we are able to produce year around, not just at the holidays,” said King. “It's an exciting time, and we're looking forward to watching how our business will further grow.”

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