



# The T-shirt Revolution: Building Your Business Using a Digital Apparel Printer

*Chase Roh Ph.D., David A. LaVita*

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This book is about decorative apparel printing by digital press. The \$22-billion garment printing business is going through a rapid change thanks to the exciting new digital technology. The authors give a comprehensive overview of the industry's past, present and future, and explain how to adopt the new technology and profit from it. Garment decorators and entrepreneurs alike will benefit enormously by taking advantage of the new digital printers, a.k.a. T-shirt Printers. The authors are twenty-year veterans of the industry and experts in inkjet technology. They introduced the "digital revolution" to the sign and screen printing industry nearly a quarter-century ago. Now they are leading the way in digitally transforming the apparel textile printing process. This book is a comprehensive and indispensable reference guide for anyone considering digital garment decoration.

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