

# REASONS AND ADVANTAGES FOR YOU TO MAKE YOUR ROTARY AND DIGITAL PRINTED FABRIC COLLECTIONS AT PARÀ

**WHAT WE STAND FOR** - Parà is well known as a leading textile producer in Italy, with VERTICAL INTEGRATION and a TOTAL QUALITY MANAGEMENT system that results in excellent SERVICE and RELIABILITY. DESIGN and FLEXIBILITY are paramount to Parà's ethos of SHARED SUCCESS for customer and supplier. LOW MINIMUM ORDER quantity, LOGICAL PRICES and ON-TIME, ON-BUDGET deliveries ensure a STABLE, LONG-TERM RELATIONSHIP. Parà's FRIENDLY, HELPFUL, EXPERIENCED and STYLISH TEAM gives you EFFICIENCY, ACCURACY, and TIMELY SERVICE.

**WHAT WE DO** - Parà is proud to use only FIRST-CLASS BASECLOTHS – many woven in house – and DYESTUFFS that all are quality controlled. Parà CONFORMS to all REACH regulations and is aware of the ENVIRONMENT. Parà is CERTIFIED OEKOTEX 100. Parà has its own heat and electrical power CO-GENERATION plant that is highly EFFICIENT and is striving to become CARBON NEUTRAL. Whether you need ROTARY or DIGITAL prints, Parà can help you with UP-TO-DATE MACHINERY and METHODS and STATE-OF-THE-ART DESIGN SOFTWARE.

	ROTARY	DIGITAL
DESIGN COMPLEXITY	Limited by number of screens. Parà can print up to 24 screens.	Unlimited
DESIGN HEIGHT	Limited to vertical repeat of 64cm, 81.9cm or 91.4cm depending on screen size.	Limited by software, currently up to 180cm.
DESIGN POSSIBILITIES	Traditional print techniques that are limited by wet-on-dry and wet-on-wet capability.	Unlimited. Aquarelle and close colour gradients are possible. Latest software allows better, easier colour separation.
QUALITY	125 mesh, fine printing, best quality dyestuffs	720 d.p.i., Epson original inks, multi-pass printing at optimum speed means the best resolution and highest quality, and the ability to print on a wide variety of basecloths, both natural and man-made for indoor and outdoor projects.
FINISHING	Brushing, softening, Teflon, Sanforising	Brushing, softening, Teflon, Sanforising
MINIMUM ORDER QUANTITY	300 metres per colour	1 roll (approx 40m) per colour
DEVELOPMENT COSTS	Around €330 per screen x number of screens required. More for larger screen sizes.	From €25 per hour, and NO screen costs.
PRICE	Less per metre	More per metre
LEAD TIME	Same	Same
DYESTUFFS	Pigment or vat	Reactive and dispersion (dye sublimation)
CLOTHS	Natural fibre	Natural fibre and man-made
PERFORMANCE	Excellent	Excellent +

We know that there are cheaper options, but Parà believes in quality first... after all, your reputation relies on our abilities.

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