

Brother Brings Polyester Printing to the DTG Market, and All It Takes is a Driver Update

[Brother Releases Beta Trial that allows Brother GTX Machines to print on polyester](#)

Click here for more high resolution images Sydney, Australia – 18 November 2020 : Printing on 100% dark polyester has been on the wish list for many Direct-To-Garment (DTG) users in the textile industry, and Brother International Australia are finally confident to say that they've got the technology to achieve it. The most enticing part – all it takes is a driver update on their existing GTX series garment printing machines which are loaded with Brother genuine consumables, and customers can be 'printing poly' straight away.

To test the printing, GTX users will need to download the Brother GTX Polyester driver (beta) trial, which is available to assess and test free of charge until 30 June 2021. This gives users the opportunity to familiarise themselves with the various polyester materials used in their business, to determine if the process is right for them.

Greg Benardos, National Manager - DTG at Brother International Australia says: "We have worked relentlessly to develop this new driver, so we can give back to our customers what they've been asking for, for years – to print on 100% dark polyester. While this is a Beta trial, we are very confident that many businesses are going to see great results".

"I will add that we urge users who do participate in our Beta trial, to read and follow the guidelines very carefully, as the process and results on polyester are different to that of traditional cotton. We are excited to see some positive results at the end of the trial, with many businesses being able to add additional textile printing options to their services".

The guideline for printing on Polyester includes two rounds of pretreatment and pretreatment curing, followed by white or colour print, and then ink curing. Given the difference in material composition, printing on dark polyester is most recommended for clothing that is casually worn, as excess washing, such as that which occurs on highly soiled clothing, is not suitable for long-term durability.

The trial period for the supplied Brother GTX polyester printer driver ends on 30 June 2021. To register for the free driver, please visit info.brother.com.au/gtx-polyester-driver-trial.

About Brother International (Aust) Pty Ltd

In operation for more than a century, Brother is a global manufacturer of laser printers, laser and inkjet Multi-Function Centres, label printers, scanners and mobile products and is recognised for its range of technology-driven machinery used within businesses worldwide.

With corporate printing solutions at the forefront of its services, Brother boasts customer satisfaction across small, medium, and large businesses. Its printers have been recognised with 6 consecutive wins for the coveted PC Magazine, Business Choice Award, and 10 consecutive wins of Readers' Choice Awards. The organisation takes pride in its consistent efforts towards promoting environmental conservation and cost minimisation, particularly through providing solutions that encourage efficiency in the workplace.

Brother International Australia is a wholly owned subsidiary of Brother Industries, which was founded in 1908 in Japan. Brother Australia was established in 1977, with a head office located in Sydney and state offices nationally throughout Australia. About Brother Earth:

Brother always takes responsibility, acts respectfully and tries to make a positive difference. Brother Earth is Brother's attitude and commitment to play a part in building a society with sustainable development. Help the environment now by giving a click at <http://www.brotherearth.com>. Brother will contribute to a variety of global environmental protection activities on your behalf. The number of clicks each project receives will determine proportionately how the funds will be allocated.

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