

CMYUK appoints digital textile manager

Brett Platt has been announced as CMYUK's first digital textile manager. The creation of this new position reflects the growth of the textiles market and CMYUK's investment in digital textiles across soft signage, home décor and fashion markets.

Mr Platt has over ۲۰ years of experience in textiles, working for Dorma Group, RA and Hybrid, and is thrilled to be joining the digital textile market at such an exciting time. 'Driven by improved equipment technology and ink, it cannot be disputed that the dynamics of this marketplace are changing,' he commented.

'This economy is driven by reduced capital investment in stock, reduced deadlines and a market appetite for print on-demand – this mirrors many other printing sectors where the transition from analogue litho and screen printing followed the exact same dynamic.

'We have seen this trend before. The shift only happens when quality and cost allow it, which is pretty much now in the digital textile market. It's exciting as it means we will be bringing production back to Britain, back to the smaller outfits that can now offer print on-demand, making us as cost-effective as China and Pakistan.'

Mr Platt also has big plans for his new role, he explained, 'CMYUK has always done things the right way, at the right time. We aim to position ourselves as the leading UK provider of digital textile printing equipment and associated technologies, with an expansive digital textile material range that will enable customers to emulate the quality and feel enjoyed from traditionally produced products.'

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