



evolve

Printex Monthly News Bulletin

July 2014 | Issue 18

TIPS

OF THE

MONTH



You can learn a line from a win and a book from a defeat. ~ Paul Brown

The person interested in success has to learn to view failure as a healthy, inevitable part of the process of getting to the top. ~ Joyce Brothers

We may encounter many defeats but we must not be defeated.

~ Maya Angelou

**Chance
FAVORS
those in *motion***

~ James Austin

Five

Successful Marketing Techniques

by Bob Leduc

Use these five simple marketing techniques to build your business.

Here are 5 successful marketing techniques you can use to increase your sales. All of them are simple to use. And they're effective for building any businesses.

1. Keep Adding Something New

Every time you add something new to your business you create an opportunity to get more sales. For example, something as simple as adding new information on your web site creates another selling opportunity when prospects and customers visit your site to see the new information.

Adding a new product or service to the list of those you already offer usually produces a big increase in sales. The added product increases your sales in 3 different ways:

- It attracts new customers who were not interested in your current products and services.
- It generates repeat sales from existing customers who also want to have your new product.
- It enables you to get bigger sales by combining 2 or more items into special package offers.

2. Become a Valuable Resource

Look for ways you can be a resource for your prospects and customers. Supply them with free information. Help them do things faster, easier, less expensively. You get another opportunity to sell something every time they come back to you for help.

3. Separate Yourself from Your Competition

Find or create a reason for customers to do business with you instead of with someone else offering the same or similar products. For example, do you provide faster results, easier procedures, personal attention or a better guarantee?

Determine the unique advantage you offer to customers that your competitors do not offer. Promote that advantage in all of your advertising. Give your prospects a reason to do business with you instead of with your competition and you'll automatically get more sales.

4. Promote the End Result

Your customers don't really want your product or service. They want the benefit produced by using it.

For example, car buyers want convenient transportation with a certain image. Dental patients want healthy and good-looking teeth without suffering any pain. Business opportunity seekers want personal and financial freedom for themselves and their family.

Make sure your web pages, sales letters and other sales messages are promoting the end result your customers want.

5. Anticipate Change

Change is the biggest challenge to your business success. The days are gone when a business could constantly grow by simply repeating what it did successfully in the past ...or even recently. Aggressive, innovative competitors and rapidly changing technology make it impossible.

Expect change and prepare for it. Don't wait until your income declines to take action. Develop the habit of looking for early signs that something is changing. Then confront it before you start to lose business.

Tip: Insulate yourself against the impact of change by increasing the number of products and services you offer and by using a variety of different marketing methods. Only a small portion of your total business will be affected if the sales of one product decline or the response to one marketing method drops.

How many of these 5 proven marketing techniques have you overlooked or ignored? Start using them today and you'll see an immediate increase in your sales.

Color Discharge on Reactive Printed/Dyed fabric through Sulfur Dyes.

SUBJ-19:

Color Discharge on Reactive Printed/Dyed fabric through Sulfur Dyes.

Chemicals:

Urea, Sodium Bicarbonate, Sulfur Dyes, Reactive Dyes, Rangolit C (Sodium formaldehyde Sulfoxylate HOCH₂SO₂Na). Sodium perborate, Textile Washing off agent.

Discharge:

Discharge is not a new term for a textile person. Discharge is classified into white and Color Discharge. Term Discharge may be mixed up or used instead of stripping which is not right as stripping is to lower the depth of shade (usual dyers term) where as during discharge screens are used to create patterns by removing partial or full color of the fabric (Textile Printers term).

Printing is now done on variety of fabrics consequently with variety of dyes. In this post we are just focusing on discharging cotton fabric printed/Dyed with Reactive dyes. Suitable discharging agent for reactive dyes or printed fabric is **Rangolit C (Sodium formaldehyde Sulfoxylate HOCH₂SO₂Na)**. It is prepared by chemically reacting dilute solution of formaldehyde with Sodium Hydrosulfite. So, like Hydrosulfite it is also strong reducing agents. That why no dye can stand with Rangolit and get reduced consequently ending up by losing their colors. Therefore discharging reactive with reactive is not frequently heard process.



Black Ground Discharged with Yellow Sulfur Dye.

As, discussed Earlier discharge can be of two types White or color Discharge. White is done with rangolic C and later one is majorly carried out with Pigment and Binder system, Such binders are considered which are stable with rangolit C. so Rangolit C (Sodium formaldehyde Sulfoxylate HOCH₂SO₂Na) discharges ground dyed/Printed Fabric and resultantly pigment take over the white ground produced by rangolit C. The only drawback in this process is that pigment printed fabrics have very poor rubbing and washing fastnesses. So, One has to compromise at this end. So, why not to propose some other method rather than a typical pigment binder color discharge.

Purpose:

Purpose is to propose another method else than pigment binder for color discharge on reactive Printed/Dyed Fabric.

Sulfur Dye Suitability:

Sulfur dyes are reduced before dyeing or Printing. Normally this is done with reducing agent like Sodium Hydrosulfite Na₂S₂O₄. As, we have discussed earlier Rangolit C (Sodium formaldehyde Sulfoxylate HOCH₂SO₂Na) is a reducing agent which can replace Hydro sulfite but, Here need of Rangolit will be much greater as it has to perform two tasks one, It has to reduce the dye and secondly it has to discharge the ground color.

Recipe:

Ground Print (Full Bloch)

Reactive Black (Preferably VS Dye) 30 to 50g/kg

Over Print (Design Screen, containing sulfur dye and discharging agent):

Alginate Thickener	30 g/Kg
Sulfur Dye (Preferably Yellow)	200g/Kg
Caustic 48Be	30 g/Kg
Rangolit C	150 g/Kg
Sequestering Agent	20 g/Kg
Total	1 Kg

Process:

Print, Dry at 150C for 1.5Min

Saturated Steam at 102C for 8Min

Oxidation:

First Bath:

Acetic acid 2g/l for 1Min.

Second Bath:

Acetic acid 2g/l, Sodium per borate 3g/L for 5Min

Washing:

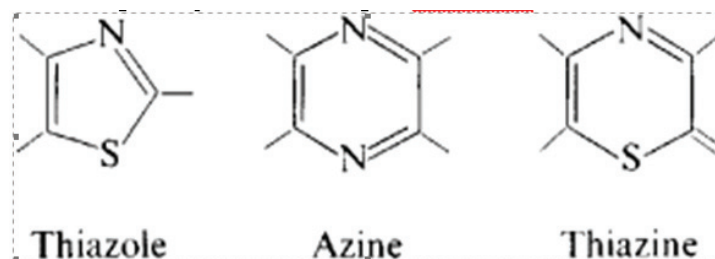
- Cold rinse
- Soap at 60oC
- Hot Rinse
- Cold Rinse

A Bit More About Sulfur Dyes:

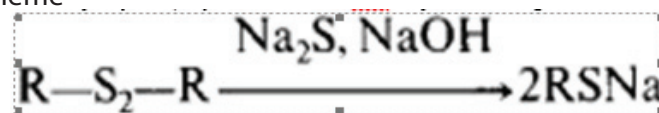
Warning! The following article is from The Great Soviet Encyclopedia (1979). It might be outdated or ideologically biased.

Sulfur Dye

any of the organic dyes that are high-molecular-weight compounds containing the heterocycles



and the groups SH and S_n, where n ≥ 2 (the precise chemical structure has not been established). Sulfur dyes are amorphous substances, insoluble in water and most organic solvents; when acted upon by Na₂S, they form water-soluble leuco compounds according to the scheme



After imparting color, these compounds are oxidized by oxygen in the air and are reconverted on the fiber to insoluble sulfur dyes.

Sulfur dyes are obtained by a prolonged heating of such organic compounds as aromatic amino, nitro, amino-hydroxy, and nitro-hydroxy compounds and heterocyclic azines with sulfur or a polysulfide of sodium (Na₂S_n, n = 2–9).

Sulfur dyes are usually pale. The black, blue, brown, and green dyes have the greatest importance; the yellow and orange dyes have only limited use. Red sulfur dyes are unknown. While the black dyes are fast, the other sulfur dyes impart colors of lesser permanence. Sulfur dyes are inexpensive and convenient. They are widely used for dyeing cotton fabric; in the textile industry, however, they have been partially replaced by vat dyes and reaction dyes, which offer brighter and more permanent colors.

Source:

<http://encyclopedia2.thefreedictionary.com/Sulphur+dye>

Resist Printing

Chemicals:

Dye (1. MCT Range Dye for ground print, 2. VS Range Dye for Over print), Urea, Sodium Bicarbonate, Sodium Sulfit, Alginate Thickener.

Purpose:

Resist printing is a special effect like Discharge printing. As name suggests resist mean TO STOP. Background of fabric in this technique is colored with a dye having MCT (Mono chloro Triazine) Chemistry. Dyes having this chemistry is more stable to reducing agents like Sodium sulfite which is main player in resist printing. So, Ground printing paste has dye, thickener, mild oxidizing agent, Sodium sulfite. While Over print(Full Bloch) dyes are chosen from VS (Vinyl Sulfone) Range. These dyes are unstable to reducing agents like Sodium sulfite

Consequently a Ground printed portion (usually design/pattern) have sulfite and will eat up all Over color (Full Bloch) on that region. So, over print will only survive those regions which don't have ground printed. Through this mechanism we can achieve versatile designs and patterns.



Difference Between Discharge and Resist Printing:

Sometime People may confuse Discharge and Resist Printing. Both are two different methods and have versatile usage in textile industry. Results are amazing and admirable with very low economy (No extra screens, No high class machinery, No special chemicals).

Discharge:

Ground color is eaten up/Destroyed chemically with Sodium formaldehyde sulfoxylate normally called Rangolit C.

Resist:

Over color is eaten up/Destroyed chemically through Sodium Sulfit.

Discharge:

Usually discharge is white because Rangolit C is not stable with dyes. So, both RangolitC and dye can not be used simultaneously

Resist:

Resist is most of the time colorful because Dyes with MCT Chemistry are stable with sulfite.

Discharge:

If one wants to have color discharge has to use pigment and binder rather than dye because dyes are not stable with Rangolit C. Where as pigments are stable to Rangolit C.

Resist:

No need to go for pigment and binder in case of Resist as dyes are stable with functional chemical.

Ground Recipe (Design Screen):

Dye (MCT)	30 g/Kg
Urea	100g/Kg
Sodium Bicarbonate	25g/Kg
Sodium Sulfit	40g/Kg
Alginate Thickener (3%)	Balance
Total	1 Kg

Process:

Print, Dry at 120C for 1 Min.

Over Print Recipe (Open Screen/No blocked region):

Dye (VS)	30 g/Kg
Urea	100g/Kg
Sodium Bicarbonate	25g/Kg
Alginate Thickener (3%)	Balance
Total	1 Kg

Process:

Print, Dry at 120C for 1 Min.

Fixation through Saturated Steam at 102C for 8Min.

Washing:

- Cold rinse
- Soap at 60oC With:
1-2 ml/l of Soap (General chemical for reactive washing e.g. acrylic acids)
- Hot Rinse
- Cold Rinse

News from Printex

01

Dr. Khurram (CEO - Kay & Emms , Faisalabad) visited Print Corex - Cresa, Barcelona (Spain) in the last week of June to discuss the new developments / Effects in printing and garment washing.

02

Printex successfully introduced the HayColor Pigment range in the market. We got a lot of potential inquiries on this ECO Range of Pigments.

03

New EID COLLECTION of Kurta Shalwar is now available at Sketch. (Sketch is a brand of Printex).



549-N, Sabzazar Scheme, Near Makkah Chowk, Lahore.

Phone No. 042-35792697-8, Fax No. 042-35792699

E-mail: printexworld@gmail.com

Website : www.printex.com.pk