Digital revolution

ITMA Daily News interviews **Yariv Bustan**, vice president of Marketing, Twine Solutions

Can you tell us about the new digital thread dyeing system that you've launched at ITMA?

Twine's system is the world's first, unique and revolutionary solution offering on-demand digital thread dyeing capabilities for sewing, knitting and embroidery. Whether it's cut-and-sew lines, a knitting factory, an embroidery service, a sample room, a designer or a brand, one will witness an immediate reduction in time and complexity in your daily routine.

How long was the system in development?

The idea was born several years back by the two founders [of Twine Solutions], Alon and Erez Moshe. The actual product development started four years ago, which is a record time for developing such a multi-disciplinary complex solution.

What were the biggest challenges you faced while perfecting the technology?

There are many challenges in the development of new technologies. In our case, the thread industry is a huge industry with thousands of thread types, colours, textures and more. Supporting digital dyeing for such variety is a huge challenge that we successfully met.

What are the main applications the system can be used for?

The system can dye a large variety of polyester yarns and threads, supporting embroidery, sewing, knitting and more. Almost any application from garments, footwear to automotive can use Twine digitally dyed thread.

Colour matching can often be difficult to master in the textile industry. How does Twine achieve this?

Our team is composed of top-notch professionals including five PhDs coming from the digital printing industry mastering mathematics, chemistry and physics with years of experience. This know-how allowed us to meet these difficulties and to offer a brand new way to perform digital thread dye-to-match.

What approach does Twine take to sustainability?

Sustainability is a core value for Twine. First, our dyeing process is a digital waterless process in which we apply an exact amount of ink per thread type. Second, we do not have MOQ (minimum order quantity), therefore, we eliminate leftover waste and dead stock, and in addition, we are saving a lot of logistics transportation which also reduces air emissions.

Why is it important for your company to exhibit at ITMA?

ITMA is known as the Olympics of the textile world. For us, there is no better opportunity to globally launch our solutions. Working with the ITMA organisation is a pleasure with their smooth operations and clear communication, helping to ease our preparations for such an important first event for us. As a result of this, we have been able to set up many meetings with leaders in the textile industry.

Is there anything you'd like to add about your products or services?

We would like to invite the textile industry to join Twine and be a part of the 'digital revolution'. Come and see for yourself what digital thread dyeing can do for you.
Visit Twine Solutions in Hall 3, Stand C105.