



# STOCKS

**Embroidery & Sewing Solutions**

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Printers and embroiderers in the South West headed to Plymouth in January for the first Print & Stitch show of 2017, and a popular location it proved to be!

Visitors appreciated being able to travel just a short distance to see and experience new innovations in the print and embroidery industry. Mark Rossi from **The Magic Touch (GB)** explained that regional shows give visitors more time to get closer to the process; their new **T. One** and **T. Foil** transfer papers were a huge hit, visitors enjoyed the opportunity to Print It.. Press It..and Peel It.. all by themselves!

Screen printers enjoyed the benefits up close of the revolutionary digital screen print maker from **Gocco**. Derek Muller demonstrated how a design displayed onscreen could become a printed product in just 5 minutes; a clean, environmentally friendly and cost effective innovation.

Embroiderers joined **Stocks Sewing Machines** to see both ZSK and Brother embroidery machines in action. Jenny Styler from Stocks explained that coming to Plymouth meant that she could meet customers and prospects in a more intimate environment and better explain the rich features and benefits of each machine and brand. Visitors appreciated the stitch quality at high sewing speeds of the **ZSK Sprint** machine, and the very useful position scanner feature on the **Brother PR1050X** commercial embroidery machine.

**Wilcom's** ever popular embroidery digitising software **Embroidery Studio** and **DecoStudio** was also on show. Rob Smith from Wilcom commented that coming to Plymouth with Print & Stitch offered an opportunity to listen as well as talk. Wilcom is always looking for new ways to help embroidery businesses be more efficient and successful and Rob found it a great venue to hear customers' views.

Jayne Barlow from **Madeira** embroidery threads was also on hand to share her expertise and production experience. Visitors were inspired when browsing through an extensive range of embroidery samples demonstrating the innovative use of their cotton and wool **Burmilana** range, and **Frosted Matt** and **Poly Neon** polyester threads.

**eTrader** were showing their new promotional products websites. Developed for product decorators, eTrader offer fully responsive websites that manage the specific and unique requirements associated with print and embroidery. John Sheppard from eTrader explained that their websites make trading online simple. Utilising their many optimisation tools, watch your online presence and sales increase when using their websites for your business.

**Golden Finishes**, manufacturer of textile based products, was also exhibiting in Plymouth. Jeremy Aston-Phillips from Golden Finishes explained that they supply anything from a flag to a custom badge, either as blank or decorated products for sublimation printing and embroidery. They offer the full services including cutting, making and finishing all in house.

Everyone agreed that the Plymouth show was a great success, enjoyed and appreciated by all. We are all looking forward to the next show in Newcastle on the 16<sup>th</sup> February which will no doubt be just as rewarding. Hope to see you there.

For further information about Print & Stitch Shows see <https://www.printandstitch.org/>

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