GreenDrop smartWater
textile digital printing

In addition to the information you will find in this brochure, relating to our GreenDrop project, I would like to express a couple of ideas that I feel are important in carrying out a project that are linked to the green concept, that is eco-sustainability.

Running a sustainable company does not just mean respect for the environment, saving raw materials and economic resources.

It also means respect for the health of our employees and consumers; respect for human rights; justification of industrial processes and stimulating innovation and research.

To do all this, it is necessary to consider a radical cultural change that takes into account two factors: the awareness that it is no longer possible to continue with the same production models; and the increased awareness of consumers that calls for total transparency regarding eco-sustainability.

Roberto Lucini
Founder and CEO of Creazioni Digitali

Creazioni Digitali is one of the first companies in the Como district to introduce the digital fabric printing system.

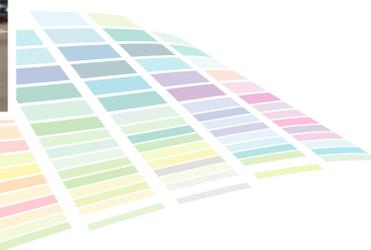The first step towards digital was the use of sublimation technology: the print is printed on paper and then transferred to fabric. The elimination of paintings and cylinders made it immediately clear to everyone that making samples would have been simpler and much less expensive. But it was also clear that the direction was taken.

The evolution of machines and inks allowed us, subsequently, to move quickly towards larger productions. Today, we are sublimating around 2.5 million meters per year. We do this in a 5000 m^2 factory in Lurate Caccivio in the province of Como. Almost 40 people work with us and the passion for our work and for innovation continues to be decisive.

GreenDrop was born in Creazioni Digitali, the vanguard of digital textiles since 2006

GreenDrop
project:
our look
at the future

For us, **GreenDrop** means digital textile printing with the use of **pigment** dyes.

The project was made possible thanks to three aspects: 1. the evolution of technology; 2. the innovative mentality of Creazioni Digitali; 3. the increased sensitivity towards eco-sustainable solutions.

As innovators, we had already gained experience and achieved a degree of success. Thus in 2014 we created, within our company, a research centre in collaboration with innovative technological partners with the intent of making digital even pigment printing, which until then was a print exclusively made with a square or cylinder. Today, with GreeDrop, we can easily produce the quantities requested. We have also experimented and obtained a great water saving (SmartWater), and a lower emission of substances harmful to the environment.

These latest results are increasingly lauded and requested by the textile industry and consumers.

The **main advantage** of digital pigment printing compared to other types of traditional printing is the opportunity of printing multi-fiber fabrics.
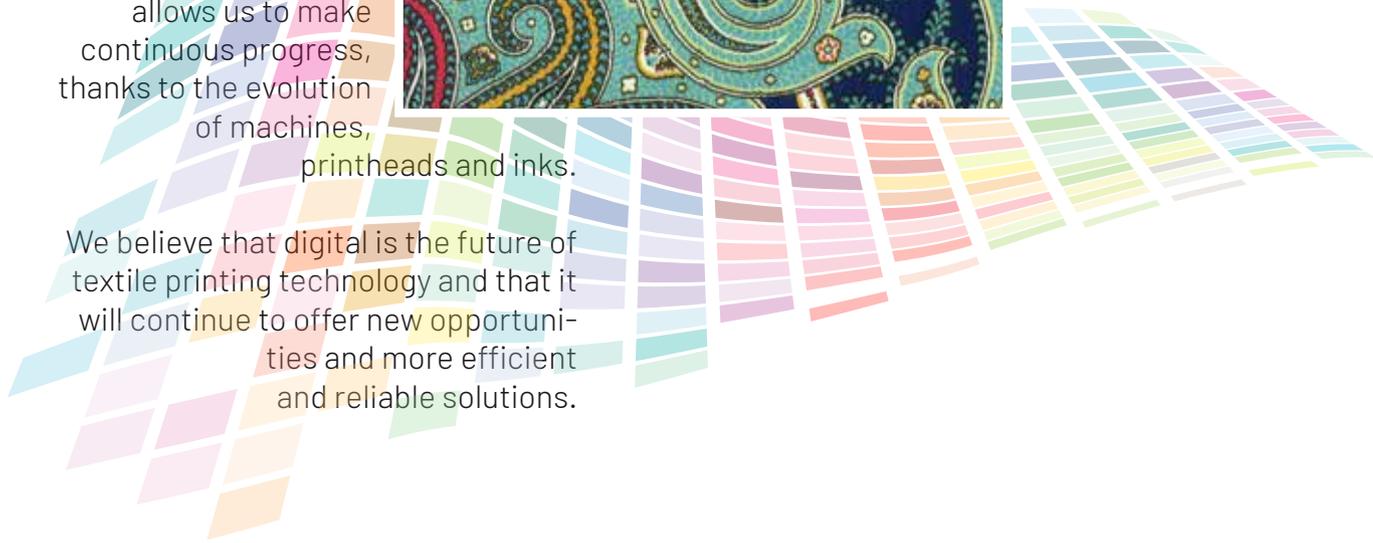
We are testing a large number of combinations both on the suggestion of our customers and by independently choosing the most requested fabrics on the market.

Obviously, with respect to the press, there are some differences, but the partnership we have established with Epson Italia through its subsidiaries F.lli Robustelli and FOR.TEX allows us to make continuous progress, thanks to the evolution of machines, printheads and inks.

We believe that digital is the future of textile printing technology and that it will continue to offer new opportunities and more efficient and reliable solutions.

Benefits
of **GreenDrop**: digital printing in a wide range of multi-fiber fabrics

We define «SmartWater»
our pigment digital printing: no steaming, no washing

We called it **SmartWater Style** ... it's a way of thinking about processes, always bearing in mind the need to achieve eco-sustainable results.

It's easy to talk about sustainability and it's just as easy to be heard because its part of everyday conversation. But what does it actually mean to implement sustainable processes?

For us, it means first and foremost relying on technological innovation, to which we ask to be efficient as well as to reduce waste and waste levels. Whether it's energy, material resources or time.

We have given GreenDrop this commitment: to support water savings, to simplify the printing process and to minimise emissions into the environment.

This evolution is good for the industry, it is good for our company as a whole and for each of us.

Everything we have said so far about eco-sustainability also needs a guarantee that goes beyond our claims. For this we have activated an extended plan to obtain the most important certifications: Oeko-Tex, GRS, GOTS and ZDHC

Certifications and Protocols

1. OEKO-TEX STANDARD 100
(Obtained in 2019)
oeko-tex.com

It certifies that a textile article has been tested for harmful substances and that, therefore, it is deemed harmless in human ecological terms. The test takes into account numerous regulated and unregulated substances, which can be harmful to people's health. The criteria are updated at least once a year.

2. Global Recycle Standard (GRS)
(Obtained in 2019)
textileexchange.org
Certifies products obtained from recycling materials and manufacturing activities. It promotes products made

Certifications and Protocols

with recycled materials, in compliance with environmental and social criteria that extends to all stages of the production chain.

3. Global Organic Textile Standard (GOTS)
(Obtained in 2019)

global-standard.org

It's the world's leading textile processing standard for organic fibers. Includes ecological and social principles.

4. ZDHC
(in the final acceptance phase)
roadmaptozero.com

This is not a certification but a protocol, a series of guidelines that enables us to create a global eco-system that brings together all organisations.
The guidelines transform the way chemicals are used.
We are waiting to get the ZDHC Accepted Status.

Tools

Our customers have several tools available to know if digital textile pigment printing is reliable in their case.

The first is our laboratory, active in the R&D department. At the customer's request we are able to test the result of digital pigment printing on the proposed fabric.

After the test print the sample is sent to an external laboratory (FOR.TEX) which is responsible for producing a series of tests like rubbing, light etc

The second tool is the gallery of tests conducted on various tissues on our website (https://green-drop.it/it/laboratorio). These information cards serve as a first point of reference to understand if a fabric can obtain a reliable print with the GreenDrop method.

Later on, you can ask our R&D department for a complete test.
The gallery of tests is constantly evolving.

ACETATO +SETA	LINO
70%AC 30%SE	100% LI
POLIESTERE + COTONE	VISCOSA + EA
65%PL 35% CO	95%VI 5%EA

GreenDrop

SmartWater
textile digital printing

www.greendrop.it
www.smartwater.style

Creazioni Digitali

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