

# Stovec's partnership with **Welspun** is driven by their differentiation strategy

**As the largest exporter of home textile products from India and a key manufacturer of Bedsheets and Fashion Bedding, Welspun India is undoubtedly an important customer for Stovec Industries Limited. Stovec, which was established in the early 1970's and is a subsidiary of SPGPrints Group (with headquarters in Netherlands), shares an inseparable bond with Welspun in their journey together for more than 15 years and takes pride in contributing our bit in the growth of this organization. The partnership between Welspun and Stovec | SPGPrints goes further than company and customer, as both companies aim for innovation in exclusive textile printing, alongside meeting the ever-changing consumer preferences. The partnership is driven by their differentiation strategy based on Branding, Innovation, Sustainability, along with sustained focus on the Domestic/International market.**

"We are a continuous supplier of consumables required in textile printing like Rotary Screens, Inks, Lacquers & Chemicals for Welspun's bedsheet printing application for more than a decade now", says Mr Shailesh Wani, Managing Director, Stovec. "They are also using our 'Austrian-make' digital engravers like ecoLEN and bestLEN, having state-of-the-art laser engraving technology, that enables to produce the high-quality screens with highest reproducibility", added Mr Shailesh Wani.

Stovec have earned the distinction in supplying textile rotary screens, especially the PentaScreens® of 3.5 metres width with repeats 640, 820 & 914 mm for more than a decade to Welspun for their application of bedsheet printing. We hold market leadership and work closely with customers having strategic thinking in future printing needs, thus providing the rotary printing screens program that complies to rigorous quality and sustainability specifications as required by Welspun as well. The PentaScreen® guarantees state-of-the-art screen-making technology and consistency resulting in reliable printing results and print performance. These longterm aristocratic relationships coupled with our track record of very negligible complaints makes us their only competitive supplier of Rotary Screens.

Welspun is also a regular buyer of our wide range of auxiliaries such as Endrings, Lacquers and Chemicals such as endring remover, photoemulsions etc. These play a key role in getting the optimum print quality in both conventional and digital engraving methods.

Welspun being the world's leader in providing the Home Textile solution and as the supplier of choice for



**Mr. Shailesh Wani, Managing Director, Stovec**

top retailers of more than 50 countries, the collaboration enables us to anticipate the future market trend and upgrade our technologies, maintaining the highest standards of quality and reliability to stay ahead of the competition. Their strong consumer research helps us in innovating our solutions & develop world class products, keeping us to remain the undisputed global market leaders for rotary screen printing and digital printing.

Apart from our solutions to Welspun in textile bedsheet printing segment, our other group company SPGPrints Austria also supplies Special-Screens® which are used by them during the manufacturing of hydrogenated Nonwoven fabrics under the Health & Hygiene category – applications like Wet Wipes and Tissues.



### Latest offerings/future

With the future in mind, both the companies are focusing in more sustainable solutions to the printing industry with smallest possible environmental footprint. Printing textiles with Digital Technology definitely contributes to a more sustainable world and the launch of Archer+ technology used in SPGPrints' both PIKE® and JAVELIN® Digital textile printers, can enable Welspun to reach new, unrivalled levels of printing resolution and print even the most complex designs at astonishing quality levels, even at a lower number of passes.

Our Nebula Reactive HD inks developed for printing on all natural fibers can help Welspun in their digital printing segment especially in their cotton-printing applications like in Bedsheets/Fashion Bedding. These inks run on all digital textile printers using the Kyocera print heads and ensures image quality on the backside of the fabric matches the front side.

Also, our recently launched two of the most innovative screen technologies — the new Ortascree™ and the new Randomscreen™ Eco, shall help our customers to reach the highest printing quality levels.

“With printing industry’s current exciting development, expectations of quality and refinement are on the rise, and Stovec being the pioneers in Rotary Screen-Printing Industry in India, wishes to become a ONE STOP solution for Welspun India for all their printing needs in near future”, concluded Mr Shailesh Wani.