

## Colorjet Eyeing To Expand Its Footprint in Chinese Market

- *Digital printer Vastrajet ensures quick ROI*
- *VastraJet equipped with latest technological innovation - AiS™ (Adaptive Ink System)*
- *Metro offers productivity of up to 350 sq. meter per hour*



After a successful show at ITMA 2019, Colorjet India Ltd will be now exhibiting at Shanghaitex 2019 in China, which is an international trade show focused on future textile, fashion trends and innovations.

ColorJet India Ltd, India's largest manufacturer of digital textile printing technology, is looking to expand its footprints in China to derive volume growth in the world's largest textile market, in a bid to be counted among the top five industrial inkjet printer manufacturers in the world by 2025.

China has been the world's largest textile producing and exporting country and has remained strong over the past years, which makes this market a very compelling reason for ColorJet India Ltd to participate at Shanghaitex.

The Indian textiles industry, currently estimated at around US\$ 150 billion, is expected to reach US\$ 300 billion by 2024. According to an IDC report, ColorJet, with more than 33% market share in the super wide format digital ink printers in India, commands absolute leadership in the world's third largest textile exporting and fifth largest garment exporting country in the world.

The China textile market, which is pegged to be at US\$ 230 billion, is expected to reach US\$ 400 billion by 2022. China has been successful in maintaining this position for a long time now. ColorJet targets to capture 5-7% of the pie, looking at the vast potential market of super wide format digital ink printers.

"Order volumes this year have been exceptionally strong, so we are looking forward to continuing the momentum by having live systems running at ShanghaiTex. China is the biggest market and ColorJet will be looking to make its presence felt in China," Mr. Jitender Pal Singh (VP-Textile) at ColorJet India Limited said.

“We are looking to capture 5-7% of the digital inkjet printer market in China in the coming years. With our existing product lineup, ColorJet prides itself in providing more sustainable and efficient solutions that deliver maximum productivity as compared to its nearest competitor,” he added.

ColorJet India Ltd, will be showcasing live demonstrations of India’s most preferred direct to fabric printer, the Vastrajet® on pigment ink and the Metro, a high performance printer on reactive inks for fashion apparel producers in Hall-W1, Booth-B-15.

The Metro by ColorJet is a modular, versatile industrial production printer with Kyocera print heads and with variable drop printing technology enables higher resolution of 600x1800dpi, fine printing quality and excellent sharpness with productivity of up to 350 sq. metre per hour.

The Vastrajet is an established winner and over the last several years has fulfilled one purpose without fail, which is ensuring a quick ROI. Apart from having better production speed and compact design than its competitors, Vastrajet equipped with the ColorJet’s latest technological innovation - AiS™ (Adaptive Ink System) has become an even more attractive investment.

“Keeping future sustainability in mind, Colorjet strives to supports its customers with all that is needed to get the best out of its products; be it software, inks, consumables, spare parts or after sales service,” Mr Singh informed.

#### **About ColorJet India Ltd**

ColorJet India Ltd, the largest manufacturer of digital inkjet printers in India, markets its products in 25 countries worldwide. Over 4,000 ColorJet printers are in operation around the world, across India, Middle East, Australia and Europe and the company keeps its presence strong, by exhibiting at various international platforms like ITMA Asia, Shanghaitex, DTG- Bangladesh, ITMA-Barcelona, etc.

For more information please visit: [www.colorjetgroup.com](http://www.colorjetgroup.com).

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