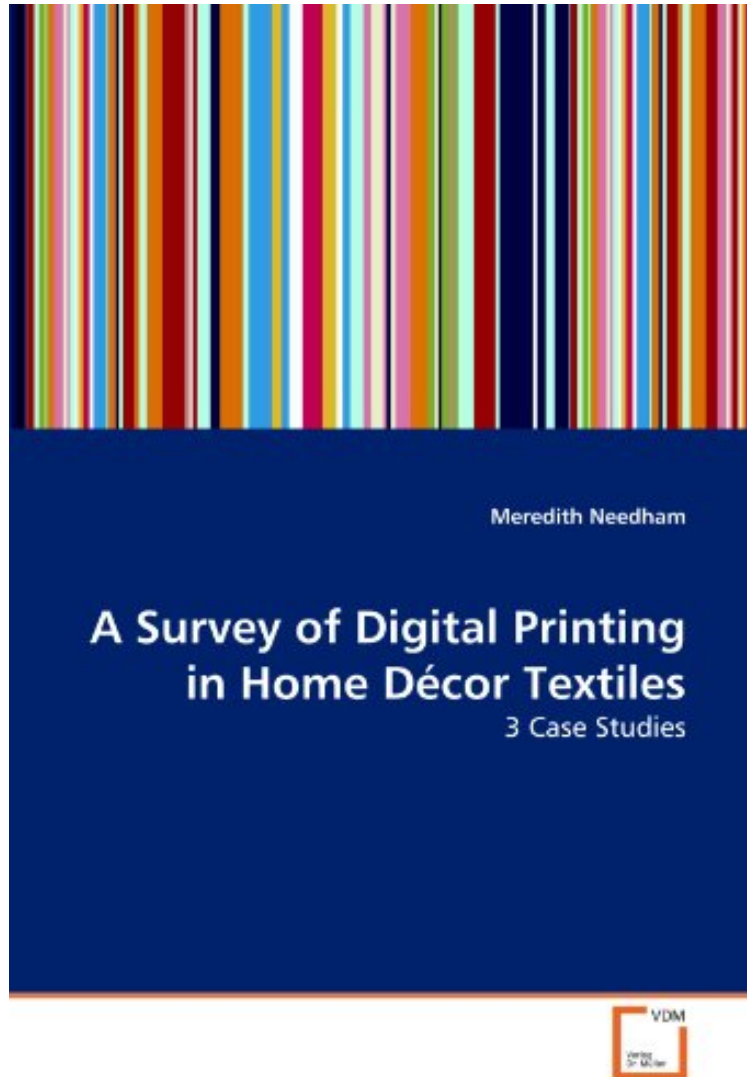


(Online library) A Survey of Digital Printing in Home Dcor Textiles: 3 Case Studies

A Survey of Digital Printing in Home Dcor Textiles: 3 Case Studies

Meredith Needham

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This thesis examines the rising focus on digital textile printing in the home dcor industry. The current textile market is dominated by roto-gravure and screen printing, making small, customized orders impossible. Industry analysts are

predicting increases in digital printing because of customers' increasing demands for a wider selection of products, as well more customized products. This changing desire is termed "mass customization" and is the lens through which the research is conducted. The findings show that sample printing is still a huge market for digital, while companies are slowly increasing their one-to-one custom textile sales.

About the Author Meredith Needham graduated cum laude from McGill University with a major in English Literature in 2004. She received her Masters of Science from the Rochester Institute of Technology's School of Print Media in 2008.