

THE **X** FACTOR FOR YOUR GARMENT PRINTING BUSINESS

GTX



HIRSCH
SOLUTIONS

care@hsi.us

www.hsi.us

800-394-4426

No other distributor can offer:

The **HIRSCH** Advantage

Since 1968 Hirsch has been helping apparel decorators of all levels. Whether you are a beginner or a professional, Hirsch has the tools you need to start, grow and diversify your business. Whether it's embroidery, direct-to-garment, screen printing, textile laser, engraving or software, we have **experts** in every area of the industry ready to support you.

- ▶ Industry Leading Reputation
- ▶ Established Company - Since 1968
- ▶ Nationwide Sales, Service & Support
- ▶ Dedicated Product Experts
- ▶ Advanced Application Training Program
- ▶ Selective Representation of the Finest Products
- ▶ Consistently Ranked #1 by Industry Publications
- ▶ Innovative Solution Studio Dedicated to R&D

Our Mission

At Hirsch, we measure our success by the success of our customers. We are committed in our efforts to guide, educate, train and support you with the decorated apparel industry's most experienced and enthusiastic team of product and technical experts. Our combination of the best equipment, the most knowledgeable sales team, dedicated product experts and industry leading training and support is The Hirsch Advantage.

We sincerely appreciate the opportunity to serve you!



*We don't settle for anything less than the best.
Don't settle for anything other than **The Hirsch Advantage.***

Hirsch is proud to be Brother's **ONLY** distributor with nationwide coverage.

NOT ALL DISTRIBUTORS ARE CREATED EQUAL.



Hirsch is more than a distributor, we are a solution provider. With over 50 years of experience in the apparel decorating market, we know how to help customers succeed. We align our customers with the right equipment and we have a team of industry experts who understand working with different products and substrates. Hirsch has invested in a state-of-the-art Solution Studio which has been designed to inspire, support and train apparel decorators to realize the full potential of their equipment. This facility brings together every major decorating application under one roof.

Hirsch's expert Studio staff continuously pushes the boundaries of research and development by experimenting with new fabrics and products, creating multimedia pieces, and collecting unique, innovative samples from customers like you.

Other benefits that are only available from Hirsch:

- ▶ Brother DTG representation in all 50 states
- ▶ Exclusive design software included with every Brother GTX purchase
- ▶ Knowledge of every major decorating process to help customers diversify
- ▶ Experts in both start up and high volume DTG
- ▶ Exclusive webinar program to provide additional support after the sale

Companies of all sizes trust Hirsch Solutions for their apparel decorating needs...



All logos are property of their respective owners. Sample list of customers does not represent an endorsement.

DIRECT TO GARMENT PRINTING

Direct to garment printing (or DTG) is simply an emerging garment decorating technology that became widely available in the commercial market in the mid-2000s. Unlike traditional labor-intensive processes such as screen printing, DTG utilizes inkjet printing technology to send a full color, detailed design directly from a computer to a digital printer with a garment loaded into it.

Piezo print heads then jet opaque white ink and translucent CMYK ink onto the garment and recreate the digital artwork. These inks are water-based, eco-friendly inks that are specifically designed to adhere to fabric when heat cured. DTG makes it simple to create high-quality printed garments and relieves you from needing highly skilled, extensively trained employees with years of printing experience.

Additionally, DTG overcomes the typical hurdles that screen printers encounter, by allowing you to easily run high color jobs in low quantity runs.

Early DTG has created a fear factor for today's market as the technology was new, untested and many manufacturers used printers designed to print on paper and converted them to become DTG Printers. The Brother GTX Direct to Garment printer has solved the challenges associated with DTG printing.

Brother has designed their Direct to Garment Printers with printheads and ink designed exclusively for the DTG process and has created a print gap to substrate distance that enables printing on a wide variety of products such as zippered hoodies, caps, shoes, coasters and tote bags.



THE **X** FACTOR FOR YOUR GARMENT PRINTING BUSINESS

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**Start your complete DTG
business with Hirsch & Brother**

STAND INCLUDED





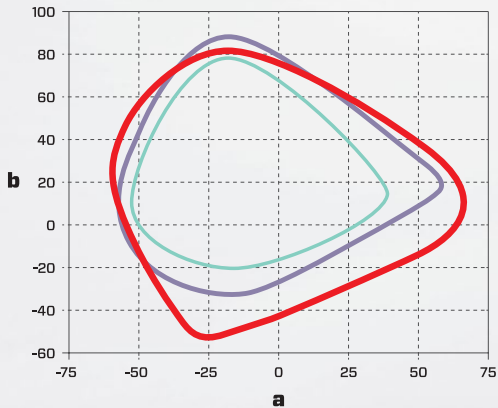
The next generation of Brother DTG Chemistry - **INNOBELLA TEXTILE INKS FOR THE GTX**

The next advance in DTG technology comes with its own advanced ink and a brilliant new set of benefits. Print with greater vibrancy and a larger color range than ever before. Have less impact on the environment. Produce prints that stand up to multiple washings and maintain their integrity. All of this with the convenience and dependability Brother DTG is known for. That's the new Innobella Textile inks.



More Colors, Brighter Colors

Take your prints and designs farther and make them more colorful than you ever dreamed possible.



GT-541

GT-3x

GTX

Our newly formulated inks actually provide a bolder, wider range of colors that make it simple to reproduce designs more accurately and with a visible increase in vibrancy.

Tested and Certified

Safety must always be top of mind with any product, and with Innobella Textile inks you can be confident that your products are safe for all ages.

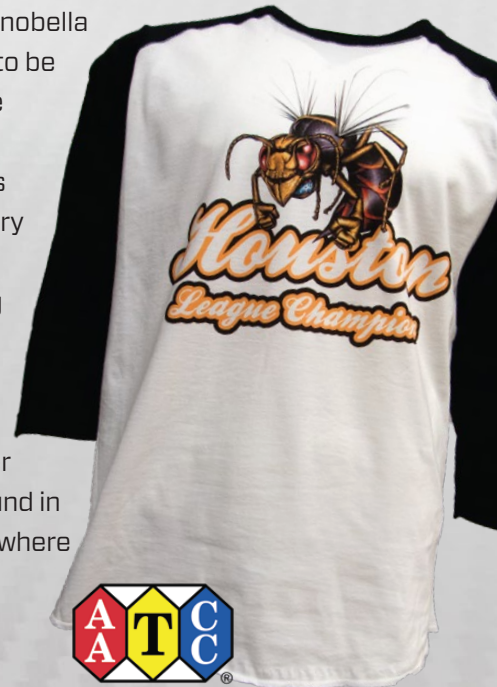


Environmentally Friendly

Our bolder, brighter Innobella Textile inks are water-based pigment inks that are ECO PASSPORT by DEKO-TEX® certified and CPSIA compliant. The innovative packaging uses less plastic thanks to the new replaceable pouches so there is less waste and less impact on the environment.

Exceptional Washability

Designs printed with Innobella Textile Inks are meant to be worn, not worn out. The unique formulation combats the chemicals typically found in laundry detergent and withstands the rubbing and scraping of zippers and buttons. The result is a great looking garment that is brighter longer. Proof can be found in the AATCC wash tests, where these inks score 4.0 or higher on every test.



A proud history of DTG LEADERSHIP.

As a pioneer in Direct to Garment printing, Brother always seeks to bring new features and advanced technology to an industry that demands to be on the cutting edge. That's why screen printers, embroidery shops, fashion designers, online fulfillment companies and many other types of businesses rely on Brother to expand their markets with unique customized products creating new revenue streams.



1999

Brother began research for direct to garment printing.

2005

Brother launched its GT-541 DTG printer at the ISS in Atlantic City. This model is a CMYK only printer.



2012

Brother releases its GT-3 series printers that combined a compact design with industrial capabilities. The GT-361 and GT-381 models featured CMYK+W inks to help companies of any size print full color garments.



2003

The first beta testing was conducted on a Brother designed and manufactured DTG printer.

2008

Our first DTG printer featuring white ink, the GT-782, was introduced at the SGIA

Expo. This high-volume printer contained a dual platen system for printing two shirts simultaneously.



2017

Brother reveals the next generation of DTG printers – the GTX. This high volume production unit features advanced print heads and a newly developed Innobella Textile Ink chemistry for a larger color gamut.



TOP TEN REASONS the GTX Direct to Garment Printer is right for you.

Try the GTX. You'll love the new features and be blown away by the speed and color spectrum. Here's why you should demo one as soon as possible.

#1 *Production Speed*

The quicker your products are out the door, the faster you see a return on your investment.

The GTX is our fastest DTG model yet and with it you'll see a real increase in output.



PRINTER	DPI	PRINT TIME
GTX	1200 x 1200	1:20
GT-381	1200 x 1200	4:34
GT-381	600 x 600	2:28

#2 *Print Quality*

Never sacrifice speed for quality. With a print resolution of 1200 x 1200 dpi and the newly formulated Innobella Textile inks, you get amazing color and crispness you deserve while maintaining production level print speeds.



#3 *One Pass+ Printing*

The GTX print driver allows you to print in a single pass, even with white inks. Simply, substrates go into the printer once and come out fully printed.

To make this possible, white ink print heads are stacked behind CMYK print heads.

Users also have the ability to control the timing between white and CMYK ink application to optimize printing on challenging fabrics.



#4 *Operator Friendly*

Thanks to a special circulation system that keeps the white ink in suspension, along with the advanced wet capping station, the ink nozzles stay free flowing and avoid clogging that can sometimes occur when ink particles settle and print heads sit unused. This helps to make the GTX, Brother's most easy to operate DTG printer ever.

#5 *Enhanced Printing Software*

GTX Graphics Lab is Brother's own printing software package which allows users to easily import artwork, add text, rotate and resize elements and apply artistic effects to a design before printing with the GTX.

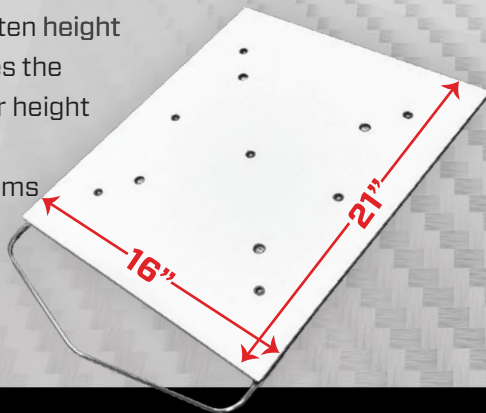
#6 *Designed for Versatility*

With the GTX, you can print more than tees. Expand your product offering to include hoodies, zippered items, shirts and jeans with large seams and pockets, caps and more. The large gap between the print head and the substrate means the nozzle never touches the garment and easily prints across even the most troublesome parts of any item.



#7 *Extra Large Print Area*

The GTX provides the largest print area of any Brother DTG printer with a maximum print size of 16" x 21". The new platen height system also increases the number of options for height adjustment to make printing on thicker items more manageable.



#8 *Eco-Friendly Inks*

Innobella Textile inks are a completely new formula of inks designed specifically for the GTX printer. These water-based pigment inks are ECO PASSPORT by OEKO-TEX® certified and CPSIA compliant. They also come in replaceable pouches to minimize the amount of plastic used and to have less of an impact on the environment.



OEKO-TEX®
INSPIRING CONFIDENCE
ECO PASSPORT
NEP 1802 Nissenken

CPSIA
COMPLIANT

#9 *Certified Washability*

Printed and fully cured items using the GTX printer and Innobella Textile inks have been proven to provide the desired washability of the industry. All Innobella Textile inks have gone through AATCC wash tests and scored a 4.0 or higher.

#10 *At Your Side Warranty*

The Brother GTX is backed by an industry best 2 year bumper-to-bumper warranty, including all Brother print heads. As a GTX owner, you also qualify for onsite training and consistent and knowledgeable technical support.



GTX

Next generation Brother print heads for amazing speed.

Ink recirculation system and wet capping station helps to reduce maintenance time and labor costs.

Fast 35 second cure time.



Wide range of platens available up to maximum print area of 16"x 21."

Easy-to-use interface with built-in memory to queue multiple image files.

Network and USB connection capabilities for full industrial production integration.

Print **more than tees** with Brother GTX!



Shoes

Zippered Hoodies

Bags

Caps

Polos

Coasters

Towels

Get More. Print More with Additional DTG Platens.

GTX

T-Lock Platen kit (optional) comes with interchangeable platen inserts to allow Brother DTG users the ability to switch from one platen setup to another quickly and easily.



7-in-1 T-LOCK PLATEN KIT

- Youth (10" x 12")
- Baby (7" x 8")
- Long Sleeve (4" x 14")
- Two Squares (4.25" x 4.25")
- Zipper (up to 14" x 16")
- Two Polo Inserts



Other optional platens



SHOE PLATEN



BABY/INFANT PLATEN



OVERSIZE PLATEN



CAP PLATEN



WRAP AROUND PLATEN



SLEEVE PLATEN

Contact a Hirsch DTG Specialist
for more information

HIRSCH
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GTX

GraffixPro Studio™ T-SHIRT DESIGN SOFTWARE



Eliminate the need for complicated graphics programs with this Hirsch Exclusive Software by Pulse

COLOR REPLACE TOOL

Knock out a background or swap colors within images. Automatic color matching technology and easy to use professional editing tools are a serious timesaver!

DOUBLE BORDER TOOL

Add a second border to designs or text for added impact.

TEXT GRADIENT OPTION

Create 2-color gradient lettering for a high-end effect.

WATERMARK

Protect your files! Your watermark design can be applied to artwork when printed, or when the image is saved.

VARIABLE DATA

A must have if you do personalization! Import names and numbers to generate hundreds of professionally personalized designs in seconds.

QUOTE GENERATOR FEATURE

The Quote Generator allows users to quickly create quotes that include the custom art, business contact, and purchasing information. You can set and customize all of your pricing models in the software.

SAVE AS TEMPLATE

Create template files of artwork that can be easily edited later. Artwork can be saved as a flattened image, or as a layered template for future editing with the click of a button.

DUAL PRESSURE MANUAL HEAT PRESS THAT ADJUSTS BETWEEN LIGHT AND FIRM PRESSURE WITH A SIMPLE TWIST OF THE WRIST.

- 16" x 20" clamshell heat press with floating heating element
- Digital temperature and timer
- Non-stick top and lower fitted platen covers included
- Patented magnetic auto-open feature prevents over-application
- Stahl's lifetime limited warranty on heating element; 1-year on press, including parts and labor



MAXX 2G+ DUAL PRESSURE WITH A TWIST



AccuLine™
VISUAL ALIGNMENT SYSTEM



Forget those clumsy jigs. Stop wasting resources on endless test prints. With AccuLine from Brother DTG, you can see the shirt, hat, shoe, pocket, hoodie - basically anything requiring precise, accurate image placement without any of the guesswork.

See your design line-up precisely every time with **AccuLine™**.

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TREAT EVERY GARMENT YOU PRINT WITH CARE.



PRETREATmaker IV

- Stepper motor for smoother, more accurate spray patterns
- One touch automated cleaning functions
- Zone nozzle system (4 nozzles)
- Large spray area (maximum 16.5" x 23.5")
- Complete spray and mist containment
- Compact size (35" x 28" x 19")
- Touch screen control panel
- Three tank system (2 pretreat and 1 water)



STAND INCLUDED

PRETREATmaker Basic

- Single spray nozzle
- Pretreats up to 15.7" x 17.7"
- Small footprint (27.6" x 17.7" x 21.9")
- Full enclosed unit contains spray mist
- Adjustable spray length in 2" increments
- Three tank system (2 pretreat and 1 water)



Brother GTX can serve your high volume printing needs as your business grows.

Let a Hirsch DTG expert show you the advantages of starting your DTG business with Brother GTX, and how easy it is to expand.

- Small footprint allows multiple units in a smaller space
- Spread large jobs across multiple units for faster production
- Print several smaller jobs simultaneously with multiple units
- Integrate barcoding and workflow management to streamline production



Ask about our high volume solutions with Brother GTX.

GTX

The ultimate system to support volume & growth



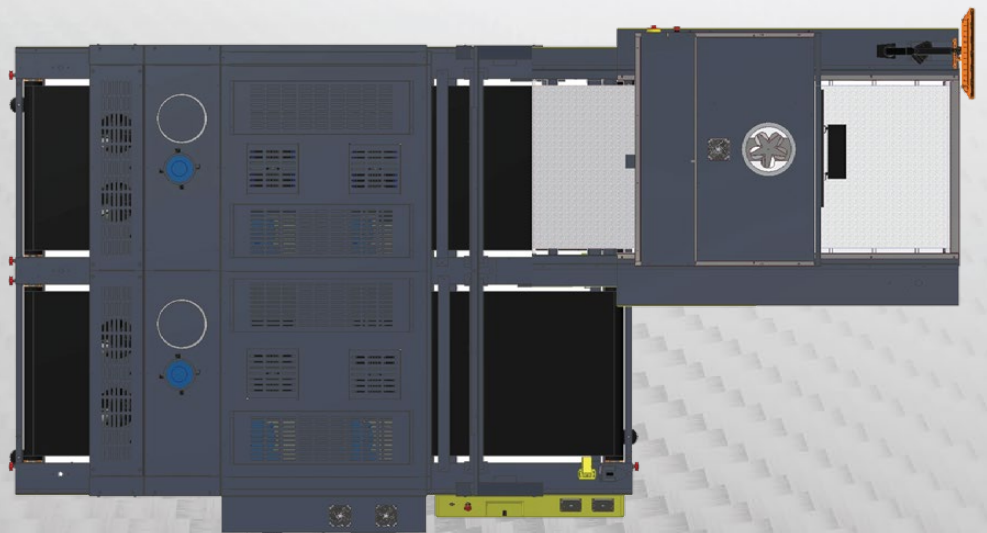
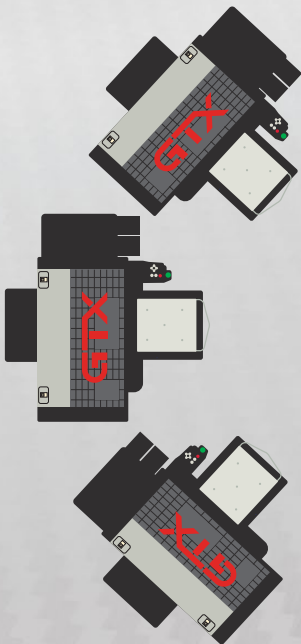
FIREFLY
Compatible

linx
control system integration
Compatible

 **SYNERGY**
Industrial Pretreat Module

Brown Synergy + Firefly All-In-One Production System

Synergy pretreater combined with Firefly dryer and LINX barcode software is a start-to-finish, modular unit for volume DTG decorating. Simplified and streamlined digital printing process that allows for increased production; a single operator can pretreat up to 150 shirts per hour.



Contact a Hirsch DTG Specialist
for more information

 **HIRSCH**
SOLUTIONS

THE X FACTOR FOR YOUR GARMENT PRINTING BUSINESS

SPECIFICATIONS

Printing Method	Direct Inkjet Garment Printer
Machine Size (w/o stand)	55.1"(W) x 51.2"(D) x 21.7"(H) (1400 mm x 1300mm x 550mm)
Machine Weight (w/o stand)	264 lbs (approx. 120kg)
Max. Printing Area	16" x 21" (406.4mm x 533.4mm)
Standard Platen	14" x 16" (355.6mm x 406.4mm)
Ink Type	Water based pigment ink (up to 700ml pouches available)
Ink Color	CMYKW
Ink-Head Type	On Demand Piezo Head
Number of Print Heads	2 print heads with 4 channels per head for a total of 8 channels (3,360 nozzles)
Ink-Head Resolution	1200 dpi x 1200 dpi
Print Mode	Single or multiple for CMYK. Underbase & Highlight for white
Environment	Standby Conditions: 50°F (10°C) to 95°F (35°C) Humidity: 20-85% RH Operating Conditions: 64°F (18°C) to 86°F (30°C) Humidity: 35-85% RH
Data Output	Printer driver, GTX Graphix Lab Full (64bit OS); Basic (32bit OS)
Power Supply	AC 100V-240V, 50/60Hz
Power Consumption	0.8A (average) (Reference: 0.3A (during circulation))
Ink Cure	A heat press machine can be used at 356°F (180°C) for 35 sec. A conveyor oven is recommended to support high productivity of the printer at 320°F (160°C) for approx. 3.5 min. Time and temperature may vary depending on which manufacturer's dryer is used.
Pre-treatment	Before printing, apply pre-treat manually or use an automatic device. Cure using a heat press machine according to manufacturer's instruction. Pre-treatment is necessary for printing with white ink.

SOFTWARE

OS	Windows 7, 8.1, & 10 (32 bit/64 bit) & Mac OS X v10.12
Interface	USB 2.0, LAN (10 BASE-T, 100 BASE-TX), USB Flash Memory (Under 32GB, FAT32 format) USB 3.0 required for Acculine camera
Min. Computer Requirements	2GHz CPU, 4GB RAM
Display Resolution	XGA (1024x768)



The Leading Distributor of Apparel Decorating Equipment Since 1968