

# DTG & ME

## THE SUPPLIER WHO SAVED CHRISTMAS

In the weeks before Christmas, the little Victorian country town of Mansfield was brimming with festive cheer, but Cameron Hutton's spirits were high for a different reason. He'd received a call from his supplier, Jeff Bailey, at ES Digital (the print and press division of Embroidery Source), who offered him the perfect solution to a recent dilemma.

While hard at work in his store, Mansfield Printing and Embroidery, Cameron realised that his Direct-To-Garment (DTG) printing machine was beginning to show signs that it needed what was by then an overdue service. Unable to stop production for the time required to complete the service, without letting some very important customers down, the call from ES Digital was the Christmas miracle that Cameron was wishing for.

"Bring it down, and we'll get it working for you here, while you get on top of orders on our machines", they'd said. And so, it was with haste that Cameron arrived at ES Digital, with his Brother GTX Garment Printer and a few boxes of blank shirts. There he'd spend the next couple of days working solidly, while his supply team worked their magic to fix the problem.

In the workshop, ES Digital quickly found the problem and ordered the necessary parts from manufacturer,

Brother, who had them express-shipped the following day. While Brother and ES Digital worked together to get the GTX functioning at full capacity again, Cameron was not only given access to another GTX machine, but also had use of the automatic pre-treatment and two heat presses; it really was a win-win. With one press set on high pressure for drying pre-treated shirts, and the other set at low pressure for curing shirts, he found himself flying through the workload. Within no time at all, Cameron was back in his store in Mansfield with a fully functioning GTX, and already miles ahead on his orders.





“It was a great relief for me to be able to take the machine down there and know they were going to be able to fix it. It didn’t matter how long it took, they said I could use their machines in the showroom for as long as it took for them to fix”, Cameron said. “Keeping my clients happy is my number one priority, and I was able to do that whilst experiencing the same level of commitment from my supplier.”

The adage that the ‘customer comes first’ proves to be quite the mantra for Cameron, who’s store has serviced the town for over 20 years. As is the case with any business, being able to provide a good customer experience relies just as much on suppliers as it does on your own staff. In Cameron’s case, having a supplier that was ready to go above and beyond until the problem was resolved meant that he could service his customers, without letting them down just before Christmas.

“When you can put yourself in your customer’s shoes, and really take on their problem as your own, you not only understand the magnitude of their needs, but also push that little bit harder to make sure you give them the right support to get up and running again,” says Paul White, owner of Embroidery Source. “When our staff member, Jeff, received the call from Cameron, he was there each step of the way,

troubleshooting solutions until he found one that worked best. We understand the importance of great after sales support and know that by providing Cameron great customer service, then he can give his customers the same.”

Such dedication seldom goes unnoticed, and manufacturer Brother was just as impressed with the initiative taken by ES Digital. “The Brother ‘at your side’ mantra is something we take very seriously. We like to see our valued dealers also embrace this”, said Greg Benardos, National Manager DTG, Brother International Australia. “It is for this reason that we are proud to partner with ES Digital, who offer high quality support to their clients, while representing Brother and its products in the best way possible.”

For Cameron, customer service is just as much about meeting customer needs as it is about punctuality. When he first took over the business a little over three years ago, the company already provided a range of services, from traditional paper and brochure printing, through to garment embroidery. Looking to expand the range of products available to clients, Cameron had the idea to add a DTG printer into his workshop. He’d previously outsourced all t-shirt jobs to a screen printer, an experience that was both costly and limiting, not only

for him but also for his customers. He figured that by adding the machine, and taking the job in house, his turnaround on t-shirts would not only be faster, but he would also have more control over the quality of the final product. Cameron approached ES Digital, who have been supplying embroidery and garment decoration equipment to Australia, New Zealand and the Pacific Islands for over 33 years, with this idea, and they were quick to introduce a Brother GTX Garment printer to his suite of machinery.

“I was keen to get a DTG printer, so I could do one offs and do full-colour - that’s a huge advantage over the screen printing. With screen-printing the more colours associated with the design, the more costly it is because you have to set up a plate for each colour. With a digital printer, you can send it straight from the computer and it doesn’t really matter how many colours are involved,” said Cameron.

“Since buying the machine, we are working a lot more with the local sporting clubs, such as the senior and junior football club’s merchandise requirements and a lot of the basketball team uniforms and merchandise too.”, said Cameron.

“It’s great as a lot of the local companies support businesses around town. I’ll get a lot of repeat business just through local organisations and sporting clubs”.

Being part of such a tight-knit community such as Mansfield, taking care of customers is a priority. With regular faces mainly responsible for the company’s revenue, Cameron will go to great lengths to ensure that his customers are taken care of. It is for this reason that he continues to work closely with Brother DTG supplier, ES Digital. He values their exceptional customer service and willingness to go to any lengths to ensure their clients and machines are well maintained (and the fact that they saved Christmas!).



# GTX

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