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Vic Bay Apparel Grows Its On-Demand Fulfilment, Dropship Operation with Kornit Storm HD6

“The Kornit Storm HD6 has brought us flexibility, adaptability, and profitability with a high-definition print.”

Kornit Digital announces Johannesburg, South Africa-based apparel decorator [Vic Bay Apparel](#) has implemented two [Kornit Storm HD6](#) systems for sustainable, single-step production on demand. This installation answers increased demand for small orders and high-colour graphic designs, resulting from a dramatic growth in their e-commerce operation.

Vic Bay Apparel has been a manufacturer, supplier, and wholesaler of basic t-shirts and golf shirts for 25 years, supplying blank apparel to decorators and resellers of promotional clothing. They predominantly service resellers in the tourism, workwear, printing, embroidery, and advertising markets.

When COVID-19 disrupted the market suddenly, Vic Bay Apparel saw business with a strong web-based operation weathering the storm more effectively than others, and responded by launching a new site dedicated to B2B order management, offering enterprise customers simple, versatile dropship services.

“We are now one of the first truly online print-on-demand dropshippers servicing the print and embroidery community here in South Africa,” said Mike Shiller, Managing Director at Vic Bay Apparel. “The Kornit Storm HD6 offers our clients a photorealistic print on cotton garments, and it’s a true testament to Kornit’s capabilities that some of the largest and most diverse producers worldwide have turned to them for their online businesses, and only use Kornit to imprint apparel.”

“In any corner of the globe, Kornit’s clean, efficient, on-demand production capabilities empower businesses to answer unseen disruptions and new market challenges with very little effort,” said Chris Govier, KDEU Managing Director. “Fulfillers like Vic Bay Apparel can change their business model and create new profit streams on the fly, while supplying their customers with dependable quality and virtually unlimited graphic capabilities. Producing with Kornit means creating opportunities, and remaining profitable always.”