# FLYERALARM sports Uses Kornit Avalanche Poly Pro to Deliver High-Quality, Photorealistic Sportswear on Demand

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FLYERALARM is one of the largest e-commerce brands in Germany, and one of the leading online print providers in Europe. Its subsidiary FLYERALARM sports extends the company's market share in textile printing, using technologies such as Kornit Digital's sustainable direct-to-garment capabilities to pursue end-to-end digitization for a seamless user experience, agile production to meet new product demands and opportunities, and a waste-free sales model.

In choosing Kornit's technology for retail-quality production on demand, FLYERALARM sports cited its versatility to deliver photorealistic impressions, and compatibility with the brand's e-commerce platform. Clubs and individual athletes can upload their images to the brand's online team sports shop, and receive custom jerseys, shirts, and tracksuits—using white or colored polyester materials—with speed, efficiency, and reliability. Short runs are fulfilled with virtually no setup effort or expense, and every order is profitable because production costs are consistent.

"We were thoroughly impressed with the Kornit Poly Pro, which offers versatility and durability, and the ability to print the photorealistic colors we wanted, without compromise," **says Martin Fiedler, Marketing and Brand Manager at FLYERALARM sports.** "Our customers have very personal ideas about how their sportswear should ultimately look, and the Kornit press gives us the opportunity and tools to deliver what they want."



"Kornit developed the only available single-step production system capable of offering the graphic, versatility, and speed benefits of digital print for the lucrative sportswear and athleisure market," says Chris Govier, KDEU Managing Director. "What FLYERALARM sports is doing demonstrates the value of a digitized value chain, with customers bringing their own vision to one website, choosing the apparel that fits their needs, and receiving precisely the gear they want quickly, with very little friction to the process. The business capitalizes on a wide array of orders and specifications, eliminates inventory waste, and builds an on-demand production model that scales."