NextPrinting brought a new feel to digital printing at Milano Unica
Through finishing and surface treatments, NextPrinting redefines the boundaries of digital printing, reproducing the hand and feel of original materials on different fabrics and offering a concrete alternative with reduced environmental impact.

NextPrinting, the digital textile printing division of the ACM Group, returned to Milano Unica to present the material evolution of its advanced technologies, which combine aesthetics, textu re, and sustainability to offer solutions increasingly valued by high-fashion brands.

Starting with the selection of certified low-environmental-impact yarns and fabrics (GOTS, GRS, FSC), NextPrinting has developed a customized fabric printing system capable of reproducing highly realistic and repeatable effects. However, this reproduction is not limited to visual impact and appearance but also extends to the hand, thanks to effects and finishes that **enhance the realistic rendering and sensory experience of the fabric or material**. Through a surface treatment, for example, NextPrinting can give the selected fabric or filament a leather-like hand, not just in its appearance. This provides a new, sustainable way of recreating the properties of leather on different fabric bases while also integrating washability, typically prohibited in real leather, and with the added possibility of applying an additional water-repellent treatment. Depending on the chosen fabric, it is possible to achieve **technical and wearability performance** levels that real leather and eco-leather cannot usually offer. Among the fabrics presented by NextPrinting is a high-performance weave, GRS-certified, anti-UV, antibacterial, anti-sweat, easy to clean, and crease-resistant.

To demonstrate the potential of combining fabric, performance, visual effects, and tactile qualities, NextPrinting introduced **a capsule** collection at Milano Unica dedicated entirely to shirting, with a specific focus on jersey and technical items. This collection offers all-round customization opportunities, making the impact of digital printing increasingly effective in the fashion industry.

However, the denim segment continues to play a leading role, with NextPrinting delivering extremely faithful reproductions that maintain the lived-in, authentic look of the original garment while significantly reducing its typical water, energy, and chemical impact.
With over thirty years of experience in the textile industry, **Philippe Mignot, Project Manager at NextPrinting**, highlights the industry's openness to innovation: "Even in a traditionally conservative sector like denim, the response has been surprisingly positive. Brands recognize the added value of digital printing and its ability to offer innovative solutions with a reduced environmental impact."