

New screen printer was an Essential addition to business

A new, £100,000 screen printer is enabling Essential – formerly Essential Embroidery Design Ltd – to bring screen printing in-house for the first time.

Managing director, George Georgiou, has installed the nine colour, 12 station MHM Plus S Type screen printer at the company's new, 18,000sq ft premises in Dunstable. Formerly based in Luton, the company has also undergone a re-branding exercise.

"On the face of it, we are a decorator, but there is a lot more to the company and the name change to Essential reflects the true nature of what we do," said Mr Georgiou.

Established in 1998, the former two-man operation now employs 38 staff.

"Print was a direction that we would quite naturally evolve into," added Mr Georgiou. "In the early days, we went direct to garment print, which created a market for us."

Essential developed a market for its Kornit digital machine, but needed

to look at screen print as demand grew.

"Our problem was space," added Mr Georgiou, who initially considered opening a separate screen print plant, or buying an existing operation. "Then these premises came about and at the end of February, beginning of March, our screen printer was installed and is now up and running."

Essential had been offering the service for two years, but subcontracting.

"It meant that we were never in total control," said Mr Georgiou. "The screen print facility is now winning business. All our existing customers use screen print and we are getting new customers on board. It's an ideal scenario for us."

"It would have been very easy for us to buy second hand machinery and

to set it up on a budget, but we have bought the best on the market – MHM – and already it's proving very popular and very successful. "I would be shocked if we don't bring in another machine by the end of the year."



Essential's general manager Vava Tsioupra and managing director George Georgiou beside the new MHM screen printer

Web 2.0 marketing system launched by KAMMA

[This section contains a large, blurred image of a person operating a machine, likely related to the 'Web 2.0 marketing system' mentioned in the header. The text in this area is illegible due to blurring.]

[This section contains a vertical strip of text and a small image of a product or advertisement, which is also blurred and illegible.]