



Digital Textile Printing: State of the Industry

January 23, 2020

Speaker

Johnny Shell
Specialty Graphic
Imaging Association

Location

Four Seasons
Landisville

Social Hour

5:30 pm

Dinner

6:00 pm

Cost

\$25 - members
\$35 - guests
\$15 - students

RSVP

January 21 at
slc.org/reservations

Textiles and apparel represent one of the largest global markets, with annual revenue estimates in the Trillions (\$USD). New technologies are displacing analog printing technologies, and this session will provide an overview of the digital technologies currently available, how they work, and the associated costs. We will also look at what the future holds for this market segment with the newest printing equipment that is set to be the next digital technology disruptor.



Johnny Shell has served as the SGIA Vice President-Print Technology & Training for the past twenty-one years. In this role, he is responsible for understanding and gaining knowledge of printing industry needs; identifying available opportunities based on those needs and developing educational and training opportunities. These activities include: developing educational conferences, workshops, seminars, and online training/learning; supporting numerous Volunteer Leadership Committees; and developing certification programs. Shell delivers numerous workshops and seminars annually and his articles appear regularly in industry publications. He is a top speaker at industry events and trade show expositions both domestically and internationally. He has been honored to receive numerous awards throughout his career, and he is a member of the Academy of Screen & Digital Printing Technology, an international body of experts which honors qualified individuals through election to membership for their distinguished, long-term contributions to, and application and promotion of, screen and digital printing and associated imaging technologies for graphic, textile, industrial and electronic printing applications. He holds a B.A. in Visual Art from Warren Wilson College in Swannanoa, NC.