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# Stratasys Unveils Direct-to-Garment Solution, Paving the Way for Personalized, Sustainable Fashion

*Stratasys partners with leading fashion designers on an Urban Tattoo Collection that highlights how denim garments can be revitalized and given a second life through upcycling*

EDEN PRAIRIE, Minn. & REHOVOT, Israel--(BUSINESS WIRE)-- In a bold move that redefines the future of personalized fashion and sustainability, Stratasys Ltd. (NASDAQ: SSYS) today announced the launch of its Direct-to-Garment (D2G) solution for the J850 TechStyle™ printer, the newest offering in the Stratasys 3DFashion™ direct-to-textile printing technology. The first example of its application is an Urban Tattoo denim collection which will be revealed at the Texprocess exhibition in Frankfurt, Germany on April 23.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20240417072855/en/>



Stratasys announces new Direct-to-Garment solution to enable full-color multi-material 3D printing directly on fully assembled garments. (Photo: Business Wire)

The D2G solution is ideal for customization and personalization by enabling the application of full color multi-material 3D print directly on fully assembled garments of various fabric types including denim, cotton, polyester, and linen. It allows fashion brands to facilitate personalized and bespoke designs for customers, including the ability to tailor 3D prints according to

individual preferences, sizes, and styles.

“Many brands are limited in how much they can mass produce denim clothing, while maintaining a level of personalization that has meaning to the wearer,” said Zehavit Reisin, Senior Vice President Commercial Solutions, Stratasys. “We are giving brands the

opportunity to do something remarkable, to bring more character to their clothing line, while pushing a more sustainable business practice that appeals to multiple audiences across the consumer spectrum.”

Available in two sizes, the D2G tray kits facilitate the personalization of garments ranging from jeans to jackets, enabling designers and manufacturers to adopt more sustainable practices by reducing material waste. The seamless workflow delivers ease of calibration and compatibility with various garment sizes, streamlining the production process and fostering the creation of unique, personalized apparel.

Demonstrating this innovation, the Urban Tattoo collection showcases the potential and the ease of direct-to-garment 3D printing. Working with noted designers Karim Rashid, Travis Fitch, Zlatko Yanakiev at Meshroom along with Foraeva Studio, this distinctive collection shows the transformation of ordinary garments into extraordinary pieces of wearable art, imbuing them with personal identity and meaning.

Like body tattoos, Urban Tattoos promote a deeper emotional connection, encouraging the upcycling of existing garments and contributing to a more sustainable fashion ecosystem. This aligns with Stratasys’ strategy for Mindful Manufacturing™. Stratasys has been able to create a new collection that will appeal to multiple brands that reach across diverse socio-economic backgrounds.

“With Urban Tattoos, we’re not just decorating a garment, we’re giving it more life and spirit,” said Naomi Kaempfer, Stratasys Creative Director. “By adding layers of stories and symbolism that resonate with the individuality of the wearer, these tattoos help consumers promote their identity, and celebrate their individuality. It is a testament to the transformative power of additive manufacturing technology in fashion.”

For more information about Stratasys 3DFashion™ technology, visit the [website](#).

More information about sustainable Mindful Manufacturing, including an AMGTA Life Cycle Inventory and Research that reveals the benefits of our 3D Printing technology for streamlined fashion production, is available [here](#).

### **About Stratasys**

Stratasys is leading the global shift to additive manufacturing with innovative 3D printing solutions for industries such as aerospace, automotive, consumer products and healthcare. Through smart and connected 3D printers, polymer materials, a software ecosystem, and parts on demand, Stratasys solutions deliver competitive advantages at every stage in the product value chain. The world’s leading organizations turn to Stratasys to transform product design, bring agility to manufacturing and supply chains, and improve patient care.

To learn more about Stratasys, visit [www.stratasys.com](http://www.stratasys.com), the Stratasys [blog](#), [Twitter](#), [LinkedIn](#), or [Facebook](#). Stratasys reserves the right to utilize any of the foregoing social media platforms, including Stratasys’ websites, to share material, non-public information pursuant to the SEC’s Regulation FD. To the extent necessary and mandated by applicable law, Stratasys will also include such information in its public disclosure filings.

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