

Same-day printing increases demand for personalized, durable clogs in Taiwan.

Hwa Jet Printing Co., Ltd.



Baimi Wooden Clogs Museum
Personalized Clogs

Best-of-the-Best Program
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Hwa Jet transforms customized decorative clogs into wearable shoes.

With Taiwan facing a decline in market demand for clogs, the Baimi Wooden Clogs Museum needed a way to produce clogs that were both decorative and wearable. Hwa Jet created personalized clogs, using digital printing technology to quickly produce the custom, durable shoes.

Challenge

The clogs industry has been a key driving force for the restructuring and development of Taiwan's Baimi Community. However, the past 30 to 40 years have seen a dramatic decline in market demand due to various economic and social changes.

To help revitalize the clog industry, Hwa Jet's client, The Baimi Wooden Clogs Museum in Taiwan, began producing custom clogs. Personal photos were printed on the flexible upper strap of the clog, called the vamp. However, these shoes could not be created on demand because of the time needed for the straps to dry, be coated and nailed into the clogs. Because of this time-consuming process, museum visitors who purchased the shoes would have to wait one week before receiving them.

The museum needed to provide a more efficient production system that would still allow the clogs to be customized. In addition, the shoes needed to be suitable for daily wear and also be appropriate as decorations, travel souvenirs and wedding gifts.

Solution

Hwa Jet was called by the museum to help provide the clogs they needed. Using XMPie® software and the Xerox® iGen3® Digital Production Press, they were able to produce digitally printed, high-resolution personalized vamps.

The images demonstrated great quality color balance and luster. The iGen3 was the clear choice for this job because it had the capability to run a wide variety of substrates, including the unique material needed for the clogs.

A specially developed waterproof paper made the clogs wearable, durable and environmentally friendly. The 100 percent recyclable paper was developed by Hwa Jet. The surface material of the paper is water-based and has no heavy metal residues.

By using XMPie software, Hwa Jet was able to provide a more efficient production system. A new generation of print-on-demand personalized clogs was developed, allowing for a same-day turnaround. Instead of visitors waiting a week for their clogs, they could bring them home the same day they placed their order.

“iGen and XMPie technology are able to provide us with benefits that no other equipment would be able to.”

—Paul Yang,
Business Development Director

Hwa Jet Printing Co., Ltd.

Hwa Jet Printing Company, Ltd., is a multi-system printing service provider that offers a range of specialized solutions from colored and digital printing, to inkjet print processing. As a comprehensive, one-stop provider, Hwa Jet goes beyond printing to include mail processing and sealing, barcode printing and graphic arts integration.

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Results

The printing company was able to satisfy their new client with a unique application. Before Hwa Jet produced the personalized clogs, they were just used for decoration. But because of the paper they developed, they became wearable shoes that are durable enough for everyday use.

Museum owners and visitors were delighted that not only could they get their custom clogs so quickly, but they could actually wear them. Using this material and printing method increased the demand for clogs at the Baimi Wooden Clogs Museum.