

Case Study: Brazil Sportswear Exporter

1. Company Background

Located in São Paulo, Brazil, the client is a leading sportswear manufacturer with over 15 years of experience in producing customized polyester garments for both local and international markets. Their product line includes football jerseys, cycling kits, running apparel, and team uniforms. The factory operates with over 100 staff and runs multiple Epson industrial sublimation printers in high-volume production cycles.

2. Business Challenge

Before switching to JD sublimation paper, the client used 40gsm generic sublimation paper, which led to frequent issues such as ink bleeding, slow drying time, and printer jams at high print speeds. These inefficiencies caused production delays, quality inconsistencies, and increased waste, particularly during peak season fulfillment. They needed a lighter paper compatible with fast-speed output, capable of reducing costs while maintaining vibrant image quality.

3. JD's Solution

In early 2025, JD provided trial rolls of its 70gsm fast-dry jumbo sublimation paper for testing on the client's Epson SureColor printer machines. The paper featured high ink absorption, quick drying, and anti-curling properties. Following a successful test run, the client transitioned fully to JD's 70gsm jumbo rolls across all production lines.

4. Results Achieved

Over the first six months of using JD's 80gsm sublimation paper, the client achieved the following improvements:

- ☒ Ink Bleed Reduction: 22% improvement in line sharpness and print detail
- ☒ Drying Time Reduction: Output drying time decreased by 30%, enabling faster production cycles
- ☒ Production Capacity: Output volume increased by 40%, especially for sportswear with large image coverage
- ☒ Cost Efficiency: Lower paper usage per roll and fewer reprints due to improved color transfer
- ☒ Printer Uptime: Reduced paper jams and fewer printer maintenance issues

5. Technical Setup

The factory operates four Epson SureColor F6200 sublimation printers with continuous roll feeding systems. JD's 70gsm jumbo rolls (width 64", length 3000m) are mounted on automatic unwinding stations, paired with heat transfer presses calibrated at 190°C and 30 seconds per cycle. The paper's smooth feeding and quick dry properties improved machine stability even during 16-hour daily operations.

6. Client Testimonial

"Since switching to JD's 70gsm paper, we've seen real transformation in our production flow. It's lighter, faster, and more consistent than anything we used before. We now use JD exclusively for all our printers." — Head of Production, Brazil

7. Conclusion

JD's 70gsm sublimation paper proved to be a cost-effective and performance-enhancing solution for the Brazilian client's high-speed sportswear production. The significant improvement in drying time, reduced ink bleeding, and increased throughput has positioned JD as their exclusive sublimation paper supplier moving forward.