Printing With Purpose: Building a Business That Serves the Community

How Turfschipper uses DTF technology from TheMagicTouch and Fiery to turn local print demand into meaningful work

CASE STUDY



About Turfschipper: Turfschipper Middin is a work-and-learning location in Wateringen, the Netherlands, where 40+ people with physical and/or intellectual disabilities work to run a print workshop where they create products for local businesses and individual customers. Participants are actively involved in production processes such as DTF printing, sublimation, laser engraving, and other printing techniques, combining professional services with a mission to help people engage more fully in society.

Turfschipper - Middin

About TheMagicTouch: TheMagicTouch has been a pioneer and global leader in personalized printing solutions since 1989. Best known for an extensive range of premium transfer papers designed for toner-based printers, TheMagicTouch is dedicated to transforming ideas with a strong emphasis on speed and detail. TheMagicTouch understands the profound impact of personalized gifts featuring photos, names, or logos in bringing joy to recipients. This is the magical effect they strive to achieve.

https://themagictouch.eu/

Creating an inclusive community print business

For Melanie de Gier, the question of how to build a local print business was about much more than producing signs and custom t-shirts.

At Turfschipper, de Gier's community-focused work-and-learn center in the Netherlands, print production creates meaningful work opportunities for people with physical and mental disabilities. The mission is straightforward but impactful: provide differently-abled residents with opportunities to learn useful skills and a enjoy a productive daily routine that contributes back to the community.

But de Gier quickly discovered that another mission could be fulfilled simultaneously: helping local businesses and residents meet their printing needs.

Turfschipper found itself growing into a print services provider for companies in the local horticultural sector – delivering products like labels and stickers – as well as providing customized goods and apparel for local individual customers. Alongside that growth, they encountered a range of challenges:

- Serving individuals and businesses with varying product requirements
- Creating customized products efficiently without extensive technical expertise
- Maintaining consistent print quality across repeat orders
- Expanding services to nearby businesses while keeping production manageable for a relatively small operation

The organization needed a printing ecosystem that could operate reliably for its business customers, support growing customization needs for locals, and yet remain accessible to work-and-learn participants with varying skill levels.

The right DTF solution to support a flexible production environment

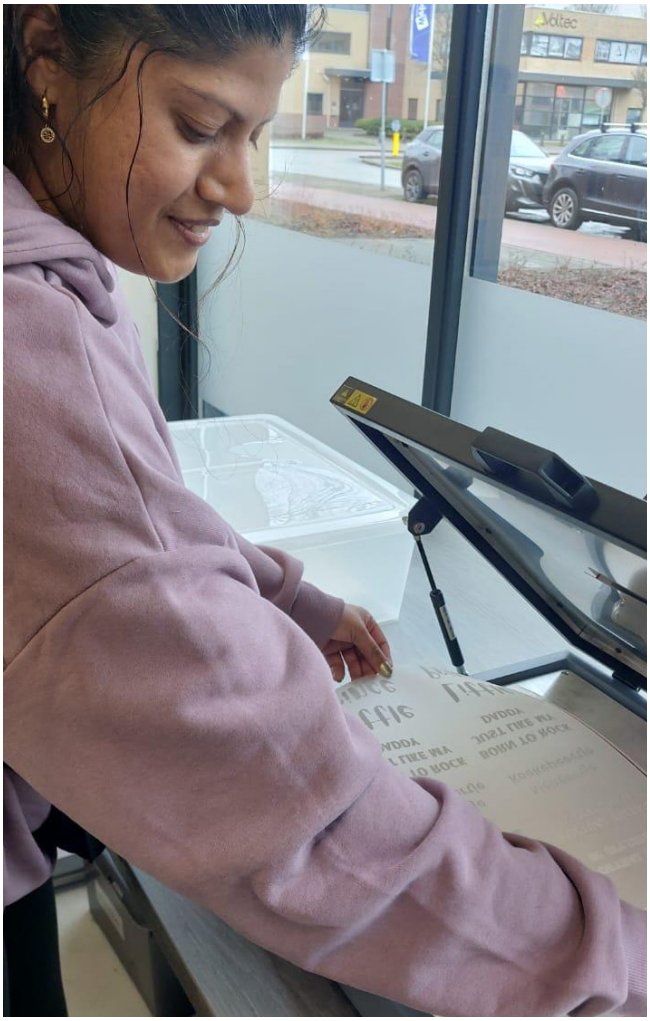
Rather than investing in highly complex industrial equipment, de Gier adopted technologies that could scale with business growth while remaining approachable for her work-and-learn operators. With equipment like an OKI white toner printer, Silhouette cutting systems, Sawgrass sublimation technology, and a CO2 laser, their production floor has grown to support a wide variety of products – from baby clothing and bibs to customized promotional items and business merchandise.

But there was one piece of the puzzle that fully unlocked the flexibility to support whatever print needs arose in the local community: the DTF hardware and software technology from TheMagicTouch and Fiery.

Before adopting DTF, many customized apparel jobs at Turfschipper required multiple labor-intensive steps, including cutting, weeding, and peeling materials before application. The DTF Magic Printer Pro system – which includes printer equipment from TheMagicTouch driven by Digital Factory RIP software from Fiery – dramatically simplified production.

"Designs are sent directly to the printer now, producing transfers that can be applied efficiently to garments and other products. The time savings with the combined DTF solution from TheMagicTouch and Fiery allow Turfschipper to accept more work while making production easier to teach and manage," de Gier explains.

That simpler workflow means more opportunities for individuals to successfully participate in production without requiring intensive training – an impact which is particularly important when participant involvement is a key goal.



"The time savings with the combined DTF solution from TheMagicTouch and Fiery allow the organization to accept more work while making production easier to teach and manage."

Melanie de Gier, founder, Turfschipper

Making the learning curve easy with Digital Factory

Empowering operators who have little or no production background is where the combination of TheMagicTouch and Fiery offers the greatest advantages, says de Gier.

According to Bart de Jong, R&D and Support Manager at TheMagicTouch, many customers learn printing through practical experience rather than formal training – making user-friendly software essential. As a result, TheMagicTouch selected Fiery's Digital Factory RIP software to power their DTF printers.

Renowned for its straightforward workflow path from design to production while still offering a wide range of advanced capabilities, Digital Factory allows printers to:

I would change the bullets, are them seems quite basic:

- Prepare artwork for production with fewer manual steps
- Automate repetitive production tasks
- Simplify job setup and preparation
- Produce consistent results with less complexity

"With our DTF solution powered by Digital Factory, users can learn the fundamentals required to produce successful prints and then build their knowledge over time," de Jong explains.

"This gradual learning curve proved particularly valuable for operations like Turfschipper, where ease of use directly affects productivity and participant involvement," he adds.

"With our DTF solution powered by Digital Factory, users can learn the fundamentals required to produce successful prints and then build their knowledge over time."

Bart de Jong, R&D and Support Manager, TheMagicTouch

The consistency necessary for business growth

As the organization expanded into serving ever-growing local business needs, maintaining quality became increasingly important, says de Gier.

"Customers expect repeat orders to look the same every time, whether they return in a week or several months. For a small operation serving local businesses, inconsistent colors or output can quickly impact customer confidence," she explains.

"The combination of TheMagicTouch hardware and Fiery's Digital Factory software helped address this challenge by providing stable color management and repeatable output," she says. "Now, the prints we produce today can match prints produced months earlier without requiring extensive color adjustments."

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Melanie de Gier

Building a community mainstay

For Melanie de Gier and Turfschipper, TheMagicTouch's DTF solutions – powered by Digital Factory – deliver the technology foundations to achieve the most important kind of success: serving her community's needs, however they appear.

Thanks to the right combo of print hardware and software, what began as a small work-and-learn production environment has evolved into a community print provider, delivering print services for local businesses and individual customers while providing dozens of community members with meaningful work and practical skills.

That's the power of the print technology that grows with your business.



DigitalFactory 11

Learn more about Digital Factory



About Fiery:

Fiery is the leading provider of digital front ends (DFEs) and workflow solutions for the global print industry. With a customer base that includes over 2 million DFEs sold worldwide, Fiery's industry-leading software and cloud-based technologies deliver the best possible performance, color, and print quality across a broad range of production printing devices.

Fiery's innovative solutions empower commercial print, industrial, packaging, signs and display graphics, ceramics, building materials, textiles, and more. Through over 30 years of excellent support and service, Fiery has built an unmatched community of customers, dealers, and partners.

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