



TCBL Associate
Enterprises

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PRINTERZONE SRL

Piatra Neamt, ROMANIA

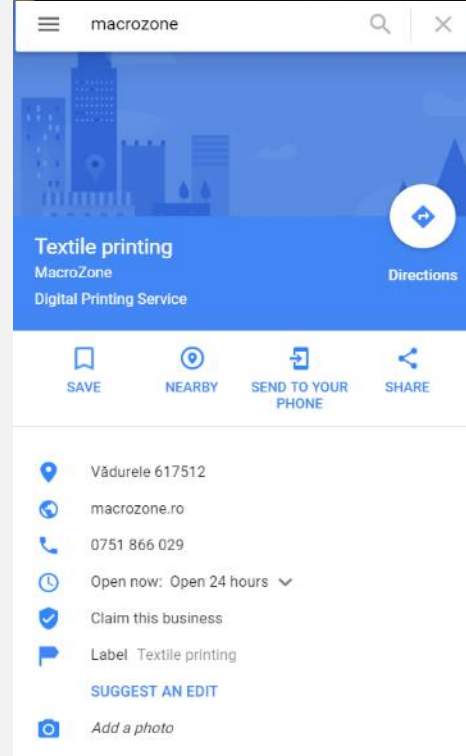
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Business activity

- Our company is located in the NE Romania, in a village called Vaduri, near to Piatra Neamt;
- We are a microenterprise, started in 2018 as a result of a Governmental project contest that we won in 2017;
- We print with ecological paints on cotton textiles and protection materials;
- Our customers are either persons that need a gift, a cool t-shirt or someone that is involved in a campaign, even other companies.





WHO WE ARE?

OUR STORY STARTED IN JUNE 2017

MACROZONE is a trademark of *Printerzone.SRL* started in 2017. We applied for state/european funding Start-Up Nation and won. After a few months of planning and waiting, we got the money and started making the acquisitions.

For now, we have a TexJet Echo Printer which has innovative technology. The process that the printer uses is DTG (Direct to garment printing). Another piece of technology our company uses is a new heat press and a wrapping machine for textiles.

THE DETAILS

Market issues



The things that matter.

- We want to make sure that our customers get the best quality services that we can provide.
- We want them to feel special, that's why we ask for feedbacks, reviews and advice about how we can be better for them next time they choose us.
- We use social media to keep in touch with every single one of them.

- Because we are still in the beginning we believe that we have a lot to learn.
- Our main pressure is time but also, the cost of ink and textiles.
- Because of their expertise, know-how and work force, our competitors are spending more time searching for customers than worrying about paint cost and time spent printing.

Innovation potentials

- For us, the next step of our business is related to new generation and innovative embroidery machines.
- We believe that embroidery machines are one of the biggest opportunity there is in Romania's market and also abroad.
- For now, we haven't gotten in touch with any other emergent business, but in the near future, we definitely plan to.



Value chain scenarios

- We hope that the impact and the feedback we receive after participating in this project will be strong and reliable for the company's future.
- To reach the goals that we hope for, we will have to make some more investments. But for now we strive for financial stability.



Interaction with TCBL

- Building partnerships within the TCBL community.
- Working together with TCBL Business Labs
- Collaborating with other Associate Enterprises
- Developing our knowledge, improving our ideas and coming up with new ones.





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THANK YOU!!!

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