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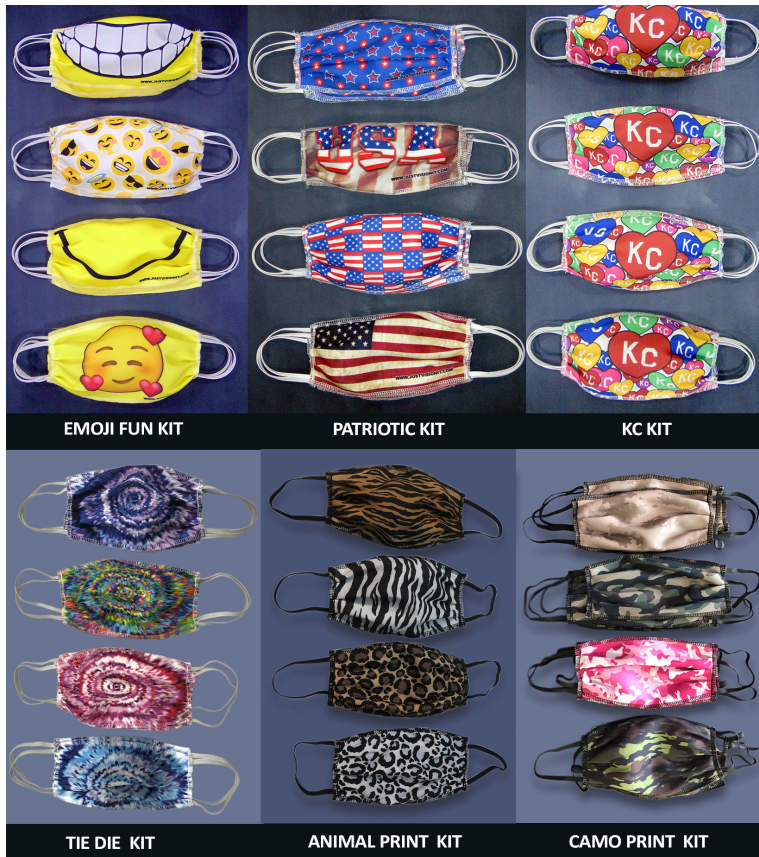
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MAGAZINE ARTICLE



Just Vision It, Dye Sublimation Wholesale Manufacturer, Jumps Into Mask Making as Coronavirus Spreads

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Just Vision It (JVI), a dye sublimation wholesale manufacturer, is doing their part to support efforts toward preventing the spread of COVID-19 by manufacturing sublimated face mask kits.

While several businesses manage limited operations, shortages in resources and complete shutdowns, print shops are adjusting their specialties to do their part to help. In late March, amid growing outcry over the critical shortages of masks and other medical supplies, John Whitt, President, Just Vision It, was one of countless business owners scrambling to answer one question: How can we help?

“We examined our capabilities and brainstormed what we could do to help our fellow citizens. We came up with the masks and priced them appropriately, meaning we did not price them to make any money because that is the right thing to do,” said Whitt. “It wasn’t too difficult to incorporate the masks into our production line since we have two high-speed Panthera S4-3.2m dye sublimation printing systems. The most difficult component was ensuring we were able to offer a premium product.”

The masks are manufactured with two layers of fabric. A layer of premium 320 thread count woven cotton rests against the face that filters out 70% of airborne particles on its own. That layer is then covered with a woven polyester microfiber fabric with the printed pattern.

In 2018, Just Vision It was in the market for a new dye sublimation printer and turned to their partner for equipment and wide-format media, Randy Peters, President and CEO of The Mosaica Group, to recommend a high-speed printer. The Panthera S4-3.2m was recommended since it achieves speeds up to 4,000 sq. ft. per hour and the results are consistent and precise. “Using the 4-color Panthera S4-3.2m printer, we are able to print 1,000 face masks in just eight minutes,” exclaims Whitt.

Whitt was so impressed with the efficiency of the Panthera S4-3.2m, that he invested in another Panthera, again through The Mosaica Group, when the latest model was introduced at RINTING United in 2019 that features 8-color printing with remarkable photographic quality.

Just Vision It also obtains their media and consumables from The Mosaica Group. To manufacture the face masks, they used SupremeJETTTM Fast-Dry dye sublimation transfer paper along with SWISSJet[®] premium dye sublimation ink.