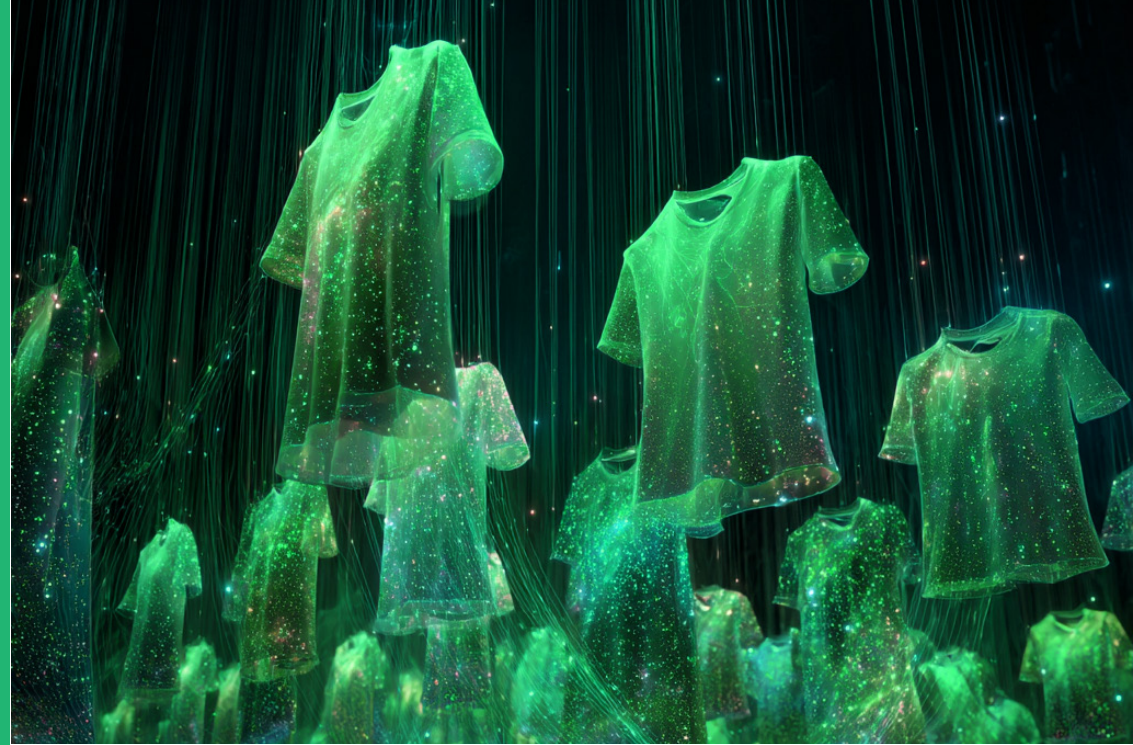# Printbox ROQ
YOUR PARTNER IN PRINT

Scaling Apparel Personalization for Peak Seasons

ROQ and Printbox Insights from FESPA 2025

In today's market, personalization isn't a trend. It's an expectation, especially during peak season. But making it scalable, fast, and profitable is another story.

At FESPA 2025, ROQ and Printbox came together to demonstrate how this is not only possible, it's already happening. The key? Direct-to-Garment (DTG) printing powered by smart automation and creative AI.

During the show, visitors experienced a full Web-to-Print workflow: unique designs generated in seconds using Printbox's **Masterpiece AI**, sent directly to the **ROQ NOW** DTG printer for real-time, high-quality output. No demos, no mockups — it was a live, working proof of mass personalization with industrial precision.

ROQ's Lessons from the Show

LESSON 1

Creativity Can't Be the Bottleneck Anymore

Traditionally, personalization workflows struggle under the weight of design prep: too many back-and-forths, approvals, file errors. With Masterpiece AI, every user becomes a creator. The software generates unique, one-of-a-kind artworks, ready for DTG, based on simple user prompts.

What it means

Let your customers generate their own designs, and use your DTG setup to bring them to life instantly. No designers needed, no file fixing. Just straight-to-print.

LESSON 2

True On-Demand Means Zero Setup Time

Screen printing? Great for volume, but not for personalized, one-off items. DTF? A step closer, but still involves multiple stages. DTG with ROQ NOW? That's where zero-setup, true on-demand becomes reality.

What it means

You don't need a big team or a complex workflow to offer personalization at scale. You just need the right combo of tech.

ROQ's Lessons from the Show

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LESSON 3

The Buying Experience Is Changing:
Are You Ready?

The ability to offer a creative AI engine like Masterpiece AI, where customers generate their own artwork, and then receive it within minutes, isn't just a production win. It's a marketing advantage.

What it means

You're not just selling print. You're offering self-expression. The easier and faster you make it, the more orders you win.

LESSON 4

Speed and Consistency Are Not Opposites

When demand spikes, so do mistakes, unless your equipment is built for consistency. The ROQ NOW is engineered for repeatable quality in high-pressure environments.

What it means

Personalization doesn't have to slow you down. With the right system, it becomes your fastest-growing revenue stream.

Printbox's Lessons from FESPA 2025

Printbox **ROQ**
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LESSON 5

The Printing Industry Is Hungry for Innovations & AI

While other sectors are being disrupted by game-changing technology, printing often lags behind. At FESPA, many visitors told us Printbox and Masterpiece AI were the first truly innovative GenAI solutions they'd seen at the show. That hunger for progress is real.

What it means

If you want to stand out, lean into innovation. AI isn't a future add-on — it's becoming the core of competitive advantage.

LESSON 6

In eCommerce, Shopify Is the Gold Standard

Around half our new conversations centered on Shopify integration. Businesses value its quick time-to-market and vast extension ecosystem. Our new plugin showed we're ready to meet that demand.

What it means

If you sell online, integrating with Shopify can drastically shorten your path from idea to revenue.

Printbox's Lessons from FESPA 2025

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LESSON 7

Don't Forget the End-Customer

Trade shows aren't just for B2B networking — they attract students, enthusiasts, and potential future buyers. Talking directly to them helps validate product direction and features.

What it means

Stay close to the people who will actually wear or use your products. Their feedback will guide smarter product decisions.

LESSON 8

AI Knowledge Gaps Are Wide

We met both seasoned AI practitioners and attendees who'd never tried image generation or ChatGPT. It's not about coding skills — it's about curiosity and staying current.

What it means

Invest time in learning new AI tools and trends. If you don't, your competition will — and they'll set the pace.

Final Thoughts

Bringing It All Together

The strategic partnership between Printbox and ROQ isn't just software meeting machinery—it's a full-circle ecosystem for modern personalization. As detailed in our joint offering on the Printbox site, this collaboration delivers:

· A fulfilment solution where customer creativity flows from the editor directly onto industrial-print equipment, eliminating manual steps and delays.

· A seamless workflow: from prompt-based design generation through Masterpiece AI to automated, precision printing and finishing by ROQ.

· Scalability tailored for **fulfillment houses, print shops, and e-commerce businesses,** lowering operational complexity while maximizing throughput.

Why this matters

ROQ underlines that innovation, quality, and automation are mission-critical—and this partnership embodies those values. Printbox contributes the intuitive, AI-powered design engine and frictionless integration with platforms like Shopify. ROQ brings the industrial-grade print hardware that delivers speed and consistency. Together, they empower decorators to transform peak-season challenges into scalable personalization opportunities.

Printbox **ROQ** YOUR PARTNER IN PRINT

Our Approach

By aligning with ROQ, we haven't just integrated tech —we've co-designed an experience that delivers:

Innovation leadership

addressing the growing demand for GenAI-first personalization.

Market readiness

offering seamless Shopify integration for rapid online deployment.

Customer-centricity

maintaining a direct line to end-users, from novices to pros.

Operational excellence

bridging front-end creativity and back-end automation for flawless fulfillment.

In essence, the ROQ–Printbox partnership isn't just a solution: it's a launchpad. It empowers decorators to not only survive peak seasons but to thrive by delivering personalized excellence at scale.