



WORKHORSE PRODUCTS

Durable & Dependable Screen Printing Machinery

CLIENT SUCCESS STORY



Background

Brian Newman is the owner of northern California's Sublime Silkscreen and he's been in the industry since the mid-1990s. The family-run shop prints various items, including sports team uniforms, school event t-shirts, and construction industry printing, among many others. Generations of people in the town of Hollister know Sublime Silkscreen provides quality products and also supports its community by sponsoring local youth sports.

In the beginning of his business venture, Brian used other equipment that did the job, but he knew it wasn't the best he could utilize. In about 2012, a friend in the industry mentioned how nice Workhorse machines were, and in the years that followed, other screen printers talked about Workhorse's superior equipment too. Brian thought Sublime Silkscreen would be driven forward if the shop had better equipment. In 2017, his friend had a used Workhorse dryer which interested Brian because he had heard about the company several years prior, including the high quality of equipment they offer. Brian obtained a dryer, and wouldn't sell it back when asked by his friend, due to his appreciation for the machine and how it contributed to his business.

When he needed some technical support regarding power to the machine, he contacted Workhorse, and 5 minutes later the machine was up and running (thanks to a FaceTime conversation that detailed exactly what needed to be done). From then on, Sublime Silkscreen developed a long-standing relationship with the company that is still going strong today. Workhorse's technical support team solved the problem and created a customer for life. At a trade show in 2020, Brian visited Workhorse's booth and decided to upgrade equipment, so his company started buying equipment directly through Workhorse in 2020.

Industry: Sublime Silkscreen

Products and Services:

- Textile Decoration
- Quality silkscreen printing and embroidery services



WORKHORSE PRODUCTS

Durable & Dependable Screen Printing Machinery

CLIENT SUCCESS STORY

Challenges

Sublime Silkscreen was printing manually and wanted to grow, and the automatic Workhorse machine solved not only the issue of manual printing, but also had a small footprint, which worked well with the shop size at that time and upped the production capacity.

Our Solution

Sublime Silkscreen was looking to grow, and Workhorse offered equipment and support that allowed that.

The automatic Workhorse machine also allows Brian's shop to set the pressures and speeds before starting a production run, and every printed item – from the first to the last – is the same quality because the pressure and stroke remains constant.

Workhorse's automatic machine and dryer can be controlled from a tablet, and therefore, the touchscreen, making operation very convenient.

Outcome

Technical and customer support helped Brian grow his company by solving issues promptly and effectively.

With Workhorse products, Brian was able to grow Sublime Silkscreen and support the local sports community and businesses. No matter the technical issues encountered, Workhorse was able to find a solution and help Sublime grow and expand.



“We can get you up and running and you want to talk about a relief! I'll never forget that phone call for probably the rest of my life. And it was just like, you guys just want a customer for life! Here I am! He said “Let me talk to your electrician on how to convert the dryer” that I had to make it work. Workhorse's tech support team basically won me over.”