

Camira Print Environmental Credentials

Camira Print Custom Design Studio

Camira has invested in a state-of-art printing technology which has been engineered and optimised to ensure full penetration of the natural wool fibres that make up the woven fabric structure. The technology uses acid dyes to ensure a deep, rich colour saturation achieved on the finished textile. Both the weaving and printing processes are located at our Huddersfield manufacturing facility in the UK. We have over 100 looms on site that are continually manufacturing cloth, ensuring immediate stock availability resulting in quick turnarounds for printed fabric orders.

Digital Printing process

The printing process is an environmentally friendly option for adding colour to a fabric which typically involves reduced water, energy and chemical consumption compared to traditional dyeing processes. In addition, due to our custom-made design offering and small-batch production, the process benefits from reduced waste generation and storage space requirements.

What type of dyes do we use during the printing process?

Acid dyes are used to dye protein fibres such as wool and silk. The name derives from the low pH conditions that are required during the printing process which helps the dye to bond to the protein fibres. Our dye suppliers comply with the most stringent global chemical standards and are a signatory to Zero Discharges of Harmful Chemicals ZDHC.

Benefits of printing



In-house production

- ✓ Fewer transport miles for reduced emissions



Small batch capacity

- ✓ Reduced waste
- ✓ Reduced storage
- ✓ Reduced energy consumption



No water discharges

- ✓ Minimal water consumption



Efficient production

- ✓ No excess stock generated

Environmental compliance

Our products have been awarded and comply with the below standards and requirements.

- EU Ecolabel
- Indoor Advantage Gold
- APEO (Alkylphenol Ethoxylates) Free
- Proposition 65 compliance
- PFAS (Poly-fluorinated alkyl substances) Free