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**Toshiharu Kondo,**  
**production control manager**  
**at Gosen Ltd, Tenjin (Japan).**



# Gosen Ltd. – Imaje “A good match”

The Japanese  
manufacturer  
Gosen Ltd. chooses  
Imaje to print a variety  
of messages on its  
racket strings.

## Pulling the strings

Gosen, the leading manufacturer of sports and leisure equipment, plays on a very modern image where quality and respect for nature go hand in hand. The firm’s advertising icon, tennis player Anna Kournikova, embodies these values. Thus, among the products launched by Gosen in 2001, one finds the “Biogut” racket string made from corn fiber. Another novelty is “Aermet” a synthetic fiber that is stronger and more durable/resistant than titanium.

Gosen Ltd. marks several messages and brand specifications

**The printed  
messages are  
high quality  
and have  
an excellent  
adherence.**

- on the limited surface space available (between 1.1 and 1.3 mm or 0.04” and 0.05”) on these high tech racket strings, as well as on its other racket products for tennis or badminton.

“In addition to immediate identification of the brand thanks to the logo, the markings also indicate the type of string used and the batch number. This information is not of much use to a player, but it is very important to our customers, because Gosen also makes string for major international makers of tennis equipment with famous brand names,” said Toshiharu Kondo, production control manager at Gosen Ltd.

Before ink-jet Gosen used another printing technique: dabs. “But the ink did not hold long enough, which meant that the marking did not withstand rubbing,” explained Toshiharu Kondo.



Imaje coders fitted with "P" printheads enable to print characters less than 1 mm in size with excellent quality on Gosen's racket strings.

## Small is beautiful.

Gosen was looking for a solution to print several messages in small characters. High quality marking and excellent adherence were among its selection criteria. Following a market survey, Gosen Ltd chose Imaje printers fitted with "P" printheads (micro-characters), because they are the only ones capable of printing characters less than 1 mm or 0.04" in size with excellent quality. For even smaller characters, the printheads are positioned obliquely to be able to print italics. Gosen chose ink jet printing for aesthetic reasons- it allows more beautiful marking- and practical reasons: "This technique makes for greater flexibility and

**We are extremely satisfied with Imaje's after-sales service.**

projects a more modern image which our customers appreciate," said Toshiharu Kondo. Besides, the ink offered by Imaje was the only one resistant to rubbing and treatment after marking. "We soon observed that the performance levels of Imaje ink were significantly better than those of its competitors. The others were unable to provide us with the ability to print very small characters, which are indispensable on products such as ours. Finally, we also chose Imaje because of its extremely satisfactory after-sales service," concluded Toshiharu Kondo. Imaje Japan has already supplied Gosen Ltd. with a dozen printers. Imaje-Gosen, a good match!

- **Name** Gosen Ltd., based in Tenjin, Japan.
- **Field of activity.** Manufacturer of sports and leisure equipment (tennis, badminton, golf, gymnastics, fishing).
- **Leading** manufacturer of synthetic string with 60 % of market share.
- **Exports** to 110 countries.
- **Funded** in 1953.
- **Number of employees** 290.



**High-quality marking of micro characters.**



**After-sales service.**



**Ink adherence.**



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