Dezine Line Expands Screen Printing and Embroidery Services with New Automated Equipment

December 01, 2025

LEDGEWOOD, NJ - December 01, 2025 -
Dezine Line, a Ledgewood-based custom apparel company, has expanded its production capabilities with the addition of a new automated screen printing press and an additional 1,200 square foot facility space. The expansion enables the company to handle increased production volumes while maintaining faster turnaround times for custom screen printing and embroidery orders.

The company, which has been serving New Jersey businesses and organizations since 1983, implemented the expansion to address growing demand for custom promotional apparel and branded merchandise. The new automated printing equipment allows for enhanced production efficiency, particularly for larger orders exceeding 288 pieces, where the company has now reduced pricing to remain competitive in the market.

"The addition of the automatic press has transformed our production capabilities," said Steve Mattero, owner of Dezine Line. "Even without running the equipment at maximum capacity, we're seeing significantly improved production rates compared to our manual processes. This investment allows us to better serve our customers while maintaining the quality standards they've come to expect from us over the past four decades."

The expansion involved reconfiguring Dezine Line's existing operations across two units within the same building complex. The company relocated its embroidery and heat press equipment to the newly acquired space, while installing the automated screen printing system in the original location. Despite the complexity of the reorganization, production downtime was limited to just half a day during the transition.

Dezine Line screen printing services encompass a comprehensive range of custom apparel options, including t-shirts, sweatshirts, jackets, hats, bags, and aprons. The company serves diverse clientele, from families ordering shirts for reunions to corporations requiring large-scale promotional merchandise. Beyond screen printing, the company offers custom embroidery, sublimated uniforms, varsity jackets, and a full line of

promotional products including mugs, pens, magnets, and water bottles.

The automated printing technology represents a significant advancement in the company's production capabilities. The new system enables faster processing of high-volume orders while maintaining consistent print quality across large runs. This technological upgrade positions the company to compete more effectively for institutional and corporate contracts that require rapid fulfillment of substantial quantities.

"The expansion wasn't just about adding equipment; it was about creating a more efficient workflow that benefits our entire team and ultimately our customers," added Mattero. "By separating our embroidery and heat press operations from screen printing, we've eliminated production bottlenecks and created dedicated spaces for each service line."

The timing of the expansion aligns with increased demand for custom branded apparel as businesses and organizations seek to strengthen their brand presence through promotional merchandise. The company's ability to handle both small personalized orders and large corporate runs positions it to serve the full spectrum of custom apparel needs in the New Jersey market.

Dezine Line has built its reputation over more than 40 years by treating each customer with equal importance, regardless of order size. The company maintains a showroom where clients can view product samples and observe the production process. With the recent expansion and equipment upgrades, the company continues its commitment to providing quality custom screen printing and embroidery services to the New Jersey business community.

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Dezine Line

Dezine Line offers in-house production of screen-printed and embroidered promotional items for schools, businesses, and local events in New Jersey. We are locally owned & operated.

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