Desert Dreams launches textile printing in Oman

MUSCAT: For the first time in Oman, Desert Dreams Group has launched specialised textile printing. The Aqua Jet Machine, imported from Canada, is the first such machine in Oman which can print the finest textile materials, up to a width of 3.2 metres and the length can go up to 100 metres at one single stretch, says G Chandrahasan, MD, Desert Dreams Group.

Desert Dreams installed the textile printing facility at its spacious Wadi Kabir unit. The company offers all types of 'specialised' printing jobs ranging from textiles, carpets and flex-boards.

"At Desert Dreams, quality is the key word and we never compromise on quality. Keeping in mind the quality conscious public in Oman, we have got this sophisticated machine from Canada, which offers the best and sharp quality textile printing with a natural look," says Chandrahasan.

With this latest machine, Desert Dreams has a row of imported machines from Canada, Germany, Japan and USA. The giant 'print on any surface UV Flat Bed Machine, imported from Germany is not only a value addition to the company but also a boon to the Omani market. The 5-metre Jeti machine imported from Canada makes large format double side and single printing easier. The 5 metre machine can print on carpet up to 5 metre width and makes printing smoother. More importantly, the 3-D carving machinery, called "Routing Machines", imported from USA and Germany, makes cutting on wood, metal, acrylic and aluminium, realistic. The 3-D carving technology has already acquired an exclusive place on the world stage of carving.

"We are justifying with our name Desert Dreams as make our customers' dreams come true," a simple and workaholic Chandrahasan says. "Our machine operators are trained by Aqua Jet engineers, who specially came down to Oman. Our team leaders are assigned to deliver efficiency and quality."

Talking about the development in Oman, Chandrahasan, who has been in Oman since 1975, says "The Sultanate of Oman, under the wise leadership of His Majesty Sultan Qaboos Bin Said, is moving in the right direction. Remarkable economic and social growth that the Sultanate has achieved in the past 40 years has proved that the government has efficiently allocated the nation's natural resources. His Majesty's wise policies have played a major role in shaping our business and many more entrepreneurs like me. We have expanded our business, and we are serving the nation in our own way," he said.

Customers enjoys the advantage of saving time and money as the new machine not only gives the finest quality, but also saves precious time, as it has the capacity of printing 25-30 square metres per hour says Chandrahasan.

The company, which turns ideas into reality, has been actively involved in several mega events such as creativity and design tasks at the Muscat Festival venues, product launches of leading local and international brands, including automobiles, telecom majors, hospitals, etc. for the last three decades.

Chandrahasan, who began his career with the Ministry of Higher of Education, as an "Illustrative Artiste" started his first business venture Yasmeena Trading, takes personal care and attention in designing and executing the work and spends over 15-16 hours at his workplace. At the Muscat Festivals the main attraction was the main gate, which was created by Desert Dreams. The company, which turns ideas into reality, has been actively involved in several mega events such as creativity and design tasks at the Muscat Festival venues, product launches of leading local and international brands, including automobiles, hospitals, etc. since last 27 years.