

VersaSTUDIO BT-12

desktop direct-to-garment printer

STRAIGHT TO SUCCESS
Start Printing and Profiting Immediately
with the BT-12



 Roland

Imagine the profit potential...



In-store personalisation solutions



Unique souvenirs and gifts



Original products from customer designs



Personalised memorabilia



Customised T-shirts and apparel

Introducing the **VersaSTUDIO BT-12** Desktop direct-to-garment printer

Compact, simple, affordable. Customise apparel the easy way

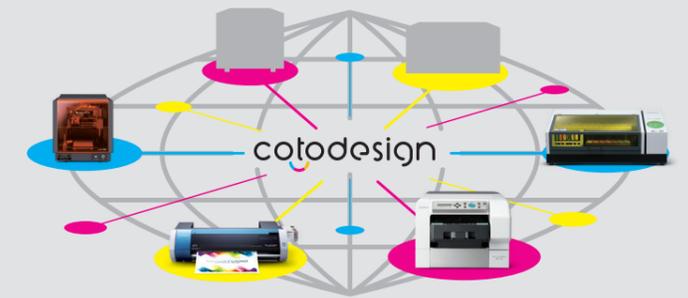
The affordable BT-12 allows you to get into the profitable world of custom apparel immediately, with a device that's as easy to use as an office printer and offers stunning results. Print directly onto cotton T-shirts, tote bags, cushion covers and more to produce high-value personalised goods in minutes.



Exciting Opportunities

When combined with cotodesign, Roland's latest design and print management software, the BT-12 becomes a complete design-order-print solution for the in-store customisation of apparel and gift items using customers' data, such as photos or artwork, from their smartphone. cotodesign also supports additional Roland DG devices*, allowing businesses to use it for a wide variety of applications.

*cotodesign is compatible with VersaSTUDIO BT-12, BN-20, VersaUV LEF range and LD-80.



Easy to use

Simple and Safe Operation

The fully enclosed BT-12 and optional HB-12 finisher make garment printing safe, clean and so easy that anyone can create high-quality personalised products without special skills or training. In just 3 easy steps you can have a fully finished custom-printed product in your hands*. Ideal for offering a "while-you-wait" personalisation service to give customers the unique products they really want.

* A computer is required for printing.



Step 1

Prep or design your digital print file on your computer with easy-to-use Roland Design Software.

Step 2

Mount your garment in the cassette tray, load into the BT-12 printer and print your digital file from your computer.

Step 3

Load the cassette into the finisher unit to cure the ink.

Ultra-Compact Design



Modular, Stackable, Easily Integrated

The compact operation of the BT-12 (and optional stackable HB-12 finisher) make it ideal for customer-facing personalisation services in locations where space is limited, including shopping malls, kiosks, apparel stores, hotel gift shops and tourist destinations.

High quality



Clear Photo Reproduction

With a resolution of 1200 dpi, the BT-12 prints outstanding quality photos and images directly onto white and other light-coloured cotton fabric products*.

*Fabric must have a cotton blend ratio of at least 50%.

Affordable

Jump-Start Your Business With Minimal Investment

The BT-12 is the affordable out-of-the-box solution for anyone wanting to start an on-demand custom graphics business from scratch, or for those looking to diversify their portfolio with quick-printed, high-revenue personalised products. Perfectly suited for home-based start-ups and established businesses looking for profitable new ways to cross-sell to their existing customer bases and to target new markets.



VersaSTUDIO BT-12

Specifications		
Print resolution		Max 1200 × 1200 dpi equivalent
Printable area	A4 standard tray	291 × 204 mm
	A5 tray	204 × 142 mm
Printable garment type	Fabric	50 to 100 % cotton
	Fabric thickness	4 mm
Operating environment	Temperature	15 to 32 °C (59 to 89.6 °F)
	Humidity	15 to 80 % RH
Interface		USB 2.0 high speed, Ethernet (10BASE-T, 100BASE-TX)
Operating system		Windows® 7/8.1/10, Mac OS X 10.11 or later
Power source		220-240 V: 50/60 Hz 0.6 A (when fully equipped) 100-120 V: 60 Hz 1 A (when fully equipped)
Power consumption	Max.	47 W
	Energy saver mode	220-240 V: 1.8 W 100-120 V: 1.7 W
External dimensions (W × D × H)		Standby: 399 × 683 × 293 mm During operation: 399 × 761 × 293 mm
Weight		Approx. 24 kg (53.0 lb.)

Accessories	
Finisher	
	<p>HB-12 Optional finisher to fix the ink</p> <p>Power source: 220-240 V: 50/60 Hz - 120-127 V: 60 Hz</p> <p>Power consumption: 220-240 V: 980-1160 W - 120-127 V: 1240 W</p> <p>External dimensions (W × D × H): 419 × 675 × 220 mm</p> <p>Weight: approx. 16.5 kg (36.4 lb.)</p> <p>Press mode (Pre-heat): Contact heat</p> <p>Fix mode (Fuse): Non-contact heat</p>
Cassette tray	
	<p>CT-A4 Cassette Tray - A4 Size</p>
	<p>CT-A5 Cassette Tray - A5 Size</p>

Specifications, designs and dimensions listed may be subject to change without notice.

Textile pigment ink	
TPG-CY	Ink Cartridge Cyan, 100 cc
TPG-MG	Ink Cartridge Magenta, 100 cc
TPG-YE	Ink Cartridge Yellow, 100 cc
TPG-BK	Ink Cartridge Black, 140 cc

Cleaning cartridge	
BT-CC-CY	Cleaning Cartridge Cyan, 42 cc
BT-CC-MG	Cleaning Cartridge Magenta, 42 cc
BT-CC-YE	Cleaning Cartridge Yellow, 42 cc
BT-CC-BK	Cleaning Cartridge Black, 42 cc

Cleaning tool	
BT-CT	Cleaning Tool
BT-CL	Cleaning Liquid
BT-CP	Cleaning Pad
BT-CS	Cleaning Stick
BT-IC	Ink Collector Unit
BT-FF	Fan Filter

BT-12 Driver	
Requirement	
Supported operating system	Windows Vista/7/8.1/10 and Windows Server 2008/2008R2/2012/2012R2/2016 Mac OS X 10.8 and later versions

Roland Design Software	
Requirement	
Supported operating system	Windows: 7/8.1/10 (32-bit/64-bit) Mac OS X 10.10 and later versions*
Supported display resolutions	320px × 200px or higher If the display on your computer or tablet has a resolution of less than 1280px × 800px, Roland Design Software reduces the display resolution to match the resolution of your device.

* Roland Design Software (Mac) Ver1.01.100 or later supports Mac OS X 10.14. Contact your Roland representative for updates.

RolandCare Warranty	
	Get the peace of mind of knowing that as a Roland product, the BT-12 is backed with our renowned service and support, including one of the most comprehensive warranty packages in the industry.

Roland reserves the right to make changes in specifications, materials or accessories without notice. Your actual output may vary. For optimum output quality, periodic maintenance to critical components may be required. Please contact your Roland dealer for details. No guarantee or warranty is implied other than expressly stated. Roland shall not be liable for any incidental or consequential damages, whether foreseeable or not, caused by defects in such products. All trademarks are the property of their respective owners. Reproduction or use of copyrighted material is governed by local, national, and international laws. Customers are responsible for observing all applicable laws and are liable for any infringement. Roland DG Corporation has licensed the MMP technology from the TPL Group.