

## Ingrave-IT Expands Personalization Capabilities with Brother Solutions

### “Personalization Is Our Core Business” - How Ingrave-IT Uses Brother Solutions to Deliver Fast and Reliable Customization

For Ingrave-IT, personalization is more than just a service. It is the heart of the business.

Based in Dubai and operating from Virgin Mega Store (MOE), Ingrave-IT has spent years helping customers add personal touches to products through engraving, embroidery, UV printing, sublimation, and other customization services.

Owner Nizar Nairoukh says the company’s goal has always been simple:

**“Any item people would like to add their personal touch to, we would like to serve them in a fast and easy way.”**

Founded in 2009, the business originally started with laser engraving, which is also where the company name “Ingrave-IT” come from. Over time, customer demand pushed the company to expand into more personalization services and applications.

**Today, the company operates with around 15 employees and continues to grow its customization capabilities.**



## Looking for Better Control and Faster Service

Before bringing Brother solutions into the business, some services, especially embroidery had to be outsourced.



“We did not have embroidery in the store”, explains Nairoukh. “Whenever customers asked for embroidery, we had to send the work to third-party companies. That would take longer, and we were not controlling the job 100%.”

The company also faced limitations with larger cutting plotters previously used in production. “We used to have bigger plotters, but they were limited because you could not use small pieces or smaller jobs efficiently,” he says.

“With the Brother SDX1200, it became much more convenient for our business.” These challenges encouraged Ingrave-IT to look for solutions that could help improve flexibility, reduce waste, and allow more production to happen in-house.

## Why Brother?

For Nairoukh, Brother was already a familiar and trusted brand.

“Brother is a famous brand. We have known it since we were kids,” he says with a smile.

The company eventually introduced several Brother solutions into its workflow, including:

- Brother PR680W Embroidery Machine
- Brother SP1 Sublimation Printer
- Brother SDX1200 ScanNCut Machine

According to Nairoukh, reliability and support were major reasons behind the decision. He also highlighted the strong support provided by the Brother Middle East team.

**“Reliability, features and support are very important. Cost is also very reasonable.”**

**“Very swift, very supportive. We are very happy with the team in the Middle East.”**



## Easy to Use and Reliable in Daily Operations

One of the things Ingrave-IT appreciates most about Brother products is their user-friendliness.

**“They’re really good and very user-friendly,” says Nairoukh. “And whenever we need anything, support is always there.”**

The company says the machines have been reliable in daily production, helping minimize downtime and operational issues.

**“It’s usually very minimal to ask because the machines are so far really good and reliable.”** he adds.



## Real Improvements in the Business

Since implementing Brother solutions, Ingrave-IT has seen noticeable improvements in efficiency and workflow.

By bringing embroidery production in-house, the company can now serve customers faster while maintaining better quality control.

The scanning and cutting capabilities additionally allowed the company to offer more on-demand applications such as customized stickers and small personalized projects.

**“It really helped the business increase while also saving on materials.”**

## Looking Ahead

As personalization trends continue to grow, especially in the region, Ingrave-IT hopes to see Brother expand its solutions to support more areas of the personalization business, helping customers unlock new opportunities and meet evolving market demands.

**“What we would like to see from Brother is covering more areas within the personalization business,”** says Nairoukh.

Despite this, Ingrave-IT remains highly positive about its partnership with Brother, valuing the quality, reliability, and support that have contributed to its success.

**“We were able to save a lot on materials because smaller sizes that we could not use before became usable in SDX-1200.”**

