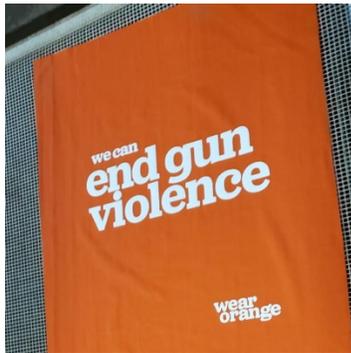


FULL RICH COLOR

You may benefit from a different textile decorating option.

Are you getting the most out of your branding? Sometimes knowing your options can make a big difference in the end product. Our company can screen print, create a full-color transfer and even embroider your logo on just about any garment you can imagine... Each process has its own pros and cons, but our knowledgeable reps are always ready to help you get the most out of your product.

We usually decorate the flat panel of fabric before the product is manufactured for better quality and efficiency.



Screen printing



Full color digital transfers



Embroidery



Screen printing

While advancements in digital printing accelerate everyday, the standard screen printing is still a superior process depending on the material you're using and the end result you want to achieve. The screen printing process is incredibly flexible, and there is very little that we cannot screen print.

Pros:

Color matching and consistency - PMS color matching is much easier. Digital processes can shift colors from print to print where screen printing is pretty consistent from print to print.

Dimension - puff inks can give your design extra dimension!

Durable - screen printed designs are usually more durable than heat press or digital designs, due to the technique of laying down thick layers of ink which are absorbed by the material, leading to enhanced durability, especially when a product will be under direct contact with sunlight.

High print volume - the more you print, the lower the overall cost becomes.

Print material - works on cotton, poly cotton, nylon, muslin, foam, supported vinyl, felt, dimpled felt.

Special colors - print metallic, fluorescent, reflective, and even glow-in-the-dark colors with screen printing.

Cons:

Limited color - screen printing is not the best option if your design consists of a lot of colors; each color requires a new screen made and this impacts the price significantly.

Screens - there are set ups for each color. Each color is applied separately, so each color needs a separate screen, so the cost higher per additional color.

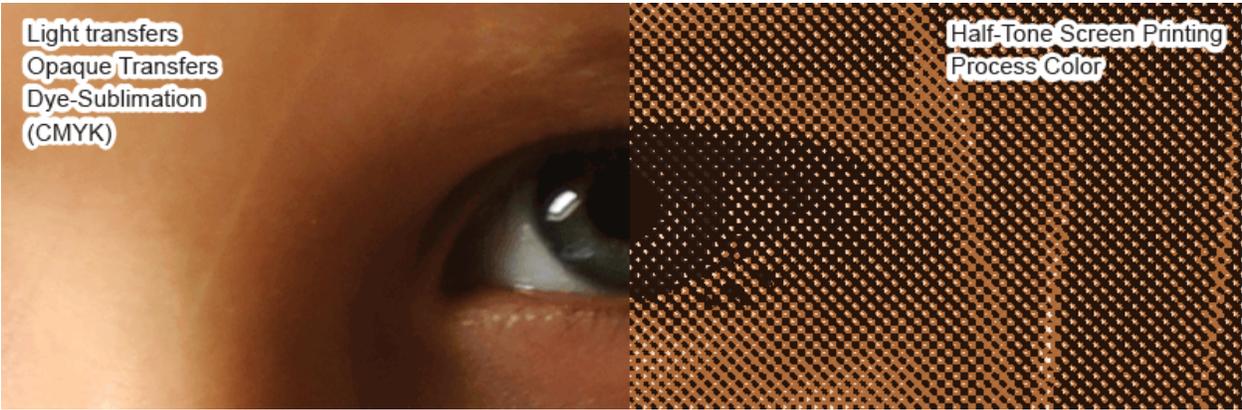
Set up time - the common set up for screen printing involves splitting design into usable colors and then creating a fine-mesh screen for each of those colors to transfer onto the print material with ink. Screen printing is much more complicated CMYK digital printing, but because we produce the screens in-house, turn around is much higher than plastisol or sublimation processes.

Simple designs - this option is great for large designs consisting of 1 or 2 colors. Gradients can also be achieved and leave you with a crisp, sharp design. Vector images are preferred.



Four types of full color digital transfers we can produce:

Transfers are a great choice if you are printing a limited run of items, and have a lot of different colors or detailed lines in your design. We offer four different types of transfers.



CMYK vs. process colors:

CMYK image data is divided into Cyan, Magenta, Yellow, and Black when printed. When using process colors, like screen printing, we sometimes have to use half-tone dots, depending on the design and when examined up close, this can degrade the fidelity of your overall image. Most transfers however do not have this problem and are suitable for close scrutiny.

Light Transfer on Poly-Cotton Twill

Light transfers are cheaper than the opaque versions, and work wonderfully on white or very light colored fabrics. We keep this grade transfer in stock.



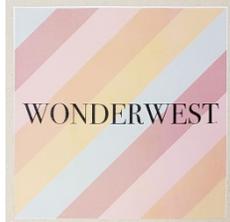
Light Transfer on Off-White Natural Cotton

Light transfers on natural cotton gives a rustic, distressed look. Any color under a light transfer will show through the transfer.



Opaque Transfer on Natural Cotton

Opaque transfers won't show the fabric beneath; a great option for dark colored fabrics and if you have a square or rectangle design



1.) Light transfer:

This option is produced by having a CMYK laser print on light transfer substrate. This is directly heat pressed onto the fabric or garment we are making. There is an barely visible layer that traps the pigment on your fabric or garment.

Pros:

No Minimum.

Photo-like images - laser printed images through CMYK.

Print material - works on cotton, poly cotton, uncoated-nylon, muslin, felt.

Tight lettering - this method is great if you have tiny lettering that needs to be legible.

2.) Opaque transfer:

Like the light transfers, but the substrate is peeled from the backing paper before heading to the heat pressing process. Anything not removed from the CMYK print/separated material will show up on the fabric or garment.

Pros:

Dark Colors - can be transferred onto dark colors.

No Minimum.

Photo-like images - laser printed images through CMYK.

Print material - works on cotton, poly cotton, uncoated-nylon, muslin, felt.

Cons:

Light colors only - in this process, all of the colors are multiplied onto the fabric you apply the transfer to... White is the best color to use with this method.

Size Constraint - limited to 10" x 16"



Cons:

Heavy feel - heavier than the light transfer or dye-sublimation.

Simple shapes - we only produce squares or rectangle shapes. Any space that isn't cut-off of this type of transfer is printed.

Size Constraint - limited to 10" x 16"

3.) Plastisol transfer:

The plastisol print is printed 'in reverse' onto special heat transfer release paper. The transfer is heat pressed onto the fabric or garment. The end result is an opaque, resilient design that will last and is only printed where you want it to be; as opposed to our other opaque transfers that are square/rectangle cut.



Pros:

Dark Colors - can be transferred onto dark colors.

Print material - works on cotton, poly cotton, uncoated-nylon, muslin.

Cons:

Design - like screen prints, you need to have a design with line art. There can be gradients. Vector images are preferred.

Heavy feel - plastisol transfers have heavier ink than any of the other transfer methods.

Minimum - we have a strict minimum of 250 pcs.

Size Constraint - limited to 9" x 12.7"

4.) Dye-sublimation transfer:

Dye-sublimation is a transfer process in which an image becomes a part of an actual item. Sublimation needs special ink, transfer paper and specific white polyester substrates. The image is mirrored when printed on the special paper. Then, when it's pressed and heated to high temperatures, sublimation ink turns into a gas. When heated, the pores in the polyester open and allow the gas to enter. Once removed from the heat, the pores of the polyester close, trapping the colored ink inside. The image will be smooth to the touch and very durable!



Pros:

Light feel - ink does not build up on the fabric. Other types of prints can feel heavy and give a plastic-y appearance. Images are permanent and do not peel or fade. The image becomes part of the product.

Bright colors - due to the bonding of the ink to the transparent fibers of the polyester, colors can be extraordinarily brilliant. Truly continuous tones can be achieved that are equivalent to

photographs, without the use of special techniques such as half-screen printing.

Stretches - Also stretches without cracking!

Unlimited size - Up to 59 inches wide! The image can be printed all over the entire item, with no difficulty in printing all the way to the edges. We print before we sew.

Cons:

Print material - 100% polyester, nylon.

5.) Other digital prints

VOC-Free*, Eco-Friendly Water-Based Disperse Dye Inks

- Backdrops
- Feather Flags
- Flutter Flags
- Free Standing Flags

Dupont Artistri Acid Dye Inks

- Nylon Flags

VOC-Free*, UV Curing Rho Ink

- Vinyl Banners

**Volatile Organic Compound Free*

UV-Curable Pigment-Based Ink

- Rigid Outdoor Signage



Embroidery

Send your art in, and we can digitize it for you. There is a set up fee associated with this service. If you have your own DST file, we may be able to use it, and waive that fee. Our embroidery pricing are for designs that are 5000 stitches. Please call for larger design sizes.

Pros:

Dark Colors - embroider your logo onto any color.

Dimension - 3d puff embroidery is available. Having a puff design makes for a very professional look. Our reps are happy to price out your puff-out design.

DST file - we can use your DST file as long as it's approved by our art department.

Cons:

Design - you need to have a design with line art in mind. Gradients are difficult to pull off. Vector images are preferred.

Minimum - we have a strict minimum of 24 pcs.

Raster vs Vector example

Art Files: Raster images vs. vector art:

There are 2 kinds of art, generally speaking, that you can create on a computer: Raster and Vector art.

The type that you are probably most familiar with is Raster. Most of the images on the web are raster images. The way a raster image is set up is like a mosaic; blocks or pixels of color next to one another. When you step back, these series of pixels are interpreted as a complete image, however if you zoom in enough, the picture will become fuzzy, or the series of pixels you started with, depending on the software you're using to view the image. When you use a digital camera or use an image scanner, the image that is produced is a raster image. Most of the images you see on the web are JPG, which is a lossy file type. To save space, lossy file formats use an algorithm to approximate the colors in the image; the higher the compression, you will see more artifacts in your image, and if you save your jpg multiple times, you may get a worse image each time.

Vector on the other hand, can be thought of as a "connect-the-dots" image. When you manipulate a line in 2 dimensional space, the line is still a line and does not get fuzzy or pixelated, no matter how close you zoom in on it. This makes it useful in three different ways; we can increase the size of an image without having the image getting blurry or blocky like a mosaic, separating colors is much easier, and there usually isn't any compression degradation. You can also spin the image without degrading the image, where with a raster image, if you spin an image in anything other than 90 degree increments, the computer needs to rearrange and mix the pixels in odd ways, which may degrade your final product.

Illustrator is what is used to edit vector images mainly, and Photoshop mainly edits raster images, but both programs can incorporate both raster and vector elements. There are free programs like Inkscape, or cheaper alternatives to Adobe's products, such as Corel Draw or Affinity Designer, that will allow you to create vector images, but please be advised that there may be some obstacles to overcome, depending how the RIP software interacts with Adobe's RIP software. Please send AI or EPS files. While we accept high resolution raster art for Light Transfers, Opaque Transfers, Dye-Sublimation, and other Digital Prints, **we ask for vector images for all other types of decoration.**

