

# DECORATION METHODS YOU SAY WHAT?

The method used to get your logo or artwork onto merchandise and/or apparel depends on the design of your logo and the material it is going on. There are a few variables to consider, but **DO NOT FEAR**, we're here to guide you.

## Screen Printing

**Screen printing** uses fine mesh screens which ink is forced through with a squeegee onto flat or cylindrical objects. It is commonly used on fabric, as well as items such as drink bottles and mugs.

It is ideal for **large solid areas of colour** and can achieve close **PMS (Pantone Matching System)** matches on white and light coloured products. For darker products/fabrics, a base is applied to prevent bleed through. This can **affect the intensity of colour** and there PMS match is approximate.

A **set up charge** is required for **each colour** to be printed, therefore this can become an **expensive** printing option for logo's with a **large number of colours**.



## Pad Printing

**Pad printing** uses a silicone pad that **transfers an image to a product** from a printing plate. This method is able to transfer images on **uneven or curved products** and can print **multiple colours** in a single pass, and is therefore a popular and affordable way of branding promotional products.

There are limitations in the size of the branding area on curved surfaces. Close PMS (Pantone Matching System) **matches are possible on white and light coloured products**, with approximate matches achieved on darker products. A **set up charge** is required for each colour to be printed.



## Laser Engraving

**Laser engraving** is an **ideal decoration method** for promotional items such as pens, stainless steel drink bottles, USB sticks, keyrings, techno items and any other **wood, glass, metal, plastic and rubber** items.

Laser engraving uses a **laser beam**, the heat of which marks or engraves an object's surface by **creating cavities to form the final image**.



## Embroidery

**Embroidery** is thread stitched onto fabric, such as clothing, headwear, bags and towels, to replicate your artwork or logo. It is the **most common technique** for branding a uniform due to its **high quality** and **durable finish** that will often outlast the life of the garment itself.

With a very broad range of thread colours to choose from, **close PMS matches are possible**. Embroidery is best suited to **small areas**.



## Dye Sublimation

**Sublimation printing** uses heat to **combine ink and fabric together**. The artwork is first printed onto special paper. The inks used are brought under heat, then combine with white fabric and **permanently print** onto the fabric.

This method is **less prone to fading** and won't crack, peel or wash away as the **ink is embedded** in the fabric rather than simply laying on top like a normal print.

