



Promotional Products

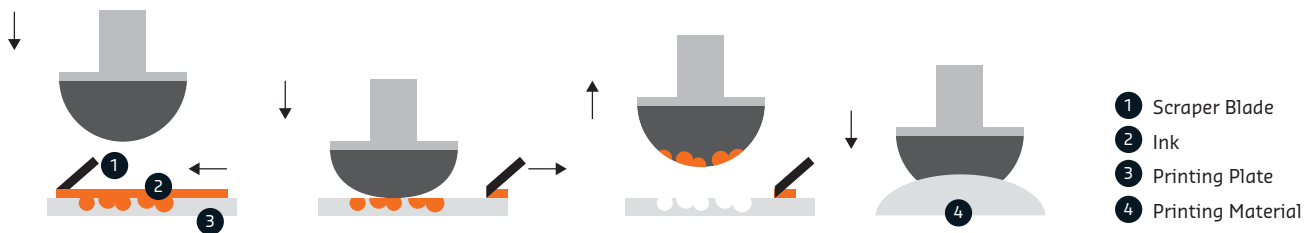
Printing Process Overview

1/0 TO 4/0 PANTONE/HKS (PAD PRINTING, SCREEN PRINTING AND TRANSFER PRINTING)

Here promotional products are printed using either pad printing, screen printing or transfer printing.

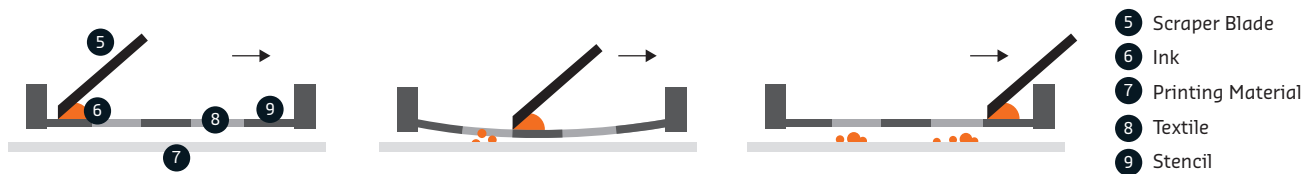
Pad Printing

Colour is applied by a silicon stamp. This allows printing on curved or uneven surfaces.



Screen Printing and Transfer Printing

The colour is printed on the material with by scraping the colour through a screen. With transfer printing, the image is printed on paper first and is then transferred with a transfer press to the product.



The type of printing depends on the product, material and the surface conditions.

4/0 EUROSACLE (DIGITAL PRINTING, DIGITAL STICKER, FULL COLOUR DOME PRINTING AND SUBLIMATION)

With 4-colour printing the promotional product will be printed using digital printing or sublimation.

Digital Printing

Digital printing transmits the artwork directly from the computer. Digital sticker printing does not print directly on the product, instead artwork is printed on a sticker and then placed on the product.





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Sublimation

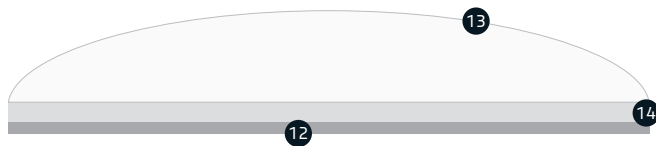
With sublimation, the colour is evaporated into the material.



- 10 Material
- 11 Ink

Doming

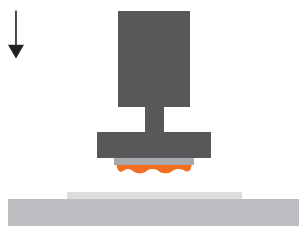
Full colour dome printing is a digital print with a raised epoxy resin coating over the printed image.



- 12 Adhesive Film
- 13 Print Design
- 14 Printed Motif

BLIND EMBOSING/FOIL EMBOSING

Here the design is stamped into the material using a specially made stamp, resulting in a three dimensional design. Foil embossing refers to this process where an additional gold or silver foil is applied.



LASER ENGRAVING

Designs are burned into the material with laser engraving. In contrast to mechanical engraving, this process allows small and uneven surfaces to be embellished.

