



# ***PRINTING METHODS FOR PROMOTIONS***

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# What Are The Different Printing Methods Available?



LASER ENGRAVING  
(ENG)



UV PRINTING  
(UV)



SILKSCREEN  
PRINTING



PAD  
PRINTING



EMBOSSING  
DEBOSSING



DIGITAL  
PRINTING



EMBROIDERY



HEAT TRANSFER  
PRINTING (HT)



DOMING  
EPOXY (DM)

**Popular Printing Methods on Promotional Products:**



## Laser Engraving:

Laser engraving is a permanent and precise personalisation method that cannot be undone.

### How does it work?

Laser Engraving etches away the outer surface of metal products to reveal the inner-layer. Sometimes the surface colour is a different colour to the inner metal that becomes exposed when etched. Your branding will show in the colour of the inner metal.

### Advantages:

- The branding becomes part of the surface and is permanent
- Can be used on curved or uneven products
- The product can be shipped as soon as the engraving is finished
- Engraving increases the perceived value of items because of the professional finish

### Limitations:

- The size of branding areas is limited, especially on curved surfaces
- Fine details can be lost on smaller products such as pens
- Branding colour cannot be chosen as it is dependent on the inner material of the product

## Silk Screen Printing:



Screen printing is a printing technique where fine material or mesh is used to transfer an image onto another material. The mesh is stretched out so it creates a screen and ink is pressed against it in order to successfully print the image.

There's a lot of setting up required with screen printing, so it's best used for printing repeat items in bulk.

It's not very cost-effective for small number orders.

But if you need a lot of the same image, it's a highly cost-effective method of printing.

### Advantages:

Branding can be any solid colour

Large print area

Print has clean, crisp edges

Close PMS (Pantone) colour matches are possible

### Limitations:

A set up charge is required for each colour in your branding

Unable to print variable data (eg. gradient color )

Cannot print photos





WINE LIST



brand



## **Embossing and Debossing:**

In general, embossing and debossing experience a lot in common and are remarkably similar printing techniques.

The sole difference between them lies in the finish: embossing creates a raised impression while debossing – a depressed one.

This impression is conveyed on paper by exerting pressure between a metal plate mounted in the press and a counter.

While developing the design for these printing techniques, do not forget such a mechanical process will change the paper and at the same time, the design itself.

Be sure that there is enough space between the letters because these techniques can coalesce them.



## Digital Printing:



Digital printing maps out an image onto a chosen surface – a shirt, a mug, a hat, a bag, etc. – and using minute droplets of ink transfers that image onto it. Its simplicity and minimal use of equipment make digital printing one of the most cost-effective printing forms out there.

It is also ideal for small batches of products, making it one of the best Print on Demand services options.

Direct digital print involves the transfer of ink directly from the print heads of an inkjet machine to the product.

### Advantages:

- Can be used on curved surfaces
- Instant drying so products can be shipped immediately
- Unlimited number of colours or gradients

### Limitations:

- Branding can sometimes appear grainy



## **Embroidery:**



Embroidery uses thread and is priced by the number of stitches needed to produce your design. The smaller or less-detailed your branding, the fewer stitches are required, and your price will be lower.

Embroidery is commonly used for pocket-sized branding on garments, hats or other textile items.

## **Advantages:**

- Multi-colour designs do not incur additional setup or per-item costs
- Higher perceived-quality finish in the eyes of many
- Able to produce individual names on garments
- Metallic gold and silver threads are available
- Equally suitable for garments & headwear

## **Limitations:**

- Cannot produce gradients
- Cannot produce photos
- Not suitable for fine detail, small text or thin fonts.

## Transfer Printing:



## Sublimation Transfer:

This method depends on the use of a volatile dye in the printed design. When the paper is heated the dye is preferentially adsorbed from the vapour phase by the textile material with which the heated paper is held in contact. This is commercially the most important of the transfer-printing methods.

## Heat Transfer Printing:

Heat transfer printing (HTP) is based on the ability of certain disperse dyes to sublime from a printed paper at temperatures of 180–200 °C and is the very essence of simplicity. It is therefore no wonder that it was once regarded as something of a philosopher's stone.

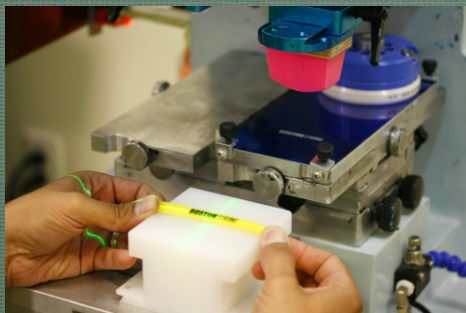
In a nutshell transfer printing is great for personalised textiles, with its inexpensive set-up and ability to recreate high-quality images products durable and long-lasting results.



## UV Printing:



UV printing is a form of digital printing that uses ultra-violet lights to dry or cure ink as it is printed. As the printer distributes ink on the surface of a material, specially designed UV lights follow close behind, “curing” or “drying” the ink instantly.



## Pad Printing:

Pad printing uses a silicone pad to stamp an image onto a product using a laser etched printing plate. It uses ink and is priced by the number of colours in your design. For each colour in your branding, we make 1 plate.

The fewer colours in your design, the fewer plates we need to make, and your price will be lower.

Pad print is commonly used on small, non-flat products like golf balls, mugs or pens.



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