



Production Methods for Promotional Merchandise

DIGITAL PRINTING



This is similar to how you'd normally print in the office or at home. The range of colours are made up of a CMYK process allowing a large gamut of colours to be reproduced. This allows for gradients and tints of the same colour, photographic images or anything in-between to be reproduced on the product providing the texture and substrate of the product will allow it.

EMBROIDERY



Embroidery is the usual method of getting logos onto clothing and uses different colour threads to reproduce the logo on the garment. It produces a hard wearing logo and the colours tend to fade less when washed than screen printed logos on garments. Colours are usually very accurate but can't be 100% Pantone™ matched due to the nature of fabric.

EMBOSSING



This is used to produce logos on items such as leather folders and provides a subtle indented logo in the surface of the product. If desired, embossing can also be foil blocked, where a metallic foil or special colour ink is pressed between the block and the material to fill the indentation.

SCREEN PRINTING



Screen printing is a technique that has been around for over a thousand years but with the advent of modern technology has been improved. Each colour is applied as an individual spot colour which allows it to be matched exactly to the Pantone™ colour required. Colours also have very defined edges and it produces a very high quality print.

ENGRAVING



Engraving is probably the oldest method known, although modern techniques such as laser open up a range of different possibilities. Usually used on glass and metal products, although ceramic and certain plastics can also be engraved with stunning results. Special crystal glass blocks can also be 3D engraved using overlapping lasers to engrave a full 3D image inside a block of glass.

ARTWORK

Most artwork is suitable - EPS, AI, High-Res PDFs and JPG, however where the artwork isn't a vector size, we recommend a minimum of 300dpi at actual size.



ARTWORK

Vector EPS, AI or PDF, where pantones are supplied these can usually be matched.



TRANSFER PRINTING

Transfer printing can be used to apply a full colour print to a curved surface. The print is first made to a transfer sheet in reverse which is then applied to the product, this is then treated to make it adhere to the surface of the product.



ORINATION

This refers to the set up plates before the branding takes place. This is what takes time in the preparation, before the products are printed.