



The Decoration Guide.



CUSTOM APPAREL OPTIONS & FINISHINGS



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Screen Printing

The most traditional and popular form of garment printing.

The screen printing process involves three main elements: the screen, ink, and the squeegee. With these three elements in perfect sequence you are able to print on multiple substrates with very little limitations.

The stencil of your graphic is printed onto a screen, and ink is then pushed through the mesh to transfer your graphic onto your garment. Each color requires a separate screen, but it produces high quality prints that will hold up for a long time.



Benefits

- Can print on areas like sleeves and pant legs
- High quality, durable prints
- Can incorporate specialty inks
- Ability to print on range of fabrics
- Cost effective for large quantities



Recommended for

- Large quantities
- Bold graphics
- Oversize prints
- Non-standard print locations



Quick Tip

Starting with high quality artwork is the key to getting great screen prints.

Best Quality: Vector Files
(.ai, .eps, .pdf, .svg, .psd)

Standard Quality: Raster Images
(.jpg, .png, .tif)

SCREEN PRINTING INKS & METHODS

PRINTING



Plastisol

100% plastisol base & top colors

- Opaque
- No fibers showing through print
- Heavy hand feel



Discharge

100% discharge underbase & top colors

- Vintage or faded look
- Fibers showing through print
- Super soft hand feel



Combination

Discharge underbase, plastisol top colors.

- Vibrant colors
- Durable print
- Soft hand feel

DTG Digital Printing

Cutting edge technology that allows for digitally printing full color designs directly onto garments.

DTG works much like an office printer, except instead of printing on paper it prints directly onto fabric with waterbased ink. There are no limits on the amount of colors you can use, which makes it great for detailed designs. Because it does not have the set-up costs associated with screenprinting, it can save you money if you are doing a small batch of garments. Also great for one-off on demand orders that need to be produced individually.



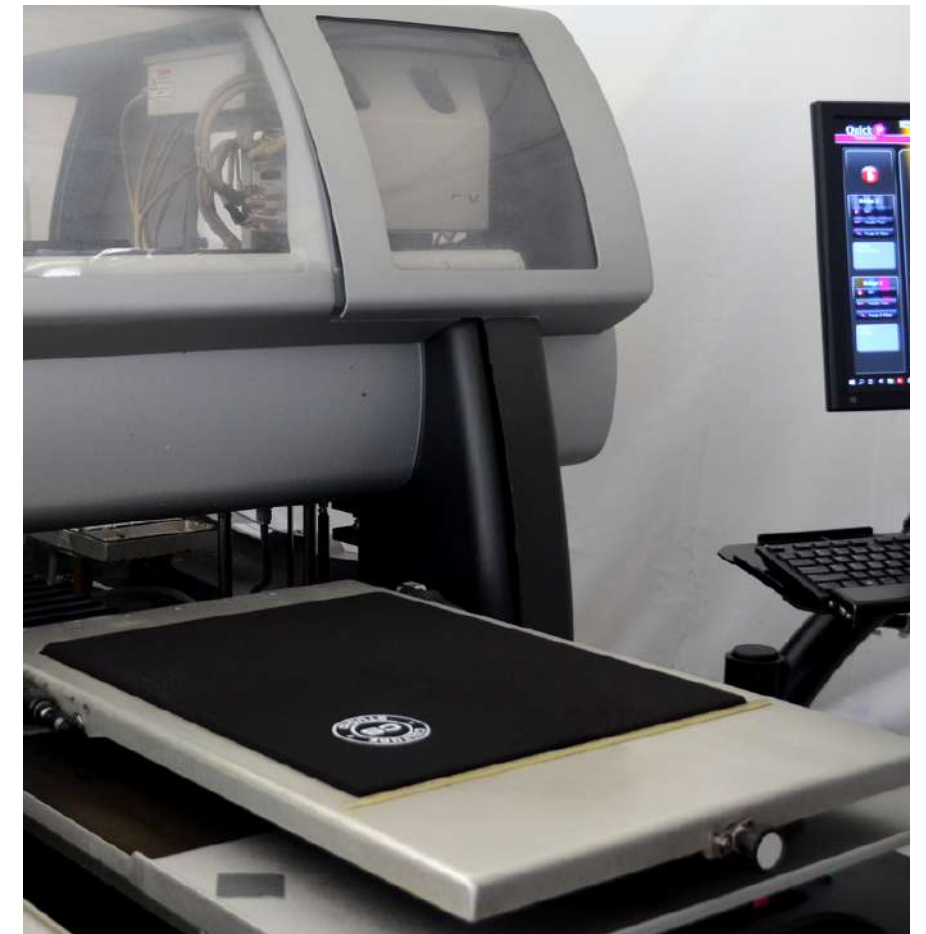
Benefits

- No limitations on colors
- No set up costs
- Cost effective for smaller quantities



Recommended for

- Photos & detailed designs
- Small quantity, high color runs
- Testing out designs before ordering bulk
- 100% cotton garments



Quick Tip

To ensure your DTG prints hold up for a long time, please note the following washing instructions:

- Turn shirt inside out to wash
- Use cold water on gentle setting
- Tumble dry on low or hang dry
- Turn the garment inside out to iron
- Do not use bleach

Hybrid Printing

Combines CMYK digital quality with the speed and feel of screen printing.

At 400 prints per hour, the Digital Squeegee bridges the gap between DTG printing and traditional screen printing. It combines all of the great things about screen printing (cost, efficiency, and ability to print with specialty inks) with the benefits of DTG (photorealistic prints and quick set up).

The Squeegee uses a screen printed underbase with a digital print on top to produce colorful photorealistic artwork. Waterbased/discharge CMYK inks are used for the underbase to give the DS inks something to adhere to.



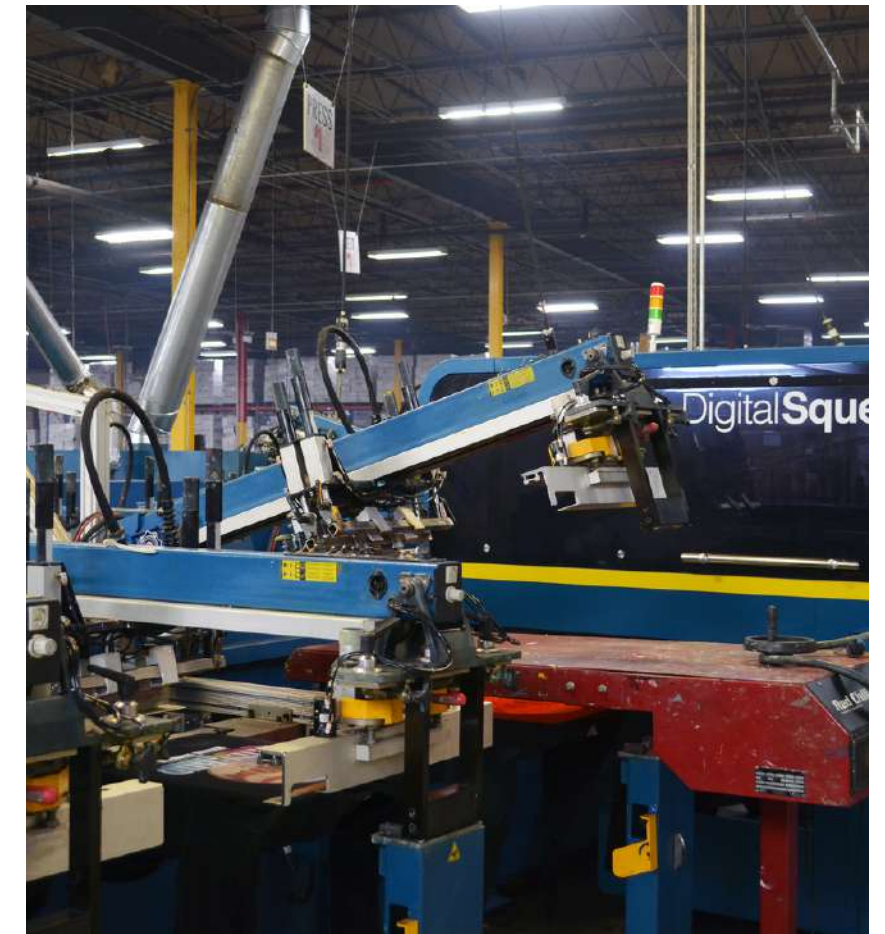
Benefits

- No pre-treatment required
- Eliminates expensive separations and custom ink mixes
- Complicated artwork can be set up and printed quickly
- Screen printed underbase cuts down cost



Recommended for

- Large quantities of high color/photorealistic artwork
- Album covers and photos
- 100% cotton garments



Quick Tip

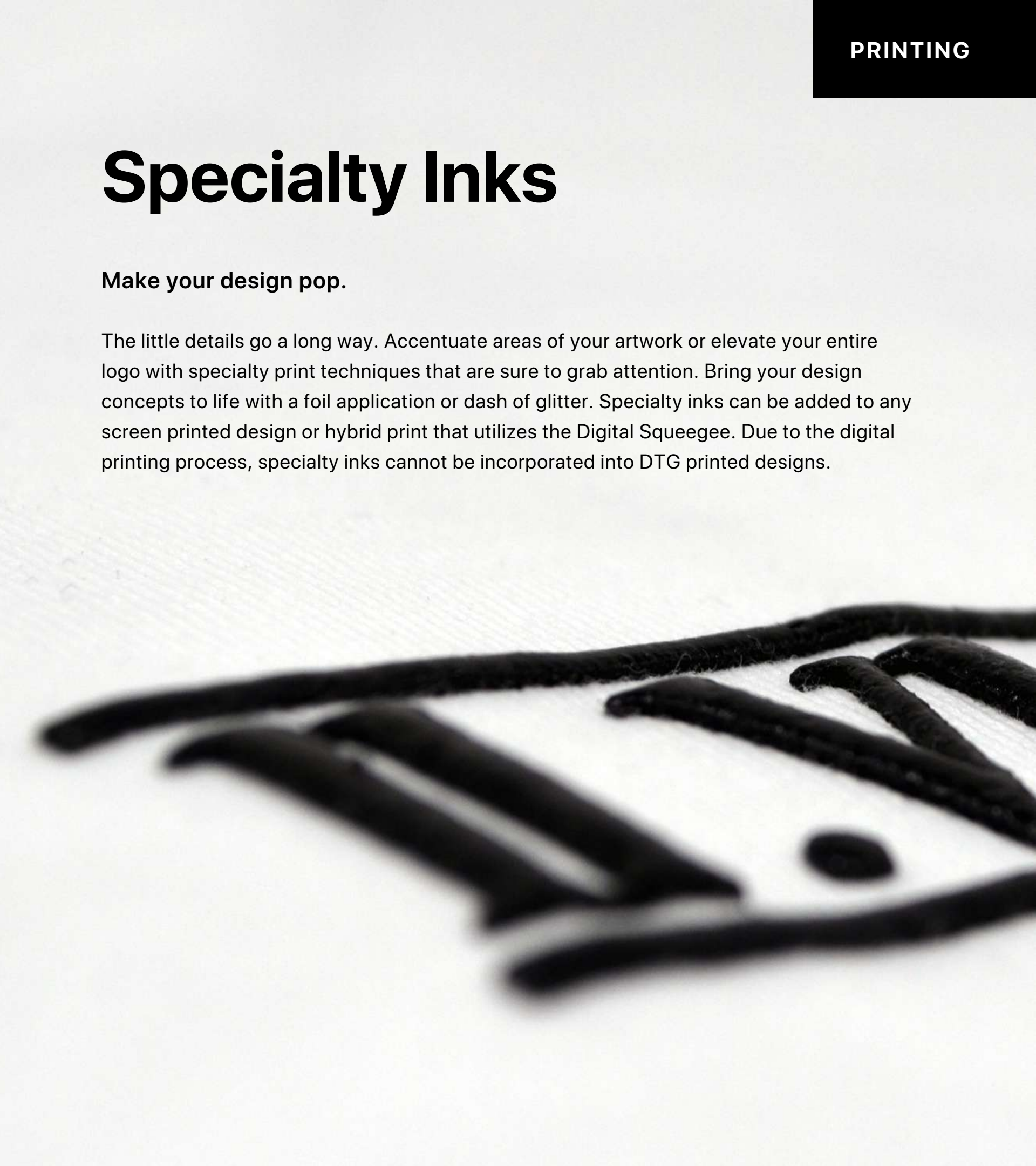
100% cotton garments will yield best results.

With cotton garments, only two screens are needed; a discharge base and a digital top coat for durability. This leaves a lot of room on press to have fun and add multimedia special effects like metallic, puff, and gel. Being that cotton is a natural material, it discharges well, stays vibrant, and results in a soft print that is comfortable to wear.

Specialty Inks

Make your design pop.

The little details go a long way. Accentuate areas of your artwork or elevate your entire logo with specialty print techniques that are sure to grab attention. Bring your design concepts to life with a foil application or dash of glitter. Specialty inks can be added to any screen printed design or hybrid print that utilizes the Digital Squeegee. Due to the digital printing process, specialty inks cannot be incorporated into DTG printed designs.



SPECIALTY INK TYPES

PRINTING



Crystallina



Shimmer



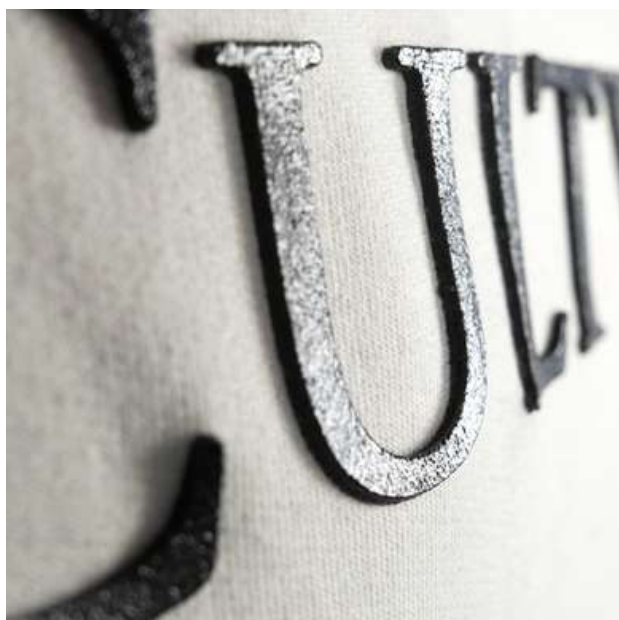
Metallic



Puff



Gel



High Density



Reflective



Suede



Glow



UV

Sublimation Printing

Full color, all over printing with cut & sew garments.

Sublimation is a method of printing that essentially brings ink and fabric together as one. First, a design is printed onto special paper. The inks turn into gas when exposed to heat, then combine with the fabric and permanently print onto the fabric. The heat opens up the pores of the fabric, then with the applied pressure the ink cools and returns to a solid form. The ink is embedded into the fibers which allows the design to feel like it's a part of the garment (as opposed to printed on top).

Sublimation printing is a real game changer when it comes to creative freedom. Sublimation allows all-over printing, meaning that the design can go seam-to-seam. You can print multiple colors and vivid designs on a large variety of garments and products like swimsuits, activewear, and blankets. It is important to note that you must print on garments that are 100% polyester or contain a poly coating.



Benefits

- High quality photo images
- Unlimited colors
- Ability to print seam to seam
- Wide selection of products to print on
- No minimum or low minimum quantity



Recommended for

- Photos, patterns, and full color designs
- Activewear like jerseys, leggings, and swimwear
- Accessories and home goods



Quick Tip

Higher poly count = more vibrant print.

The dyes in the sublimation ink are able to bond with the polyester molecules, resulting in the most pigmented print possible.

Poly blends tend to be softer and more comfortable to wear, so if you choose a blended garment you'll want to aim for at least 40% poly content.

Embroidery

Classic, high profile look.

Embroidery is a great alternative to printing when it comes to customizing garments like hats, track jackets, blazers, or polos.

How does it work? The artwork or logo has to be “digitized” which is the specialized process of converting 2D artwork into stitches or threads. The thread colors are loaded into machines, and the machine is programmed to sew the design.



Benefits

- High profile appearance
- Classic look



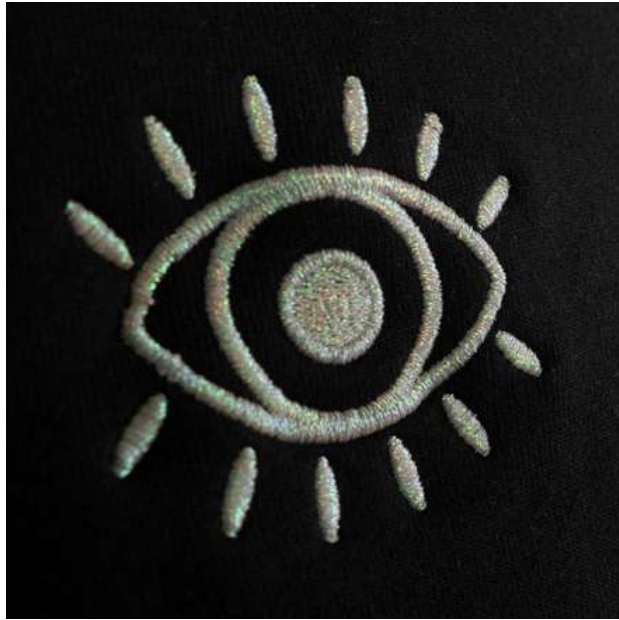
Recommended for

- Headwear
- Outerwear or materials that cannot be directly printed on
- Designs with lower color counts



EMBROIDERY SPECIALTY THREADS

EMBROIDERY



Pearlescence



Puff



Metallic



Wool



Glow



Reflective



Frosted Matte



Firefighter

Patches & Applique

The alternative to embroidery, for larger or high color artwork to reduce stitch count.

Patches and applique are great when you want the embroidery look but your artwork involves a large surface area of colors. Instead of thousands of stitches to fill in a solid object, patches & applique cut down on costly stitch count and reduce the pull on a garment.

With Applique, a flat piece of fabric is shaped to the design and stitched along the edges. With Custom Patches, your artwork is either embroidered or printed as a patch which is then adhered to the garment.



Benefits

- Reduces costly stitch counts
- Durable and waterproof options



Recommended for

- Artwork with larger surface area
- High color designs
- Outerwear & headwear



PATCHES & APPLIQUE OPTIONS



Chenille



Embroidered



Woven



Leather



Sublimated



PVC



Applique



Metallic



Transfers

For adding texture or decorating garments that cannot be printed on directly.

Transfers are a great way to decorate materials and garments that you may not be able to screen print on directly. They offer the benefit of adding high color artwork to headwear without the costly embroidery stitch counts, and also the creative freedom of adding dimension and flair to your design with specialty transfers.

Most transfers are adhered to the garment using a heat press. The transfer is placed on the garment, heat pressed, and then the carrier paper is peeled off, leaving the design on the garment. The design is sealed with a cover sheet and pressed again to cure the application.



Benefits

- Adds texture & dimension
- Makes logo or areas of artwork pop



Recommended for

- Decorating outerwear, activewear, and hats

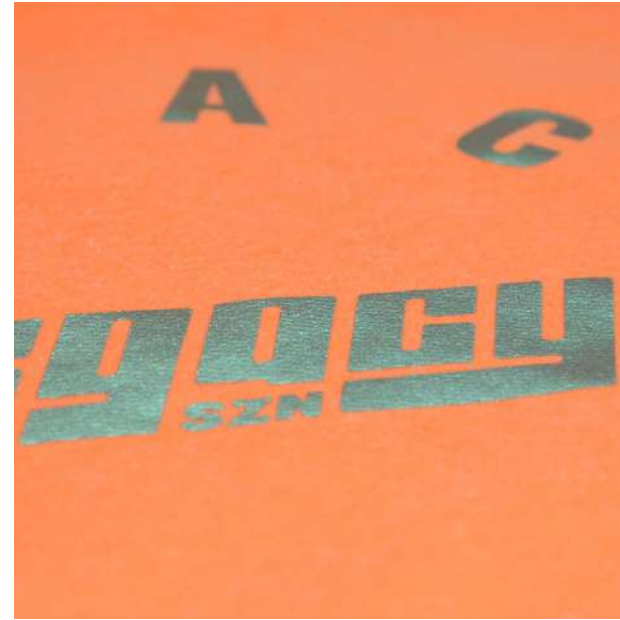


TRANSFER OPTIONS

TRANSFERS



Flock



Reflective



Sublimated Twill



Nylon



Rhinestones



High Density



Foil



Nailheads



Dye & Wash

Create one-of-a-kind dye treatments to transform a white or PFD garment.

Custom dye & wash treatments allow you to create your own one-of-a-kind garments. Start with a PFD (Prepared for Dye) garment, find some inspiration images, and craft a signature look with the ability to Pantone match.

PFD (Prepared for Dye)



The perfect blank canvas. PFD's are specifically made to ensure repeatability and accuracy with the custom dye and wash process. From tees to joggers, there's plenty of options to choose from.



No optic whiteners added

No chemicals interfere with dye process.



Oversize fit

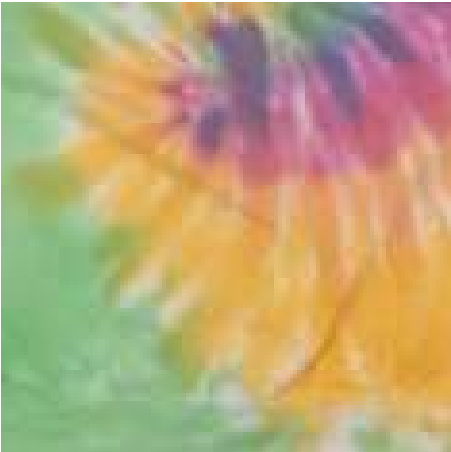
Cut oversize to minimize any shrinkage that may occur in the dye & wash process.



Sewn with cotton thread

Cotton thread ensures that the stitching dyes the same color as the rest of the garment.

DYES & WASH TREATMENTS



Tie Dye



Cotton Candy



Crystal Wash



Vista Wash



Dip Dye



Cloud Wash



Potassium Spray



Mineral Wash



Enzyme Wash



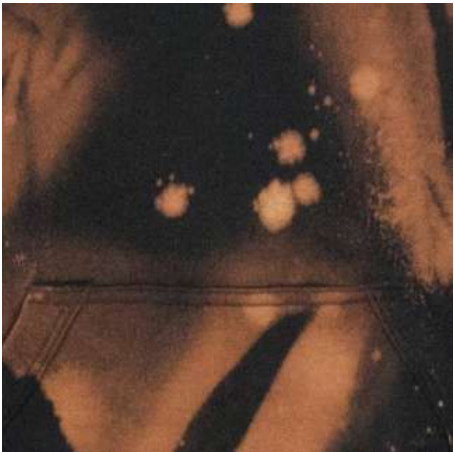
Dirty Wash



Stone Wash



Splatter



Peroxide Wash



Discharge Down

Cuts & Distress

Achieve a vintage, worn-in look while maintaining garment quality.

Distressing techniques like grinding, burnout holes, cuts, and fringe are all unique ways to add texture and character to garments.



Finishing

The final touches to get your merch ready for the retail racks.

Small details go a long way, and finishing services are a great way to reinforce branding and elevate the quality of your merch. Add woven labels, hang tags, or ship e-commerce orders in custom poly mailers for a premium finished product.



FINISHING SERVICES

FINISHING



Woven Labels



Hang Tags



Inside Tags



Size Stickers



Poly Bags



Paper Wraps



Poly Mailers



Corrugated Boxes



Elevate your brand.



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