

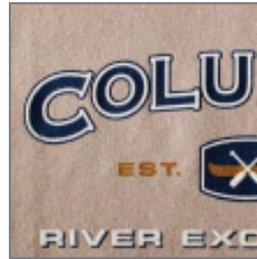
# Decoration 101 - Screen Printing

An imprinting method in which the image is transferred to the fabric. Ink is squeegeed through a stenciled screen stretched over a frame and then cured in a dryer.



## STANDARD SPOT COLOR WITH METALLIC GOLD

Spot color inks have a strong concentration of pigment which can produce vibrant colors. When printed properly, this can be achieved with a light deposit of ink, also called a "soft hand."



## PUFF INK

This ink contains an expansion agent that causes it to expand in all directions. It's best used in light coatings, which gives a slightly raised effect. Heavier puff prints are possible but may crack or cause uneven surfaces on the fabric.



## UNDERPRINTING

Underprints are used to block the absorption of the colors and allow the visible colors to appear as desired, especially when printing on darker fabrics. The right side of this image does not have an underprint.



## GLOW-IN-THE-DARK INK

Outline black or dark-colored inks with this ink to create a dramatic effect when the design glows in the dark. Works best when printed on white fabric.



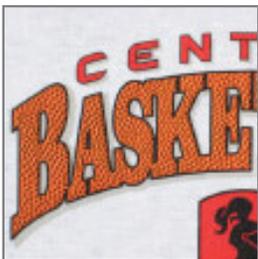
## HIGH DENSITY INK

This dimensional ink can be stacked one layer on top of another to create a 3-D effect that brings attention to the design.



## SILVER GEL INK

An unusual gel ink, silver gel has a high concentration of finely ground, bright metallic particles that gives a shiny look. It's a cost-effective alternative to metallic foils. The ink will tarnish over time depending on how it's laundered. Works best for small designs.



## SIMULATED SPORTS LEATHER

Create a design where the letters look similar to leather and that seem to have been sewn onto the fabric.



## CHINO INK

A dynamic, new ink created specifically for use on white and light-color fabrics. It presents bright, vibrant colors with an incredibly soft hand.



## BLISTER INK

Make a design more interesting without adding a lot of extra cost. Blister ink has a blowing agent that expands and bubbles when exposed to high temperatures in the dryer. It leaves a crater-filled ink that has an edgy look. No two shirts ever look exactly alike with blister ink.



## HALFTONE DISTRESSED

Distressed designs have been popular for years. The key is to distress the design just enough to look old but not so much that the lettering is altered too much.

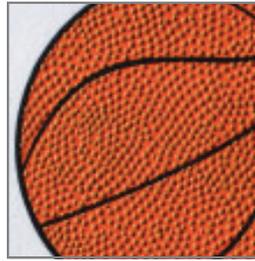


# Decoration 101 - Screen Printing



## CHIP DISTRESSED

An effective method of giving a distressed look, a chipped distressed style is placed over the entire design. It can be created using either with one color or with many colors.



## SIMULATED LEATHER

Add basketball "nubbies" to create a stylized, textured design that looks and feels like the surface of a basketball. This works best on white, ash or light-colored fabrics.



## CLEAR GEL INK

This ink shines and shimmers in the sunlight as it simulates the look of water. Recommended for bold images. Not practical for small, detailed artwork with pointed elements.



## SUPER GEL

Create the look of a "splash" on top of a screen printed design. The gel is shaded an aqua blue to give the look of water in a pool. A drop-shadow around the gel helps the water stand out against the fabric.



## GLITTER

Add sparkle to a design with silver, gold or colored glitter. Add the shimmer with a clear, hyper-glittered top coat printed on top of your design.



## NEON INK

These super-bright, fluorescent inks add a pop of color and intensity to a design. For best results, print these semi-transparent inks over a base of white ink.



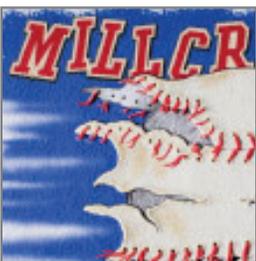
## SIMULATED MASKING TAPE

Created by a custom formulation designed to look like masking tape. The soft hand of the design looks great on darker fabrics.



## SPECIAL EFFECT STITCHING

Use a light puff ink outline to create what looks like stitching around your design. The texture adds interest and links to the popular varsity trend.



## SIMULATED BASEBALL LEATHER

The raised effect ink designed to simulate the feel of a baseball with its stitches contrasts well with the dark-color background ink. It's one way a white t-shirt can be modified by printing a background color to eliminate the cost of a more expensive dark fabric.



## METALLIC FOIL

Whether in a traditional gold or silver color or in metallic colors, a foil gives a design a shine that helps it stand out, especially against a dark background. Created by attaching a foil transfer with a clear, adhesive ink. They require special care when laundering to maintain their luster.

## TIPS FROM OUR EXPERTS

- It isn't possible to screen print in all desired locations unless you have the proper equipment. Logo size is a critical consideration when choosing the location.
- 100% polyester, polyester blends, pigment-dyed fabrics and neon colors are heat sensitive and cannot exceed temp thresholds higher than 320 degrees or shrinkage, bleeding or spot staining may occur. Use only low cure materials and a barrier base (grey) bleed blocker on dark colors. Be sure to consult with your ink supplier or decorator.
- When screen printing on 100% polyester, be sure to control the heat at flash and post dryer with cooling stations. Use a triple stack method to allow extra cooling time before stacking an item on top of another to avoid image ghosting.
- Not all products can be screen printed due to heat sensitive components in the product. Consult first with your decorator.
- Not all 100% cotton products or colors can be discharged (including pigment dyed, neons and white).
- Smooth out fabrics with a high fiber and soft hand before drying to avoid it having a rough spike-like feel.
- Some highly fibrous fabrics require a matte finish base layer first. Consult with your decorator about the best process to use.

