

# GETTING YOUR LOGO LOOKING GREAT

---

These days there are a lot of options for decorating promotional products with the company logo and artwork. The best option will depend on the product of choice, how you want the logo to look, timeframe and budget. We have put together a quick guide for the main techniques, which should help the decision process.



## 1. Embroidery

Embroidery is a common technique for textile products and is a versatile and reasonably cheap method of getting a logo onto a product. Especially for multi-colour logos. It can usually be done locally and therefore has a quick turnaround. The main disadvantages are that the result is not always an exact copy of the logo/artwork and is not as sharp an image as with some of the other techniques. More of an artform than a science, so use someone you trust and get a sample to approve before you go ahead.

## 2. Pad Printing

Pad printing is great for plastic, metal, wood and ceramics. It can produce complex logos and artwork, and works well on non-flat surfaces. Gives incredibly small and sharp print images. It was invented to print the small watch dial marks for pocket watches. You commonly see this technique on golf balls. The only downside is that registration can be a challenge with multi-colour prints.

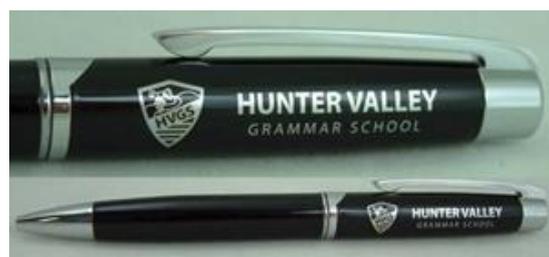


## 3. Screen Printing

Screen printing produces high quality detailed logos and artwork and is most used on cotton t-shirts. But bold and gutsy images can be done in sizes that would be too heavy if done in embroidery. It has a fast turn-around, but is limited by the quality of the material. 100% cotton works best.

## 4. Laser Engraving

Most commonly seen on metal pens and bottles, this is a long-lasting technique that produces a stylish look on the final product. It is, however limited in terms of colour. It works by cutting away the top layer of the product with a laser to expose the sub layer, so the colour depends on that sub metal. Production time is quick.



## 5. Digital Transfer

Digital transfer produces a sharp, clean look and is great for any textile products. This technique produces a great colour and has a low rejection rate, but it can be slow and occasionally produces inconsistent results due to materials and temperature. Set up costs can be expensive.



## 6. Applique and Reverse Applique

This style of decorating technique in which pieces of fabric, embroidery or other materials and sewn onto another piece to create designs and patterns. The result is a premium look, at a premium cost. It works best for garments and hoodies. The turnaround is longer than that for embroidery, but the possibilities for design and creativity are much greater.

## 7. Silicone Moulded Transfer

This technique is most commonly seen on sportswear and caps. Very high-end 3D look. The quality is extremely high, and the results are fantastic, but it can be expensive and slow. It is most cost effective at 1000-10000pcs, so not great for small orders.



## 8. Laser Watermarking and Etching

A versatile and long-lasting technique. Gives a tone on tone look. Laser watermarking produces an upmarket look and can be used on a wide variety of materials such as plastic, polyester, cardboard and wood. The only material it doesn't work on is cotton. It is a much more versatile technique than embroidery as the logo/artwork can go over zips and seams.

