

PRINT OR EMBELISHMENT PROCESS USED IN THE PROMOTIONAL PRODUCT INDUSTRY

Blind Stamp – A process whereby a die is pressed into the surface of the material, resulting in a depressed imprint. This process is usually available on vinyl, leather and faux leather products.

Deboss – A process virtually identical to blind stamping, whereby a die is pressed into the surface of the material, resulting in a depressed imprint. This process is usually available on vinyl, leather and faux leather products.

Embroidery – A process whereby a computerised, embroidery machine stitches coloured threads into the material. This process is usually available on cotton, canvas, microfibre, polyester, and nylon products.

Etched – A process whereby a photographic process prepares a film mask to etch into the glass or crystal product

Laser Engraved – A process whereby a laser is used to burn an impression into the coated surface or basic material of an item. Available on silver or other metal products such as key tags, pens and picture frames.

Pad Print – A process whereby ink is applied directly to the surface of the product via a flexible silicone pad leaving a colour print to substrates of plastic, metal (including coated metals), vinyl,

polyurethane, leather, glass, aluminium, stainless steel and wood. This process is suited to producing small, intricate designs to both 2 and 3-dimensional products.

Photo Transfer – A process where ink is printed on a transfer material such as paper, then applied to the surface of the material using heat and pressure. This process is usually available on canvas, cotton, and polyester products.

Silk Screen – Also called screen print, whereby ink is pressed through a fine mesh screen leaving a colour imprint on the surface of the material. This process is usually available on canvas, cotton, polyester, nylon, micro fibre and faux leather products, as well as ceramics, plastics and foam.