

## FULL COLOUR PRINTING

Produced using ink jet print machinery. The 4 colours; cyan, magenta, yellow and black, are used in different quantities to produce millions of different colours and shades. It is great for printing photos, four colour process images and more detailed logos.

**Suitable Products: Mobile phone covers, lanyards and stress items.**



## PRINTING

Printing is the most popular and cost effective technique and can take the format of pad (tampo) or screen printing. Pad printing involves the use of a pad to apply the ink to the product. Screen printing applies the ink via the use of a stencil placed on a porous material screen.

**Suitable Products: Hand warmers, earphone holders and USB sticks.**



## ENGRAVING

A very intricate process which involves carving the logo into the item, producing a permanent form of branding. In most cases engraving is performed by specialist computer guided laser engraving machinery.

**Suitable Products: Metal keyrings, power banks, metal badges and cufflinks.**



## DOMING

Achieved by adding a self-adhesive printed label with an epoxy dome cover to an item. The epoxy dome is made of polyurethane resin and is durable, tough and long lasting. The process is often used to achieve four colour process logos and can be more cost effective than other printing methods.

**Suitable Products: Cufflinks and keyrings.**



## IRON STAMPING

A heated metal dye is pressed into the surface of the item which leaves behind an impression. The impression is then filled with colour.

**Suitable Products: Trolley coins, pin badges and keyrings.**



## EMBROIDERY

Stitches one or multi-coloured logos onto material products using a needle and strands of thread or yarn.

**Suitable Products: Sweat bands, headbands and badges.**



## PVC

A bespoke mould is created incorporating a logo in various shapes and designs and is then filled with the liquid PVC and left to set and harden. Various bespoke shapes can be created and the set up costs are low, allowing small order runs.

**Suitable Products: Keyrings, coasters and photo frames.**



## DEBOSSING

A technique that leaves an impression of the logo on an item. A heated, metal plate is applied to the surface of the item and when removed it leaves behind a recessed imprint.

**Suitable Products: Keyrings, medals and wrist bands.**

