

Sublimation Process

Stage by Stage Guide

Promo & Print Co.

BRANDING SOLUTIONS



01
STEP

QUOTE

CUSTOMER REQUESTS QUOTE FROM PROMO & PRINT CO. CUSTOMER TO PROVIDE THE FOLLOWING:

- QTY
- ARTWORK - VECTOR FORMAT
- SHIPPING DESTINATION
- TIMEFRAME
- STYLE

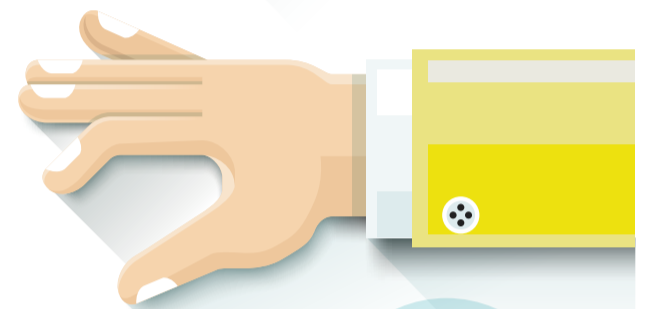


DESIGN

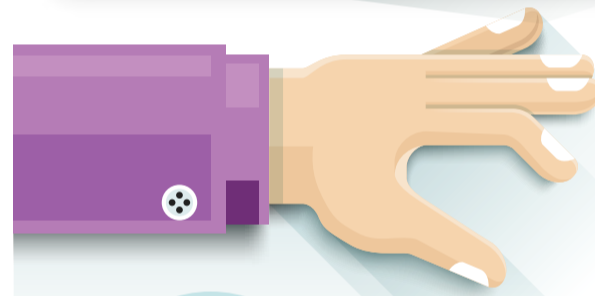
After customer approves quote, the next stage is the design. We will provide a low res mockup which is used for proofing purposes only.

One review is included in the quote, additional changes will incur a design fee.

All artwork to be supplied in vector format.



02
STEP



PO & PAYMENT

Once the design has been approved, the customer is to raise a purchase order to Promo & Print Co. and make payment to proceed to Production Layout stage.



03
STEP

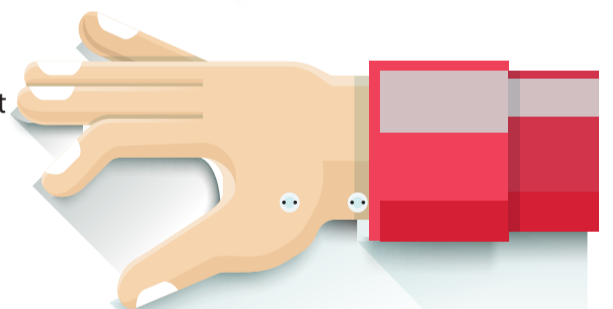
PRODUCTION LAYOUT

Once PO and payment has been confirmed by Promo & Print Co., a Production Layout request will be provided to the customer.

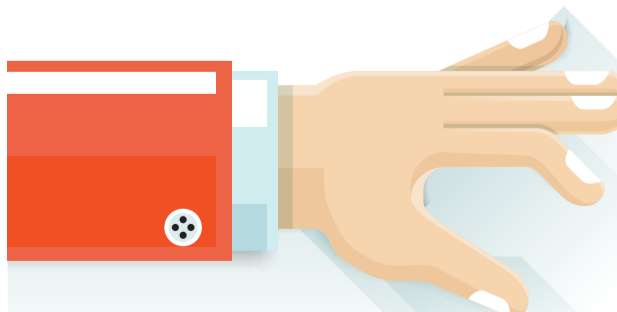
The Production Layout will then be provided to the customer to check and approve the following:

- Product style
- Colours of graphics
- Positions of logo/s
- Trim colours (if any)
- Button & velcro colours (if any)
- Zip colour (if any)

**It is vitally important at this stage to check the layout thoroughly as no further changes can be made to the design after this stage.



04
STEP



05
STEP

PRE-PRODUCTION SAMPLE

At this stage a pre-production sample is produced and supplied to the customer. If the timing is tight, a panel print can be produced instead of the full pre-production sample.

Once the customer approves the sample, the order goes into full production.

Timeframe: 5 - 7 weeks to produce and ship order to our warehouse depending on shipping option. Then delivery from warehouse to customer is additional timing depending on location.



What is Sublimation?

Dye-sublimation printing is a digital printing technology using full colour artwork that works with polyester and polymer-coated substrates. Also referred to as digital sublimation, the process is commonly used for decorating apparel, signs and banners, as well as novelty items such as cell phone covers, plaques, coffee mugs, and other items with sublimation-friendly surfaces. The process uses the science of sublimation, in which heat and pressure are applied to a solid, turning it into a gas through an endothermic reaction without passing through the liquid phase.



PRINTING

In sublimation printing, unique sublimation dyes are transferred to sheets of "transfer" paper via liquid gel ink through a piezoelectric print head. The ink is deposited on these high-release inkjet papers.



HEAT TRANSFER

The transfer sheets are then placed on a heat press along with the substrate to be sublimated. In order to transfer the image from the paper to the substrate, it requires a heat press process that is a combination of time, temperature and pressure.



CUT FABRIC

Once the design has been "transferred" onto the substrate, the design is cut out.



SEW FABRIC

The cut out substrate is then taken and the garment sewed into its final form.

The end result of the sublimation process is a nearly permanent, high resolution, full colour print. Because the dyes are infused into the substrate at the molecular level, rather than applied at a topical level (such as with screen printing and direct to garment printing), the prints will not crack, fade or peel from the substrate under normal conditions.

HOW LONG WILL IT TAKE?

Pre- production sample: 15 Business Days

Full production: 5 weeks (Air Freight) - 8 weeks (Sea Freight) after sign off on pre-production sample

WHAT ELSE DO I NEED TO KNOW?

- Customer to supply design, colours, layout, logos in EPS or Vector files
- Mock up design: it normally takes 2-3 working days.
- Min order quantities : 30 per style
- Digital image sample: Free!
- Physical Sample will incur a charge of \$100 + gst and local freight charges for orders under 100 items
- Production will only commence once we have received signed contract and deposit.
- Under no circumstances can your order be amended or changed, once order has gone to print.
- Local freight charges will apply.
- Please advise of your due date in advance, as we will make every effort to meet your dead line. We do not accept responsibility for any delays or interruptions outside of our control, i.e. public holidays.

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