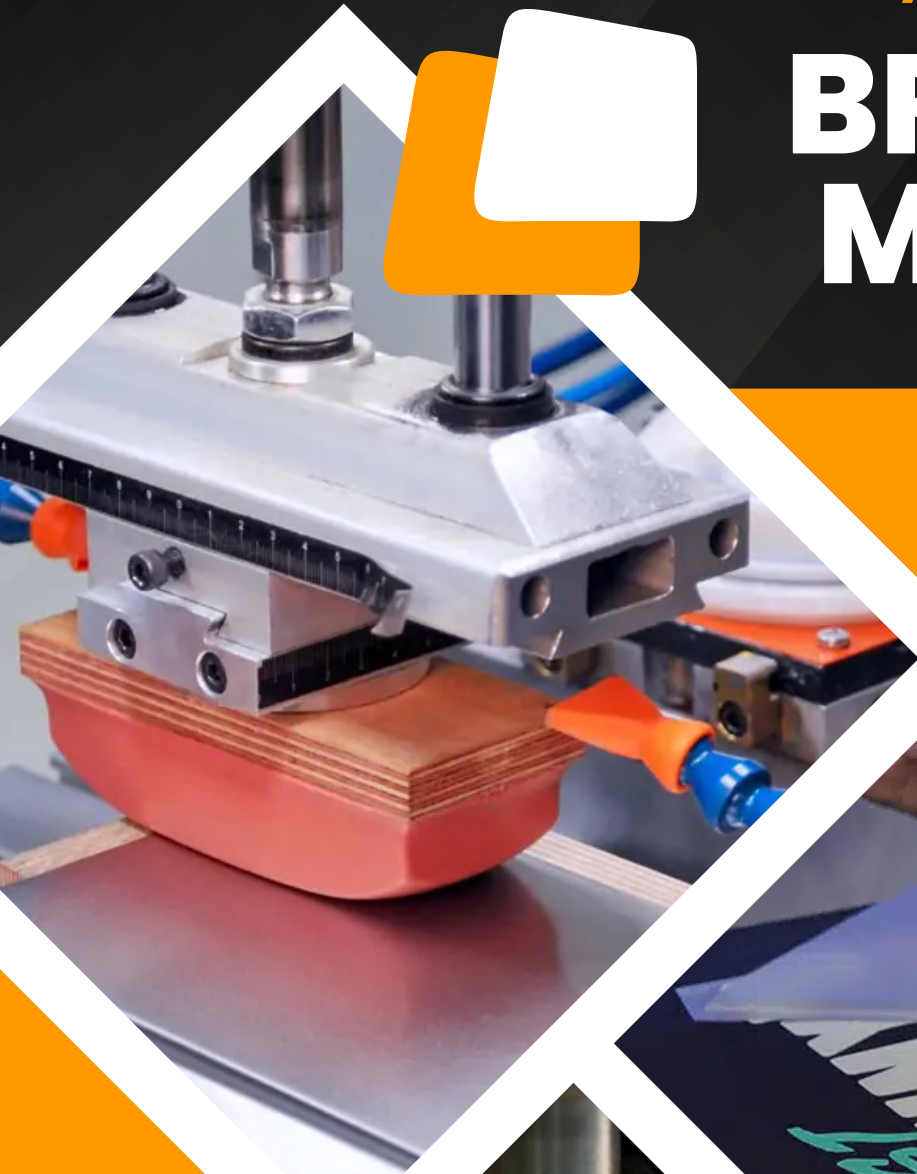


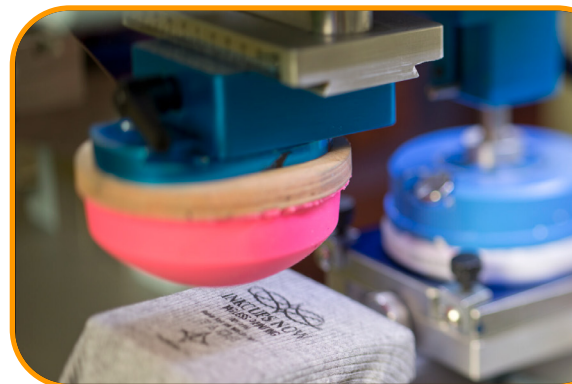
A Guide to **BRANDING METHODS**



**Curious about how each branding method works?
Here's the technical side of things, explained in simple terms:**

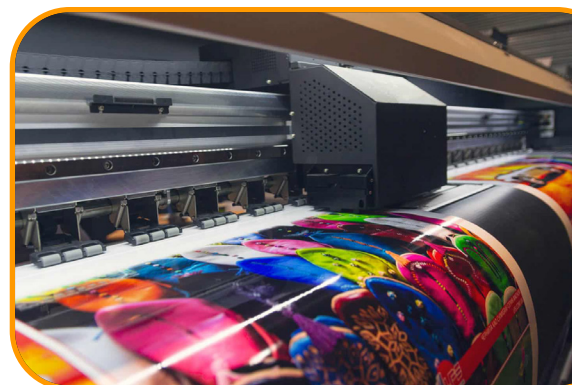
1. Pad Printing

Pad printing uses a squishy silicone pad to pick up ink from a metal plate that's been engraved with your design. The pad then presses the ink onto your item's surface. Because the pad is soft, it can flex around curved and uneven surfaces, making it perfect for things like pens, stress balls, and small promo gadgets.



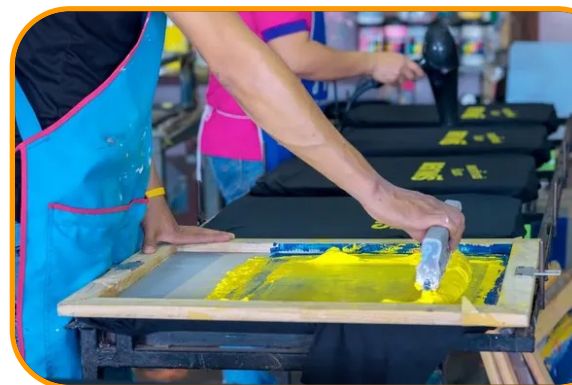
2. Full Colour Digital Printing

Imagine a fancy inkjet printer — that's basically how full colour digital printing works. Special printers spray ink directly onto your item's surface, and UV light zaps it dry instantly. This creates sharp, colourful prints that are great for items like drink bottles, phone cases, and other flat or lightly curved surfaces.



3. Screenprinting

Screenprinting is all about pushing ink through a mesh screen. First, they create a stencil on the screen by coating it with a special emulsion that hardens when exposed to light. The areas that aren't hardened get washed away, leaving your design behind. Ink is then pushed through the stencil and onto your item using a squeegee — great for shirts, tote bags, and banners.



4. Digital Transfers

Digital transfers start with printing your design onto transfer paper using a digital printer. The printed sheet is placed on your item, and a heat press fuses the design onto the surface. The heat activates a special adhesive that bonds the ink tightly to the fabric or material, making it a great choice for detailed logos on sports gear or clothing.



5. Supacolour

Supacolour combines two methods — it prints your design in vibrant colours on a special transfer sheet, then cuts the design to shape. Using a heat press, the transfer is applied to your item with strong pressure, ensuring it sticks firmly. Supacolour is a top pick for bright, durable designs on apparel, caps, and soft textiles.



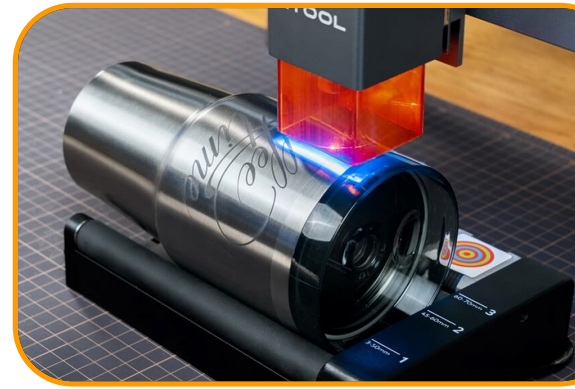
6. Sublimation

Sublimation is a clever process that turns ink into gas. The design is printed onto transfer paper using special sublimation ink, then heat and pressure turn the ink into gas. The gas bonds directly to polyester fibres, creating a design that won't crack or peel. Sublimation is perfect for clothing, mugs, and other polyester-based items.



7. Engraving

Engraving uses a laser beam to burn your design into metal, glass, or wood. The laser follows a programmed path, cutting away the top layer of material to reveal your design. Because it's precise and permanent, engraving is a great choice for awards, trophies, and personalised gifts.



8. Embossing

Embossing is done by pressing a metal die (which is shaped like your design) into your item using heat and pressure. This creates a raised effect that looks sleek and premium. Embossing works best on leather, paper, or card stock, and you can even add coloured foil for extra style.



9. Debossing

Debossing is the opposite of embossing – instead of raising your design, it's pressed down into the material. A metal die is heated and stamped into the surface to create a recessed imprint. It's a classy, understated way to add logos to leather notebooks, journals, or wallets.



10. Embroidery

Embroidery is like a high-tech sewing machine at work. Specialised embroidery machines stitch your design directly into fabric using thread. They follow a digital pattern to ensure precision and detail. Embroidery is super durable and ideal for uniforms, caps, and jackets.



11. Etching

Etching uses acid or a laser to eat away a thin layer of material, leaving a frosted or textured design. Acid etching is popular for glass, while laser etching works well on metals like stainless steel or aluminium. The result is a permanent, detailed design that's great for trophies, awards, or classy drinkware.



12. Imitation Etching

Imitation etching creates a frosted design like real etching, but instead of using acid or lasers, it's done with a special ink spray. The ink is applied through a stencil to create that subtle, etched look. This method is quicker and more affordable for bulk orders.



13. Foil Print

Foil printing involves stamping a shiny metallic foil onto your item's surface. A heated metal die is pressed against the foil, causing it to bond to the material. It's a fantastic way to add some sparkle to notebooks, invitations, and gift packaging.



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