

Differentiate (-ski), u.t.& i. Constitute the difference between, of, or in; develop (t.& l) into unlikeness, specialize, (species, organs, functions, synonymous), discriminatē discriminate between. Hence a'tion (si) n. [f.difference; secate]. Oxford Concise Dictionary

intandem

## INTANDEM FAQs – Printing Process

12/07/2013



# Section 1

A horizontal dashed line spans the width of the page. To the left of the center, it curves downwards. To the right of the center, it continues straight. On the far right, there are two vertical wavy lines: a solid dark grey one and a dashed yellow one, both curving inwards towards the center.

**Artwork**  
WLMOLK

# What Artwork does Intandem need?

The preferred file type for most promotional products branding is a **Vector** Illustrator EPS file (Vector image also can be stocked in PDF). . These files allow us to accurately manipulate and resize logos without any loss of quality, detail or accuracy. This ensures the best possible reproduction of your logo on your promotional products.

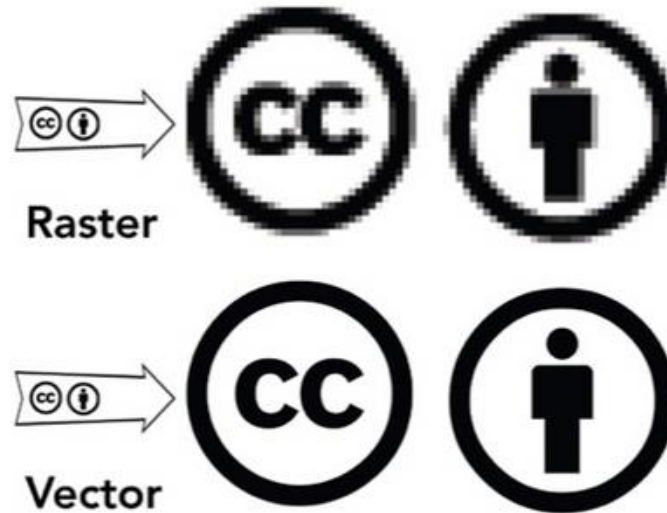


## **Vector Image (.eps or .ai)**

These are the ideal files required for the correct printing and reproduction of your logo on promotional products. Details can be changed, added or removed from vectored art such as PMS and it also allows you to change the size while maintaining quality.

**If you are not sure where to find your Vector Logo, please contact your LOGO VI designer.**

# Why not JPEG or other rasterized Image?



**\*\*\* The image quality will be lost if you resize non-vector image**

## **Rasterized Artwork (.JPG .PNG .TIFF .BMP .GIF)**

Files with the .jpg extension are only suitable when the branding required is embroidery. Jpg files will need to be re-illustrated for printing and engraving. A high-res .jpg file can also be used for printing digital or offset printing jobs, though it is not a preferred file type for most logo reproduction on promotional products. Raster art is made up of pixels so is not smooth which is most obvious when you try to enlarge the image.

# Other things you need to know...

## **Fonts (.ttf)**

All fonts must be either converted to outlines/curves or supplied as .ttf (TrueType) files for us to load on our system. It is preferred that all files are outlined to ensure no loss or change to your art supplied.

## **What if I don't have original artwork?**

Contact your original company VI designer for artwork if possible. We also have a designer on staff so if required we can re-illustrate logos when we receive basic files. Art files supplied will be assessed on an individual basis.

## **Things to remember - Your Artwork Checklist:**

- Have you supplied us with an Illustrator EPS File or JPEG (Embroidery only) File?
- Have you converted all Fonts Converted to Outlines?
- Have you supplied the Pantone PMS Colours?

## **Do I see an Artwork Approval/Positional?**

All orders receive an artwork approval for final checking with exact print dimensions, exact colours and your logo placed on the item for you to sign off prior to full production.

## Section 2

# Understanding Promotional Printing Processes

# Pad Printing

**Pad Printing** is a type of stamp printing processes. It uses an image that is recessed into the printing plate, Ink is flooded into the recessed images and the surface is doctored clean. The image is then transferred to the item being printed by a smooth silicone rubber stamp called a 'pad'. With pad printing we can print onto concaved, convex, curved and recessed surfaces.

Benefits of Pad printing include:- The Pad Printing method is capable of printing onto a larger variety of surface structures compared to screen printing. It also allows wet-on-wet multi-colour printing (print on wet ink without waiting for it to dry first) which means it takes less time to process.

**LIMITATIONS:** Maximum pad print area is either 50mm W x 180mm H or 180mm H x 50mm W so therefore pad printing is perfect for smaller products of a difficult shape.



# ITEMS WE CAN PAD PRINT INCLUDE:

- Mugs
  - Stress Objects (balls, cars, houses, etc.)
  - Compendiums
  - Glasses (This includes shot glasses and anything else made of glass)
  - Pens
  - Picture Frames
  - Corkscrews
  - Boxes/Cases
  - Coasters
  - Plastic Cups
  - Steel Travel Mugs
  - Pocket Radios
  - Torches
  - USB Drives
  - Calculators
  - Clocks
  - PLUS 100's MORE DIFFERENT TYPES OF PROMOTIONAL PRODUCTS
- We can pad print 1, 2, 3 or 4 colours as well as full colour print.





# Laser Engraving



**Laser Engraving** is the method of placing your logo onto a promotional product by burning away a coating on the material. In this way the finished product will be without a PMS colour as it is showing through the colour of the product you are branding. We have access to the technology to not only engrave your logo all at a single depth but also at different and multiple depths. Multiple engraving depths or 'tones' can create some wonderful effects on your metallic products. Tones work best if you have a multiple colour logo that you wish to laser engrave in tones, this will give the effect of a grey-scale image when engraved. Benefits of Laser engraving include. Laser engrave can never be removed unlike ink printing.

# ITEMS WE CAN LASER ENGRAVE INCLUDE:

- **Key rings**
- **Pens**
- **Stainless Steel Mugs**
- **Business card holders**
- **Luggage Tags**
- **iPod Nanos**
- **PLUS MANY MORE TYPES OF PROMOTIONAL PRODUCTS**

# Rotary Screen Printing



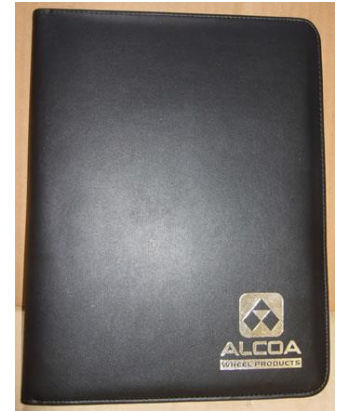
**Rotary Screen Printing** is the technique of rolling a product across a flat screen which will in turn produce a print which goes all the way around the product without any breaks.

You can't use any ordinary screen printer to do this, it requires a machine specifically designed to rotary screen print. We have access to the latest in Rotary Screen printing technology. So if you have a brand that is too big for pad printing - rotary screen printing is the alternative.

# Deboss/Foil Stamping

## Hot Foil Stamping & Embossing

Hot stamping is a specialized printing process that uses heat & pressure to embellish the surface of an item. It can be done with foil to produce a shiny metallic finish – or without foil where the image is pushed in with no colour. Hot stamping requires a stamping block to be made in the image to be stamped.



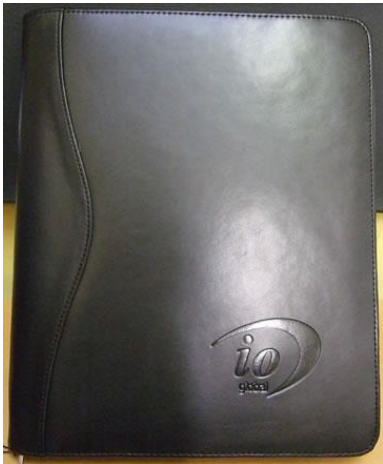
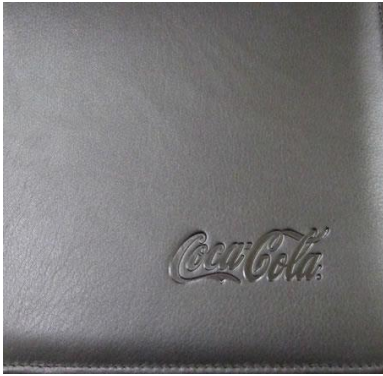
## Foil stamping

The “printing” is done using an industrial foil with a special adhesive backing. The heat and the pressure of the machine makes the foil bond with the surface of the item being stamped. A foil stamp is a permanent image on the surface of an item and looks shiny, glossy and smooth. Generally, promotional items can be foil stamped in gold, silver or black or a limited range of other metallic colours. Exactly which other colours depends on the surface of the item to be stamped however the range of colours is limited. Foil stamping requires no drying time and will not rub off under normal use conditions.

Foil stamping can be done on most items whether they are made from leather, vinyl or PU as well as onto card and paper and plastics.



# Deboss/Foil Stamping



## Blind stamping or debossing

Blind stamping, also known as debossing, stamps an image without any colour. Blind stamping is where an image is pushed into the surface of an item such as a bag or compendium and leaves a permanent impression in the surface of the item.

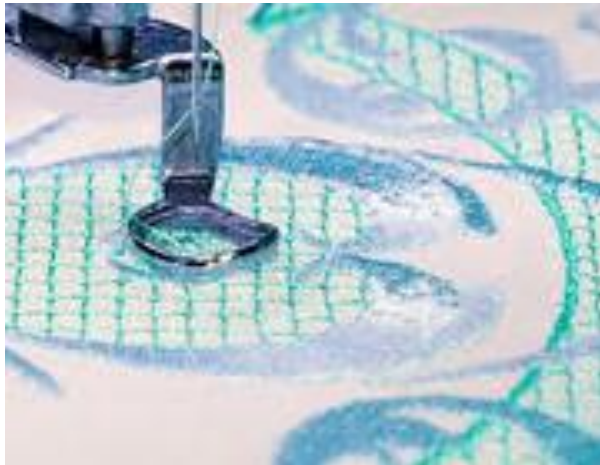
Blind stamping is a subtle way of embellishing a finished item such as a compendium or travel wallet or wine carrier. Items made from genuine leather will blind stamp best. Bonded leather items will also take blind stamp. Some vinyl and PU items can also be blind stamped however this is on a case by case basis and will depend on the artwork. For non-leather items usually artwork which consists of line-work or thinner areas of art blind stamp the best. Sometimes, the cross hatching of the backing fabric can become apparent in a blind stamp onto a non-leather item and the result may or may not be pleasing. Based on our experience with the particular non-leather item, we may recommend you get a pre-production sample blind stamped in advance of the rest of your order to ensure that you are 100% happy with the result that can be achieved.

# Embroidery

**Embroidery** is used for decorating garments using stitched thread.

Embroidery is an essential option to make almost any garment look as professional as possible.

Embroidery is most commonly used on items such as caps, polos and bags for a professional finish however depending on the complexity of the logo other print options may be suggested. It is cost effective on smaller run orders with multiple colours due to no setup per colour. Intandem can place Embroidered Badges or Direct Embroidery onto your work wear, sports gear, club shirts, towels or caps.



# Screen Printing

**Screen printing** is questionably the most flexible of all printing processes. It can be used to print on a wide assortment of items, including paper, paperboard, plastics, glass, metals, fabrics, nylon and cotton. Some general products for screen printing include posters, labels, decals, signage and all types of textiles. The benefit of screen printing over other print processes is that the press can print on items of any form, thickness and size.

A significant attribute of screen printing is that a greater thickness of the ink can be applied than is achievable with other printing techniques. This allows for some very attractive effects that are not feasible using other printing processes. Because of the simplicity of the application method, a wider array of inks and dyes are obtainable for use in screen printing than for use in any other printing process. A number of screens can be used to produce a multi-colored image or design.

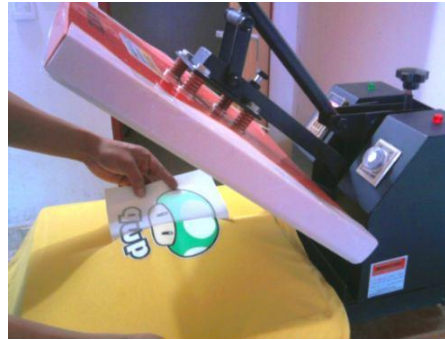


# Screen Printing

Screen printing is a larger print area than pad printing – standard price is usually based on within A4 but print size can be larger than this. Flat and Rotary screen print means we can also screen print onto promotional items such as bags, mugs, compendiums, satchels, umbrellas, pens and anything else that requires a print too big for pad printing.



# Plastisol Transfer



**Plastisol Transfers** are basically screen printed designs that are printed on a special heat transfer (release) paper instead of screen printing the design directly to a garment. The resulting print is now the transfer. To apply this transfer to the garment it is placed into a heat transfer press. The heat and pressure applied by the press will force the ink into the garment and finish curing it. When the press is opened and the paper is peeled off the shirt, the ink remains behind. A heat-applied plastisol transfer will be as permanent as a direct print and under some circumstances nearly indistinguishable.

Intandem can produce high quality and multi coloured plastisol transfers which give the same appearance as direct screen printing with all the advantages of a transfer. Plastisol provides great opacity onto dark garments with clear graphic detail and as the name suggests a more plasticised texture

Plastisol printing provides a sharp and consistent print with strong and vibrant colours that can be applied to almost all garments. Colours can be produced exactly to match the Pantone Colour Chart. Plastisol screen printing provides a soft feel finish with a long lasting, quality print.

# Sublimation Print (CMYK)

Sublimation printing is the application of sublimation inks onto a surface using a heat press to provide the required combination of heat, time and pressure. This combination causes the inks to penetrate the surface so that a permanent, full colour image is formed. The result is colourful, long lasting and resistant to scratching unlike some other printing methods that merely print onto the surface of the item. We can print anything that can be printed onto paper including high quality 4-colour process images in this way. Fine detail and vivid colours can be achieved. The process is especially suitable for all over prints on any white fabric that has a minimum content of 80% man-made fibre.

## **WHAT PRODUCTS CAN BE SUBLIMATED?**

Hard items include signs, place mats, coasters, tiles, mugs, metal, phone covers, ipad covers, tablet covers and key rings. Soft items include polyester fabric, canvas, umbrellas, t-shirts, polo shirts, car sun screens, pillowcases and more! A sublimation print on an appropriate polyester fabric is permanent and feels part of the material as if embedded and certainly will not crack, peel or fade.

## **WHAT PRODUCTS CANNOT BE SUBLIMATED?**

It is possible to sublimation print a cotton fabric but the image will wash out within a few washes. Other items may be unsuitable if they are unable to withstand the temperatures required for dye sublimation printing

# Sublimation Print (CMYK)



# Digital Transfer

Also known as "Photo Finish Transfer" these transfers are printed using 4 colour digital technology. The benefit of this process is you can reproduce multi-colour graphics, photo images and four colour process images and achieve the highest quality result possible with current technology.

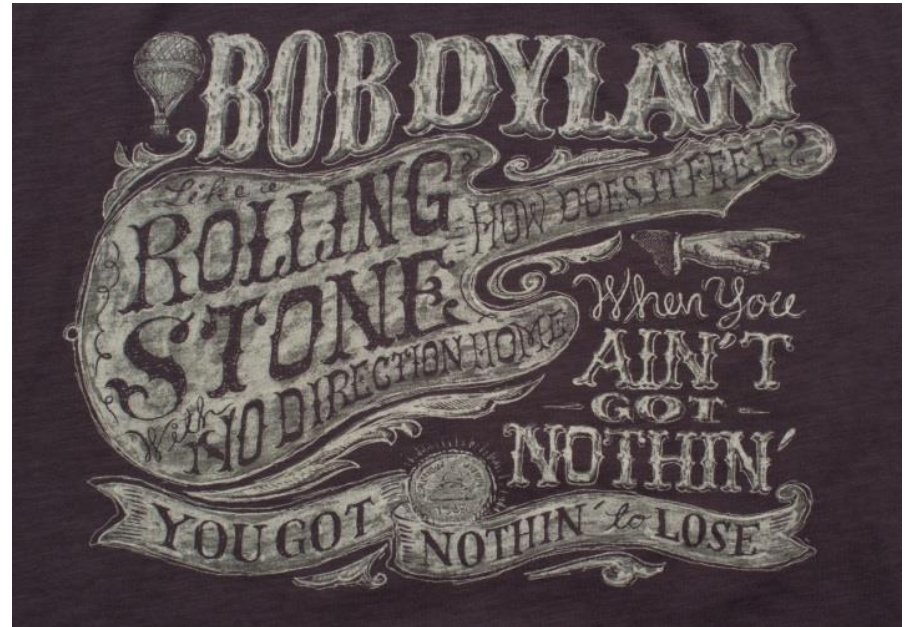
## WHEN IT IS USED?

We would recommend using digital transfers for any design that uses lots of gradients of colours, or ones that require a photo realistic finish where screen printing just can't give a high enough level of detail.



# Discharge Print

Used to print both light and dark garments, discharge works by removing the dye in the garment - this means they leave a much softer texture. Exact colours are hard to produce but this screen printing technique is perfect for distressed or vintage prints.



# Flock Print

Flock screen printing is the most durable heat transfer made in Australia, and can be printed in any PMS colour or combination of colours. Designs can be reproduced more precisely than with embroidery, to create a cleaner graphics look. Flock printing is designed for fast and easy application to most types of textiles and fabrics, is colourfast, easy to handle and has unlimited shelf life.

The velvet like finish of the flock screen printing technique is especially suitable for use by the fashion industry, and for any application requiring a high pile long lasting finish. Suitable for most fabrics and is highly recommended for School uniforms, industrial clothing, sportswear, or where a hard wearing print is required.

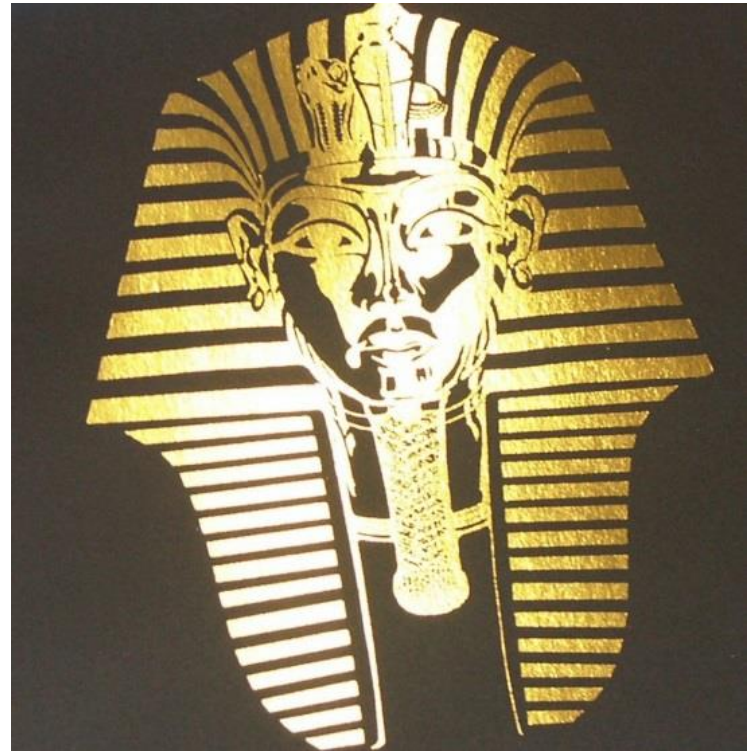
Flock sheets measure 500mm x 500mm and come in 13 standard colours or can be dyed to a specific PMS colour





# Foil Print

As its name suggests, glue is printed onto the garment and a foil is applied for a mirror finish. (All metallic colours are available).



# intandem

A handwritten signature in white ink, appearing to read 'Scott Reinke', with a long, sweeping horizontal line extending to the right.

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