

# Digital Transfers



This is a 1440dpi CMYK solvent ink print onto a white vinyl sheet that can be heat pressed on to fabric. Our printer can cut to any shape to suit the logo, often not leaving a white border if the logo doesn't need it.

## ART REQUIREMENTS

- A vector art file from Illustrator or CorelDraw (.eps, .ai, .cdr) gives the best results and is much easier for us to work with.
- For CMYK images, a hi res bitmap over 300dpi is needed (.jpg , .tif)

## PROS

- The setup is fixed regardless of colours, unlike screen printed transfers. This makes it very economic for short runs.
- Fast turnaround because there is no inks to mix or screens to make.
- This process is great for highly detailed photographic images or images with more than 4 colours.
- For nylon bags and other garments that will never be washed, this process is the best. Bright vibrant colours
- As it is a digital process it is very easy to make each garment unique.

## CONS

- As it is a CMYK process some PMS colours are difficult to match, we will do our best but we do not guarantee colour matches. If the file is a bitmap often if you adjust the image one colour may be right but this will affect the other colours.
- As the size gets up, the price will increase and other methods of branding may become more cost effective.
- Small Lettering. When the lettering gets detailed, the knife cannot cut it out accurately so sometimes we need to put an area of colour the same as the garment colour.
- As this is a print onto a vinyl material the colour will fade after a number of washes. We leave the transfers to dry for at least 12 hours before transferring and our longevity is good but it will not be as good as a screen print or embroidery.