



# Personalisation with Digital Transfers

## Digital Transfers - An overview...

Digital transfer printing can produce full colour designs on garments, head-wear, bags and many other items. Tricky effects like gradients & photograph designs can be easily achieved and look sharp & bright. The increasing demand for lower volume runs of personalised clothing, combined with the ease & speed of producing transfers, make the digital transfer system a must for any business needing personalised clothing.

After being printed onto heat transfer media, the design is transferred to the garment using a heat press.



This process is more cost-effective for small orders and for designs with many colours. This makes digital heat transfers a popular choice for short run personalisation. Transfers can be applied to a wide variety of materials, and are highly stretchable.



This can be quite a cost effective alternative to screen printing, when small quantities are required. It also offers great versatility, in that these transfers can be successfully applied to various fabrications such as high performance lycra, nylons & waterproof fabrics, which are not always conducive to traditional methods of printing. Digital transfers offer unlimited print colour combinations with quality reproduction and the versatility to print small quantities with colourful designs at affordable prices. Moreover, digital transfers are fully washable and long wearing.

Certain products or logos are better suited using the transfer printing method which involves heat pressing onto garments.

- \* Individual Names & Numbers for sports teams
- \* Nylon Fabrics- waterproofs, hi-vis jackets, umbrellas
- \* Lycra or spandex sports & leisure-wear.
- \* Stag /Hen parties etc
- \* Promotional fun tees
- \* Sports bags & back-packs
- \* Trucker Caps & Hats
- \* Lap top sleeves
- \* Year 12 School garments [personalised]

