

Your Guide to

HEAT TRANSFERS

Multi-color logos are applied to products through the use of transfers. Your logo is first reverse-screened onto a paper-like transfer material and then applied to the material's surface with heat and pressure. It is ideal for bold, colorful logos with sharp lines

WHY DECORATE USING HEAT TRANSFER?

- 1) Transfers are a popular solution when you have colorful images, like photos or dimensional designs with gradients and half tones.
- 2) A transfer can easily be added to a variety of fabric surfaces, often offsetting your imprint set up costs.
- 3) Transfers capture print rich images, rather than reducing color for screen separations required in silkscreen or simplifying the image for embroidery machines to stitch.
- 4) Transfers are an easy way to personalize a t-shirt with names or numbers.

WHEN TO USE HEAT TRANSFER

- 1) You are placing a smaller order
This may be the hardest decision when choosing which USB
- 2) Your design contains small text or fine details
Heat transfer is more capable of representing smaller details.
- 3) Your design has lots of colors
Heat transfer doesn't limit your number of color options.
- 4) You want an eco-friendly decoration method
There is very little waste associated with this method.
- 5) You want a metallic or glossy finish
Heat transfer offer a wide variety of finishes.

