

We know that you're always looking for innovative ways to showcase your brand.

With our industry-first,

**STATE-OF-THE-ART  
DIGITAL TRANSFER PRINTING  
SOLUTION FOR CLOTHING  
& CAPS,**

we'll ensure your logo or message stands out from the crowd.



**Click here** to watch a video of this revolutionary process.



# WITH HIGH RESOLUTION, PHOTO-REALISTIC RESULTS

you'll never have to compromise on your artwork again.

## DIGITAL TRANSFER PRINTING ON CLOTHING:

- is soft-touch and super-lightweight to wear
- has flexible characteristics and stretches with the garment
- has only one set up cost no matter the number of colours
- offers long-lasting results





**MAKE YOUR BRAND**  
**COME ALIVE**

The additional advantages of digital transfer printing become clearly apparent when compared and contrasted to the more traditional processes of embroidery and heat transfer.

**There are four main characteristics that make this a true branding revolution:**

**1**

**FINE **DETAIL** AND **SMALL** TEXT**

**2**

**GRADIENTS AND **SHADING****

**3**

**BRIGHT AND **VIBRANT** COLOURS**

**4**

**PHOTO-**REALISTIC** RESULTS**





1

# FINE DETAIL AND SMALL TEXT



# FINE DETAIL AND SMALL TEXT



DIGITAL TRANSFER PRINTING



EMBROIDERY

- Far **sharper detail and clarity** is achievable with digital transfer printing when compared to embroidery.
- **Small text won't close up** and text as small as 1mm will be legible. This is in stark contrast to the 5mm requirement of embroidery.



# FINE DETAIL AND SMALL TEXT



DIGITAL TRANSFER PRINTING



HEAT TRANSFER

- When compared to heat transfer, **no weeding is necessary** (heavy, solid blocks are not required behind text and images).
- Digital transfer printing is **super-lightweight to wear** and has flexible characteristics that allow the print to stretch with the garment.

2



# GRADIENTS AND SHADING





# GRADIENTS AND SHADING



DIGITAL TRANSFER PRINTING



EMBROIDERY

- Digital transfer printing offers the **ability to reproduce artwork with gradients and shading**, delivering results with a new sense of depth as compared to the flat, solid colours associated with embroidery.

3

# BRIGHT AND VIBRANT COLOURS





# BRIGHT AND VIBRANT COLOURS



DIGITAL TRANSFER PRINTING



EMBROIDERY

- **Digital transfer printing provides access to the full spectrum of colours,** whereas embroidery is limited to a relatively small number of thread colours.
- Harnessing the true power of colour, digital transfer printing produces **high-impact results.**



4

# PHOTO- REALISTIC RESULTS

- Digital Transfer printing delivers **pixel-sharp, photographic quality.**
- Enhance your marketing campaigns by incorporating images that traditional embroidery simply cannot replicate.







# PUT YOUR BRAND ON TOP!

## DIGITAL TRANSFER PRINTING ON **CAPS:**

- revolutionise branding on caps with the ability to print across seams; choose from our awesome range of 6 panel caps and do **your brand your way!**



With our extensive range of promo-basics, everyday-essentials and corporate clothing providing the perfect canvas, you're able to take advantage of our state-of-the-art digital printing equipment when promoting your brand, be it for a conference, staff uniform or next marketing campaign.

Knowing that any artwork can be reproduced in full colour and detail, at a relatively inexpensive price,

## **DIGITAL TRANSFER PRINTING**

is sure to become a favourite choice for high-impact results.







IT'S YOUR BRAND, DO IT YOUR WAY.

