Decoration Methods

This video will cover the basics of some of the most commonly used decoration methods, as well as briefly talk about decoration location and some of the costs associated with decorating products.

Understanding Color

- 3 main color models you will hear about in our industry:
    - RGB
    - CMYK
    - PMS

RGB

- Stands for red, green, blue
- Color profile used exclusively in digital designs
- Used in all computer screens, tv's, and mobile device screens
- 3 colors are used to create different color hues by blending light together at different intensities
- Designs must be converted to CMYK or PMS in order to be printed

CMYK

- Commonly referred to as four-color process
- Stands for cyan, magenta, yellow, and black
- Inks in the four colors listed are combined in different amounts to create different hues in a design
- Inks are mixed during the printing process
    - Can cause slight inconsistencies in the color
    - Important if your customer's logo requires specific branding colors
- Some tones that you may not be able to accurately reproduce with this process, such as metallic and neon

PMS

- Stands for Pantone Matching System and is a
- Universal color matching system. The
- Inks are pre-mixed before the printing process
- Colors are listed on the Pantone Chart
    - Find their corresponding PMS #
- Provide the most consistent and accurate color matching

- ○ Eliminates any discrepancy between the digital design and the finished product
- Commonly used in spot printing, where each color is printed one at a time
- Best choice when your customer wants to ensure brand color accuracy, as well as for black & white or mono-chromatic designs

Screenprint

- Direct print method
- Design is burned onto a mesh screen
- Then ink is pushed through the screen to print the design on the product
- Requires a drying process
- Can be air-drying, heat drying, or UV curing,
  - ○ Depends on the type of ink that is used
- Can be one or multiple colors, and
- Every color in the design requires it's own screen
- These details, as well as the quantity of the items to be printed on, determine the price of the design
- Most common use for screen-printing is fabric decoration, such as t-shirts
  - ○ Can also be used on a number of other product types

Embroidery

- Sewing the image on to the product with a needle and thread
- Computerized process
- Requires a digitized version of the logo or image so that file can be used to complete the process of embroidering the design
- Designs can be as simple or complex as your customer desires
- No limit to the amount of colors that can be used
- Commonly on apparel, jackets, hats, bags, and blankets
- Pricing for embroidery designs is based on stitch count

Heat Press

- Use of a heat press machine and some type of decorative material
- Materials come in a variety of styles, textures, colors and effects
  - ○ Examples are cad-cut material, transfer paper, and rhinestones
- Machine controls 3 factors:
  - ○ Time
  - ○ Temperature
  - ○ Pressure
- Factors vary based on the type of product you are decorating and the type of material being

used
- Very affordable
- Can be used on a variety of product types
- Easiest and quickest way to customize designs
  - Ex: jerseys with different names and numbers.
- Pricing based on the materials used, colors used and the heat application

Laser Engraving

- Cutting the design into a product
- Most often done using a laser
- Engraving with a laser is faster than traditional methods
- Allows for a high amount of detail in the design
- Most commonly used on awards & plaques and glassware, but can also be used on leather, wood, acrylic, and plastic
- Laser etching is a type of laser engraving, with the key difference being the depth of the design.
  - Laser etching creates a more shallow design on the product

Emboss/Deboss

- Similar decoration methods and, although both methods are
- Done using the same machine, a
- Slight difference in the process creates 2 distinct results.
- Embossing is done by pushing a metal die on the back of the product to
  - Creates a raised design on the front of the product
- Debossing creates the opposite—an indented design
  - By stamping a metal die on the front of the product

Full Color Digital

- Creates clean, crisp designs
- Can be used on a number of different product types
- Able to achieve photo-realistic designs
- Very cost-effective price
- Allows you to create the same look and feel on multiple products, such as when you want to create a grouping of products with matching designs
- Designs are lightweight and durable
- Have a high capacity to stretch and rebound to the original size & design