

BRANDING METHODS

Pad Printing

This high-volume branding process is favoured for small plastic products such as pens, key-rings, novelty items etc.

Using positives and a light exposure unit, a “logo-etched” plate is made.

This plate is placed into the ink-well of the printing machine and a silicone pad transfers the ink from the plate onto the product. Ink is bonded (cured) with the item by sending the printed product through a heating tunnel or oven.

Pad printing allows for up to a 4 colour print and colours are printed one at a time so accurate registration is essential.

Detail in the print can be excellent, however very fine detail and text less than 1mm high should be avoided as these details can “close up” during the printing process due to the ink bleeding.

Screen Printing

This branding process is ideal for bags and t-shirts but can also be used for umbrellas, cooler bags, and smaller items such as notebooks and folders.

Using positives and a light exposure unit, a “logo-exposed” screen is produced.

Using a squeegee, ink is pushed through the screen in the areas where the logo is exposed and onto the product that is being printed. Ink is bonded (cured) with the item by sending it through a heating tunnel or oven.



Screen printing allows for up to a 6 colour print and colours are printed one at a time so accurate registration is essential.

Detail in the print can be excellent, however very fine detail and text less than 3mm high should be avoided as the details can “close up” during printing due to the ink bleeding or based on the texture of the product. Item

textures can impact on print quality and superior detail can be achieved on a smooth fabric as opposed to a coarse texture.

Laser Engraving

During laser engraving a logo is burned into the product with a laser replicating the logo with precise accuracy. The laser burns off the top layer of the product revealing the layer beneath, therefore the colour of the engraving will be determined by the colour of the underlying layer.

Laser Engraving is a permanent method of branding and the tonal shades make it an upmarket, subtle choice.

There are 2 types of laser engraving machines:

YAG laser - Used for engraving metal items like pens, keyrings, mugs, flasks, knives & torches.



Co2 laser - Used for engraving organic & coated items like leather folders or wooden boxes



Screen Printing

This branding process is ideal for our clothing, caps and towels as well as selected bags, for a permanent and upmarket branding option.

Embroidery is the art of decorating fabric or other materials with designs stitched in strands of thread. Embroidery machines are driven by computers which read digitized embroidery files created by special software.



Embroidery allows for up to 9 colours to be branded.

Pantone colours are used as a reference to match to Marathon Thread colours, however the range of thread colours is limited when compared to pantones and the closest (not always exact) match is used.

Very fine detail and text less than 5mm high should be avoided as it is difficult to achieve this in stitches.

Digital Printing

There are 4 different processes that fall under this department:

1. Vinyl Stickers
2. Domed Stickers
3. Heat Transfer
4. Sublimation

1. Vinyl Stickers



Stickers are digitally printed in CMYK on an adhesive vinyl and then automatically cut to shape.

Stickers are then applied onto the products.

Vinyl is available in White, Gold, Silver (Matte and Shiny) and clear. Given that the logos are printed in CMYK we are unable to print white or metallic colours.

2. Domed Stickers



This branding process is ideal for multi-colour logos that are difficult to replicate in other print techniques, and is especially popular with cooler bags & keyrings.

Vinyl Stickers (as explained above) are coated with a polyurethane resin to give a three-dimensional appearance. Domed Stickers can be applied to smooth and rigid surfaces but work best with a purpose-made recessed plaque.

Clear Vinyl cannot be domed.

3. Heat Transfer



This branding process is mainly used where the logo is too intricate for screen printing since a digital print allows for more colour and greater detail.

A digital image is printed onto a special vinyl surface which is placed onto the product in the required position. The product is then placed in a

heat press, and the heat from the press melts the adhesive backing on the vinyl merging it with the fabric.

Heat transfer may affect the flexibility of the product because the logo is not cut out.

Only white vinyl can be used for this process and given that this is a CMYK process we are unable to print white or metallic colours.

4. Sublimation

This branding process works on man-made fabrics only, such as polyester and nylon and is perfect for polyester shirts, nylon bags and umbrellas.



The logo is printed (in full colour) onto a special transfer paper using special sublimation inks and cut automatically to the correct shape. The logo is then placed onto the product and heat is applied.

The heat causes the inks to transfer from the paper onto the product.

The logo can be as colourful and detailed as required because this is a digital print. Sublimation will not change the flexibility characteristics of the product in the same manner that a Heat Transfer might since only the ink is transferred onto the product.

Sublimation printers cannot print the colour white.

We don't recommend sublimating coloured items and suggest limiting this process to white or natural-colour products.

Digital Printing

This branding process is perfect for branding ceramic mugs, metal items and certain rigid plastic items.

Digital Transfer Printing is a relatively new technology which makes it possible to print a full-colour, digital print on various substances where previously this wasn't possible.

A digital print is printed onto a special transfer paper and the product that is being branded is treated with a chemical before the logo is applied. The transfer paper is then placed onto the product, transferring the ink from the paper onto the product. At

this stage the branded product is treated with a sealing chemical to ensure permanency of the logo.

The Digital Transfer Printer does not print the colour white so this process is best used on white and metal items. On metal products, the colours in the logo take on a metallic tinge but the ability to create a permanent, full colour branding on metal items is unique to this process and therefore extremely attractive.



Debossing & Foil Hot Stamping

Debossing

This branding process is both subtle and classy and looks great on folders, binders and select notebooks.

A logo is pressed into the surface of a product using both heat and pressure to create a permanent stamped impression in the product.

Foil Hot Stamping

This branding process works best on leather and PU folders as well as select rigid cardboard notebooks.

Hot stamping with foil is a similar process to debossing except that a thin foil is pressed into the products to create a colour. Even though heat and pressure are applied, they are applied in lesser volume than during debossing and therefore the impression is not deep. Foils are available in silver and gold.