

BRANDING SCHOOL

Utilising world leading techniques, your comprehensive guide to merchandise branding.



SUPA ETCH

Supaetch is an on-trend decoration method. The suede patch is laser cut than overlapped onto a range of products like, headwear, bags, blankets, beanies and scarves. The stylish finish is subtle yet effective, showcasing both the product and your brand in a professional manner with a high perceived value and retail look.



Advantages

- Cost effective method on all quantities
- Choose from 11 suede patch colours for the background
- Versatility – can be applied to bags, caps, beanies, scarves, apparel
- Lightweight feel compared to solid embroidery

Limitations

- Only approximate PMS colours can be reproduced
- Some colours cannot be reproduced including metallic silver & gold
- Suitable to smaller decoration areas

SUPA COLOUR

Supacolour is the latest technology in digital reproduction of logos using eco friendly inks. It can reproduce logos perfectly without a need to compromise.



Advantages

- Cost effective method on all quantities
- Unlimited colours, high vibrancy & ultra fine detail
- Photo reproduction available
- Robust decoration! Will outlive the product and won't peel, crack or fade
- Can be applied across seams and on coarse fabrics

Limitations

- Only approximate PMS colours can be reproduced
- Some colours cannot be reproduced including metallic silver & gold

SUPA SUB

Supasub is the latest technology in digital reproduction of logos using eco friendly inks when a logo can't be reproduced with embroidery, but you still want the look of embroidery. The best of both worlds starting with a SupaColour print and the addition of a stitched embroidery edge.



Advantages

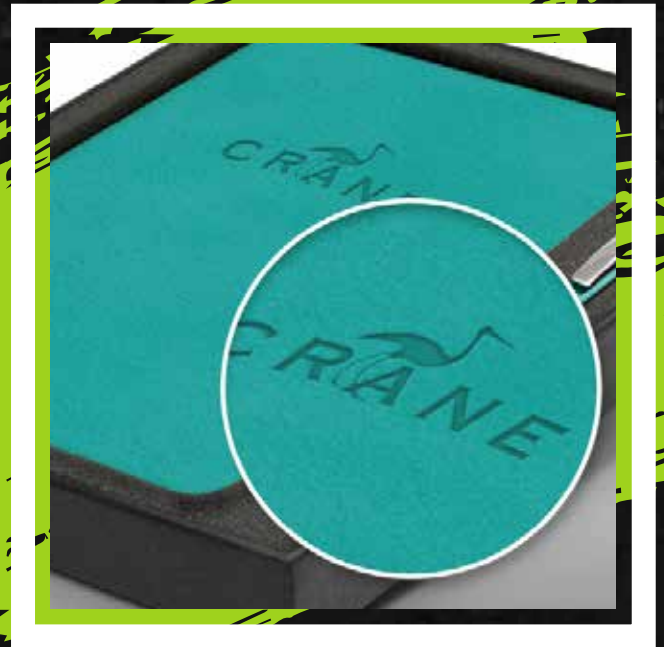
- Cost effective method on all quantities
- Unlimited colours, high vibrancy & ultra fine detail
- Versatility – can be applied to bags, caps, beanies, scarves, apparel
- Lightweight feel compared to solid embroidery

Limitations

- Only approximate PMS colours can be reproduced
- Some colours cannot be reproduced including metallic silver & gold
- Suitable to smaller decoration areas

DEBOSSING

Debossing is produced by pressing a hot engraved metal plate into the surface of a product with a lot of pressure. This produces a permanent image below the products surface.



Advantages

Higher perceived value than other forms of branding

The branding becomes part of the product and is permanent

Limitations

Has a higher initial setup cost than other forms of branding as a custom engraved metal plate must be made

This is a one off cost and is not applicable to repeat orders if the artwork remains unchanged

DIGITAL LABEL

Digital adhesive labels are used to brand products that cannot be branded with any other method. They are printed with a digital printing press and applied to the product.



Advantages

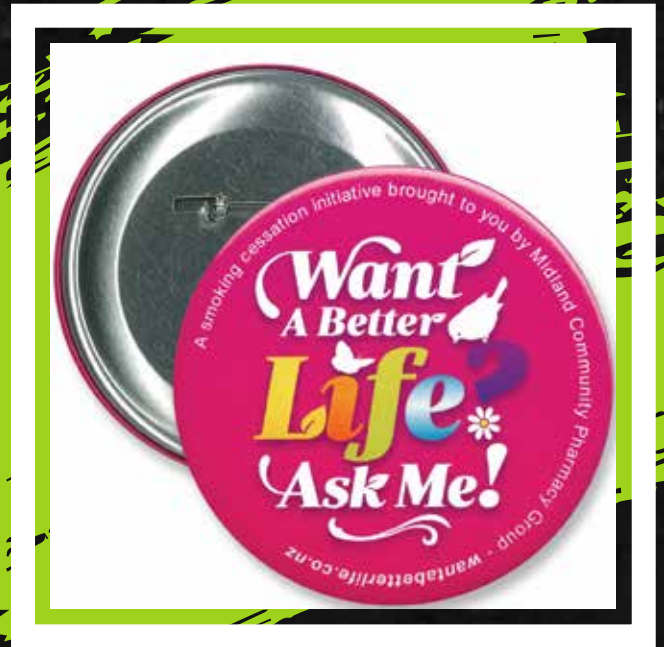
- Inexpensive decoration method across low & high quantities
- Ideal for producing vivid full colour images as well as spot colour branding
- Can print variable data including individual names
- Only one set up charge is required irrespective of the number of print colours

Limitations

- Only approximate PMS colours can be reproduced
- Metallic gold and silver colours are not available

DIGITAL PRINT

This production method is used for printing media such as paper, vinyl and magnetic material used in the manufacture of stationery, stickers, mouse mats & fridge magnets etc



Advantages

Inexpensive decoration method across low & high quantities

Ideal for producing vivid full colour images as well as spot colour branding

Only one set up charge is required irrespective of the number of print colours

Can be cut to special shapes

Limitations

Only approximate PMS colours can be reproduced

Metallic gold and silver colours are not available

On magnetic products ie. name badges & magnets, dependent upon care, the decoration may eventually rub off

DIGITAL TRANSFER

Digital transfers are used for branding fabrics and are printed on transfer paper using a digital printing machine then heat pressed onto the product.



Advantages

- Cost effective method for producing spot colour or full colour transfers
- Crisp, clear artwork reproduction is possible even on textured fabrics.
- Has a matt finish and will not crack or fade under normal circumstances.
- Only one set up charge is required irrespective of the number of print colours

Limitations

- Only approximate PMS colours can be reproduced
- Metallic gold and silver colours are not available

DIRECT DIGITAL

Direct to product digital printing involves the transfer of ink directly from the print heads of an inkjet machine to the product and can be used to produce both spot colour and fullcolour branding on flat or slightly curved surfaces.



Advantages

Offers larger print areas on many products and can print very close to the edge of flat products

Only one set up charge is required irrespective of the number of print colours

Limitations

Only approximate PMS colours can be reproduced

Some colours cannot be reproduced including metallic silver & gold

The size of branding areas is limited on curved surfaces

Larger print areas tend to be more expensive

EMBROIDERY

Great for clothing, hats & textiles.
Higher perceived value and a depth of branding quality which other processes can't match and the finished image has a slightly raised effect. Embroidery uses rayon thread which is stitched into the product.

Advantages

High perceived value

Only one setup charge for multiple colours

Pricing based on quantity of threads required and embroidery positions

Logos converted to embroidery files from simple JPEG or PNG files

Sample logo stitch outs available prior to mass production

Price competitive on low quantity & quick turnarounds available

Limitations

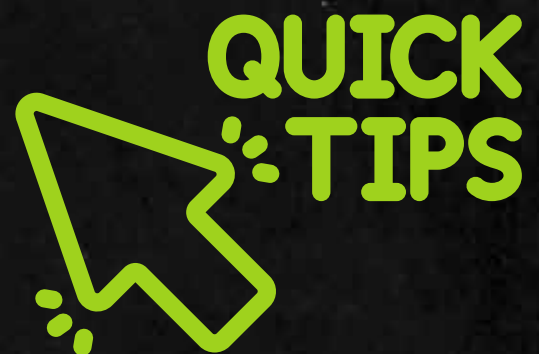
Sizing can be limited

Best to avoid gradients & logos with fine detail

Embroidery threads not manufactured in PMS colour match - threads chosen are from those available to the closest possible match



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IMITATION ETCH

Imitation etch is a special pad printing ink used for producing an etch like effect on glass products.



Advantages

- Much lower cost than real etching
- Can brand curved or uneven products
- Produces a subtle, high perceived value finish that looks like etching

Limitations

- Halftones cannot be consistently reproduced
- The size of branding areas is limited on curved surfaces
- Minor print distortion may occur on uneven or curved surfaces

LASER ENGRAVING

Laser engraving produces a permanent natural finish using a laser to mark the product. Different materials produce different effects when engraved.



Advantages

- Higher perceived value than other forms of branding
- The branding becomes part of the surface and is permanent
- Can mark curved or uneven products
- Can produce variable data including individual names

Limitations

- The size of branding areas is limited on curved surfaces
- Fine detail can be lost on smaller products like pens

PAD PRINT

Pad printing uses a pad to transfer a custom image to a product from a printing plate. It is one of the most popular and affordable ways of branding promotional products due to its ability to reproduce images on uneven or curved products.



Advantages

- Inexpensive decoration method across low & high quantities
- Ideal for printing on curved or uneven products
- Close PMS matches are possible

Limitations

- Best to avoid gradients as they cannot be consistently reproduced
- The size of branding areas is limited on curved surfaces
- Minor print distortion may occur on uneven or curved surfaces and this is unavoidable
- A set up charge is required for each colour to be printed
- With extended time, the decoration can eventually rub off

RESIN FINISH

Resin coated finish is produced by printing the artwork onto a vinyl material with strong adhesive on the reverse. The branded area is coated with a crystal clear resin which is allowed to dry.



Advantages

- Ideal for producing vivid full colour images as well as spot colour branding
- Produces a stunning 3D effect that elevates the perceived value of a product
- Only one set up charge is required irrespective of the number of print colours

Limitations

- Only approximate PMS colours can be reproduced
- The resin requires a curing period so delivery times can be extended
- Metallic gold and silver colours are not available
- Larger print areas tend to be more expensive

ROTARY PRINT

Direct to product rotary digital printing involves the transfer of ink directly from inkjet print heads and can be used to produce both spot colour and full colour branding.



Advantages

Ideal for large or complex multi-colour or full colour prints

Only one setup charge is required irrespective of the number of print colours

Any product colour can be printed with no loss of colour vibrancy

Limitations

Production speed is limited so delivery times can be longer

PMS colours are only approximate

Some colours cannot be reproduced including metallic silver and gold

The print cannot be joined so there will be a small space between where the print starts and ends

Rotary digital is more expensive than conventional branding

ROTARY SCREEN PRINT

Screen printing is achieved by forcing ink through a fine mesh screen with a squeegee onto the product and is ideal for branding flat or cylindrical objects



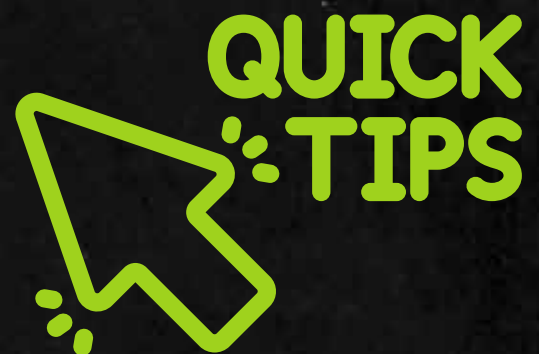
Advantages

- Larger print areas are possible on both flat and cylindrical products
- Close PMS matches are possible
- Ideal for large solid areas of colour
- Pricing based on number of coloured inks required & print positions
- Specialist inks available to provide impact ie. metallic & distressed print

Limitations

- Halftones and very fine lines are not recommended
- More expensive to print on low quantity & variable data not recommended
- A set up charge is required for each colour printed
- Requires vector artwork for print

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SCREEN PRINT

Great for clothing & textiles. Screen printing is achieved by forcing ink through a fine mesh screen with a squeegee onto the product and is ideal for branding flat or cylindrical objects



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- Ideal for large solid areas of colour
- Pricing based on number of coloured inks required & print positions
- Specialist inks available to provide impact ie. metallic & distressed print

Limitations

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- More expensive to print on low quantity & variable data not recommended
- A set up charge is required for each colour printed
- Requires vector artwork

SUBLIMATION

Sublimation print is a full colour option used for branding products that have a special coating on them or fabrics suitable for the sublimation process. A transfer is produced by printing sublimation ink onto transfer paper and then heat pressing it onto the product.



Advantages

Sublimation ink is actually a dye so there is no ink build-up on the finished print and it looks like part of the product

Ideal for producing vivid full colour images, non stock colours & spot colour branding

Only one set up charge is required irrespective of the number of print colours

Limitations

Can only be used for suitable products with white surfaces

Only approximate PMS colours can be reproduced

Some colours cannot be reproduced including metallic silver & gold

When printing large images some minor imperfections may appear in the print and these are unavoidable

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