

PAD PRINTING



There are many imprint methods available in the promotional products industry today. Some imprinting methods have been around a long time, such as hot stamping, and others are cutting edge, such as dye sublimation and digital direct to product printing. All imprinting methods have their own strengths and weaknesses. In this White Paper, you will see some of the most common imprinting methods, how the processes work and some of the strengths of each imprinting method.

What is pad printing?

Answer: Art is sent electronically to a laser engraving machine. The art is laser engraved onto a cliché to create a stencil. The cliché material is polymer coated steel. The image is transferred via a silicone pad from the cliché to the substrate.

What are the advantages of pad printing?

Answer: It allows you to imprint on irregular surfaces that are concave or convex. The image does not have “saw tooth” marks from the screen, which is a characteristic of silk screening. It is ideal for printing very small images with a high level of detail.

What are the disadvantages of pad printing?

Answer: An image will distort, the larger it gets. The ink colors are not opaque on large solid imprints.

