

## INKJET PRINTING & DEBOSSING



### What is inkjet printing?

**Answer:** This process is used on badges and hard goods. In this process the ink is “sprayed” directly onto the substrate using inkjet heads.

### What are the advantages to inkjet printing?

**Answer:** It allows for four color process images. It uses UV inks so the imprint is dry immediately. A white backdrop can be applied before printing colors – allowing colors to stay true. Images can be created with extremely fine detail. The press set up is quick and this process is more environmentally friendly because there is no scrap ink, film, plates or foils. The imprint size is only limited to the size of the product and printer surface area.



### What are the disadvantages to inkjet printing?

**Answer:** It prints in four color process, so no true PMS matches are available. You can get close, but not exact. One color ads have somewhat slower production time, but it is faster on multi-color ads.

### What is debossing?

**Answer:** This process is used on the Canyon Leather products. This process is similar to hot stamping because a magnesium die is used to “depress” an image into the substrate, versus printing it on the surface. No foil is used in debossing. Products with this imprint method are usually more expensive and require longer lead times due to needing the magnesium die before printing. The magnesium die comes from an outside vendor.

