

## DYE SUBLIMATION, HEAT TRANSFER & PERMA PRESS



### What is dye sublimation?

**Answer:** This process is used on table covers, socks and badges. An image is created and output in 4 color process to a special transfer paper. The transfer paper with the artwork fuses to the substrate using heat. This process requires an output of artwork for each item being imprinted. Dye sublimation is the process where inkjet inks are fused into 100% polyester material with heat. The inks are heated, turned into a gas and then they replace the gases in the polyester material. The image is fused into the polyester material making the image extremely durable.

### What are the advantages of dye sublimating printing?

**Answer:** Vibrant colors and high levels of detail can be achieved in dye sublimation printing. Faster turnaround time because all four colors are printed at one time. Dye sublimated products are extremely durable and the colors fade resistant. The image size is limited only to the size of the output device.

### What are the disadvantages of dye sublimation printing?

**Answer:** PMS matches are not possible. You can get close, but not exact. The artwork process is very labor intensive and the inkjet inks are currently very expensive.

### What is the difference between dye sublimation and heat transfer or perma press?

**Answer:** Dye sublimation is a chemical reaction with the image fused into the product. A heat transfer or perma press image sits on top of the substrate.

### What is heat transfer?

**Answer:** This is used on fabric items only. This process is very similar to dye sublimation – an image is created and output in 4 color process to a special transfer paper. The transfer paper with the artwork is fused to the substrate using heat. This process requires an output of artwork for each item being imprinted. The image size is limited by the size of the printer's device. This process is generally slow and labor intensive. (If you have ever ironed on a decal to a t-shirt – you understand heat transfer!)

### What is perma press?

**Answer:** This is used on totes only. This process is similar to heat transfer - an image is created and output in 4 color process to a special transfer paper. The transfer paper with the artwork is fused to the tote using heat. The process requires an output of artwork for each item being imprinted. The image size is limited by the size of the printers device. This process is generally slower and labor intensive and requires a minimum of 250 pieces and is not available on black laminated totes.

### What is the difference between heat transfer and perma press?

**Answer:** A full background is not required on perma press like a heat transfer item. Each piece of the art can be a single piece.



Heat Transfer



Perma Press

