

Decoration Terminology:



Pad Printing

A method of transferring an image onto a 3-dimensional item via a silicone rubber pad that picks up the ink from a plate and places it on the item. Suitable for most products in our range - plastic, metal and even glass.



Laser Engraving

Laser engraving uses lasers to mark an object. The laser cuts through the top layer of the object to reveal what is underneath (which we refer to as the 'laser engrave finish'). Laser engraving is suitable for metal products, especially when a permanent mark is required.



Photo Printing

A sublimation printing process where the image is transferred via heat onto synthetic fibres. As the process is digital a high quality result can be achieved from most hi-resolution images/art file formats. Used for items such as Photo Tote Bag, Photo Keytag, Photo Coaster.



Blind Stamping

Stamps an image onto an item without a colour. The logo is pushed into the surface of an item, leaving a permanent impression on the surface. Leather items stamp best - some PU items can be blind stamped, but this is on a case by case basis, and a pre-production sample is recommended. The compendiums and folders in our range can be stamped, subject to artwork.



Foil Stamping

A process that uses heat and pressure to embellish the surface of an item. It can be done in gold, silver or black foil. Foil stamping can be applied to most leather or PU items, such as our compendium and folder range. *Image courtesy of Apex Gold Stamping*



Digital Transfer

Designs are printed digitally onto heat transfer paper, and then applied to an item using a heat press. The advantage of this process is that fine detail can be achieved and there are no problems with colour registration. Suitable for use on compendiums, wallets and pouches.



4 Colour Process Printing

Printing method using percentages of CMYK colours. Used in printing photographic and full colour images on items such as mouse mats or printed material such as brochures. Also called full colour printing.



Offset Printing

A CMYK printing process that transfers ink from a plate to a rubber mat to the item, instead of directly from plate to item. A high quality print result can be achieved onto a wide range of printing surfaces. Used for items such as Air Fresheners or Starflex Keytags,