



Commercial Wash Rating:
Screen Print 100 washes
Plastisol Transfer 50 washes
Digital Transfer 50 washes
SupaColour 70 washes
Direct to Film 60 washes

Screen Print is our staple method.

It lasts longer than transferred methods and has the best “handle” of all our decoration. It’s economical when done in volume and Pantone colours are usually a very close match. High set-up costs and design restrictions make it less attractive in small runs.

Plastisol transfers are great for items that have a surface not suitable for screen print. Nylon denier or insulated bags as an example. Since they are screen printed with ink, Pantone colours are matched well. High set-up costs and low durability are some disadvantages.

Digital transfer is a great short run product and can be used on huge range of product. Full colour designs reproduce well and zero set-up costs are a huge advantage. Great on hats. Super fine detail work cannot be weeded so “outlining” is a downside in some situations. Washfast is around 50 washes.

SupaColour is a hybrid method, that has all the advantages of other transfers but slightly better lifespan (70 washes), and a better “handle” than other transfer methods. Since the base is screenprinted there is no weeding required. Bright colours, low set-up costs and close Pantone matching are part of the pros.

Direct to Film a recent technology which is a fully digital process, produces high resolution full colour images that are transferred with heat press. DTF prints have good elasticity, nice “handle” and good durability. Unlike SupaColour it has a digitally printed white base which means a slightly reduced wash rating.

When it comes to printing quality, there are a couple ways to look at it: durability and resolution. While heat-pressed items yield a higher resolution image to start with, the image won’t last as long as one on a screen-printed item.

Freshly printed it will likely appear that the graphic produced using the heat transfer method is of better quality; however, over time graphics produced using the screen-printing method will appear of better quality.

During the screen-printing process, the ink actually becomes part of the fabric as opposed to a heat-pressed ink that just sits on top of the fabric. That’s why heat-transfers don’t hold up as well to machine washing and drying – they may crack and fade over time whereas screen prints tend to hold fast and true.

While screen prints may hold up better in the long run, you’re limited in the complexity of the design with screen prints. Heat transfers allow more freedom in color and sophistication making a more crisp-looking image (but keep in mind the crisp look will not last as long).