

NP NORTHLINE PRINTING & PROMOTIONS

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Pad Print

Pad printing uses a silicone pad to transfer an image to a product from a laser etched printing plate. It is one of the most popular and affordable ways of branding promotional products due to its ability to reproduce images on uneven or curved products and print multiple colours in a single pass.



Advantages

- Ideal for printing on curved or uneven products.
- Close PMS matches are possible on white or light coloured products.
- Metallic gold and silver is available.

Limitations

- Halftones cannot be consistently reproduced.
- The size of branding areas is limited on curved surfaces.
- Unable to print variable data.
- Close PMS matches are more difficult on darker products and will only be approximate.
- Minor print distortion may occur on uneven or curved surfaces.
- Pad print inks require a curing period before the product can be shipped.
- A set up charge is required for each colour to be printed.

Rotary Digital Print

Direct to product rotary digital printing involves the transfer of UV ink directly from inkjet print heads and can be used to produce both spot colour and full colour branding.

Advantages

- Ideal for large or complex multi-colour or full colour prints.
- The print is dry and ready to ship as soon as the product is printed.
- Only one setup charge is required irrespective of the number of print colours.
- Any product colour can be printed with no loss of colour vibrancy.



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Limitations

- Production speed is limited so lead times can be longer in some cases.
- PMS colours are only approximate.
- Some colours cannot be reproduced including metallic silver and gold.
- The print cannot be joined so there will be a small space between where the print starts and ends.
- Rotary digital is more expensive than conventional branding.

Rotary Screen Print

Screen printing is achieved by forcing ink through a fine mesh screen with a squeegee onto the product and is ideal for branding flat or cylindrical objects.

Advantages

- Large print areas are possible on both flat and cylindrical products.
- Close PMS matches are possible on white or light coloured products.
- Ideal for large solid areas of colour.
- Most screen print inks are quick drying and can be shipped immediately after printing.
- Metallic gold and silver is available.



Limitations

- Halftones and very fine lines are not recommended.
- Close PMS matches are more difficult on darker products and will only be approximate.
- Unable to print variable data.
- A set up charge is required for each colour to be printed.

Flatbed Screen Print

Screen printing is achieved by forcing ink through a fine mesh screen with a squeegee onto the product and is ideal for branding flat or cylindrical objects.

Advantages

- Large print areas are possible on both flat and cylindrical products.
- Close PMS matches are possible on white or light coloured products.
- Ideal for large solid areas of colour.
- Most screen print inks are quick drying and can be shipped immediately after printing.
- Metallic gold and silver is available.



Limitations

- Halftones and very fine lines are not recommended.
- Close PMS matches are more difficult on darker products and will only be approximate.

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- Unable to print variable data.
- A set up charge is required for each colour to be printed.

Imitation Etch

Imitation etch is a special pad printing ink used for producing an etch like effect on glass products.

Advantages

- Much lower cost than real etching.
- Can brand curved or uneven products.
- Produces a subtle, high perceived value finish that looks like etching.

Limitations

- Halftones cannot be consistently reproduced.
- The size of branding areas is limited on curved surfaces.
- Minor print distortion may occur on uneven or curved surfaces.
- Requires a curing period before the product can be shipped.
- Unable to print variable data.



Laser Engraving

Laser engraving produces a permanent natural finish using a laser to mark the product. Different materials produce different effects when engraved so to avoid uncertainty pre-production samples are recommended.

Advantages

- Higher perceived value than other forms of branding.
- The branding becomes part of the surface and is permanent.
- Gives a similar finish to etching on glassware at a much lower cost.
- Can mark curved or uneven products.
- Can produce variable data including individual names.
- The product can be shipped as soon as marking is finished

Limitations

- The size of branding areas is limited on curved surfaces.
- Fine detail can be lost on smaller products like pens.



Resin Coated Finish

Resin coated finish is produced by printing the artwork onto a vinyl material with strong adhesive on the reverse. The branded area is coated with a crystal clear resin which is allowed to dry. Once dry, the finished decal is applied to the product and the adhesive forms a permanent bond.

Advantages

- Ideal for producing vivid full colour images as well as spot colour branding.
- Produces a stunning 3D effect that elevates the perceived value of a product.



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- Can print variable data including individual names.
- Only one set up charge is required irrespective of the number of print colours.
- Branding can bleed off the resin coated area.

Limitations

- Only approximate PMS colours can be reproduced.
- The resin requires a one day curing period before the product can be shipped.
- Metallic gold and silver colours are not available.
- Larger print areas tend to be more expensive.

Digital Transfer

Digital transfers are used for branding fabrics and are printed on transfer paper using a digital printing machine then heat pressed onto the product.

Advantages

- Cost effective method for producing spot colour or full colour transfers.
- Crisp, clear artwork reproduction is possible even on textured fabrics.
- Has a matt finish and will not crack or fade under normal circumstances.
- Only one set up charge is required irrespective of the number of print colours.

Limitations

- Only approximate PMS colours can be reproduced.
- Some colours cannot be reproduced including metallic silver and gold.
- A thin, clear line of glue can sometimes be seen around the edges of the image.



Sublimation Print

Sublimation print is used for branding products that have a special coating on them or fabrics suitable for the sublimation process. A transfer is produced by printing sublimation ink onto transfer paper and then heat pressing it onto the product.

Advantages

- Sublimation ink is actually a dye so there is no ink build-up on the finished print and it looks like part of the product.
- Ideal for producing vivid full colour images as well as spot colour branding.
- Can print variable data including individual names (ex-stock only).
- Only one set up charge is required irrespective of the number of print colours.
- The branding can bleed off some products.

Limitations

- Can only be used for suitable products with white surfaces.
- Only approximate PMS colours can be reproduced.
- Some colours cannot be reproduced including metallic silver and gold.
- When printing large images some minor imperfections may appear in the print or around the edges of it. These are unavoidable.
- White print is not available.



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Digital Print

This production method is used for printing media such as paper, vinyl and magnetic material used in the manufacture of labels, badges and fridge magnets etc.

Advantages

- Ideal for producing vivid full colour images as well as spot colour branding.
- Can print variable data including individual names.
- Only one set up charge is required irrespective of the number of print colours.
- Can be cut to special shapes.
- The branding can bleed off the edges of the product.

Limitations

- Only approximate PMS colours can be reproduced.
- Metallic gold and silver colours are not available.



Digital Label

Digital adhesive labels are used to brand products that cannot be branded with any other method. They are printed with a digital printing press and applied to the product.

Advantages

- Ideal for producing vivid full colour images as well as spot colour branding.
- Can print variable data including individual names.
- Only one set up charge is required irrespective of the number of print colours.
- The branding can bleed off the edges of the label.

Limitations

- Only approximate PMS colours can be reproduced.
- Metallic gold and silver colours are not available.



Direct Digital

Direct to product digital printing involves the transfer of ink directly from the print heads of an inkjet machine to the product and can be used to produce both spot colour and full colour branding on flat or slightly curved surfaces.

Advantages

- Ideal for printing dark coloured products as a layer of white ink can be printed under the artwork.
- Can print variable data including individual names.
- Only one set up charge is required irrespective of the number of print colours.
- Instant drying so products can be shipped immediately.
- Offers larger print areas on many products and can print very close to the edge of



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flat products.

Limitations

- Only approximate PMS colours can be reproduced.
- Some colours cannot be reproduced including metallic silver and gold.
- The size of branding areas is limited on curved surfaces.
- Larger print areas tend to be more expensive.

Artwork Requirements

- Artwork can be supplied in either vector or bitmap format.
- A 3mm bleed should be added to the artwork if it bleeds off the product.

Debossing

Debossing is produced by pressing a hot engraved metal plate into the surface of a product with a lot of pressure. This produces a permanent image below the surface of the product. Some products offer thermo debossing, which creates a stunning two-tone finish.



Advantages

- Higher perceived value than other forms of branding.
- The branding becomes part of the product and is permanent.
- The product can be shipped as soon as heat pressing is finished.
- Select products can produce a two-tone finish.

Limitations

- Unable to print variable data such as individual naming.

Embroidery

Embroidery is an excellent way of branding bags, apparel and other textile products. It offers higher perceived value and a depth of branding quality which other processes can't match and the finished image has a slightly raised effect. Embroidery uses rayon thread which is stitched into the product.



Advantages

- Only one setup charge applies per position for up to 12 thread colours.

Limitations

- Only approximate PMS colour matches are possible - the threads to be used are chosen from those available to give the closest possible match.
- It is best to avoid both fine detail and font sizes which are less than 4 mm high in the artwork.
- Individual naming not available.

Silicone Digital Print

This production method is a CMYK digital branding process designed specifically for silicone surfaces.

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Advantages

- Provides crisp, clear, high definition artwork.
- Durable, flexible branding that can be hand washed.
- Perfect for printing dark coloured products as a layer of white ink can be printed under the artwork.
- Ideal for producing full colour images as well as approximate spot colour branding.
- Has a matt finish and does not crack or fade with typical use of product.
- Only one set up charge is required regardless of the number of print colours.



Limitations

- Some colours cannot be reproduced including metallic silver, gold, and neon colours.
- Unable to print variable data.
- Minimum detail is advised to be no finer than 0.7mm.

Colourflex Transfer

Colourflex transfers are a CMYK+W digital print process, used for branding apparel and fabrics.

Advantages

- Ideal for producing full colour images (including gradients) as well as approximate spot colour branding.
- High definition, complex, vibrant artwork suitable on a range of garment fabrics.
- Eco friendly water-based inks.
- Durable, flexible, and machine washable with a soft-touch matt finish.
- Efficient self-weeding technology.
- Only one set up charge is required regardless of the number of print colours.
- Can be shipped straight after being printed.



Limitations

- Some colours cannot be reproduced including metallic and neon colours.
- A thin, clear line of glue can sometimes be seen around the edges of the image.
- Unable to print variable data.
- Minimum detail is advised to be no finer than 1mm.

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