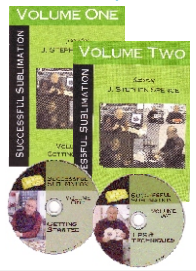


## WHAT IS SUBLIMATION

Sublimation is a unique and exciting print process, whereby, full colour images are permanently transferred into the surface of various materials. The ink on the transfer paper, when heated, turns from a solid into a gaseous state. This gas permeates through the finish product's polymer coating. When cooled, this gas solidifies, and is trapped within the surface. This means only the ink is transferred, it cannot be felt and, most importantly, it cannot be removed.

A moments insight is worth a lifetimes experience

Get a head start into the profitable sublimation industry. Learn all the tricks of the trade from the industry's leading players with this DVD instruction course. See website for further information.



### IN THE BEGINNING...



The image, whether colour, or just black, is designed on the PC. Scanned image, photos and logos can all be added. Unlike engraving and sign making, scanned images are ready to print immediately and do not need converting to outlines. A novice can start producing in minutes. You can also use any graphics program on the market, keeping the set-up cost to a minimum.

### PRINTING THE TRANSFER...



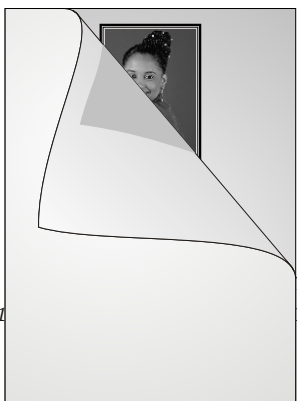
Once you are happy with the design, reverse it, and then print it. Inkjets produce an ultra-high quality print in full colour. The price of these printers has dropped dramatically over the past few years. Now, they are the perfect choice for both professionals and small user alike. It is very important to use quality paper, such as Mastergrave's Crystal Clear paper. This is vital for correct colour reproduction.

### NOW WE'RE COOKING...



The printed transfer is then laid onto the final product and placed under the heat press. The process is exactly the same, whether printing onto T-shirts, metal plaques or plastic products. Mugs and caps have a different type of press. The heat from the press transfers the ink onto the final product literally in seconds.

### PEEL AND PROFIT...



Now all you have to do is lift off the paper, and you have an amazing full colour, permanent product.

This is the closest process to rival engraving, with the added benefits of speed, colour, versatility and affordability. Remember, one process does plaques, T-shirts, caps, bags, certificates, signs, mugs, stickers, posters, jigsaws, key fobs, sweatshirts, business cards, magnets, luggage tags, umbrellas, invitations, sportswear, paperweights, clocks, awards,...

