



PRINT IS EVERYWHERE



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When most people think of print, they think ink on paper. But the print industry has proven that ink has no limits. Textile printing is the perfect choice for individuals and organizations who want to make their message personal and unique. Designs can be printed on virtually any fabric or substrate. The boom in the promotional printing industry encourages us to explore the myriad of possibilities. We all want our voices to be heard, but promotional print allows our voices to be seen.



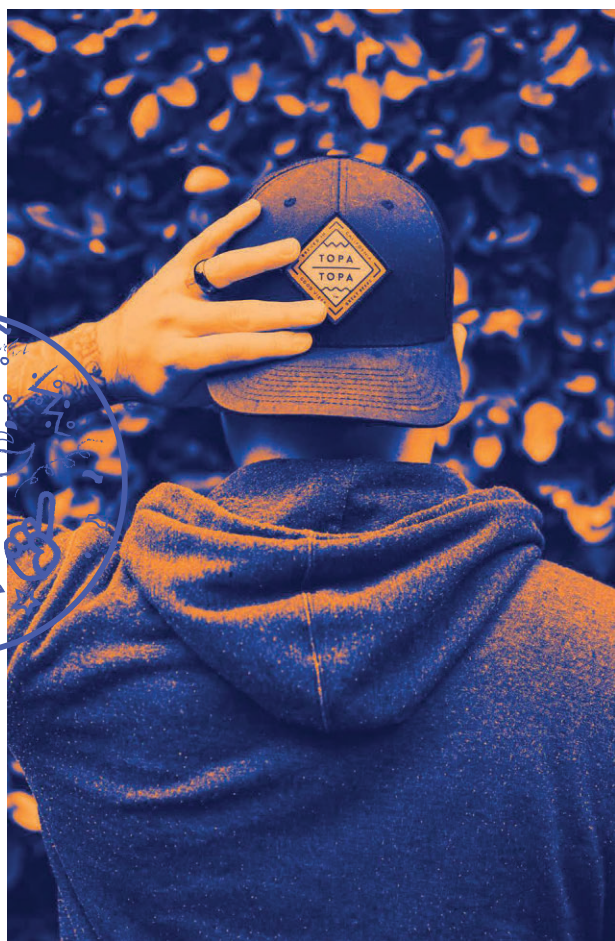
GRAPHIC T-SHIRTS

The most well-known and popular method of textile print is screen printing. The process of screen printing involves using a stencil and pushing ink through the open mesh stretched over a frame to the material below. Graphic tees have tremendous power. Throughout history the graphic tee rapidly emerged as a foundation for individualism, free speech and fashion. Most of us have drawers full of screen-printed apparel! They are physical representations of our passions, beliefs and creativity. Textile print truly gives us the best canvas for individuality, letting us take on the world in style.

PERSONAL

Digital printing technology has changed every industry it has touched. Now it is revolutionizing the promotional print industry. This form of digital printing is a newer process that involves artwork being processed by a computer and then printed directly onto the surface of your product. The new technology allows for short run production versus the traditional printing process more suited for mass production. Companies can print on demand, delivering what is needed when it's needed. The shopping experience has become even more personal and more customizable for each individual.

All of us come in contact with some form of promotional print every day. Most commonly from the clothing we wear, but also from other forms of material. Think about your favorite baseball cap or tote bag. These accessories are an added dimension of expression.



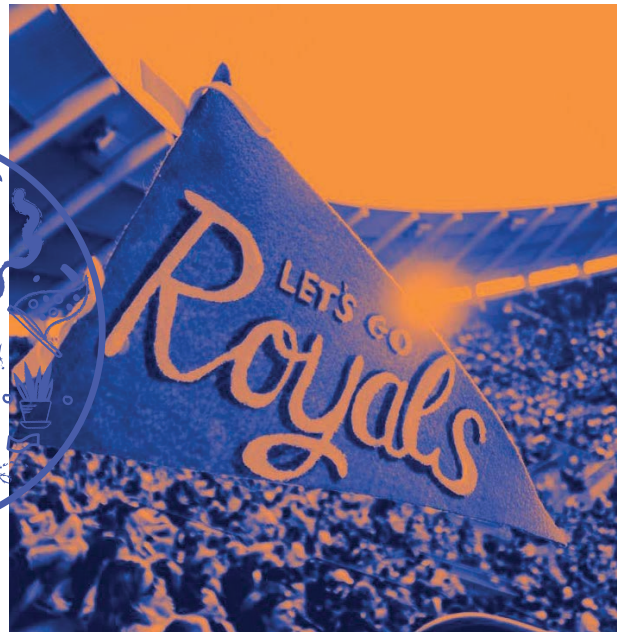


HOME DÉCOR

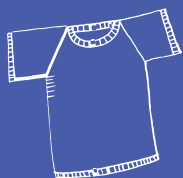
With digital printing it's possible to go from the design stage to finished fabric in a matter of days. Because of this, textile printing is reinventing interior décor. The creations the print industry has generated in a short amount of time opened many people's eyes to the possibilities of textile printing. Home décor is gaining momentum with digital textile print. Patterns, prints and images can be printed on decorative pillows, fabrics for furniture, tapestries, wall papers and more. Favorite quotes, family photos and detailed images become a part of your household through the textile print. Digital print not only pushes design boundaries, but fosters our creativity and gives our environment the sense of home.

MERCHANDISE

Print surrounds us in ways we don't expect. The plethora of different platforms where promotional print plays a vital role in our expression is endless. Whether waving a handheld flag for your favorite team or a banner announcing a store's grand opening, promotional print speaks for itself. Textile printing enables us to share a memory from a cherished concert and confess our love for a worthy cause. If you can think it, you can print it!



DID YOU KNOW?



Textile Printing Has Existed Longer Than T-Shirts Have?

Textile printing dates back to 3rd Century China, long before the T-shirt. This method of woodblock printing utilized a relief design that was carved into wood and then dipped into ink before pressing it down onto the fabric.

What Would a Rally Be Without Buttons?

The first mass production of printed metal buttons dates to the 1896 William McKinley campaign for president. "Celluloid" buttons had one side of a metal disk covered with paper (printed with the message) and protected by a layer of clear plastic. Today, buttons are still just as powerful at quickly sharing who and what we support, and why!

We Can Dew It!

The oldest printed shirt in the Smithsonian institute was a part of Thomas E. Dewey's presidential campaign. Dewey was elected governor of New York in 1943 and ran for president in 1944. He lost his campaign to Franklin D. Roosevelt. The slogan displayed on his campaign shirts read: "Dew-It with Dewey".



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