

Imprint Methods 101

Imprints bring your brand to life on custom products. This quick guide explains how each decoration style works and when to use it to make the greatest impact.

SCREEN PRINTING

A stencil-based technique where ink is pushed through a mesh screen onto a product's surface.



Commonly used on: T-shirts, tote bags, sweatshirts, and hard goods.



PRO TIP

Best for high-volume orders with simple logos and limited colors. Keeps costs down without compromising visibility.

4-COLOR PROCESS

A digital printing method that uses cyan, magenta, yellow, and black to create full-color, photo-quality images.



Commonly used on: Stickers, decals, drinkware, packaging, and full-color labels.



PRO TIP

Perfect for complex or photographic designs, especially when your artwork has gradients or lots of detail.

HEAT TRANSFER

Printed artwork is transferred onto products using heat and pressure to bond the image to the material.



Commonly used on: Performance wear, bags, blankets, and headwear.



PRO TIP

Ideal for logos with lots of color or fine detail that wouldn't translate well with screen printing.

DYE SUBLIMATION

A heat-activated process where ink turns into gas and bonds to the fibers of polyester-based materials or coatings.



Commonly used on: Lanyards, mugs, towels, table throws, and mousepads.



PRO TIP


Go all-in on edge-to-edge, vibrant artwork. Sublimation is unbeatable for full-wrap and all-over prints.

EMBROIDERY

Threads are stitched directly into fabric, creating a textured, durable design.



Commonly used on: Hats, polos, jackets, blankets, and backpacks.


 **PRO TIP** Embroidery elevates perceived value. A great choice for premium apparel or long-lasting brand recognition.

LASER ENGRAVING

A high-powered laser removes the top layer of material, etching your design with precision.



Commonly used on: Metal pens, tumblers, wood products, and tech gear.


 **PRO TIP** For a sleek, high-end look that doesn't fade or rub off. Engraving is the go-to for longevity and sophistication.

FOIL STAMPING

Uses heat and pressure to apply a metallic foil to the surface of an item for a luxurious, reflective finish.

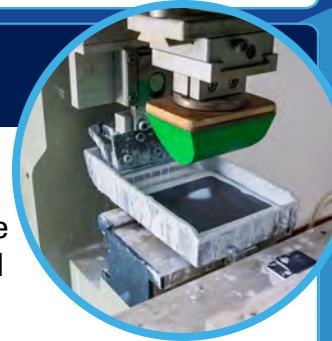


Commonly used on: Journals, gift boxes, folders, and invitations.


 **PRO TIP** Use foil to add a premium touch to packaging or executive gifts. It's eye-catching and unforgettable.

PAD PRINTING

A silicone pad transfers ink from an etched plate onto irregular or curved surfaces.



Commonly used on: Stickers, decals, drinkware, packaging, and full-color labels.


 **PRO TIP** Commonly used on: Pens, stress balls, keychains, and tech accessories.

DEBOSS & EMBOSS

Presses artwork into (deboss) or raises it above (emboss) the surface for a tactile, dimensional effect.

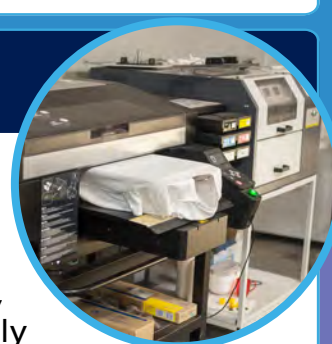


Commonly used on: Leather goods, notebooks, portfolios, and gift packaging.


 **PRO TIP** For a subtle, classy look that adds texture. Pair with foil stamping for extra elegance.

DIGITAL PRINTING

Also known as "Direct to Garment" or "Full-Color" on apparel. Uses inkjet technology to print high-resolution, full-color designs directly onto fabric.



Commonly used on: Cotton t-shirts, canvas totes, and low-quantity apparel runs.

 **PRO TIP** Excellent for small batches or on-demand orders with lots of color or customization.