

PRINT & EMBROIDERY

When it comes to our garments, style, function and comfort are not the only things that matter to us. We pay particular attention to the most diverse methods of printability so that your various decoration techniques can be applied to our products in outstanding quality.

Our fabrics offer an even and smooth surface, which enables an optimal printing result.

To meet the highest demands, we are constantly working to adapt our products to the latest printing techniques.

To do this, we test each and every product together with our print test team. To continuously optimise our products, we are constantly looking for printability testers. You are welcome to join our print test team. Simply fill out the registration form at:

stedman.eu/print-tester



Screen printing

Screen printing is the most widely used printing process in the promotional textile industry. Here, the printing ink is pressed through a stencil onto the textile. We divide screen printing into 3 types:

Plastisol screen printing

The most popular colours in textile screen printing are plastisol colours. The advantages of plastisol inks are, among other things, their high opacity, long durability after numerous washings and the implementation of special colours.

✓ Plastisol printing requires a smooth surface, so we recommend all our products except fleece & quilted or padded articles.

Water-based screen printing

The big advantage of this printing technique is the feel. Prints with water-based screen printing ink are very smooth. After washing the printed shirt you will hardly feel any difference between the printed and the unprinted area.

✓ We recommend this environmentally friendly and water-based screen printing on 100% cotton, our popular cotton-elastane shirts and on all our sweat products.

Discharge

For discharge printing, the ink is mixed with a bleaching agent, which brightens the colour of the textile. Due to the brightened material, the ink has a higher opacity and the printing layer can be kept very thin. Discharge printing offers a particularly high-quality feel, as the ink is hardly noticeable.

✓ The discharge process requires the same fabric compositions as water-based screen printing, but not every colour is suitable.



Transfer

With all transfer techniques, the design is applied to a carrier and then pressed onto the textile. Under transfer we have summarised various types of finished transfers (Aqua, Nylon...) as well as Flex, Flock & Sublimation.

✓ Here a smooth surface is needed for pressing, which is why we recommend all our products except fleece & quilted or padded jackets and vests.

Sublimation printing

In sublimation printing, a special ink is used that turns into gas when heat is applied and can thereby be absorbed into the fibres of the textile. Sublimation printing offers particularly long durability and a high-quality feel.

✓ A polyester layer is required for this, which is why we can recommend all our polyester sports shirts. As sublimation printing does not provide sufficient opacity on dark textiles, we only recommend light colours for sublimation.



Direct printing

DTG (direct to garment) printing is one of the latest printing techniques and is becoming increasingly popular in the textile printing industry. The design is applied directly to the textile fabric using an inkjet process and is then fixed using heat.

✓ We recommend DTG on 100% cotton, our popular cotton-elastane shirts and on all our sweat products.



Embroidery

Embroidery with needle and thread can be a finishing option for almost all textiles.

✓ We can especially recommend all our jackets, whether fleece, softshell, imitation leather or nylon. But also our sweat products are perfect for embroidery. In general, we can recommend all fabrics that weigh more than 145 g/m².



For more information on print & embroidery please visit our website:

stedman.eu/printability

