



Promotions Glossary

Bleed: Printing that extends to the edge of a sheet or page after trimming.

Casting: Method of forming a statue, jewelry or other object by injecting molten metal into a rubber or plastic mold.

Color Separation: The breakdown of full-color copy into primary color plates - magenta, cyan, black, and yellow - when printed in register produce a full color illustration. Colour separation is also a breakdown of colours in screen printing, it can be more than 4 colours as sport colours are used.

Color Swatch: Sample of an ink color.

Contrast: Range of gradations in tones between lightest white and darkest black in continuous-tone copy or the abrupt change between light and dark in line copy.

Copyright: Ownership of creative work by the writer, photographer, or artist who made it.

Debossing: Stamping an image on a material, such as paper, cloth, leather or suede so the image is depressed below the surface of the object.

Die: Molten metal, plastic or other material is forced into a mold making a special shape such as pen barrels or rings. Also, a tool made of very hard material used to press a special shape into or onto a softer material such as coins and emblems.

Die Casting (injection molding): Molten metal is injected into the cavity of a carved die. In the case where a double-sided impression is necessary, two dies are placed together, carved sides facing the inside and the molten metal is injected between them. Fine detail is available, and thinner lines can be created than with die-struck products. Used in metals such as jewelry, pins and belt buckles.

Digitising: Also the process where a design is plotted in a computer language than embroidery machine can read. This is the process needed in order to take art from camera ready to a readable format in order to reproduce an embroidered design.

DPI (Dots-per-inch): Generally used to describe printer resolution and also used to describe scanner resolution. The higher the number the better the resolution of the image. By doubling the number the resolution actually becomes four times larger.

Dye Sublimation: A printing method in which the colour is thermally converted to a gas when transferred onto the material at a specific temperature. The material has to be polyester to be suited for dye sublimation.

Embossing: Stamping an image on a material, e.g., paper and leather, so the image of the design is raised above the surface of the material.

Embroidery: Embroidery is a stitching process that can be used on apparel including shirts, jackets, jumpers, caps, beanies, scarves, towels, bags and pants. The artwork being reproduced is digitised using embroidery software that calculates the stitches in the design and the threads and colours required. A wide range of threads are available to match almost any colour, shade or application required. Embroidery is a great option to create strong and lasting impressions



Engraving: The cutting or etching of designs or letters on metal, wood, glass or other materials. There are three engraving techniques: hand-engraving, hand-tracing and computerized engraving. Engraving is performed with a diamond point or rotary blade cutting into the surface of the product. Engraving offers a permanent imprint that will not wear off because it is cut into the metal base. Used in metals such as trophies, pens, and nameplates.

EPS file: Stands for a programming language. class=GramE>Encapsuled PostScript (EPS). A standard file format for importing and exporting PostScript language files among applications in a variety of heterogeneous environments associated with page layout and graphics.

Halftone: A series of large and small dots that represent image areas of a continuous tone image. Continuous tone artwork can be converted into printable halftone dots using a process camera or by scanning into a computer and outputting onto film or paper as a series of dots. Even the photos in magazines are printed as a series of halftone dots.

Four-Color Process: The reproduction of full-color artwork through the combination of four process ink colors - cyan, magenta, yellow and black (CMYK) - in specified intensities. Colors are separated into individual color plates so that when printed in register, they produce a full-color illustration.

Heat transfer printing (direct transfer process): Image is screened on a transfer substrate; then laid directly on the material to be imprinted. The image is "transferred" from the substrate to the material through the use of heat and pressure. Works best on cotton and cotton blends.

Heat transfer printing (sublimation): A process design transferring a design to a synthetic fabric by heat and pressure. The heat causes the inks to turn into a gas in order to penetrate the fabric and form a permanent imprint.

Hot Stamping: Type or design is impressed in the form of a relief die with heat and pressure through metallic or pigmented foil onto the printed surface. It is used to decorate fabric, leather, paper, wood, hard rubber, coated metal and all types of plastic. Hot stamping is a "dry" imprinting process - meaning the object can be handled immediately after the stamping without fear of smearing the imprint.

Laminated: Coated with a clear plastic or two separate sheets of paper joined together as a single sheet to provide a special thickness or varying colors from side to side.

Laser engraving: A process in which an optically-read or stenciled art copy is engraved (burned) into a material by a laser beam. Laser engraving is commonly used for decorating metal products and can also be used on certain materials. Laser engraving is permanent and lasts for the life of the product. The ability to engrave variable information such as individual names or sequential numbering is one of the great advantages of using this technique

LPI (Lines-per-inch): LPI refers to the number of dots-per-inch in a halftone, it is usually confused with DPI. You can see where LPI and DPI can get confused. This term is also known as the frequency in computer graphics (frequency of lines-per-inch). The standard LPI of a screen printable design is 35 lpi to 45 lpi for cartoon type work and from 55 lpi for manual process prints to 65 lpi for automatic process prints.

Logos/Trademarks: A firm's registered symbol, outline, drawing, picture, brand, abbreviation or unusual type style of letter, word or brand name. It can be used to identify a particular company, brand or service.



Metallic ink: Ink containing powdered and metal shining in light.

Mockup: A design drawing or arrangement containing a visual demonstration on how the final product will look like prior to production.

Pad printing: Pad Printing is a process where a silicone pad is used to lift an image from a printer plate after it has been inked then transferring the image to surface at hand. Pad printing is most suited to rigid surfaces such as plastic, wood and metal, yet some products such as stress balls are ideal. There are some restrictions on how large the image can be depending on the product. Items traditionally pad printed include pens, key rings, mugs and smaller items

PANTONE Matching System/PMS: A universal numbered color scale used to match colors for printing. The number of each color indicates instructions for mixing inks to achieve a particular shade colour or shade

Pixel: Short for picture element, referring to a part of a dot made by a scanner or other digital device.

Positive: Film containing an image in which the dark and the light values are the same as the original; the reverse of the negative.

Puff prints: A screening process, using “puff inks.” After screening, the product is exposed to heat and a chemical additive in the ink causes it to rise as it is heated to dry. The process must be used on a cotton weave material and cannot be used on nylon.

Screen Printing: also known as silk printing, is a printing technique applied by using a squeegee to force ink through an assembly of mesh fabric and a stencil. Traditionally, the mesh used was made from silk, however, synthetic material is now the norm due to its strength and durability.

Spot Color: Color used usually for accent, it is less involved and therefore less expensive than process color.

Transfer: a process of applying a heat transfer or sticker to items such as shirts, bags, caps, etc. It can be used on surfaces that are rough and is particularly handy for surfaces where screen printing can not produce effectively. Transfer can offer finer details and 4 colour process is available for this technique.

Underbase: When printing on dark shirts or material, the print normally needs a white layer of ink under the colors to allow the colors to be bright and come out on the garment. This layer of ink is called an Underbase. Most underbase are white, however colours can be different depending by the visual affect that is required.