



2025 PRINT GUIDE

SCREEN PRINTING



Screen printing, also known as silk screening, is a printing technique where ink is pushed through a mesh screen onto a surface to create a design. A stencil, or "screen," is made with the desired design, and areas that shouldn't receive ink are blocked off. The ink is then forced through the open areas of the screen using a squeegee.

TYPES: Water Based Ink, Plastisol, Discharge

TIPS:

- Not all polyester/cotton blends are suitable for discharge printing. It is recommended to conduct a test before printing.
- Polyester blends, pigment-dyed fabrics and neon colors are heat sensitive and cannot exceed temp thresholds higher than 310 degrees or shrinkage, bleeding or spot staining may occur.
- Use only low cure materials and a gray barrier base bleed blocker on dark colors.
- Not all 100% cotton products or colors can be discharged (including pigment dyed, neons & white.)
- Polyester-rich fabrics, such as those used in Festival and Ideal, should be cured at a lower temperature, not exceeding 300 degrees.

RECOMMENDED COLLECTIONS:

HEAVYWEIGHT JERSEY

Cotton Jersey. 16 Singles, 230 grams, 6.8 oz.
100% Combed Ring-Spun Cotton

100% COTTON

Fine Jersey. 32 Singles, 145 grams, 4.3 oz.
100% Combed Ring-Spun Cotton

THE ORIGINAL CVC JERSEY

CVC Jersey. 32 Singles, 145 grams, 4.3 oz.
60% Combed Ring-Spun Cotton
40% Polyester

TRI-BLEND

Tri-Blend Jersey. 32 Singles, 145 grams, 4.3 oz.
50% Polyester/25% Combed Ring-Spun Cotton
25% Rayon

SUEDED

Sueded Jersey. 32 Singles, 145 grams, 4.3 oz.
60% Combed Ring-Spun Cotton/40% Polyester

FESTIVAL

Lightweight Jersey. 40 Singles, 120 grams, 3.5oz.
65% Polyester/35% Combed Ring-Spun Cotton

IDEAL

Lightweight Jersey. 30 Singles, 135 grams, 4.0 oz.
60% Combed Ring-Spun Cotton/40% Polyester

HEAVYWEIGHT FLEECE

Heavyweight. 26 Singles, 340 grams, 10 oz.
80% Combed Ring-Spun Cotton/20% Polyester

LAGUNA FRENCH TERRY SUEDED

Midweight Sueded French Terry. 30 Singles,
280 grams, 8.3 oz. 60% Combed Ring-Spun
Cotton/40% Polyester Fleece

LAGUNA FRENCH TERRY

Midweight Sueded French Terry. 30 Singles, 180 grams,
5.3 oz. 60% Combed Ring-Spun Cotton/40% Polyester

SANTA BARBARA

Midweight Sueded French Terry. 30 Singles,
250 grams, 7.4 oz. 80% Cotton/20% Polyester
/100% Cotton Face

MALIBU

30 Singles, 250grams, 7.4 oz.
60% Cotton/40% Polyester



SCREEN PRINTING
3600 – Cotton T-Shirt

DIRECT-TO-GARMENT (DTG)



Direct-to-garment (DTG) printing is a method of printing designs directly onto fabric using a specialized inkjet printer. The printer applies water-based inks onto the garment in a detailed, high-resolution image.

TIPS:

- DTG printing works best with premium 100% Combed Ring-Spun Cotton shirts. Also works on premium quality blends.
- Run several tests to ensure color and design fastness.
- Polyester printed on DTG printers can be done but the process is more complicated.
- Pretreatment is very important step in DTG printing recommend to make trials to achieve the desire color look.
- Recommend to only use light resolution image.
- Temperature control is very critical to avoid bleeding.
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DIRECT-TO-GARMENT (DTG)
6410 – Sueded T-shirt

DIRECT-TO-FILM (DTF)



A DTF printer allows you to print a highly detailed design onto a piece of film, then transfer your design directly onto fabric. The reason this technique is gaining status is the variety of fabric surfaces it makes available for printing. DTF printers are equipped with multiple color ink tanks, allowing them to operate using CMYK settings.

TIPS:

- A DTF printer uses 0.75mm thick PET films, which transfer details more accurately than screen printing. These films are commonly known as DTF Transfer Films.
- Choose artwork that is designed to let the garment color show through. Software is an important element of direct-to-film printers. For DTF printers you will need specialized RIP software to handle your white and CMYK colors.
- Use high resolution images.
- Polyester rich fabrics such as used in Festival and Ideal, should be cured at lower temperature, not to exceed 300 degrees.

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DIRECT-TO-FILM (DTF)
6010 – Tri-Blend T-shirt

SUBLIMATION

 Sublimation printing on fabric is a method of printing that uses heat and time to transfer dye onto fabric. Sublimation works best on synthetic fabrics like polyester because they have a high affinity for the sublimation dye. It allows for full-color prints with sharp details and no need for additional layers or coatings.

TIPS:

- Because sublimation is essentially a dye process, you get the best results when the fabrics are either white or light-colored.
- Not all 100% polyester fabrics are suitable for sublimation. Be sure to test the fabric before printing.
- Design in RGB for best results.
- To eliminate the moisture variance of the transfer paper, place the printed transfer 2"-3" below the heat platen for 20-40 seconds. It is normal for the transfer to appear washed out.

TEMPERATURE & DWELL TIMES:

- A temperature of 400° F is recommended for most products. Use moderate to heavy pressure—it should require some effort to close your heat press. Time and temperature may vary with heat press and the thickness of the fabric.
- Dwell times can be increased or reduced in 5-10 second increments until you find the time that results in the clearest image.
- Polyester rich fabrics such as used in Festival and Ideal, should be cured a lower temperature, not to exceed 300 degrees.

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SUBLIMATION

5080 – Women's Festival Crop Top

EMBROIDERY

 Embroidery is a premium method for decorating textiles, offering exceptional durability, a refined feel, and excellent washability for company logos, designs, or promotional messages. Unlike other printing methods, embroidery uses multiple needles, typically ranging from 6 to 18, which automatically switch to create multi-colored designs. Additional embellishments like beads, pearls, or ribbons can also be added for extra texture and visual appeal.

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EMBROIDERY
7200 – Heavyweight Jersey
T-Shirt