



Special Effect Printing & Embroidery

A guide

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1



High Build Prints

/ Texturised Effects

High build printing is a structured 3D print effect that makes an image or part of an image really stand out. High build can be used to create multiple layer 3D effects. Think building bricks and you get the idea.

2



Puff Prints

/ Texturised Effects

Puff printing is a raised print technique that creates a 3D textured effect. This effective technique can bring an otherwise flat image to life. In the monkey example above, the monkey's face and hands have texture to enhance the image with realistic qualities and makes it 'touchy feely' too.

3



Distressed Prints

/ Texturised Effects

Distressed printing techniques combine vintage styling with durable and long-lasting print. This is a perfect print solution for anniversary celebrations or to mirror distressed style branding like JD.

4



3D Embroidery

/ Texturised Effects

Puff embroidery is a 3D embroidery technique. If you're looking for a multi colour 3D effect to bring a design to life this is a great alternative to printing. The balloon example here was created for the release of the movie "Up."

5

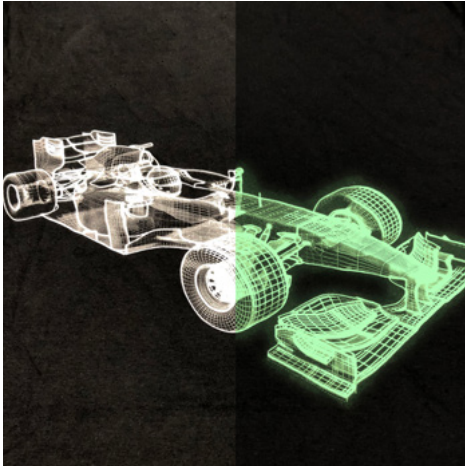


Suede Prints

/ Texturised Effects

Suede ink adds texture to a design to create a soft suede-like texture with a matt finish. The finish itself can add interest to a design or can be used to look like an appliquéd technique; no sewing just printing – clever eh?

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Glow in the Dark

/ Reactive Effects, Print and Embroidery

It's the phosphorescent ink that makes this print glow in the dark. This technique takes a great design from day right through to night. Great for a festival.

This technique isn't just exclusive to print, it can also be embroidered. Threads are treated with phosphor to create a glow in dark embroidered effect too.

7



Flash Back Prints

/ Reactive Effects

When printed onto dark fabrics this transparent ink reacts to flash lighting, such as photography. 'Now you see it now you don't' this attention grabbing technique gets lots of interest and can reveal 'hidden' messages or parts of the a design that are not immediately visible. Look for the 'hidden' printed details in David Bowie's hair.

8



UV Glow Prints

/ Reactive Effects

Glow under UV (ultraviolet) light, think white tee shirt and nightclub. This print finish is available in multiple colours making it a super effective technique for complex designs ... and throwing some great shapes.

9



Colour Change Prints

/ Reactive Effects

When exposed to sunlight, temperature or when wet a subtle version of a design changes to a full colour and vibrant version of the design. Very eye-catching and memorable.

10



Reflective Prints

/ Reactive Effects

Reflective ink bounces light back in the dark or in dull conditions. Great for high-viz safety clothing or when a message needs to be seen once the sun goes down.

11



Scratch and Sniff

/ Reactive Effects

Does what it says on the tin; scratch, sniff, delight, repeat. What's more to say, other than from zingy to umami it's the perfect print application for food and drink product launches.

12

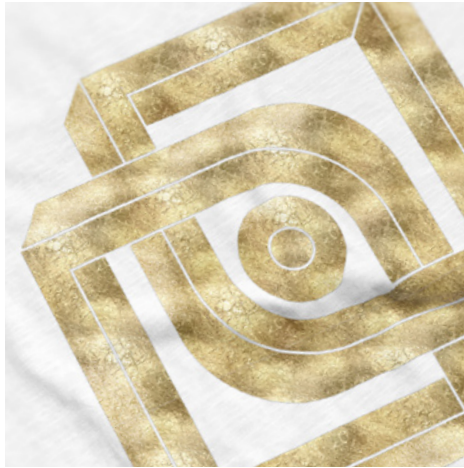


Glitter & Sparkle Prints

/ Metallic Effects

Fully glittery or a little bit of sparkle these print effects will give every bit of bling to your designs that you need.

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Foil Prints

/ Metallic Effects

Full metallic or a couple of spots here and there, this high lustre foil printing comes in a variety of colours for the most striking bling effect.

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Flat Metallic

/ Metallic Effects

Flat metallic printing gives a less mirrored finish than foil and is cost effective too. Metallic embroidery, as featured above, uses fine strands of metal woven into threads in a range of colours for beautiful embroidered designs.

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