

Fully Sublimated Softshell Jacket Launch

Leading garment screen, embroidery and digital print provider proud to showcase in-demand new product



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The Inspired division, Screenworks specialist team which focuses on bespoke products, will be in charge of customising the jacket. Using sublimation, corporate designs, artwork and striking photographic images can be printed directly across the fabric using heat, and with Pantone colour-matching the garment is spot on to match clients' exact brand requirements. Following printing, the jacket is then constructed and stitched together to create the final product.

The new jacket is gender neutral, responding to client demand and fashion industry trends. Made from high-quality fabric that delivers four-way stretch it's extremely comfortable, and at Merchandise World the jacket was the most photographed product on display - a true buzz within the event! The details and finishes that can be added to the product really help in its customisation, making this a product that clients will return to again and again, as it shouts quality, design and individuality.

Reshma Rajendran, head of product development in the Screenworks Inspired team, said: "A microfleece lining,

along with the shower resistant and windproof qualities in the jacket are ones that a customer would expect from an item they invest in, so it's great to be bringing this product to market - supporting wearability. The jacket will be available from only 100 pieces as we at Screenworks are focused on ensuring MOQ's are accessible and custom-made quality products are available for more clients."

Matt Daines, Sales Director, said: "This jacket is yet another example of the Screenworks' approach towards innovation, coupled with our drive to support our clients in every possible way.

"These types of jacket are becoming increasingly popular as we see a move away from fast fashion, towards items of quality and longevity. We'll be increasing our production in the months to come and are in the final development stages of our Gilet version of the jacket - to be launched at the beginning of next year."



About Screenworks

Screenworks is one of the longest established garment embroidery, screen, digital and direct to garment print service providers. Originally founded in 1976, the company has been delivering the best in promotional products since 1991.

With a processing capability of 6.5m items per year, Screenworks works on fast turnaround and thrives on its creative capabilities. At its heart is reliability, quality and accuracy as well as leading the way for improving industry standards and reputation.

In 2019, the company launched its Inspired division - focused on delivering customised textiles and promotional clothing and exceptional design services - in response to client demand for more individualisation.

Alongside their expertise and creativity the company has values of ethical practice at its heart. They are focused on investing and innovating to lead the way for improvements in the industry, from reducing their environmental impact to maintaining and ensuring a fully audited supply chain.

For further information, **please contact:**
 Katrina Suppiah/Roisin Tarrant - Publicite Ltd
k.suppiah@publicite.co.uk
 020 8543 6582 / 07809 028711