



GUIDE TO SUBLIMATION

IMAGES
AWARD 2007



QP
National Award Winner
1994, 1996, 1997, 1999
Award of Excellence
1998, 1999

THE TROPHEX SHOW

Best New Technology 2011, 2013
Best Transfer Product 2012, 2017
Best Innovation 2014, 2015
Best Marketing 2016

Printwear & promotion
EXCELLENCE AWARD 2008

INTRODUCTION

TheMagicTouch (GB) Ltd are Platinum Partners for the UK and Ireland of sublimation inks and printers from Sawgrass Technologies, world leaders in this unique print process.

The company market and distribute all sublimation related products under the DyeSubMagic® brand. All ink cartridges and printers are supported with the relevant ICC colour profiles for vivid colours.

Please note the printing of 100% cotton, dark garments and non-polyester coated products does not work with the sublimation transfer process. Please refer to TheMagicTouch® toner-based image transfer process.

Sublimation as a production technique is relatively simple, it's the chemical process which separates it from any other form of digital printing. When sublimation inks are heated they turn into a gas and sublimate the image to the polyester based fabric or polyester coated surface. The result is a premium full-colour, photographic quality image that will not crack, peel or wash away from the substrate. However sublimation dyes are not opaque therefore the printable items need to be white or a pastel colour only.



WHAT DO YOU NEED?

Sublimation is an inkjet process and only selected printers can run sublimation inks. Sublimation inks are unlike regular inks as they are dye rather than inks. Printers designed for the sublimation process are supported with profiles or RIP type software for correct colour reproduction under heat.

Sublimation paper is specially coated to be absorbent, fast drying and ensure strong and vivid colours. The papers are available in various standard sizes and rolls.

To ensure safe and consistent production of sublimation items we recommend using professional and reliable

equipment. The presses need to attain and maintain constant 190°C - 200°C temperature with adjustable pressure settings. Other available presses are for mug production and the decoration of caps and hats.

All printables need either a polyester coating on hard surfaces such as mugs, metal, tiles, coasters etc or at least 50% polyester fibre content with fabrics such as T-shirts, polos, mousemats etc.

Design and graphic software packages such as Corel Draw® and Adobe Photoshop® are perfect for preparing artwork for sublimation and are widely available.

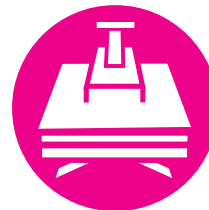
PRINTER



SUBLIMATION INK
& PAPER



HEAT PRESS



SUBLIMATION
PRINTABLES



PRINTERS

SAWGRASS VIRTUOSO SG400 A4 PRINTER PACKAGE



SAWGRASS VIRTUOSO SG800 A3 PRINTER PACKAGE



The Virtuoso SG400 & SG800 produce bright, vibrant images using SubliJet-HD cartridges - an ink formulated to provide a high yield and an expanded colour gamut. Suitable for both Windows or Mac OS.

Printing at a maximum resolution of 1200 x 1200 dpi, both machines come complete with a set of four regular capacity Sublijet-HD ink cartridges, colour management software - PowerDriver 4.2 (for Windows®) or colour profile (for Mac), USB cable and Creative Studio software available online together with a two year warranty.

The SG400 is predominately used as an A4 machine but can print up to 216 x 356mm, The SG800 prints up to 279mm x 432mm as standard - but is expandable up to 330mm x 1.3m with optional bypass unit.

SAWGRASS VIRTUOSO VJ628 LARGE FORMAT PRINTER

With a 24.4" (620mm) printable width (with paper size 24.8" - 630mm) the VJ628 makes large format sublimation simple.

Available in multiple High Density ink cartridge configurations including dual CMYK (8 colour) and Florescent options with a print resolution of 1440dpi.

Supported by PowerDriver® colour management and complete with colour profiles and RIP options. Complete with full warranty and on-site support.



PAPER & INK

As well as the latest sublimation printers we also supply a range of sublimation paper and inks for selected older models of sublimation printers. Please contact us for details, or visit our website.



MANUAL PRESSES

ADKINS SWING HEAD



Professional, heavy duty swing head press with digital controller. Available as 38cm x 50cm with optional interchangeable base sizes or as a fixed base 42cm x 59cm press for large items.

Includes two PTFE sheets. Suitable for all flat based sublimation, TheMagicTouch® and MagiCut® applications. Lifetime warranty on heat platen.

MANUAL INSTA 201



The small format and lightweight nature of this swing head type press makes it portable and space saving. 33cm x 33cm heat plate. Suitable for all flat based sublimation, TheMagicTouch® and MagiCut® applications. Lifetime warranty on heat platen.

CAP/POCKET COMBI



ARC MUG PRESS



1.5oz Shot



12oz Latte



17oz Latte



2.5oz Espresso



6-10oz Mug



10-11oz Mug

Perfect for pressing sleeves, caps and small areas. The press comes complete with a 15 x 8cm curved element and base table for caps/hats and a 15 x 9cm element and base table for flat items.

Comes complete with standard 10/11oz element. Additional optional elements available for bone china, latte, espresso and shot glasses are shown above. Complete with one year warranty.

PNEUMATIC PRESSES

ADKINS SWING HEAD



Automatic air operation removes operator fatigue - ideal for large volume production. Includes two PTFE sheets. Use in conjunction with an air compressor. Swing head element with print area of 37 x 50cm.

OMEGA 750



Draw style press with automatic operation, using suitable air compressor (50 litre twin engine, or 50 litre oil free models recommended). 80 x 100cm pressing area.

Operates using 230 Volts AC 50/60 Hz and requires exclusive use of a power outlet rated for at least 32 amps.

COMPRESSORS

BB24V



Used in conjunction with pneumatic heat presses. 25 litre tank with single engine. Quiet operation. Hose and coupling supplied as standard.

BB50D



Used in conjunction with pneumatic heat presses. 50 litre tank with twin engines. Quiet operation. Hose and coupling supplied as standard.

VT150



Oil free single engine compressor with 50 litre capacity tank. Ideal for high demand presses. Quiet operation. Hose and coupling supplied as standard.

PERSONALISED GIFTS

Special moments are some of the most important memories in our lives. What better way to capture and commemorate them than with a personalised gift?

With sublimation, you can create the personalised phone cases, mugs, pillows, cushions, coasters and other products people want. Sublimation's full colour, high-definition technology enables you to easily customise with text, graphics and photos. Your products will fetch premium prices because you're making more than a gift. You're making a memory.





By far the most popular sublimation printed product is the gloss coated mug - so easy and cost effective to produce and often a great lead in to offering your customers other personalised products.

However - there are a huge range of other products which are sublimatable - and great demand for personalised gifts that mean so much more because they are unique.

View our full range online at:
www.themagictouch.co.uk





PROMOTIONAL PRODUCTS

As a digital product decorator, you can offer small businesses, corporations and organisations what traditional promotional product manufacturers cannot: quick turnaround and smaller runs of full colour, durable and personalized items that will get their brand seen time and again.

Your branded t-shirts, towels, luggage tags, mugs, iPad sleeves, mousemats, water bottles, phone cases, keyrings and more give customers much more than a product with their logo. Items such as these are used over and over, delivering more exposure for their brands - and more value for every penny they invest.

GARMENTS

Decorating garments with full colour, high definition graphics is easier and more profitable than ever with a sublimation system. Our sublimation and digital heat transfer technologies enable you to offer customers lasting, vibrant colour on polyester and poly-blend fabrics.

Sublimation delivers a level of quality, durability and economy, which makes it ideal for start-ups and diversifying existing garment decoration businesses. And with no set-up time or colour separations, you can finally turn a profit on short-run orders with quick turnaround.





AWARD & SIGNAGE

Sublimation technology has revolutionised the awards and engraving industry. You are no longer limited to one or two colours when creating your products. Not only can you offer customers full colour items featuring logos, photos and custom designs, you can do it faster and at higher profit margins than with traditional methods.

With a sublimation system, you'll be able to generate more revenue from every customer and diversify your product offerings to include signage, promotional and fundraising items, ID products and more. Whether you want to grow in your current markets or enter new ones, our solutions will get you there in record time.

HD METAL

HD Metal has been developed to showcase stunning photographic and sign based designs in full colour. The aluminium sheets (1.4mm thick) are multi-coated to ensure a deep gloss finish that is both scratchproof and waterproof.

Certified for UV and global solar radiation resistance for a minimum of two years. It is perfect for signage, point-of-sale and advertising markets.



A

B

C

D

E

F

G

Available in various sizes:

Ref A: 127 x 177.8mm (5"x7")

Ref B: 150 x 200mm (6"x8")

Ref C: 203.2 x 254mm (8"x10")

Ref D: 279.4 x 355.6mm (11"x14")

Ref E: 304.8 x 304.8mm (12"x12")

Ref F: 304.8 x 457.2mm (12"x18")

Ref G: 599.4 x 599.4 mm (24"x24")

With over 25 years in the industry TheMagicTouch (GB) Ltd offer multiple methods of printing and personalising - sublimation in just one.

For more information on our other processes, or to see how we can be of help to you, please give us a call or request one of our brochures.

Other product ranges you may find interesting...



TheMagicTouch
Laser transfer papers and equipment



MagiCut
Heat transfers films and equipment

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