

## PROMOTIONAL BAGS: PRINT TECHNIQUES

There are a number of print techniques available for printing on a reusable bag and it will influence the material you decide to use and even the style that is suitable.

### SILK SCREEN PRINTING:

Is suitable for Non woven, cotton, jute and rPET ecobags. It is the perfect choice when the art work is simple and bold. Block colours work best. We can re produce subtle colour gradients of any print colours required to create the desired effect.

### DIGITAL COLOUR PROCESS:

This is where for graphic or digitally created artwork and pictures are desired. It is best and cost effective where many colours are used and high volumes required. It will give a contemporary and quality finish. The additional finish of a matte or gloss laminate can be applied to enhance the look of the bag. This is perfect for Woven and Non-woven PP laminated bags, just like the bags sold by the large supermarkets. It is suitable for Non-woven laminated, Woven laminated and rPET laminated bags.

### HEAT TRANSFER:

For a photo quality finish a heat transfer might be the ticket. Essentially a tattoo or a decal is created and with the use of heat bonded onto the bag. This method can be used for Non-woven bags or rPET bags. The limitation is that there are a set amount of sizes available. The advantage is you can get a brilliant photo quality on your bags without them needing to be laminated.

**CMYK:** Digital artwork can be made up of full colour CMYK (cyan, magenta, yellow and key black) plus 1 PMS colour and white. You also have the option of 5 PMS colours plus white

**Full Colour:** when making printing plates, the colour data is analyzed by a computer and then a pre production samples can be created. The colours on the physical sample are made with the colour data supplied with the artwork in an outlined high resolution vector file which enables grips, bleeds and cutting lines to be added.

**The process you choose, will depend on the type of bags that suit your promotional campaign. We can help you with all of this, for more information on choosing the right printing technique for your reusable bags, call us on 0208 242 4468 or contact matt@smartbags.co.uk or visit www.smartbags.co.uk**

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