

What is digital printing?

Digital printing is the ideal printing technique for photos and colorful designs which have gradients. This printing technique does not last as long as [flex](#) and [flock](#). The colors fade over time.

Digital printing is sub-divided into three different techniques: Digital Direct, Digital Transfer and Digital Transfer Overlay.

Digital Direct

- The print is sprayed directly onto the apparel. Therefore, the design feels softer and is more comfortable to wear than Digital Transfer.
- Digital Direct works well with large designs, however the colors fade after the first few washes. This printing technique is optimal if a "vintage" look is desired. The design looks somewhat washed-out and vibrant colors are not to be expected.
- Digital Direct is a relatively new printing technique, therefore we are not able to print on all of our products.

Digital Transfer and Digital Transfer Overlay

- The design is first printed onto a transfer paper before it is pressed onto the shirt. Digital Transfer Overlay prints can be cut to the exact shape of the design or photo. Digital Transfer prints will have a thin line around the design.
 - Compared to Digital Direct, the Digital Transfer and Digital Transfer Overlay designs are truer to the original color and more durable.
- Digital Transfer Overlay can be printed on all fabric colors. However, Digital Transfer designs can only be printed on white and some natural products.

How do I get the best results with digital printing?

- With photos: an unlimited number of colors are available for the design; color gradients are possible.
- For designs with more than 3 colors and with color gradients.

What should I be aware of when using digital printing?

- The design must be uploaded as a pixel graphic. What are the requirements for pixel graphics?
- Digital Transfer designs which are printed on stretch shirts might form cracks, as the print is not very flexible.
- Colors fade over time.

