



## SubliJet Frequently Asked Questions

### **SubliJet Product Related Questions:**

#### **How does SubliJet work?**

SubliJet inks use a patented heat transfer process that employ special heat sensitive inks to permanently dye the surface of polymer-coated surfaces. Simply print your clip art, scanned images, or computer created artwork on an EPSON Stylus printer using high-quality ink jet paper and SubliJet ink cartridges. The resulting transfer sheet can be applied to a variety of surfaces with a standard heat press.

#### **How are SubliJet transfer inks different from transfer papers?**

Heat transfers created with color laser, ink jet, or wax thermal printers use a polymer coated transfer paper to fuse ordinary toner or ink particles **onto the surface** of a substrate. The result is a “decal-like” transfer that can peel, crack, fade, and discolor over time. SubliJet transfers instead rely on special transfer inks and a dyeing process called sublimation to transfer its ink **below the surface** of a substrate. The result is a “tattoo-like” transfer that will not peel, crack, or fade and lasts for many years.

#### **What are the limitations of SubliJet?**

SubliJet inks transfer well to light colored, synthetic surfaces such as polyester and acrylic. They do not transfer to natural surfaces such as cotton, or dark colored surfaces. Over long periods of time, SubliJet inks have limited color-fastness when exposed to direct sunlight.

#### **What do I need to know about color management software?**

Every ink used in the printing industry requires color management to produce good clarity and consistent results. Color management software is an invaluable tool when printing with sublimation inks. Color management software gives sublimation printers the tools to produce brilliant spot color fills and transfers with true photo-quality with the click of a button. The only color management software available in the sublimation industry is PowerDriver PRO from Sawgrass!

PowerDriver PRO not only allows you to compensate for this shift in color when transferring images to different surfaces, but also provides the perfect system for matching tricky spot colors. Users select the product they will be decorating and PowerDriver PRO automatically corrects colors for that surface. PowerDriver PRO is provided to all SubliJet users at no cost with the purchase of a set of inks.

#### **What should I know about UV stability when using sublimation inks?**

Some companies claim that their products are more UV-stable and colorfast than SubliJet digital transfer inks based on the use of high-energy sublimation dyes. This simply is not true and has never been proven—Ask any supplier for proof.

High-energy dyes are typically used in industrial applications. These dyes contain a larger particle size that frequently cause ink products to separate when not in use. This separation causes significant color shift, leaking cartridge seals, wasted ink and poor print quality. These problems waste ink, time and most importantly money!

These inks also require much longer dwell (transfer) times and the vast majority of substrates can scorch from extended time in a heat press. Beware of scorching when using substrates like mouse pads, t-shirts, and Unisub.

## **SubliJet Support Related Questions**

### **Why are the colors in my transferred image incorrect?**

- Color management may not be properly applied. Be certain to use the color matching software you received with your SubliJet cartridges.
- Ensure you are pressing the item with the proper time, temperature and pressure.
- Verify that all colors are printing correctly. Run the Nozzle Check utility and clean the print heads as required.
- If you have done all of the above correctly and you are trying to match a spot color, use the ColorSure color-matching feature available within PowerDriver PRO. See your *PowerDriver PRO Users Guide* for additional information.

### **Why is my printout really light on paper?**

This should be no cause for alarm. SubliJet naturally looks muted before transferring the image. After you heat transfer the image SubliJet's unique inks produce a brilliant and durable final product.

### **How can I prevent my printout being cut off on the bottom or side?**

Verify that your printer driver is setup for the correct paper size. Your printer driver setting needs to match the paper size that is loaded in the printer.

### **What could cause my image to look good but washed out?**

- Ensure you are pressing the garment with the proper time, temperature and pressure. If so, try pressing longer to ensure that the dyes are penetrating the fibers sufficiently.
- Ensure you are using a recommended paper.
- Ensure your substrate is designed to accept sublimation transfers. Garments made from natural fibers such as Cotton, are not compatible with the sublimation process
- Refer to your *SubliJet Users Guide* for additional information.

### **Why do my colors appear light and splotchy?**

- Ensure you are printing on the correct side of your paper.
- Ensure you are pressing the item with the proper time, temperature and pressure.
- Check that you are using the recommended paper.
- Ensure you do not have a moisture problem.
- Ensure your substrate is designed to accept a sublimation transfer.
- Refer to your *SubliJet Users Guide* for additional information.

### **What can cause my image to look blurry?**

- Ensure you are pressing the item with the proper time, temperature and pressure.
- Ensure that you are using a recommended paper.
- Ensure you are printing on the correct side of your paper.
- Ensure you do not have a moisture problem. Try drying the paper on the press or putting a paper towel behind the transfer when you heat press it.
- Verify that the printer's print heads are properly aligned. See the section entitled *Aligning the Print Head* in the *EPSON Printer Basics Guide* for more details and instructions.

**How can I prevent gaps or bands in my printout?**

Ensure that all of your printer's nozzles are firing properly. Perform a nozzle check from the Utility tab of your printer driver. If necessary, perform a cleaning cycle to restore print quality. For more information on performing a nozzle check, see the *EPSON Printer Basics Guide*.

## **SubliJet Sales Related Questions**

### **What is the page yield of a SubliJet cartridge set?**

#### **Page yield is determined in the following way:**

A representative sample of 10 artwork samples is printed many times over. Each artwork sample is based on full-coverage, full-bleed, letter-sized images. The volume of ink used in the process is measured and compared to the total square feet of printed output. The resulting yield data gives a very accurate cost per square foot.

**EPSON C82/C84** – extensive yield testing has shown that the average user will yield **at least** 40 full-color, full-coverage, letter size transfers from the color cartridge and 200 from the black cartridge. The average cost per transfer for the C82/C84 is approximately \$3.00 or about \$0.035 per sq. inch. Actual yield will vary depending on your particular artwork.

**EPSON C82/C84 QuickConnect System** – extensive yield testing has shown that the average user will yield **at least** 250 full-color, full-coverage, letter size transfers from the set of ink. The average cost per transfer for the C82/C84 is approximately \$1.37 or about \$0.015 per sq. inch. Actual yield will vary depending on your particular artwork.

**EPSON 1280** - extensive yield testing has shown that users should experience yield of **at least** 500 full color, full coverage, letter-sized transfers. The average cost per transfer is approximately \$1.00 or \$0.01 per sq. inch. Actual yield will vary depending on your artwork.

### **Why should I choose SubliJet over a CLC transfer paper system?**

Transfer paper systems, or Color Laser Copier (CLC) systems, are useful for particular novelty-type applications, but are not ideal as a primary digital transfer system. First, the cost of entry into a CLC system is 5-10 times as much as a SubliJet system, beginning around \$5000. Second, CLC requires unique, paper for each substrate you plan to transfer onto, creating huge inventory liabilities. Finally, and most importantly, CLC transfers have limited wash-fastness and durability. This is especially noticeable in apparel decorated with CLC transfers. The CLC transfers will have a heavy, plastic-like feel and will require special care instructions to minimize damaging the transfer. In most cases, apparel decorated with a CLC transfer will have to be washed inside out and line-dried.

### **What do I need to get started?**

It is easier than you might think. To create sublimated products with this technology, you will need the SubliJet ink cartridge set, Power Driver PRO color management software, a compatible EPSON ink jet printer, PC or Mac based computer, graphic design software, and heat transfer equipment (flat press, mug press, or plate press). The addition of a color scanner lets you create transfers from photos or other scanned artwork. Our network of Authorized SubliJet Resellers can assist you in selecting a system designed for your needs.

**Does SubliJet work on 100% cotton T-shirts in addition to polyester T-shirts?**

Because SubliJet uses sublimation dyes, t-shirts must have a synthetic printing surface. Hanes Printables now offers a range of apparel called Soft L'ink™ that combines cotton with synthetic material for sublimation transfer printing. Soft L'ink apparel is produced with Diamond Knit™, a patent-pending, two-sided fabric process engineered specifically for use with SubliJet transfer ink technology. This innovative approach combines 100% cotton fabric with a micro-polyester outer weave for a product line that allows printers to digitally create full-color, photo-quality graphics on a cotton-based garment. This “digital ready” shirt has all the attributes one would expect from a Hanes product including a soft feel, quality stitching, and great washability. Choose from t-shirts, polo shirts, and sweatshirts, in child through XXL sizes.

**Who do I call when I have technical questions about sublimation printing?**

Technical support is available from Sawgrass and their Authorized SubliJet Resellers via phone, fax, and e-mail. Sawgrass employs a full technical support staff, which are experts in their field and know how to solve any problem that you may encounter while using your sublimation system.

**How can I get the best price without sacrificing quality?**

When pricing your sublimation system, it is important to consider direct and indirect costs. Direct costs, like the price of cartridges and paper, seem easy to recognize. When indirect costs are factored in, however, bargains aren't always what they seem. When evaluating costs, think about these points:

Does the system you purchase include FREE color management software? Color management optimizes the amount of ink used to print and reduces wasted paper, substrates and time.

Is your ink high quality? Inferior inks may settle in their cartridge in just a matter of weeks, forcing you to discard them.

Is the competitive ink manufacturer going to stand behind their product? Sawgrass is the only supplier that staffs a dedicated technical support staff and a faulty, unusable system offers no savings in the end.

With SubliJet inks, you are guaranteed top-notch support and the highest quality product. In short, **the best possible value.**