



Sublimation in Three Simple Steps!

It's fast & easy to colorize your product line. A computer, graphic design software, printer with sublimation inks, and a heat press are all you need to get started. Add a scanner or digital camera, and you have the ability to work with color photographs - opening a whole world of endless design options.



Step 1: Select Your Image

Start by designing your transfer. Use computer graphics or an existing customer logo, scan a color photo, clip art, or other image.

Step 2: Print Your Transfer

Once you have created your electronic design, you can produce one transfer or many of the same design. Sublimation delivers vibrant, full-color images - superior to silk screening and hot stamping.



Step 3: Apply Your Transfer

It's easy with the right equipment. Here's how it works: With heat and pressure, sublimation inks convert from a solid to a gaseous state penetrating the sublimatable substrate to create permanent, durable images in full-color - unlike other heat transfer methods that apply color only to the surface. The result with sublimation is a rich durable product that's resistant to damage from scratches.

Color your world with the vibrant possibilities of sublimation

Let your imagination be your guide. With recent advances in desktop computer graphics and sublimation inks, Rowmark sublimatable products put the power of sublimation in your hands.

Variety and selection...it is easy to impress your customers with the wide selection of sublimatable products available from Rowmark.

Profitability...the flair of a unique personalized product sells itself. From sports to corporate markets, Rowmark sublimatable products will easily suit your bottom line goals.

Innovative ideas...there is always something new. With the constant introduction of new products, your customers will return again and again to see the latest sublimatable possibilities.

Technical support...getting started can often be the hardest part of any new endeavor. Rowmark offers technical support to answer your sublimation questions.

Tips & Tricks

Cleaning the Substrate

Cleaning your sublimatable materials is easy. Simply dampen a cloth with alcohol and wipe the surface clean of dust, fingerprints, dry-erase marker, or other debris. Even if you wrote on a gloss-coated substrate with permanent marker by mistake or accidentally spray-painted it, don't throw it out! It will clean up effortlessly with a cloth moistened with mineral spirits.

Rowmark recommends that you wipe your substrate free of dust with alcohol prior to attaching your transfer for pressing. This allows for a clean, dust-free surface that results in a better transfer.

Printing the Transfer

No matter which Epson printer you're using, it's always best to do a nozzle check each time you turn on the printer. Use a piece of copy paper so you don't waste transfer paper. If you experience a bad nozzle check pattern, proceed with a cleaning. Print the nozzle check pattern again. Repeat this process up to 5 or 6 times until you achieve a good test pattern. If you notice that the test patterns are getting progressively worse, you may need to replace the ink cartridge that is "missing".

If you don't use your printer on a daily basis, Rowmark recommends that you "maintain" your printer. This is very easy to do. If you know you aren't going to use your printer on any given day, turn it on anyway (by the manual switch - not a power strip or a switch on the wall). You will notice that the printer will start making a bit of noise. It is cleaning itself. This takes very little time and ink. If you've ever experienced a clog, you'll appreciate the tip!

Time, Temperature & Pressure

If you're just getting started in sublimation, time, temperature, & pressure settings are a mystery, no doubt! Each Rowmark product comes with suggested starting points for these settings. They are only meant as a guide and you will find that your own practice & experiences will give you the best results.

Transfer Paper

Be sure to use the recommended transfer paper. If you look closely, you will notice that one side of the paper is brighter than the other side. Print your transfer on the bright white side. Transfer paper can only be used once. Therefore, it is recommended that you utilize the space efficiently. Store your transfer paper in its original black package. If the transfer paper is exposed to light for a period of time, it will fade & affect the quality of the transfer.

Pressing Plaques & Ready Signs

If you've been pressing plaques & Ready Signs, you may have already discovered what can happen if you tape on the edge. The finish on the edges of plaques and Ready Signs is a foil. If tape is on this foil, the foil may adhere to the tape while it is in the press, and the foil will peel off the plaque or Ready Sign, leaving an ugly mark on the finished product. To avoid this, simply cut "tabs" on the outer border of the transfer. Line up the transfer, wrap the tabs around the back of the plaque or Ready Sign, and tape them to the back side.

Two-Sided Substrates

Sure, those two-sided widgets are neat, but how do you sublimate on one side without ruining the other side? While you can do two sides at once, it is recommended that you do one side at a time. Sublimate one side as you normally would. Let it cool. To do the other side, line up the substrate with the transfer, and cut "tabs". Wrap them around so they touch each other, and place tape only on the paper so it does not touch the substrate. If the tabs aren't long enough, cut a strip of paper to bridge the gap.

Protecting Your Press

To make the alignment of substrate to a full-bleed transfer easier, it is recommended that you make the transfer slightly larger than the substrate. For example, if you're pressing a 2" x 3" name badge, make your transfer 2.1" x 3.1". This will create a "border" to which you can align your substrate. While this makes alignment easier, it also poses a problem. When pressed, the ink that does not touch the substrate will still heat up, and must go somewhere. If you don't use some type of protection, it will go directly into the pad of the press. Every time you press thereafter, the ink will heat up & transfer onto whatever is in the press at the time. To avoid this, Rowmark recommends that you use either some type of paper or Teflon sheets. (If you are sublimating MATES, we recommend Teflon sheets to eliminate "sticking" to the press pad or to the paper you are using for protection.)

Color Matching

For easier color matching, Rowmark recommends that you print a color palette (either CMYK or RGB) and sublimate it to whatever substrate you are using. Label each color with its CMYK or RGB values. This will provide a quick reference for matching logos, PMS colors, or whatever. It will also take out the “guesswork” and may save you a lot of time and material in the end.