

# Branding Techniques

## LASER ENGRAVING (Eng)

Engraving on leather products



Engraving on plastic products



360 -degree rotary engraving



Our machines offer engraving on not only flat hard surfaces but also on round surfaces from only a few degrees up to full 360 degree engraving. Also, engraving is possible not only on metallic surfaces but also on non-metallic surfaces such as plastic (eg. Pens, bottles), Jute (eg. Jute bags), rubberized surfaces, hardboard surfaces (eg. Notebooks) and Leather surfaces (eg. Portfolios, organizers, wallets etc.)

## UV PRINTING (UV)

Rotary 360 degree printing



Raised logo effect



UV printing gives way to printing on virtually almost anything, coated or uncoated, from plastics and glass to wood, metal silicon, leather, acrylic etc. This printing method is best for branding that involves gradation effect, articles that need edge to edge printing (flat surfaces) and 360-degree printing (round surfaces).

This technique also allows branding to be done in a way that gives appearance of depth and added gloss. Our raised print gives a 3D effect, which leaves conventional printing flat by comparison. Not only does the raised image present us with a visual treat, it is also a wonder to touch! It is also possible to raise certain elements of the print and keep the other elements flat.

Our machines are also capable of adding a gloss effect to a flat or raised print.

## SILKSCREEN PRINTING (SC)

Screen printing gives high quality, long lasting results on flat surfaces. Inks are pressed through mesh stencils to produce clear, sharp images that are ideal for logos and text. Screen printing is ideal for large quantities.



## Pad printing

Pad printing is a printing process that can transfer a 2D image onto an object. It's a commonly used decoration technique as it can be printed on all kinds of shapes and textures.



# Branding Techniques

Embossing



Debossing



Gold Foiling



Silver Foiling



EMBROIDERY

This traditional decorative technique is instantly recognized as a high quality feature that works really well for adding extra perceived value. Embroidery can be applied to both flat and irregular surfaces of all kinds of woven and knitted textiles; Widely used for polos, caps, jackets, uniforms,etc.



HEAT TRANSFER  
PRINTING  
(HT)

Heat transfer is carried out by creating a screen print image on paper and applying heat and glue to imprint the image onto the chosen article. This technique can be applied onto all kinds of woven and knitted products. This technique is preferred over screen printing when full color (CMYK) printing is needed.



DOMING  
EPOXY  
(DM)

Doming is a technique in which a clear resin is sprayed on a print. This produces a beautiful three-dimensional effect. The technique is used for a variety of applications, such as key chains, USB, Desksets etc.

