

Colour Printing on Metal — Plastic — Fabric

'Quality with a Capital Q'

A Joint Design & Make Business Studies project

Leeward Islands

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Member of DATA

Leeward Islands, that's the name of the Company, an associate member of DATA, have recently launched a new Design & Technology product for schools. The CAD/CAM product is based on Sublimation Printing Technology.

The company claims that their process is simple and inexpensive and will appeal to a wide age range of pupil. Their proudest claim is that it delivers quality with a capital 'Q'.

Q: What is Sublimation Printing?

A: Create a 'back to front' image on a plain sheet of paper using special sublimation media, you now have a transfer to place in contact with the surface of a material to be decorated. Under the influence of heat, pressure and time, the media gasifies and releases its true colour(s) which is absorbed into the structure of the decorated material. The print is permanent.

Q: How does it work?

A: By modifying a standard laser printer, which is normally used for high quality desk top publishing, there is now the ability to print colour transfers on plain paper. The computer software is employed to flip the screen design to produce a mirror image print. A flat bed heat press, with controllable heat, pressure and temperature settings, is essential for the decoration of a wide range of materials — metal, plastic, fabric and ceramics.

Q: Is a laser printer essential?

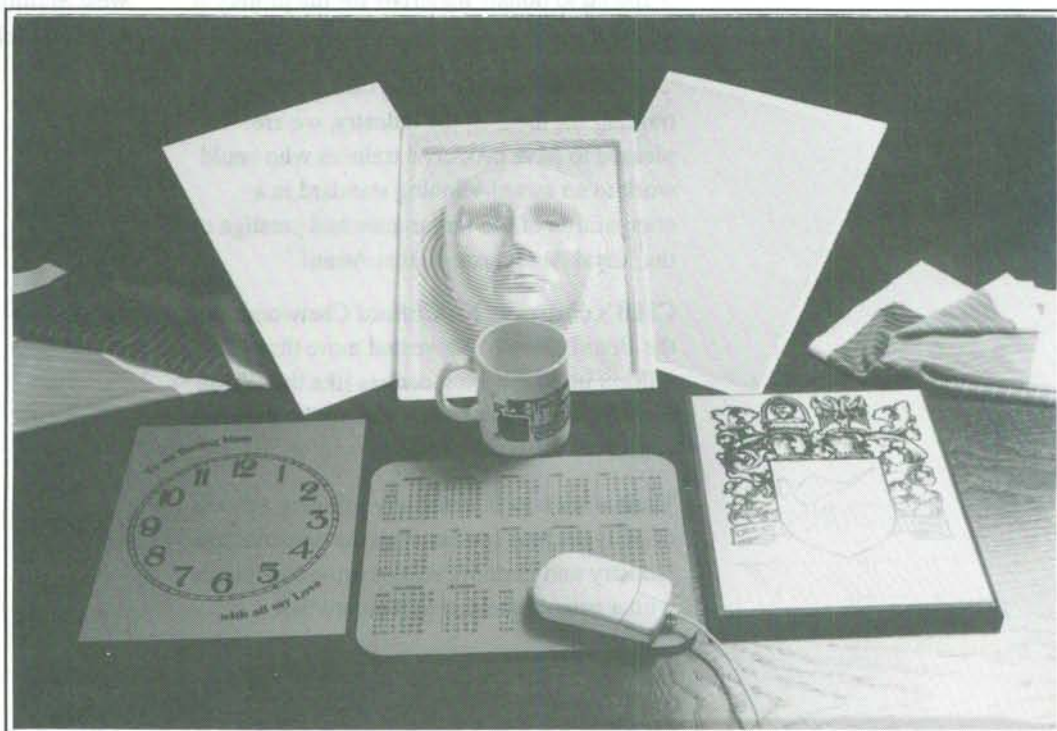
A: No — most schools cannot yet afford, nor have access to a laser printer, but this is no handicap. The company can supply numerous designs of stock transfers which can be used to create manually enhanced designs and produce very professional prints.

Q: How new is the technology?

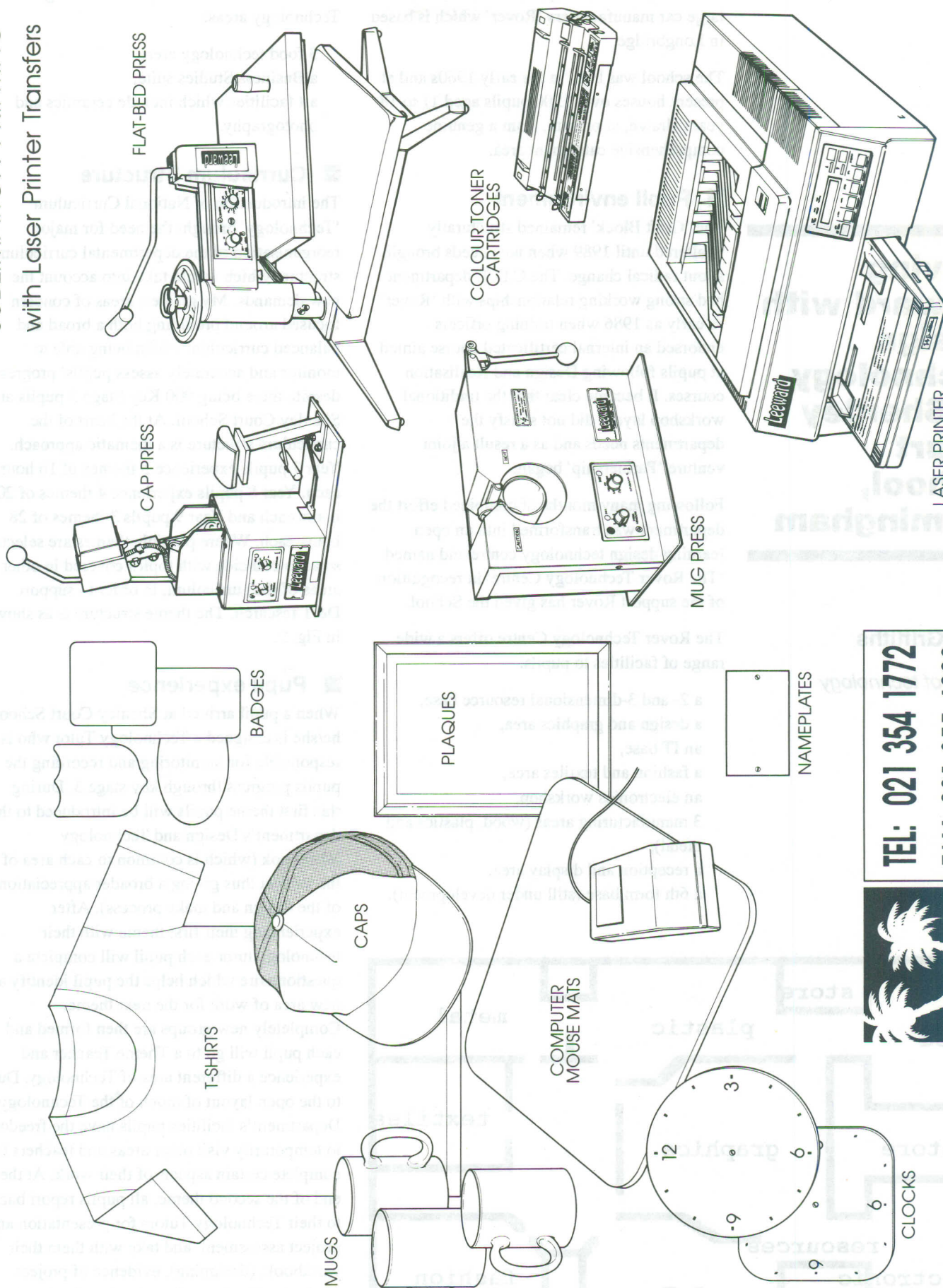
A: Two years ago the process was introduced into the professional business market, specialising in promotional and personalised gifts, manufacturing customised T-shirts, caps, badges, trophies, plaques, signs, clock dials, mugs and nameplates etc.

Q: Are free practical demonstrations available?

A: Yes — Local and Regional DATA groups are encouraged to book them for 1993 programmes.



SUBLIMATION PRINTING with Laser Printer Transfers



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