

Screen Print and Digital Printing



Printing on a flour sack allows you a new way to distribute your art allowing your customers to enjoy your work in new ways. This guide is designed for artists and designers that are comfortable with the creative suite and basic terms in graphic design.

Screen printing is a process of applying durable washable ink to a textile. Screen printing is an ideal process for large number of items that need to be screen printed.

Digital Printing or Direct Garment Printing is a process of sending a product through a machine similar to a large ink jet printer, after printed on product has been sent through the printer it is then heat treated to maintain the durability of the ink

Either screen printing or direct garment printing we suggest following the same tips and suggestions.

DGP vs Screen printing



	Screen print	DGP
Price Low volume		
Price High volume		
Quantity of Colors		
Speed		
Detail		

Good

Fair

Poor

Creating Artwork

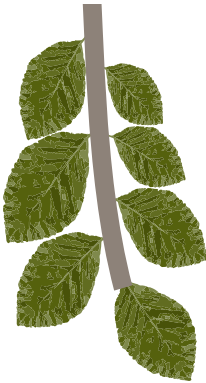
To print correctly it is essential to set up your artwork to enable it to print follow these simple tips to create a successful print

Line Work

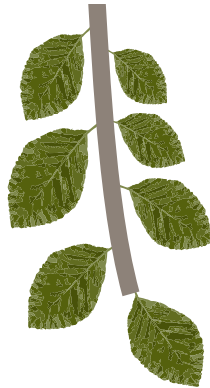
Be mindful of the line work in your art, as some of the light lines may be lost to screen printing isn't a detailed process. For best results keep lines larger than one point

Manage negative space

Screen printing ink will bleed and small areas of negative space could be filled in with screen print ink. Give elements that might be close to touching more space.



The leaves can easily blend together when printed



Separation allows for easier printing



Image has larger negative space



Negative space that can be filled in when screen printed

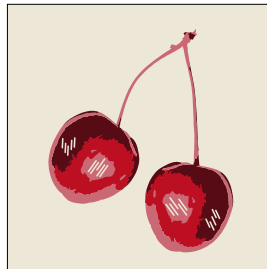
Materials

Color Choice with Natural products

Natural materials have the ability to subdue designs while bright white can make designs stand out. Colors that are similar in tone and hue to the natural flour sack towel can subdue elements of a design.



Design on White
Background



Design on canvas
background

Product Finish

Due to the authentic process of the flour sack towel it creates a semi rough finish on that may cause lint. This lint affects how the ink is applied to the towel and it can cause small gaps in how the ink is applied to the towel. When the towel is washed the gaps in the ink will not be noticeable.

Print Size

The max size that can be screen printed on a product is 14x 17 with an optimal size of 14x14 for best quality. The artboard should reflect the size of the artwork that needs to be printed.

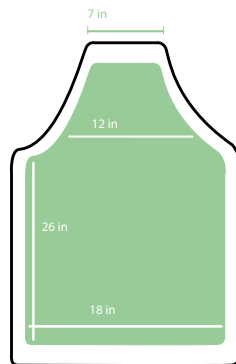
Artwork Placement

Flour sack towels

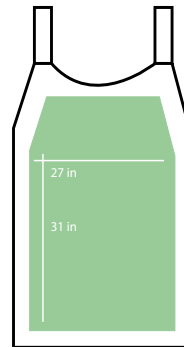
Flour sack towels are measured to a factory standard which involves stretching the towel. Expect a towel to be two to three inches smaller than the factory listed size. The available print area on the flour sack towel is one inch from the sides

Apron

With aprons the print area is one inch from each side. Expect a print area that is 31 in by 27 in with the classic apron expect a print area that is 26 in by 18 in the bib top of the classic apron is 7 in by 10 in. With a **max** print size of **14x17**



Print area on a classic apron



Print area on a apron

Red Stripe Kitchen Towel

The print area on the red stripe kitchen towel is 12 in by 26 in which is inside the stripe edges.

Totes

The print area on a tote is 13 in by 13in

Digital Workspace

Color

Please follow these color guidelines for setting up your art work.

Preferred

- Document is saved in CMYK mode
- Pantone Solid Coated color is used
- Swatches are named with the Pantone Matching System code
- Full color artwork gradients and halftones

Unsuitable for Printing

- CMYK made colors matching not guaranteed
- RGB colors

Artwork Size

The artwork should be submitted at 100% reproduction size, reducing artwork may compromise small negative space fine line work.

Fonts and Images

Photoshop® and Illustrator® any typography should be converted to paths to avoid font errors additionally raster images and images should be embedded into the files.

File Type

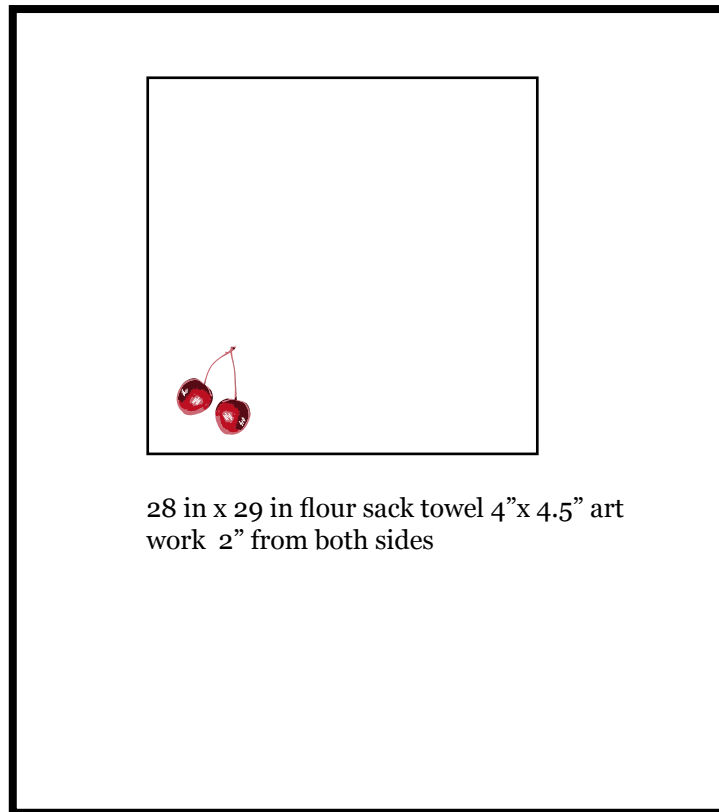
Vector files that are created in Illustrator® are the preferred program for creating printed artwork. Artwork created in Photoshop® raster files should be saved at 300 DP I in either JPG or TIFF.

Digital Files

Artwork Placement on Product

To ensure that you get the best product possible sending in a placement guide with your artwork ensures that the printers know where the art is to be placed on the product by placing a simple text box with the name of the product, dimensions of the art and distance from two adjacent sides.

Example of Placement on Product



Ready to Print

Congratulations! You have read through all our tips and ready to send your file to us. We need your vector art uploaded to us and we need you to place your art work on the product that it is going to be placed on.

Follow This [link](#) to upload your files

