



Tips of the MONTH

People with clear, written goals, accomplish far more in a shorter period of time than people without them could ever imagine. ~ *Brian Tracy*

Discovery is seeing what everybody else has seen, and thinking what nobody else has thought. ~ *Albert Szent-Gyorgyi*

Our greatest fear should not be of failure but of succeeding at things in life that don't really matter.

Francis Chan

To get through the hardest journey we need take only one step at a time but we must keep on stepping

~ *Chinese Proverb*

If you are not getting as much from life as you want to, then examine the state of your enthusiasm.

~ *Norman Vincent Peale*



TRANSITIONS TO FADES

Handling transitions and fades



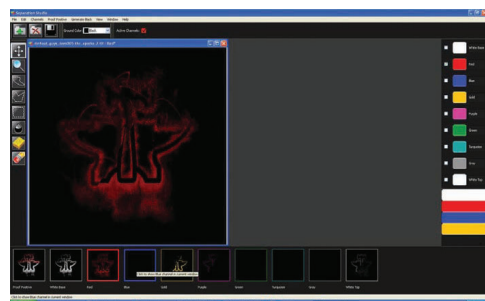
By: Lon Winters

There are many differences between every human, but there is one thing that is common amongst those that choose to stand out in a crowd. That is their metal. Whether it is a buckle, a championship ring, a cross, a custom car, or a body piercing, one's metal is a symbol of who they are and what they aspired to become. Metal is a badge, a snapshot into one's psyche. It's about pushing it to the limit, having the guts to hang it out there and a reminder that says that you came, you saw, you kicked butt and you'll be back. That's Tin Haul: wear your metal out.

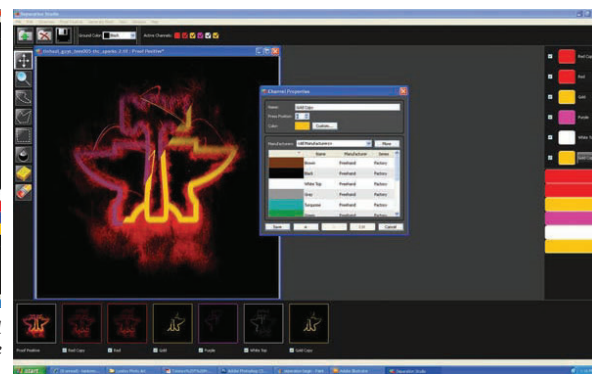
It might be hard to imagine that Tin Haul is a western-wear brand. It's more likely to expect this attitude-inspired clothing to be worn by a snow- or skateboard enthusiast. Though the names aren't as well-known to the mainstream as Shaun White or Tony Hawk, the athletes who participate in rodeo, bull riding, calf roping and barrel racing are no less passionate about their particular extreme sport.

Summer rodeo events took the Tin Haul team from one end of the country to the other—from Texas to Oregon to Oklahoma and a blazing hot trip to Wyoming before sliding back home to Colorado at warp speed. Suddenly it was done and the dust settled to find this new little brand sitting on the top of the world, ready to jump.

For many, the rodeo season never ends; it's what they do. Tin Haul is testing jeans and killer new boots on the road and watching the first of the caps, Ts and event shirts hit retailers as we speak. Men and women of many ages are donning Tin Haul swag with shameless enthusiasm sharing another mantra "the road goes on forever and the party never ends." Gotta' love that attitude!



The author separated the art into three basic colors—yellow, red and purple. The image would print on black, so it required a white printer to make the colors pop.



WELL TRAINED

For the past couple of years, we have been helping the Tin Haul folks with their decorated-apparel needs. From concept and design through fulfillment, we have found it particularly interesting to find ways to blend western with attitude and mainstream.

Recently, we worked on a fun design called Sparks. As requested, our customer

provided a working Photoshop .psd file of the imagery at high-resolution on a transparent background along with a digital and physical color proof and mockup. Now that's exactly how we like it! It has taken almost 15 years and thousands of files, but they finally get it.

We opened the provided file in Photoshop and resized it appropriately based on the hard copy vignettes to the edges, so we had to be careful not to let the design run off the edge of the art board which is sized exactly to our platen at 16" X 22" to prevent exactly that.

Sparks was a fairly simple and primary image as far as color goes. We separated it into three basic colors—yellow, red and purple. The image would print on black, of course, so we would need to build a white printer to make the colors pop.

The first white down was built by making a composite of the other three colors all on one plate. Simple enough. On to output for our four plates (separations)—all at 55 lpi and 22.5 degrees.

Ink colors stayed very straight-forward as well. Again, based on the proof, we went with PMS 186 for the blood red, 109 on the yellow, and Pantone violet for the purple. These and the white were of the opaque version for our dark substrate. The white printer was exposed on a N166, while the colors were all on N272 high-tension mesh stretched and stabilized at 45 N/cm2 on retensionable frames.

Sparks got a little more interesting on press for our setup. We started with the white printer, then a flash and cool station, followed by red, purple and yellow.

We like to run yellow last when possible for maximum opacity and brightness.

The squeegees all started dual durometer triple ply 75/95/75s and all speeds and angles were set at standard startup position. The first strike-off can be described in one very technical term: YUCK!

The print looked terrible. We should have known better. With all the transitions and fades on the perimeter of the image, all in halftones, it was virtually impossible to get all the dots of the colors to line up just perfectly, dot-on-dot, with the white base.

We could see the white peeking out everywhere. This made some of the red areas look pink. Unacceptable for an edgy brand like this, for which the red was to be "blood red." In such situations, sometimes you have to use what we like to call a little "voodoo" or "hippy magic" to get through a job.

Because most of the problem areas were in the red screen, we were able to change the white ink out to the red 186. Going on nothing more than a hunch that this might do the trick, we ran another test and the print turned out great. In the end, we ended up needing to double-stroke the yellow with a softer-edged 55/95/55 squeegee to get the needed opacity without the white influence.

With the ink and squeegee changes, the image looked dynamite. Well, more appropriately, like sparks. The customer was excited about the final product. This and several other embellished products made this seasons apparel launch. Best yet, rodeo teams across the country can sport the Tin Haul attitude and wear their metal out.



How to **EVALUATE** the Quality of Ink

By: Ray Smith
Original Publish Date: May 2014



What do you like about the ink you are using? There are a multitude of reasons that printers express when answering that question. More often than not, these responses are very general: "I like the look," or "I like the performance," and "I like the price."

When creating a quality ink, ink manufacturers have a method to their madness. Using "performance factors" to measure the overall quality and value of the product, they are able to show the true worth of the ink in a real-world environment. Screen printers can use these same points of performance when choosing or evaluating a product for their own production.

AESTHETICS

The nicer the look and feel of the final print, the more impressed the customer will be with the overall experience. Quality printing can command a better price, but even if there is little room for an up-charge, the very least it can do is ensure a reorder or repeat business. Quality secures loyalty.

REGULATIONS & COMPLIANCE

Beyond broad scale legislation or regionally-enforced compliance regulations, many customers also require that inks meet individual Restricted Substance List (RSL) standards, which is a list of substances that may exist in raw materials that the end-user would reject if detected in an embellished garment. This term also covers any regulatory or preferential list of unwanted chemistries within a mix. If the product is in compliance with the most stringent RSLs, the printer can participate in markets that require these restrictions. The value is in the expanded market possibilities.

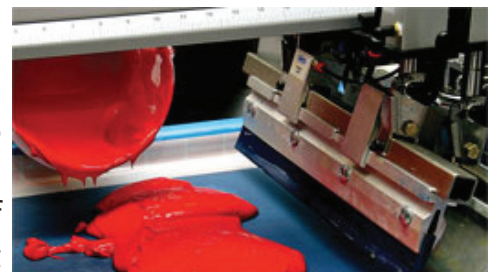
PERFORMANCE IN THE BUCKET

This factor is very important to the ink department. Ink techs prefer to use a product that is easy to mix (in terms of stirring or color matching) with minimal components or additives. Additives can limit the shelf life of an ink, so such products are often scrapped to ensure that it does not get mixed with fresh product.

By limiting additives, the ink is less likely to change over time in the bucket and it's possible to reuse the ink. (This disposed ink is commonly referred to as the scrap rate. A high scrap rate quickly deteriorates any upfront cost advantage of an ink line.) Also, an ink that has stability in the shipping container reduces production slowdowns in terms of reviving the product for use. The value here is in the cost-saving due to lower scrap rate, quickness to press, and less risk with repeat mixes on colors.



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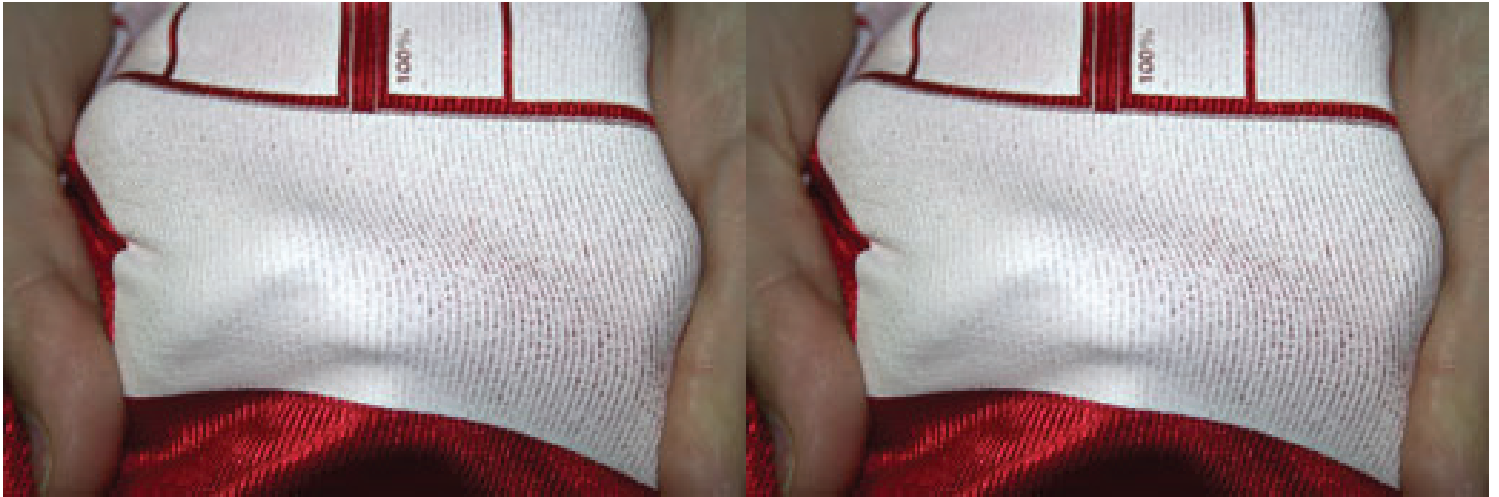


Consider how the ink performs in the screen as a matter of cost savings. Production slowdowns are a hidden cost of inferior inks.

PERFORMANCE IN THE SCREEN

This, in short, is all about production, and probably the most misunderstood cost-saving factor. When the purchasing agent examines cost, their main concern is price per gallon. You will hear many arguments about differences in weight per gallon, yield, and printing through higher mesh to tighten gaps between ink brand costs.

But, the most compelling argument has less to do with the cost of the ink and more about what cost savings that particular ink can generate. You soon realize that an ink that costs more per gallon but can produce more prints actually costs less per garment (see detailed breakdown at right).



PERFORMANCE ON THE GARMENT

Graphic durability is very important to the end user. The big retail brands have established graphic durability tests, crock tests, and RSL test requirements. If the ink fails here, it can be very costly as it could result in total rejection of an order, or worse, loss of a program.

It is a good idea to work with your supplier to ensure that the ink will perform on the garments if the print parameters are followed correctly. This one performance factor is very dependent on the printer using the proper procedures and recommendations for applying the ink. Ask ink manufacturers for product information bulletins that outline the proper techniques and print parameters for each ink product.

SERVICE

The last two performance factors for any product center on service. Ask about the support for the product. It's very important to have timely response to questions—you need sound technical advice both online and in person. Any new product should have support from the manufacturer or distributor.

Related to service is the supply chain. Can you get the product quickly? Another important factor is availability. Is it local? Is there stock? It is very important to have the product delivered within a timely manner. Working with a distributor on estimated usage strengthens this chain, as it allows for a staged inventory.

How should an ink's worth be measured? Is it fair to look at just one feature? Considering only one aspect of a product can be a costly mistake. If any one of these performance factors are lacking, it could cost a lot more than just a few pennies on the piece.

NEWS FROM PRINTEX

Sroque has successfully installed the 1st Roq Eco P14C08 Machine at Rajco Industries Sialkot. Few pictures of the Installation at a glimpse.

Sroque has introduced the Hybrid Digital Printer on Roq machines.

Printex successfully launched the Silicon Inks in Market.





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