



PAD PRINTING ON PLASTICS, CERAMICS, METAL, AND OTHER SURFACES

Maxwell Promotional Products publishes this newsletter for the exclusive use of its clients. Its purpose is to provide information and ideas to save the reader time and money.

Pad Printing on Plastics, Ceramics, Metal, and other Surfaces

This is newsletter 4 of 7 that discusses the various methods of imprinting promotional products. This information is for the use of our clients to ensure the imprint method chosen will achieve the desired impact.

Pad printing is an imprinting method that is often used on items that are not flat.

It is probably best known as the method used for imprinting golf balls. It is also used for imprinting many other items such as golf tees, pens, tools and flashlights.

The inks used are available in many colours and offer a long lasting impression. The process involves making a separate plate for each colour of the imprint. The plates are then aligned to ensure the colours register properly.

The work involved in making the artwork ready and preparing the plates requires a setup charge for each colour. Once the plates are ready, this imprint method allows for a sharp looking, low cost imprint.

The ink is placed on the recessed area of the plate and picked up by a silicon pad. The item to be imprinted is then moved under the pad, and the pad transfers the imprint by lightly touching the item. This method allows for imprinting items that

are irregular in shape. The items are then allowed to dry before being shipped.

Most people would not know if the item was pad or screen printed. The manufacturer uses their expertise to determine the best method for imprinting products. This ensures that your item receives a durable imprint that expresses your message in a professional manner.

At Maxwell Promotional Products, we're here to help you through the process of ensuring that the desired impact of your imprint and message is achieved.

We will help you determine the best way to reach your audience. If you need an idea to advertise your company or brand, or are looking for ways to thank employees or customers, we have the expertise to guide you through the process.

Benefits our customers enjoy:

- Imprinting expertise
- Multi-colour design
- Economies of scale
- Wide range of high quality items
- Marketing and HR expertise

[Contact us](#) for ideas as to how this process can help achieve your marketing objective.