



## SCREEN 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.*

### IMPRINT METHODS

## Screen Printing on Plastics, Ceramics, Metal, and other Surfaces

This is newsletter 3 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.

Screen printing is an inexpensive imprinting method that is widely known as a great way to imprint textiles. It is also used for imprinting many other items such as pens, nylon bags, ceramic mugs and mouse pads.

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

Once the screens are ready, this imprint method of forcing ink through the open part of the screen allows for a sharp looking, low cost imprint. The items are then allowed to dry before being shipped.

The work involved in making the artwork ready and preparing the screens requires a setup charge for each colour. However, when this cost is spread over the volume of items produced, it is very economical.

Some products have limited imprinting options due to factors such as size, colour, or location.

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.

Sometimes it is as simple as recommending a slightly different item that has more imprinting room. On other occasions, we will work with the manufacture to find a solution. We have yet to experience a situation where a solution was not found!

Benefits our customers enjoy:

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

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