

Soft Feel

Soft Feel Printing (dye sublimation printing) is a superior method of printing umbrella panels.

1. We print the design onto rolls of white paper.



2. We then feed the paper and rolls of white polyester fabric through a very hot heat process.



3. The very high heat makes the ink on the paper form a gas and this gas seeps through the white fabric and effectively stains the fabric.



The benefits of SOFT FEEL printing are:

1. Pantone matched fabric and logo colours.
2. No limit to the size of the logo.
3. No limit to the amount of colours that can be printed.
4. No deterioration to the print after prolonged use.

