

# Then Print



## THE CHALLENGE

Then Print specialise in high volume items including the development and manufacture of specialist merchandise for the music industry, high visibility vests for the construction sector and personalised promotional items. They repeatedly found themselves challenging perceptions of printing in places that are apparently difficult to print or cannot be printed such as underneath and on handles and full bleed.



## THE NEXT STEPS

They believe it is all about having good source products from the outset.

This is why they put their faith in InkTec's SubliNova Smart dye sublimation ink. This ink can be used not only for printing directly onto fabrics without using heat transfer paper, but also traditional heat transfer printing on transfer paper.

### **SubliNova Smart Dye Sublimation Ink**

- Smooth ink flow without head clogging with dispersive particle size for direct printing & use with heat transfer paper
- Accredited with prestigious Oeko-Tex Association Eco Passport
- Available in variety of sizes including 10 x 100ml bottle packs

## THE OUTCOME

Since using InkTec's inks, Then Print have found that investing in this superior ink has meant that product returns due to ink problems have been eliminated. While a little more premium than other inks, the return and effort overall clearly overcomes any difference in price.

*"We are doing in excess of 28k prints a year involving all manner of complicated designs including printing on and under mug handles, 360° printing and full bleeds top to bottom...The reason why we can achieve this, is because we have complete confidence in the products we are using. This in turn is enabling us to really push the boundaries of what can be achieved in this arena."*

**Simon Bannister, Managing Director**