



*Creating Things To Celebrate*

# ONE- STOP BRANDING SOLUTIONS

**Goldendays** is your single source for all your promotional communication solutions.

Looking to design direct marketing campaigns, branding promotional merchandise, implementing an employee incentive scheme or simply building your brand, our proven range of integrated promotional solutions will surely connect you with your target audience.

# SCREEN PRINT

## What is Screen Printing?

Screen printing is when different color inks are pushed through mesh screens onto the garment to create your logo or artwork.

It is popular for the high quality look and feel it typically generates in its finished products. The thick layer of ink applied sits on top of the fabric as opposed to soaking in to the material, and offers a sharp, smooth finish.

## Advantages:

- Cost efficient for bulk orders
- Can be done on most fabrics
- Does not wear off easily

## Limitations:

- Not feasible for small orders
- Not suitable for complex and multi-color artworks

## Applications:

- Flat surface like T-shirts, bags etc



Polo shirt with screen printed logo design



Polo shirt screen printed on both sides



Cost

Rs. 2/- per color per impression

Minimum Order Quantity

200 pcs

# EMBROIDERY

## What is Embroidery?

Embroidery refers to stitching your design or logo into the fabric using an industrial embroidery machine. The desired design is sewn onto the fabric.

Your design or logo is first redrawn into a stitched design file or digitised on the computer. This enables our embroidery machine to read the digitised file and stitch the design or logo onto the fabric.

## Advantages:

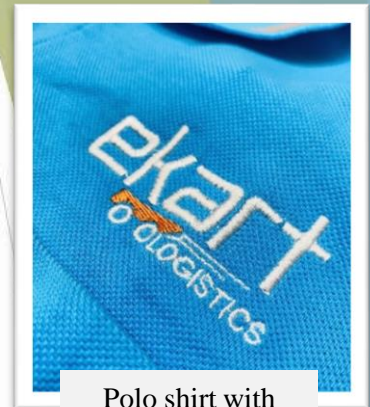
- High durability and longevity
- High precision product

## Limitations:

- Not suitable for designs with shading effects
- Costly method

## Applications:

- All types of fabrics. Products like shirts, polo shirts, jackets, caps etc



Polo shirt with logo embroidery



Logo embroidered on backpack



Backpack strap with embroidered logo



Cost	Varies on complexity of design
Minimum Order Quantity	50 pcs



# SUBLIMATION PRINTING

## What is Sublimation Printing?

Sublimation is a method of printing that transfers a design into material or fabric using ink and heat.

This method is ideal for light fabrics, especially where you want to print a large design. Although dye sublimation is costlier than other printing techniques, but it produces vibrant prints.

### Advantages:

- High quality prints that will not fade, peel or crack
- Best suitable for polyester fabric
- Longevity of the finished product
- Good for multi- color and large artworks
- Can also be used on selected metal sippers and ceramic mugs

### Limitations:

- Not suitable for cotton fabric or fabrics with any coating
- Dye sublimation will not be visible on dark colored fabrics

### Applications:

- Bags, T-shirts, mugs, sipper bottles etc



Dri- fit tee with large artwork print



Printed mugs

Cost	Rs. 0.30 paise/ sq. inch
Minimum Order Quantity	200 pcs

# DIGITAL HEAT TRANSFER

## What is Digital Heat Transfer?

Digital print heat transfer is accomplished through a process much like a home printer. It uses a transfer paper, which is a special kind of paper coated with wax and pigment. The design is first printed on the paper which is then , transferred onto the fabric.

Heat transfer printing uses the process of heat to transfer an image printed on the transfer paper to an object or garment.

## Advantages:

- Best method for sampling
- Produces excellent quality products
- Suitable for complex designs
- Suitable for small designs or artworks

## Limitations:

- Unfit for heat sensitive fabrics
- No ironing on print

## Applications:

- Bags, T-shirts etc



Logo printed Polo shirts



Cost	Rs. 4/ sq. inch
Minimum Order Quantity	50 pcs



# OFFSET HEAT TRANSFER

## What is Offset Heat Transfer?

Offset Heat Transfer printing technology uses plates, usually made from aluminum, which are used to transfer a design onto a rubber "blanket", and then rolling that design onto a sheet of paper. It's called offset because the ink is not transferred directly onto the paper.

The colors from different plates are layered on the blanket; allowing for better color accuracy, then to the paper and finally on the product.

### Advantages:

- Large quantities can be printed cost effectively
- Superior image quality
- Drying is quick
- Better color fidelity as the plates can mix custom ink colors
- Samples are approved through Heat Transfer and mass produced on Offset transfer

### Limitations:

- Longer timetable since plates need to be created
- No ironing on print

### Applications:

- Bags, T-shirts etc



Printed backpack



Mass produced Polo shirt  
via Offset Printing



Cost	Rs. 4/ sq. inch
Minimum Order Quantity	200 pcs

# DIGITAL PRINTING

## What is Digital Printing?

Digital printing is the process of printing digital based images on a variety of media substrates. Digital files like PDFs or desktop publishing files can be sent directly to the digital printing press where large- format and high- volume laser or inkjet printers are used.

## Advantages:

- It is quick and methodical
- Produces good quality images with high resolution
- Ideal for sample printing or small quantities
- Cost effective short runs
- Print on demand
- Fast turnarounds

## Limitations:

- More expensive in higher quantity print runs

## Applications:

- Hard flat surfaces like speakers, power banks, pen drives etc



Digital printed artwork on hard disk



Print on water bottle

Cost	Rs. 4/ sq. inch
Minimum Order Quantity	200 pcs

# PAD PRINTING

## What is Pad Printing?

Pad printing (also called tampography) is a printing process that can transfer a 2-D image onto a 3-D object. This is accomplished using an indirect offset printing process that involves an image being transferred from the a silicone pad onto a substrate.

### Advantages:

- Superior quality on textured surfaces
- Suitable for plastics and metals
- Can print on curved surfaces
- Extremely accurate and reliable image results

### Limitations:

- Sampling itself can take upto 5- 7 days
- Pad printing is typically more expensive as pad for each color needs to be made

### Applications:

- Headphone, Sipper, Plastic, Metal items etc



Logo printed on water bottles



Cost	Varies on size & design
Minimum Order Quantity	1000 pcs



# LASER ENGRAVING

## What is Laser Engraving?

Laser Engraving is a Subtractive Manufacturing Method that uses a laser beam to change the surface of an object. A laser beam can be designed to deliver energy to the surface in a manner which converts a high percentage of the light energy into heat. Hence, a laser can create images on the surface of the item very efficiently.

The beam is highly focused and collimated. It is used in most non-reflective materials like wood, plastics and enamel surfaces.

### Advantages:

- Production speed is higher
- High precision
- It can never fade as it is engraved on the surface

### Limitations:

- Only single base color can be done
- It burns the edges of any material you want to cut.
- Production speed aren't always consistent, depending on the material thickness and density

### Applications:

- Metal, wood and leather items like Diary, Pen, Key chains etc



Customised pen



Diary engraved with logo and company name



Laser engraved on wooden coaster



Cost

Varies on size and design

Minimum Order Quantity

200 pcs

# EMBOSSING & DEBOSSING

## What is Embossing and Debossing?

Embossing and Debossing is when an image, logo or text is imprinted into your desired print piece, creating a raised or depressed effect respectively. It leaves a three dimensional effect on the surface of the print piece.

It is great eye- catching way to highlight your image or logo on the product.

### Advantages:

- Creates a three dimensional effect and offers depth
- Long lasting
- Easier to apply foil printing to an embossed design
- Easier to apply ink

### Limitations:

- Thin surface do not emboss/ deboss well
- Brass die is made for embossing

### Applications:

- Diary, Rexin products, Suede products, Small Leather goods etc



Embossed diary with foil print



Dual side embossed leather keychain

Cost	Varies on size and design
Minimum Order Quantity	500 pcs

# Branding Option On A High Neck Jacket



Branding Option On A High Neck Jacket:



# Branding Option On A Hoodie

Hoodie Without Zipper



Branding Option On A Hoodie:

# Branding Option On A Hoodie with a full zipper

Hoodie with Zipper



Left Pocket Position 2.5"H x 4.5"W   Right Pocket Position 2.5"H x 4.5"W   Back 8"H x 13"W   Right Sleeve 3"H x 4"W   Left Sleeve 3"H x 4"W

H= Height, W= Width

Branding Option On A Hoodie with a full zipper:

# Branding Option On A Polyester T-Shirt

Dry Fit T-Shirt



Maximum Printable Area for the size specified below :

S - 26"H x 19"W / M - 27"H x 20"W / L - 28"H x 21"W / XL - 29"H x 22"W / XXL - 30"H x 23"W / XXXL - 31"H x 24"W

Branding Option On A Polyester T-Shirt:



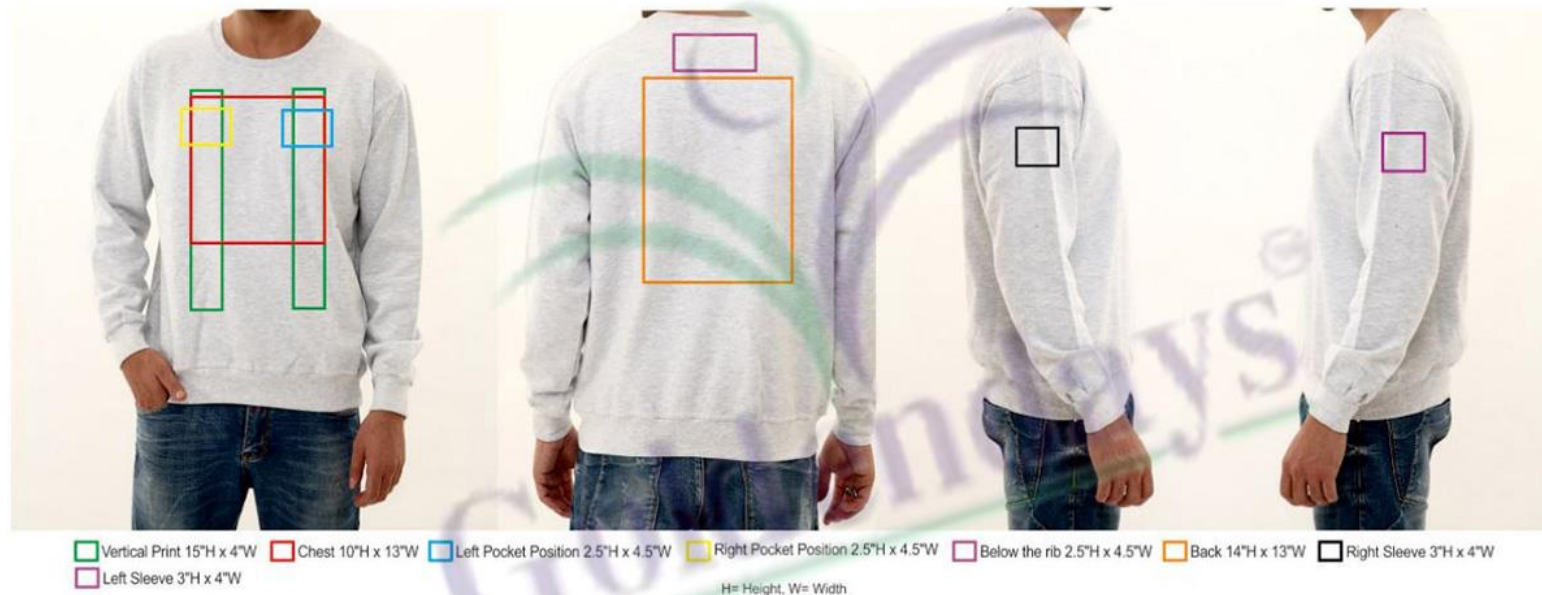
# Branding Option On A Shirt



Branding Option On A Shirt:

# Branding Option On A Sweatshirt

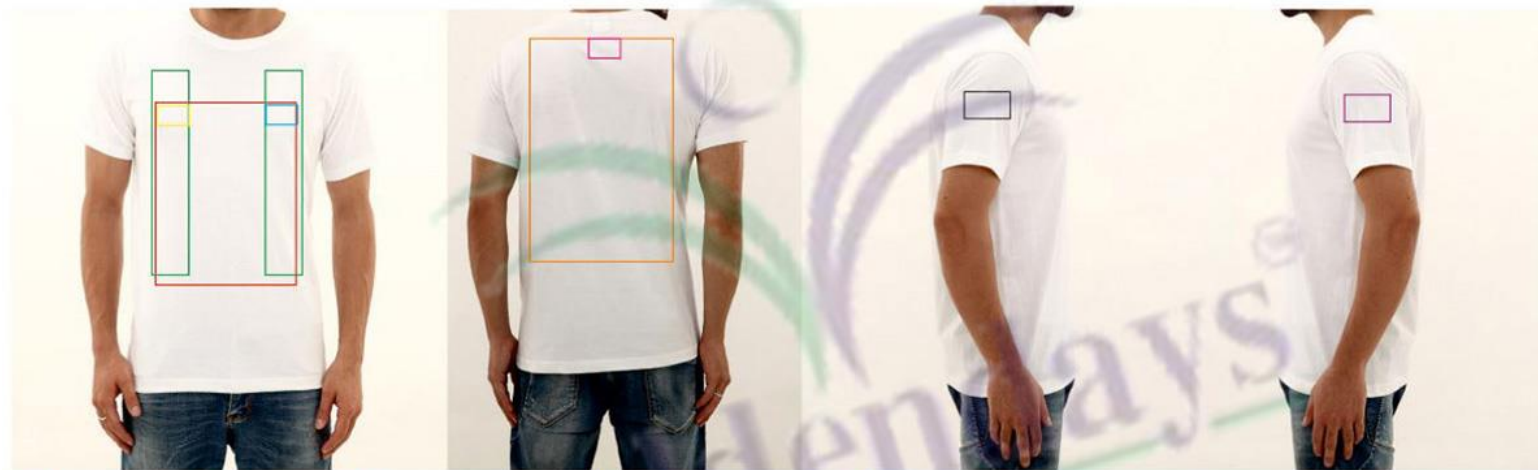
Round Neck Sweat Shirt



Branding Option On A Sweatshirt:

# Branding Option On A T-Shirt

Round Neck T-Shirt



Vertical Print 18"H x 5"W Chest 13"H x 14"W Left Pocket Position 2.5"H x 4.5"W Right Pocket Position 2.5"H x 4.5"W Back 14"H x 15"W Below the Ribs 2.5"H x 4.5"W Right Sleeve 3"H x 4"W Left Sleeve 3"H x 4"W

H= Height, W= Width

Branding Option On A T-Shirt:



# Branding Options On A-Collar T-Shirt



Branding Options On A Collar T-Shirt: