

Road to Sublimation Success





Road to Sublimation Success: Best Practices

David Gross
Jeff Butler
Conde



CHEMISTRY

\$1600

Jeopardy!

DVR

0:00

0:30

0:18



7:18
70°

Why has sublimation gone viral?

Incredible color vibrancy & detail
Abrasion/scratch resistance
Low cost/high value of products
1000's of exciting products



Three Things

**Ask questions, share
Prizes!
Visit the Conde kiosk
& coloring station**



BRIEF HISTORY OF SUBLIMATION





NEVER SAY
"NO"
TO COTTON
AGAIN!

Siser EasySubli
Heat Transfer Vinyl

The advertisement features a central green background with a repeating geometric pattern. On the left, there are two small images: the top one shows a blue and white winged figure on a dark blue background, and the bottom one shows a colorful, multi-colored heart shape. On the right, there are two more small images: the top one shows a red garment with a colorful, multi-colored heart shape, and the bottom one shows a black garment with the word "Peace" in a colorful, multi-colored font. The central text is in a bold, white, sans-serif font, with "NO" in red. The Siser logo is in a bold, white, sans-serif font, and EasySubli is in a bold, black, sans-serif font. Below the Siser logo, the words "Heat Transfer Vinyl" are written in a smaller, white, sans-serif font.



Full Wrap Mug With

✦ SubliShrink™





New Waffle Towels



Apple Watch bands

















Sublimation Markers



Road To Sublimation Success: My Best 101 Tips & Tricks

BY DAVID GROSS

GENERAL

1. Document everything. Keep a sublimation diary of your print jobs, transfer details, and any problems you experience. This is the best way to minimize waste and get to the bottom of future problems. When you master a product, document in your own words what works. When you need to reprint that one tile from a particular mural, you'll be able to refer back to job details such as the file name, what kind of tile you used, paper used, press settings, etc.
2. Create a "Wall of Shame" that displays some of your past mistakes, e.g. an upside-down plaque or crooked T-shirt image. This will remind you not to make the same mistake again.
3. Test kits (available for hard and soft

substrates) provide an inexpensive way to check quality and color without having to test on more expensive substrates.

4. Keep your sublimation instructions up to date. We revise our instructions every few weeks to keep up with new products, improved transfer techniques, and changes in substrates. Translate our instructions to your words and post these near your heat press. Also, watch our massive collection of free sublimation videos at www.youtube.com/condesystems.

5. Don't turn away business you can't handle! Ask your supplier for help with printing large quantities and/or transferring to substrates too large for your existing equipment.

6. Have a backup plan for when you have equipment or personnel issues. Do you know someone close by that could

help in an emergency? If not, ask your supplier for help locating someone in your area that might be able to help out in a pinch.

7. If you lack graphic design expertise, seek out a graphic artist at a local college or university. Clients will pay for quality work.

8. Take an Adobe Photoshop class! Even a little training will go a very long way. This is also a great way to meet new clients or find a new employee.

PRINTER

9. Install your printer on a very sturdy, level table that will not shake while printing. Connect a UPS (battery backup) to your computer and your printer (but not the heat press) to avoid potential major interruptions in production. Locate printers in a temperature-controlled environment and avoid low humidity. Use a humidifier if needed to maintain at least 25% RH.

10. Keep a log for your printer. Documenting when the ink cartridges are replaced in relation to the printer's page count can help keep track of ink costs. Also, documenting error codes and nozzle-check issues will greatly help in solving problems yourself or with the help of technical support.

11. Buy plastic airtight containers for your sublimation papers. This will prevent the paper from absorbing moisture as well as keeping things organized by size and type.

12. Choose the right media for the right application to ensure superb transfer quality. Choosing the right paper depends on the type of substrate being transferred

"Would you tell me, please, which way I ought to go?"
"That depends a good deal on where you want to go," said Alice.
"I don't much care where—" said Alice.
"Then it doesn't matter which way you go," said the Cat.
"—so long as I get SOMEWHERE," Alice added as an afterthought.
"Oh, you're sure to do that," said the Cat, "if you only walk long enough."

—Lewis Carroll, from *Alice's Adventures Under Ground*



as ceramic tiles, award plaques, name badges and coffee mugs. High-release paper is designed to release more sublimation ink in the transfer process, resulting in incredibly vibrant transfers on soft (thirsty) substrates, including T-shirts, mousepads, towels and tote bags. Also consider pre-cut mug paper. This simple change can help digital decorators at all levels of production eliminate paper waste and drastically reduce the time and effort involved in producing mugs in an oven or traditional mug press.

13. All inkjet printers have a waste ink tank that will eventually become full. An Epson printer's message reads, "parts are near end life". For printers that do not have replaceable tanks, a software program is available from your supplier that will reset it (look on our website under support/special utilities). For printers that have replaceable tanks, ask your supplier for available options.

14. Hide non-sublimation inks so that it is not possible to install one by accident.

15. Ask your supplier for advice on how to maintain the health of your printer, e.g. learning to clean a transport belt or a capping station.

head to its highest position will prevent ink smears—especially on larger paper sizes. This is not needed on the Ricoh GX printers.

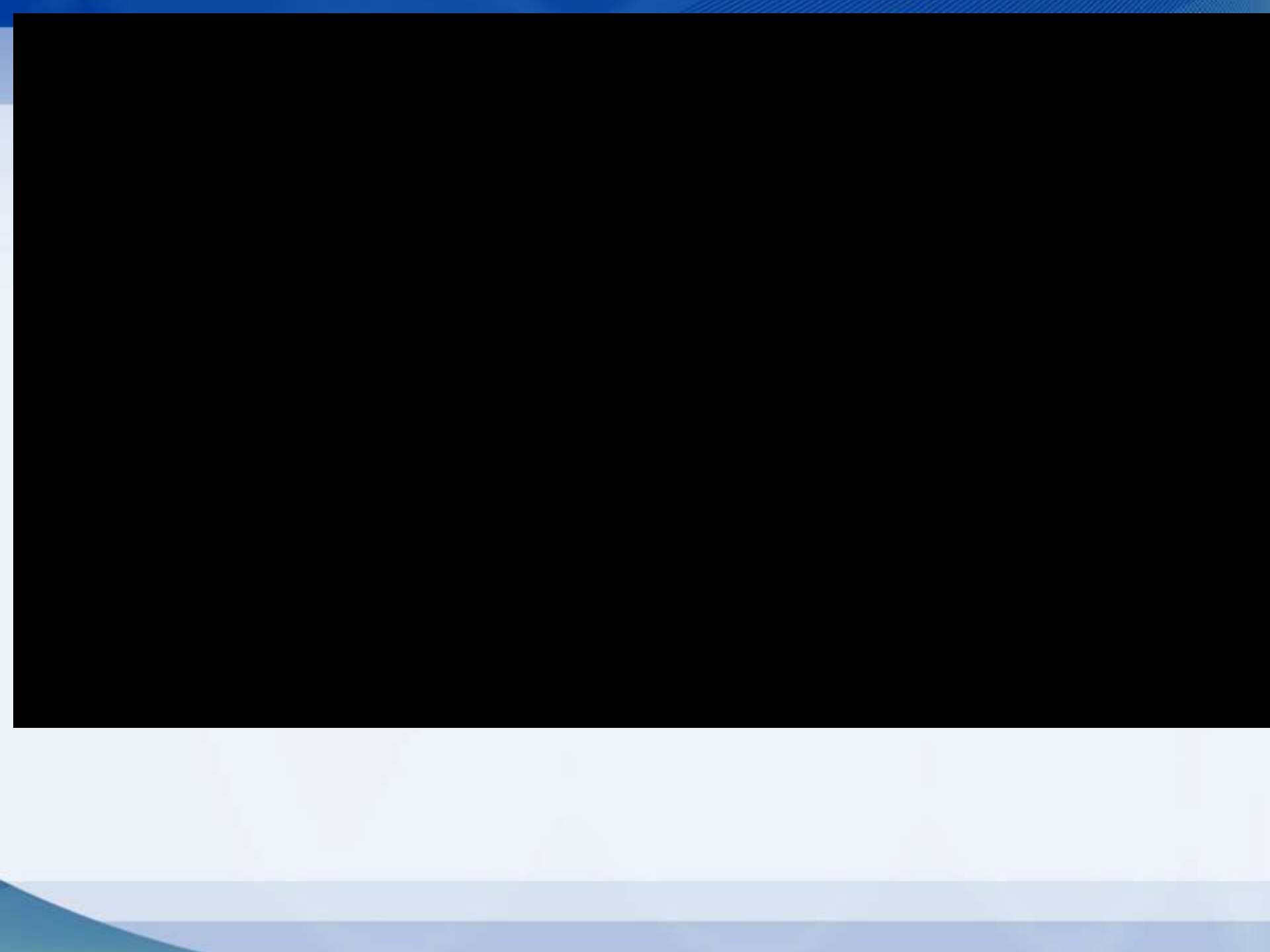
18. Ask your supplier how much your printer costs to print. A good way to reduce a printer's ink cost is to recycle empty sublimation cartridges, as we provide a \$5 credit per cartridge.

19. Call your supplier (before calling Epson or Ricoh) when your printer appears to be dying. There are often simple fixes that can help bring a printer back to life. Your supplier should be highly motivated to get yours back on track.

20. Consider purchasing a backup/spare printer. This is a great way to get back on track fast when a primary printer fails. If you wait until an emergency occurs, you may not be able to find an exact replacement for your printer, as models become obsolete over time. Be aware that changing to a different printer will always introduce slight variations in spot colors.

21. Perform a nozzle check at the





CondeTV.com



SUBLIMATION SUCCESS

- **Process**
- **Products**
- **Promote**



SUPPORT

MOST IMPORTANT ELEMENTS OF SUCCESS!

- **Guidance & Support from the Experts**
- **Manufacturer of substrates**
- **More years of experience than all others put together**
- **Spectra Fusion: Integrated color management for best color**
- **Best tech support with after hours**

Process: Equipment



- **Computer**
- **Printer**
- **Heat Press**

PROCESS: COMPUTER

- Mac or PC: (i7 chipset)
- MORE RAM (16GB +)
- Design software
- External HD & Cloud Backup
- UPS/Surge Protector



PROCESS: DESKTOP SUBLIMATION PRINTERS



Sawgrass Virtuoso

SG800 (13"x21" w/bypass tray) SG400 (8.5" x 14")

SCALABLE: GO BIG!

- 24" & Wider
- Mutoh & Epson
- Variable width roll paper
- Reduced ink cost
- Software RIP
- Larger substrates
- All over print shirts
- Large ChromaLuxe
- Higher production



VJ628 with Flex Ink set

- 24" full bleed
- Unmatched color/quality for Chromaluxe
- XF inks (Photo permanence)
- Ext color gamut (orange & blue)
- Fluorescents (pink & yellow)
- Ideal for Geo Knight DK32



PROCESS: SUBLIMATION INKS, THE REAL MAGIC

- Formulated for printer
- High Efficiency
- Excellent color gamut
- Green, water based inks
- Cartridge vs Bulk
- Recycle credit for cartridges \$
- Attractive cost
- ICC color profiles included



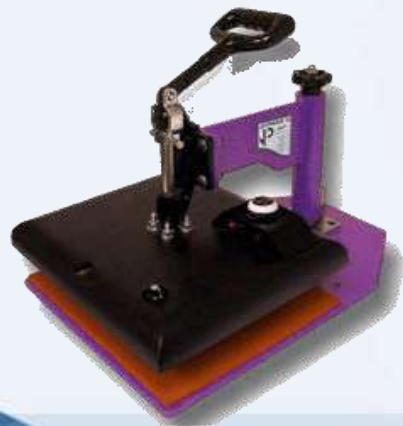
PROCESS: SUBLIMATION RELEASE PAPER

- Not transfer paper
- Low cost
- Carries ink from printer to press
- Handles heat of press
- Keeps images sharp
- Releases most of ink
- Precut sizes
- Hard vs soft substrate
- Tack vs non-tack



PROCESS: FLAT HEAT PRESSES

- Buy only Made in USA
- Small to large
- Swing away vs Clamp shell
- Electrical requirements
- Space & Ventilation
- Support/Warranty



THE ULTIMATE SUBLIMATION PRESS: DK20S

- Industry standard for sublimation
- Made in USA
- 16"x20" Swing away
- High heat output
- Changeable bottom table
- Life-time warranty on platen
- Recommend stand
- Best support in industry





GEO KNIGHT DK32 MATCHED TO VIRTUOSO VJ 628

- Made in USA
- 26" x 32"
- 8000 Lbs Pressure
- Ideal for ChromaLuxe
- 2" thick substrates









PROCESS: HEAT PRESS ACCESSORIES

- Green rubber pad
- Nomex felt pad
- Vapor foam kit
- Heat tape
- Dyetrans Pro Spray
- Avoid Evil Teflon
- Kool Plate
- Production jigs/trays
- Uncoated white butcher paper



PROCESS: KOOL PLATE

- Speed up production
- Cool substrates quickly
- Must have for two sided products



PROCESS: SUBLIMATING DRINKWARE

- Mug press DK3 & DK3T
- Oven with wraps or SubliShrink Film



Process: SubliShrink Film



Full Wrap Mug With
✱ SubliShrink™



PROCESS: COOKING THE SUBLIMATION SANDWICH

Ingredients:

Printed transfer

Substrate

Accessories

Protective paper

Secure transfer

Cook: TTPT

Black test

Residual ink on transfer

Moisture: See special instructions for ChromaLuxe

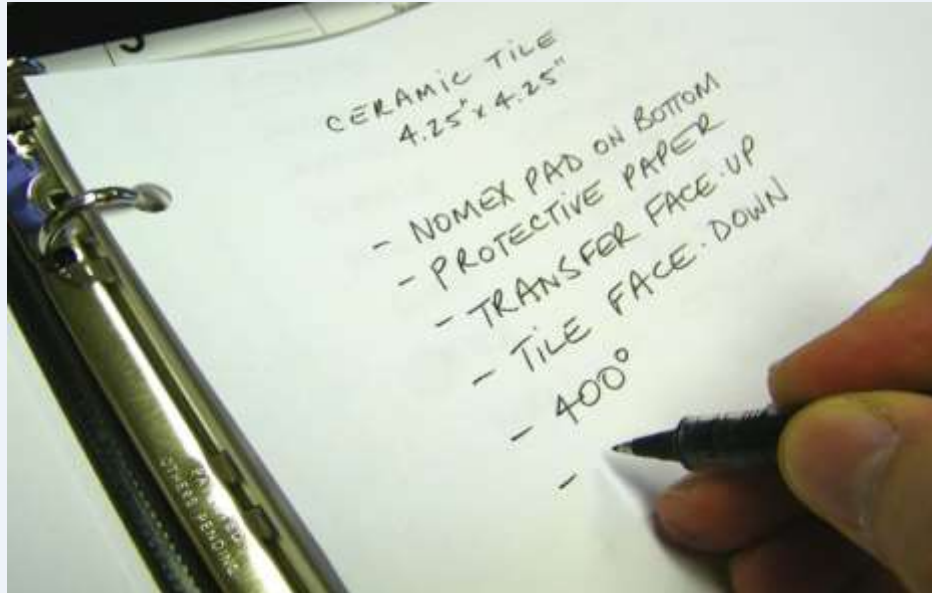


PROCESS: SUBLIMATION TIPS



- Improve Quality
- Eliminate mistakes
- Increase productivity
- Learn from experts
- Don't reinvent the wheel
- www.condetv.com

DOCUMENT: KEEP A SUBLIMATION JOURNAL



- Successes & Failures
- Questions
- Repeating mistakes
- Personnel training
- Changes
- What works for you!

USE OUR PRODUCT RESOURCES

[Instructions](#)[Templates](#)[Blog Posts](#)[Gallery](#)[Videos](#)[Reviews](#)[Support](#)[Downloads](#)

Gallery

Explore what others are creating with sublimatable products from Condé! Our Client Galleries are an excellent source of inspiration to help you grow your Sublimation Business. Be sure to check back frequently as new images are submitted daily.

There are 453 images in our Client Image Galleries for this product.

[Click here to view the images for this product family](#)



FOR MOTHERS



School Coffee Mugs



Chick Magnet 11oz Mug



Big Cat Designs Coffee Mugs

USE OUR INSTRUCTIONS & VIDEOS

Ceramic Mug Sublimation Instructions

Item #: MUG21, MUG01A, MUG03

Stacking Order:

Required Accessories:

Heat Tape

Paper:

DyeTrans Multi-Purpose or TexPrint

PowerDriver Users:

Ceramic

**4
MINUTES
30
SECONDS**

**400
DEGREES**

**MEDIUM
PRESSURE**

1. Secure transfer to the Ceramic Mug using Heat Tape
2. Top with protective paper, taking care not to extend the paper well above or below the top and bottom of the mug.
3. Place Ceramic Mug in Mug Press and place the bottom element around the mug.
4. Press according to instructions.
5. Remove any excess paper.

[Click here for a](#)

Application not
handle and 25

Place heat tape
have sublimation
Use heat tape
any of the image

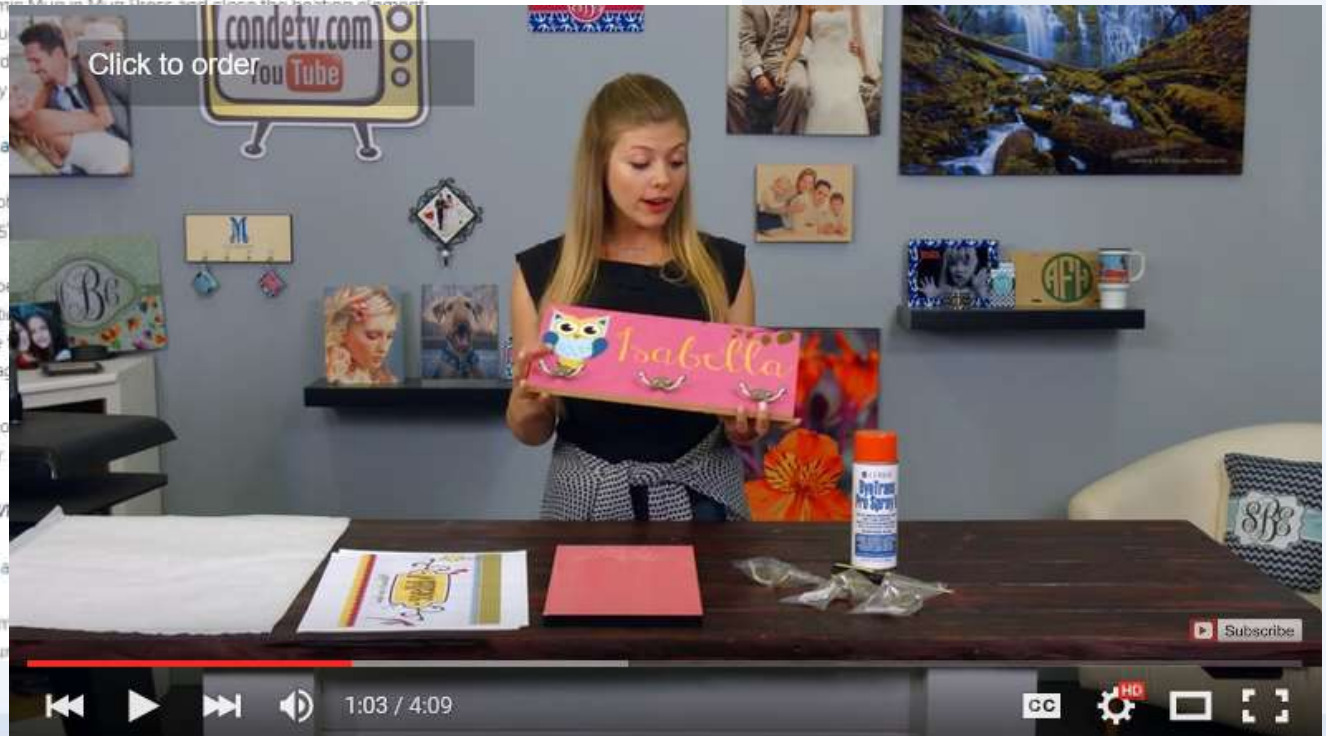
Use a fan to cool
mugs in water.

Using a DYEWA

[Click here for a](#)

Follow the same
not wrinkled up

[Click to order](#)



BUY TEST MATERIALS & STARTER KITS

- Starter Kits
- Practice/Test
- Color charts: 12"x24"
- Show new products



CREATE YOUR WALL OF SHAME

Display your mistakes to remind you not to make them again.



SECURE TRANSFER TO SUBSTRATE

- Prevent ghosting caused by release paper shifting when opening the press
 - Dyetrans Pro Spray
 - Heat Tape
 - Tack paper
- Cover paper is a must



ELIMINATE PRESS LINES IN SHIRTS

- Vapor Foam kit
- Deckle the edge



CARING FOR YOUR PRINTER

- Use your printer!
- Keep printer turned ON
- Nozzle check
- Ink Minder
- Maintenance
- Call us for help



PRINTER: HORIZONTAL BANDING



- Nozzle Check
- Computer settings
- Computer is slow
- Alignment
- Clean belt
- Encode wheel/strip

HEAT PRESS: MAINTENANCE

- Location: clean, organized, and well ventilated
- Calibrate platen temperature day one & twice/year
- Verify press closes evenly
- Lubricate twice/year
- Cover paper
- Velcro hugger



HEAT PRESS: PRESSING RELATED ISSUES

- TTPT
- Foggy
- Incomplete
- Uneven
- Watermarks
- Creases on fabrics
- Shadows
- Black



#2 **P**roduct: Maximizing Your Profit

- Substrate
- Software
- Color
- Quality
- Great designs



PRODUCT: SUBSTRATES

- Fabricated using base materials
- White or Light colored
- Withstand high temperatures
- Made of or coated with polyester
- 1000's of high value products



Base Substrates

www.conde.com/nbm



Aluminum photo panels are a unique and modern alternative to framing.

with the coated/imagined side down, thus protecting the image from abrasion and wearing away due to foot traffic. Examples include decorative and floor tiles, cutting boards, photo panels, award plaques and drinkware. A new coating has been developed for Solapix glass products that produces outstanding results without the additional white layer.

Aluminum. Aluminum is an extremely popular base material that is coated in large sheets or directly from the coil of metal. It is available in white, clear (silver), or gold flat sheet stock and is cut into a large variety of shapes and sizes with a router or guillotine cutter. Aluminum can also be punched, bent and even wrapped! Popular brand name coatings include Dynasub, Unisub and ChromaLuxe. Products include water bottles and a ginormous number of cut products such as photo panels, name badges, bag tags, license plates, holiday ornaments, dog tags, bookmarks, interior signage, and iPhone/device cover inserts.

Steel. Steel, similar to aluminum but not as popular, is used for light switches

coasters, door hangers, key chains, holiday ornaments, and more.

Hardboard (High Density Fiberboard often referred to as Masonite). Hardboard is an engineered wood product that, for sublimation purposes, has a white coating applied to one or both sides to create a variety of products including coasters, clocks, message boards and clipboards.

Medium Density Fiberboard (MDF). Also an engineered wood product, MDF is thicker than hardboard and typically has a pre-finished edge that makes imaged photo panels, picture frames, award plaques and indoor signage look great.

Mousepad/neoprene material. Created by adhering inherently sublimatable polyester fabric to a rubber-type base, this material can be easily cut and/or formed into mousepads, coasters, counter mats, drink huggers, game boards, or exercise mats.

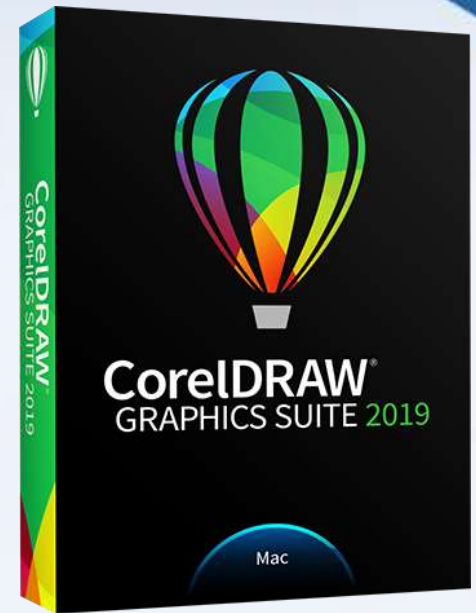
Fabrics. For sublimation dyes to work, the chosen fabric must be synthetic. Of all the available synthetic fabrics, polyester





DESIGN SOFTWARE

- Use what you know!
- CorelDRAW 2019 for Mac/Windows
- Silhouette Studio
- Adobe



Adobe® Creative Cloud™

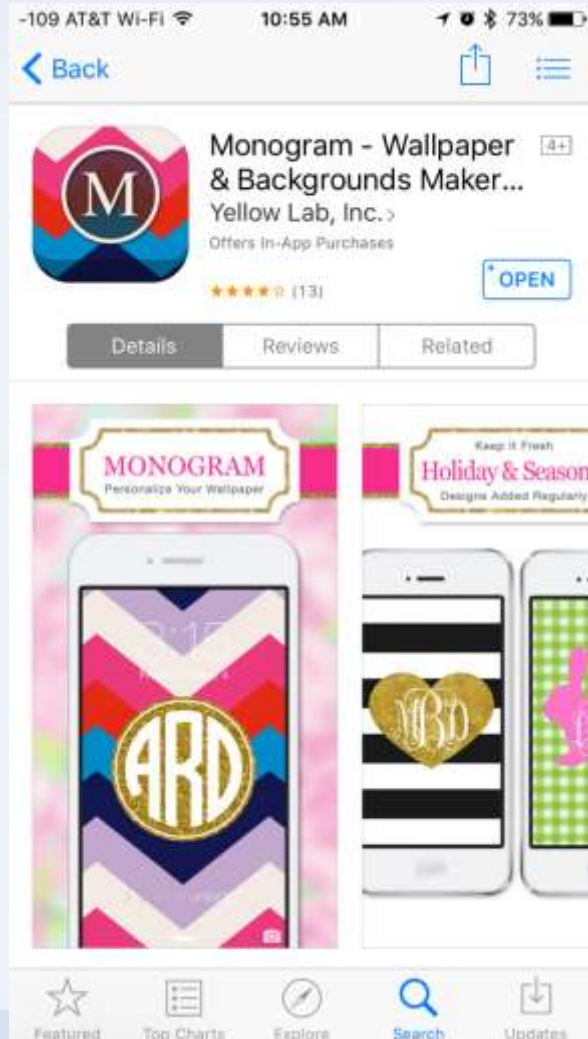
CLOUD BASED DESIGN SOFTWARE: CREATIVE STUDIO

- Corel Like features
- License included with purchase of any Virtuoso printer
- Works with VPM
- RIP features: Layout manager

creativestudio™

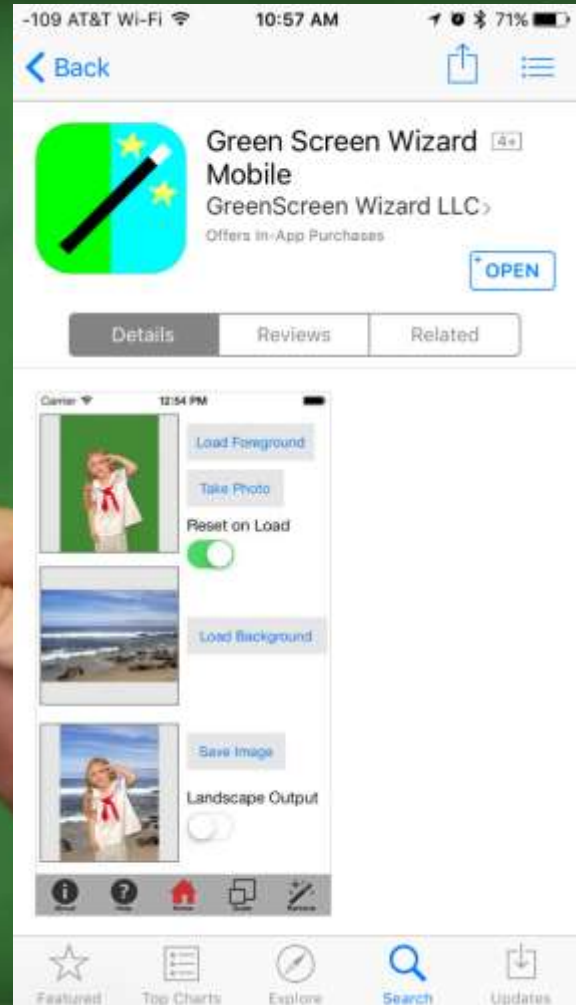


IOS/ANDROID: DESIGN APPLICATIONS



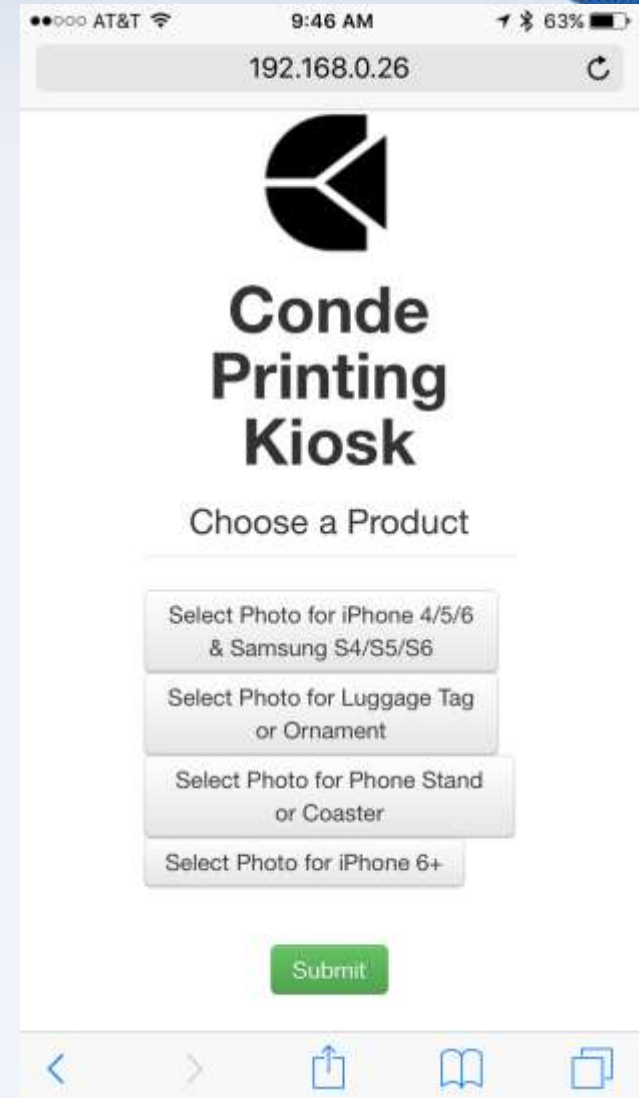
IOS/ANDROID: GREEN SCREEN

Adding Green Screen Technology to Your Sublimation Toolbox -



CONDE KIOSK 2.0

- Instantly send photos from smartphone
- No smartphone app needed
- No internet access needed
- Customized with your name/info



CREATING VALUE WITH GREAT COLOR!

- Look at our samples!
- Spectra Fusion, Powerdriver, VPM
- Accurate color
- Design in RGB
- Perfect Monitor?
- Photographs vs spot color



SPECTRA
FUSION™



SPECTRA FUSION COLOR MANAGEMENT

- **Integrated into Corel & Adobe**
- **Superior color accuracy**
- **Included with purchase of printer**





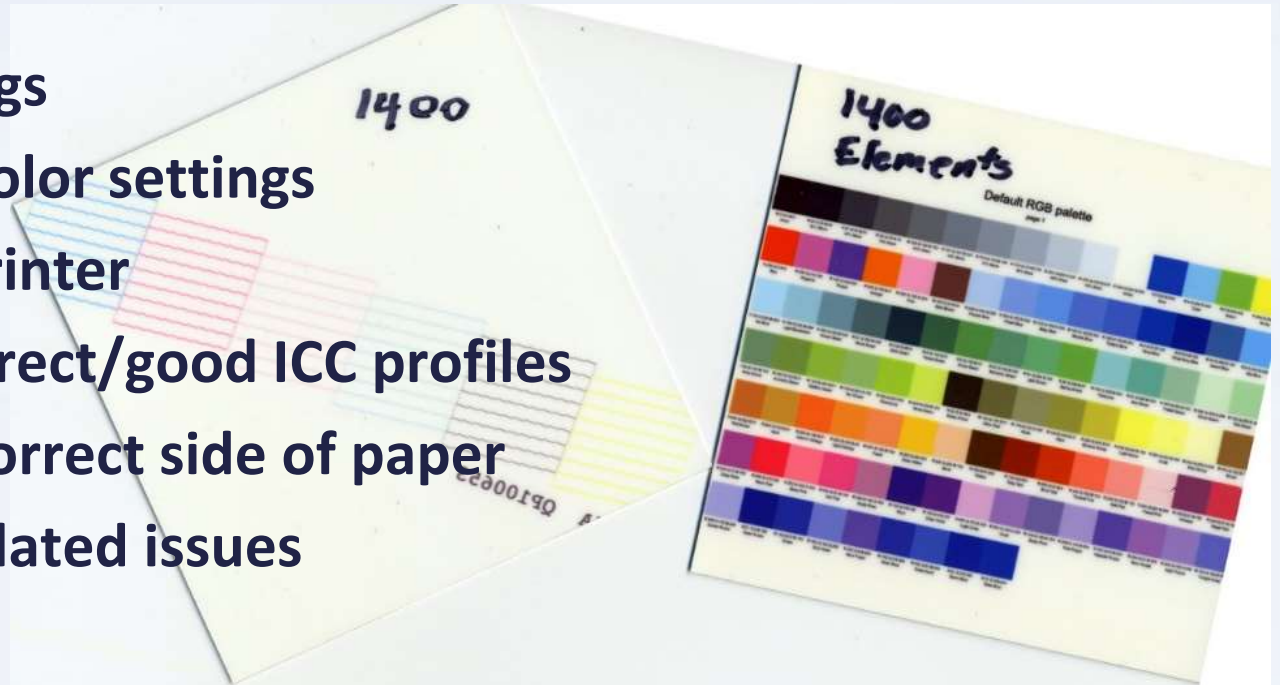
MATCHING SPOT COLORS LIKE A PRO!

- Every monitor is different
- Color swatch chart is a **MUST!**
- Pantone Solid Coated
- Match color from substrate



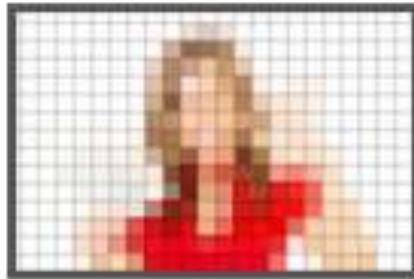
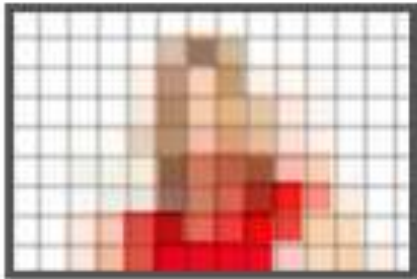
WRONG COLORS

- Nozzle Check
- Printer settings
- Application color settings
- Monitor vs Printer
- Not using correct/good ICC profiles
- Wrong or incorrect side of paper
- Heat press related issues
- Expired inks



QUALITY: IMAGE RESOLUTION

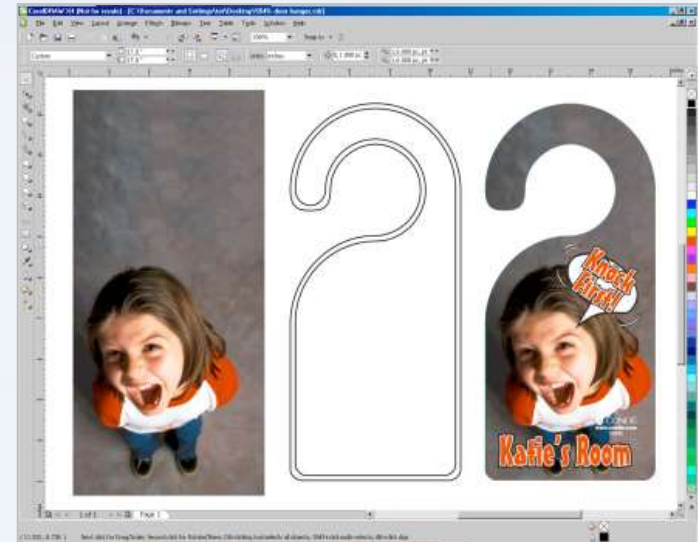
- An Image is a block of dots. More dots the better!
- Resolution calculated based on print/display size
- Hard: 200 DPI + Soft: 150 DPI +
- Most internet images are 72 DPI at display size



—————→ Increasing Resolution —————→

USE PRODUCT TEMPLATES

- Corel, Adobe, Silhouette
- Outline
- Download by Part Number
- Reduce mistakes, save time & ink



LAGNIAPPE

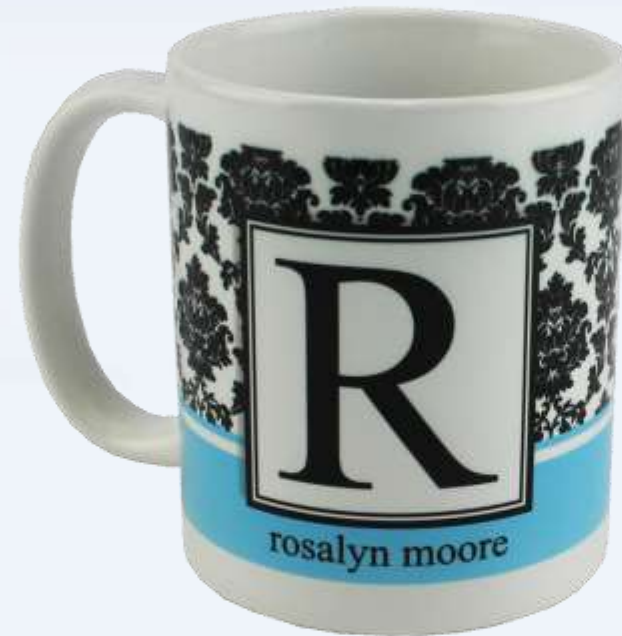
- Something extra
- Grow clients
- Provide fresh ideas



CREATING VALUE WITH GREAT DESIGNS



\$5 Mug



\$20 Mug

CONDEDESIGN.COM

MUGS · PHONE CASES · 12" X 12" PATTERN · HOLIDAY & SEASONAL · OCCASIONS · SPORTS · ARTIST SERIES · ABSTRACT · RETRO

Search...

You are here : Home /

Most Recent Products



Circle Craze
\$2.99 USD

Info

Stars and Squares

Stars and Squares 12" x 12" Repeating Pattern

[Add to Cart](#)



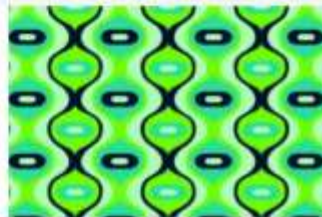
Roman Tile
\$2.99 USD

Info



Flower Tile
\$2.99 USD

Info



Use Same Pattern Numerous Ways



Backgrounds for Monograms



Stacked Metal



BRAND YOUR ITEMS!



Create Matching Bundles





**U5990
MAHOGANY BOX**



**U5831
HARDBOARD PUZZLE**

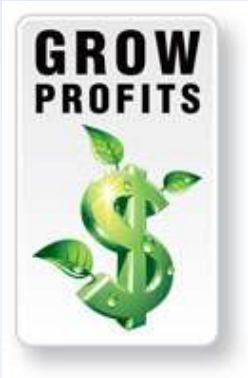


**MP044
WRIST KEY FOB**

**MP012
COIN PURSE BAG**



#3 PROMOTE



- Grow profits with your existing clients
- Find new, profitable clients



***"Be insanely different!"
Steve Jobs***

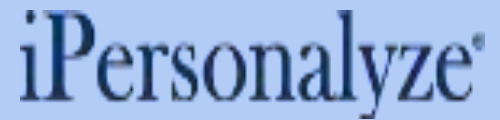
EXPAND/CREATE YOUR PRODUCT OFFERING

Don't let your personal opinions get in the way of making money.



TURN YOUR SHOWROOM & WEBSITE INTO A CANDY STORE!





TM

The Premier Sublimation eStore *Special CONDE Edition*

- Turnkey Site – built for you - Shopify eStore
- Choose from over 2200 Conde products pre-loaded and ready!
- Let customers design what they want with live dynamic imaging
- Print Ready Artwork is created with every order
- Sell in more Sales Channels like Etsy, Facebook, Instagram, Amazon, Messenger, Houzz and BuzzFeed! This is huge!
- Free Mockup Generator to create production ready artwork without having to learn Corel, Photoshop or Illustrator etc.
- Free Sales Pipeline Builder to send mockups to prospects and build up a pipeline of new business.
- Free Weekly Webinar training on Shopify.

UNDERSTANDING YOUR COSTS

96				
97	Calculation Of The Cost Of Producing Products			
98	Fill in the Material Cost and Manufacturing Cost to see what it REALLY costs to make a single product or do an entire job.			
99				
100	COST OF SALES			
101				
102	<u>Material Cost</u>			
103	Enter Purchase Price (Per Piece or By Job)			\$1.20
104	Freight Charges (If unknown, add 5%)			\$1.00
105	Estimated Ink Cost for Ricoh Printers. Enter size of transfer in Square Inches	3		\$0.09
106	Enter Paper Cost (if unknown, 8.5x11"=.18)			\$20.00
107	Sub-Total			\$22.29
108				
109	5% Will Be Added Automatically To Account For Mistakes			\$1.11
110	Total Material Cost			\$297.20
111				
112	<u>Manufacturing Cost</u>			
113	Enter Production Time in Minutes per Piece (Include Set-up Time)			30.00
114	Enter Your Wages Per Hour			\$10.00
115	Total Labor Cost			\$5.00
116	TOTAL COST OF SALES			\$302.20
117				

HOW DO I PRICE MY PRODUCTS?

38		Glass Ornaments						
39	GL001	Glass Ornament, Round	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
40	GL002	Glass Ornament, Oval, Vertical	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
41	GL003	Glass Ornament, Oval, Horizontal	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
42	GL004	Glass Ornament, Hexagon	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
43			\$2.52					
44		Heirloom Ornaments	\$2.52					
45	Z04	Noel Ball Ornament (Insert Incl.)	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
46	Z05	Poinsettia Ornament (Insert Incl.)	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
47	DS005w	Extra Inserts	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
48								
49		Porcelain Ornaments						
50	K101P-2	Porcelain Ornaments, Star Shape	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
51	K102P-2	Porcelain Ornaments, Scallop Shape	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
52	K103P-2	Porcelain Ornaments, Snowflake Shape	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
53	K104P-2	Porcelain Ornaments, Wreath Shape	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
54	K120P-2	Porcelain Ornaments, Star Shape	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
55	K226P-2	Porcelain Ornaments, Round Shape	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
56	K505P-2	Porcelain Ornaments, Heart Shape	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
57								
58		Holiday Stockings						
59	HS18	Holiday Stocking, 17"	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
60	HS19	Holiday Stocking, 21"	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
61	HS20	Holiday Stocking, 17", Red Lines	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
62	HS21	Holiday Stocking, 17", Green Lined	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
63	HS22	Holiday Stocking, 17", Poly Duck	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00
64	HS23	Holiday Stocking, 17", Gaming Cloth	\$2.52	0	\$0.00	\$0.25	\$2.77	\$0.00

THREE STREAMS OF PROFITS FOR EVERY SUBLIMATOR

- Partner with pet groomers



Sell Name Badges



Fundraisers



EVENTS & MOBILE OPPORTUNITIES

- Car Shows
- Sporting Events
- Festivals
- Organizations
- Pet Shows
- Flea Market
- Craft Shows
- Impulse Buying Opportunities



REFERRALS: BEAT A PATH TO YOUR DOOR

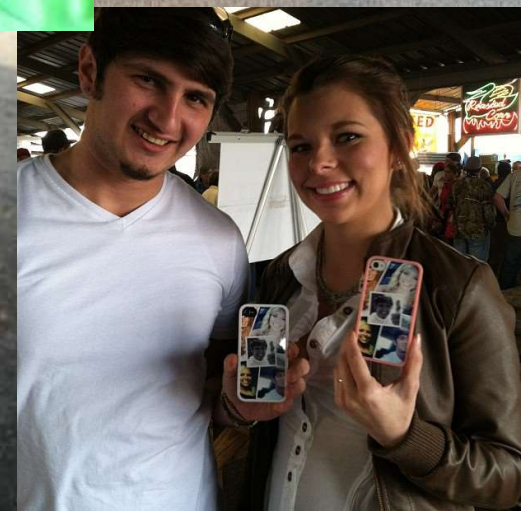
- Let folks know where to buy more
- Include file name info for quick and accurate reorders.



SHOW OFF WHAT YOU'VE DONE

- Take photos of all the products you make
- For store fronts, use a flat screen to display
- Great way to extend your display space with more examples
- Include client in photo
- Post on Instagram & Facebook!





RESOURCES FOR SUBLIMATION SUCCESS

- Industry's best consultative sales reps
- USA Manufacturer of substrates
- Expert telephone support
- After Hours/Weekend support
- Conde ICC color profiles
- Remote computer support
- Instructions
- Over 1300 sublimation videos
- Pricing/Costing spreadsheets
- Product templates
- Color charts
- Unbranded videos
- Client gallery
- Blogs
- Condensedesign.com
- Webinars

PRIZES! OUR THANKS!

