

ROAD TO SUBLIMATION SUCCESS:

Exciting New Products To Decorate

By David Gross



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I love to compare sublimation decorating to the science of electricity. As every day passes, we have many new inventions that are powered by electricity that just a few years ago would have been considered something from a science fiction film. If you went back in time, I doubt many folks could imagine how things would turn out.

Sublimation technology continues along a similar path of exciting new developments that help produce thousands of great personalized products. What really counts in sublimation, like electricity, is what you can do or make with it. What does the future hold for this industry? This article brings to light some of the newest and most popular products for sublimation.

CAMP MUG

Drinking coffee or hot chocolate out of this 10-ounce enameled camp mug provides a rugged outdoor feeling, whether the end user is standing in front of a campfire or bundled up on the living room couch. The lightweight stainless-steel cup is coated for sublimation decorating and is easily imaged in a standard mug press.

TAPERED WATER BOTTLES

These 17-ounce stainless-steel water bottles feature an easy-open cap, easy-to-grasp bottle shape, and double-wall construction that keeps liquids hot or cold for longer periods of time. They are available in white or silver tone and are easily imaged in a standard mug press with the addition of a 1/8-inch heat conductive rubber pad.

DEVICE COVERS: IPHONE AND SAMSUNG WIRELESS CHARGING

The new Apple smartphones include a wireless charging feature that is not compatible with traditional phone covers that use sublatable aluminum inserts. We have discovered that replacing the aluminum insert with the patented DyeFlex insert allows the wireless charging feature to work as it was designed. As a bonus, DyeFlex inserts provide transfers with much richer/deeper colors and offer superior scratch resistance compared to aluminum. Covers with DyeFlex inserts are also available for Samsung smartphones that feature wireless Qi charging.

"What really counts in sublimation, *like electricity*, is what you can do or make with it."



Camp mugs offer a rustic and rugged look that many customers enjoy.

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The patented DyeFlex insert allows the wireless charging feature for smartphones to work as it was designed while also featuring full-color personalization.

UNIVERSAL ACE FOLDING CASE FOR SMARTPHONES

These new adjustable folding cases, available in standard and large sizes, feature a universal mount that works with virtually every smartphone including large-sized phones like the iPhone 6 Plus and iPhone 7 Plus. With a look and feel that is highly sought after by female consumers, the Ace Case's design features an imprintable white fabric front panel and a slot for carrying an ID and debit card.

CAR COASTERS

Since the introduction of IronClad sandstone car coasters, car coasters have become a runaway success in the sublimation world. To provide a lower cost option, we have since introduced a new car coaster made of Unisub hardboard. Both the Iron-Clad and Unisub versions feature a notched design for easy removal from a car's drink holders and look great decorated with a graphic, photograph, or monogram. Don't forget: most cars have at least two holders.

CHROMALUXE PANORAMIC PHOTO PANEL

One of the more impressive features included with most smartphone cameras is the ability to capture panoramic scenes. Sublimating these photos, however, has

Personalized smartphone cases are a favorite among the female demographic.

Tapered water bottles are easy to hold and are quickly becoming popular for sublimation.

"Growth means change
and ***change involves risks,***
stepping from the known to the unknown."

-George Shinn



ColorLyte glass photo panels are a unique way to display favorite digital images and photographs.

been challenging due to the unusual aspect ratio of the photos—they are really wide but not very tall. To address this high-value niche, there's a new double-sided ChromaLuxe product that is 4 inches tall by 16 inches wide. As the metal is double sided, it provides many decorating options, including using the same photo on the back and front, using two different photos, or keeping the back blank.

In addition, you can "stitch" photos together to form a single panoramic image. A helpful hint: sublimation both sides at the same time, as metal conducts heat quite well. After sublimation, the real fun begins. Using an Accucutter precision roller, we give the metal a gentle curve to produce a high value, self-standing work of art. I also recommend having a metal shear so that you can cut metal to the unique dimensions of various regular and panoramic photos.

COLORLYTE GLASS

Imagine a piece of glass that glows with color and is viewed from both sides. ColorLyte glass photo panels are a unique and frameless way to display favorite digital images and photographs on a shelf, desk, or wall. The tempered glass photo panels give depth and brilliance to transferred images while the white imprintable coating on the backside provides amazing image clarity and color reproduction that includes bright whites and deep blacks.

VAPOR LADIES V-NECK LONG-SLEEVE SOLAR SHIRT

This new stylish shirt for women is sublimation certified and made from moisture-wicking performance Pure-tech fabric that keeps the wearer's body dry in the winter and summer. In addition, the fabric includes UPF 50+ sun block



The TURBO wrapper allows the printed transfer and wrap to be installed on the mug in seconds.

Production-ready sublimation socks come pre-mounted on their pressing jigs for quick sublimation and uniform results.

material to help protect from the sun's damaging rays. Designed with an attractive V-neck cut, this shirt is available in a series of colors including pink, pearl, arctic, white, and seagrass.

PRODUCTION-READY SUBLIMATION SOCKS

Although sublimatable socks have become a successful product, producing them has proven to be tedious and time consuming. The remedy? Production-ready sublimation socks. Sublimation socks come pre-mounted on their pressing jigs for quick sublimation and uniform results. As a bonus, after pressing you can use the jig as a holder for a retail peg mount. This is a true breakthrough in streamlining production and nailing consistency.

INDUSTRIAL MUG WRAPPER: TURBO WRAPPER

Most people that sublimite ceramic mugs press them one at a time in a mug press similar to the George Knight DK3 (press time is typically about four minutes). In high-volume production, they switch to using a traditional convection oven (typical time in an oven is around 15 minutes) or even a conveyor oven like the HIX SubliPro (180 mugs per hour). When a convection or conveyor oven is used, the transfer must be affixed on the mug and then a mug wrap placed around the entire mug before heating. Mug wraps require quite a bit of labor and time to install and remove from the mug, and sometimes require a torque wrench to tighten and loosen. With these challenges in mind, the folks at Technotape created the TURBO wrapper. This semi-automated device

allows the printed transfer and wrap to be installed on the mug in seconds with ultra-high precision. Watch my video at CondeTV for more information.

CLOSING

These new products highlight two themes for our industry: shedding light on ways to improve existing products, and bringing you the latest innovative products. I would love to hear back on what new products you are looking for as well as your best sales and marketing tips to include in a future article or to include in my class. I can be reached at 251-633-5704 ext. 202, or dgross@conde.com.

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