



Road to Sublimation Success: Client Sourced Tips

By David Gross

- 1. Black & white images.** When printing black & white images, convert them to RGB for proper color.
- 2. Smart Designer Pro 2017.** I am a big fan of a CorelDRAW add-on called Smart Designer Pro. It makes CorelDRAW easier to use and more powerful by adding over 70 design and production features that automate and simplify art production.
- 3. Condé Kiosk.** For store fronts or mobile events, consider Condé's kiosk software. It is a simple no app way to get photographs from a customer's smartphone.
- 4. Go green screen.** Install a green screen app on your computer to combine live photo shoots with pre-made digital backgrounds for awesome event-driven/remote location results!
- 5. Low doesn't mean empty!** Don't replace an ink cartridge just because you see the low ink message - use it until the printer actually stops. Only replace a cartridge if it is empty or out of date.
- 6. Have a spare ink collector unit.** Did you know that your printer's waste ink is deposited into an ink collector unit found inside the printer? It's a good idea to have a spare unit available for when the unit becomes full and needs to be replaced.
- 7. Have a backup plan when your equipment or personnel fails.** Make friends with someone in your area that can help out in a pinch.
- 8. Locate your printer and press in clean environments that are temperature controlled.** Avoid locating printers in low humidity environments. If necessary, install a humidifier.
- 9. Wet transfers.** Dry your transfer by placing it under the heat platen (without closing) for a few seconds.
- 10. Don't buy a desktop pneumatic press if you intend on transferring to fabrics.** Desktop air operated presses can't achieve light pressure and will leave creases in fabric at the edge of the transfer paper. Large air presses are okay since the transfer is larger than the fabric - eliminating the fabric crease.
- 11. Paper storage.** Keep your paper in a air tight container when not in use to avoid dust and moisture.
- 12. Quality artwork is important.** If you need help with your designs, seek out a local artist to help.
- 13. Take a local Photoshop class.** Great opportunity to meet prospects and learn. Many of Photoshop's features are also found in Corel PHOTO-PAINT.
- 14. Proper showroom lighting.** Install full spectrum lights in your shop as florescent lights distort colors.
- 15. Don't turn away business that you can't handle.** Instead, outsource it to folks that have big equipment. Condé has a state-of-the-art print services department for large products like Chromaluxe panels. Ask Condé for a referral of someone in your area.
- 16. Too many cleanings.** Don't keep cleaning your print head if you have a print quality issue. Call your partner.
- 17. Don't use an external USB hub.** It will slow printing down and cause horizontal banding.
- 18. Cleanliness.** Keep your sublimation and heat press areas clean, organized, and well ventilated.
- 19. More computers than printers?** If you need to share your printer(s), simply connect to your ethernet network.
- 20. Don't wait too long to use printed transfers.** All sublimation transfers should be pressed within a few days for brightest colors and quality.
- 21. Don't blow a fuse.** Install a dedicated 20 amp circuit for your heat press.
- 22. A bigger pot boils slower.** Remember to increase your cook time as press more substrates at the same time. Always transfer a little longer than required as heat presses cycle up and down in temperature.
- 23. Check for peel coats.** A peel coat is sometimes used to protect the surface of certain products. Be sure to remove it before pressing.