FABRIC SHRINK & CRITICAL ART

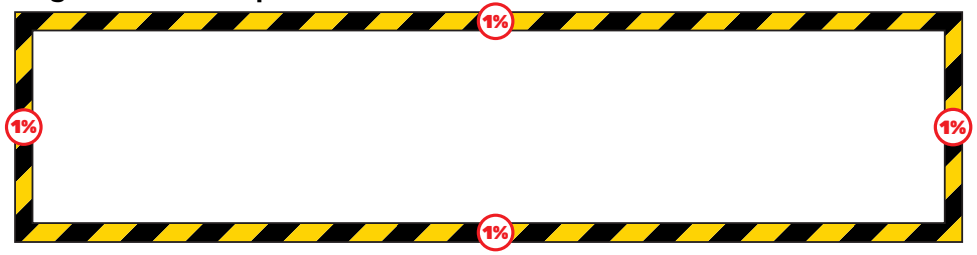
During the sublimation/transfer printing process, fabric is heated to about 395 degrees Fahrenheit which usally results in some shrinkage. The amount of shrink that takes place is determined by a combination of factors such as: the fabric type, lot #, roll size, machine tension, humidity, weft vs warp shrinkage, etc... We have several proceedures to try and manage these variables, but are unable to fully control them, so we cannot precisely predict the amount of shrinkage that will occur.

To manage this, graphics are printed slightly larger then cut to the required finish size. By keeping critical art/borders 1% away from the edges on all sides (plus finishing requirements), this helps prevent critical art/borders from being cut off.

⚠ IMPORTANT:

- The larger the graphic, the more challenging it is to manage the "image" within the "finish size."
- When there are borders, any size variance on the borders becomes very noticeable.
- Graphics needing alignment will require additional critical art considerations.

Original Art with equal borders on all sides.



Do not have any critical art/borders within 1% (plus finishing requirements) of all edges.

During transfer, there is eqaul shrink of 2% in the Width and Height, so very little is cut off and the borders are the same on all sides.

During transfer, there is 1% shrink in the Width and 2% in the Height, so more is cut off in the Width compared to the Height, resulting in uneven borders.

During transfer, there is 0% shrink in the Width and 2% in the Height, so more is cut off in the Width compared to the Height, resluting in the border being completely cut off in the Width.

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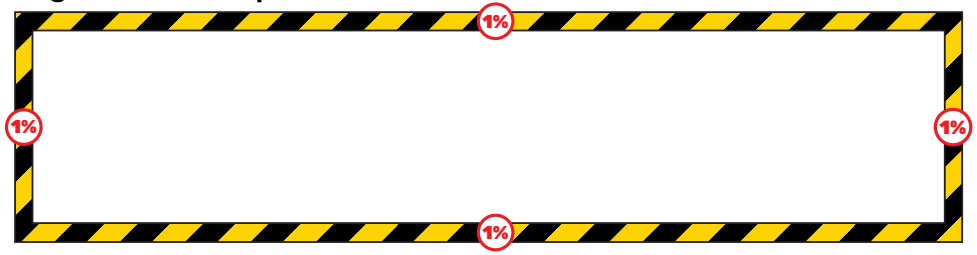

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