

# BRANDING TECHNIQUES EXPLAINED



**DRAYTON**  
CREATIVE DESIGNS  
INNOVATIVE IDEAS  
FABULOUS RESULTS

# BRANDING METHODS TO SUIT ALL OCCASIONS.

Subtle, distinctive, stylish, bold and brash.  
We have a technique to personalise everything.



## 1 EMBROIDERY

- Classic decoration technique
- High value look
- Suitable for both flat and irregular surfaces
- Tread colours to match any logo
- Up to 12 colours per embroidery
- High impact wool stitch



## 7 HOTSTAMPING

- Exceptional superior impression
- Create a unique 3D look
- Ideal for real and imitation leather product
- Available in silver and gold finish



## 2 PADPRINT

- Great all-round cost-effective solution
- Can be applied on virtually any shape
- Suitable for any surface texture, including soft products like stress balls
- Perfect for multi coloured logos
- Fast and economical



## 8 TRANSFER

- Ideal for fabrics
- Perfect for logos with many colours
- Allows for extreme detail like small text
- Free standing text
- No contours required
- Economical solution for multicolour printing of smaller quantities



## 3 SCREENROUND

- Long lasting results
- Apply sharp, high-quality decoration on curved products
- Economic choice for large quantities
- Multi-colour decoration available on a selection of pens
- Ideal for text



## 9 DEBOSSING

- Create a unique 3D look
- Subtle tone on tone look
- Adds perceived value
- Great for real and imitation leather product



## 4 SCREENPRINT

- Long lasting results
- Good cost-effective solution for larger quantities
- Allows single and multi-colour decorations
- Ideal for text
- Can only be applied to flat surfaces



## 10 SUBLIMATION

- Premium full-colour photorealistic prints
- Suitable for polyester fabrics (minimum 60% polyester) and polymer coated products
- Soft, flexible imprint that can even be applied over seams and zips
- Decoration is resistant to fading and cracking
- Only suitable for white products



## 5 DIGITAL PRINTING

- Perfect for multi coloured logos
- Create a unique effect with matt, gloss or embossed finishes
- Strong resistance to fading or damage
- Ideal for small quantities
- Can only be applied to flat or slightly curved surfaces



## 11 DOMING

- Create a 3D effect
- Strong resistance to fading or damage
- Can only be applied to flat surfaces



## 6 LASER ENGRAVING

- Create a high-class impression
- Unique tone on tone
- Superb result for metal, glass and wood





Branding on paper offers even more permutations. Die cut shapes, lenticular 3d imagery, cardboard packaging, textured materials, to name a few. More effects are shown below...



Lichen Signage



Scratch off Latex



Foiling



Digital Embossing



Embossing



Glitter Ink



Spot UV



Thermo

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