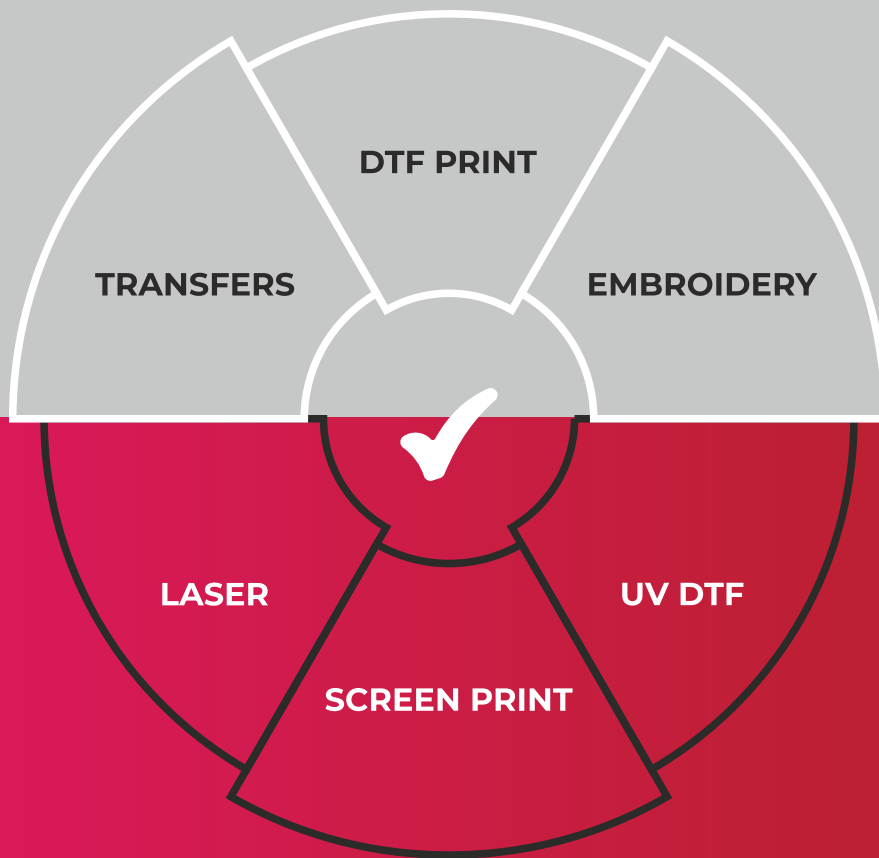


THE RIGHT BRANDING METHOD.
PRINT / EMBROIDERY / LASER / DIGITAL



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DELIVERING GOODWILL



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Branding Method Selector

Print vs Embroidery vs Laser/UV (pick the method that won't betray your logo).

The 10-second truth

There's no "best" branding method. There's only best for your product + logo + use case.

Use this decision tree to get to the right method faster (and avoid the classic:

"Why does my tiny detailed logo look like a mosquito?").

Step 1: What product are you branding?

A) Fabric (t-shirts, hoodies, jackets, caps, bags)

Go to **Step 2**.

B) Hard goods (bottles, mugs, pens, notebooks, metal/plastic items)

Go to **Step 5**.

Step 2 (Fabric): What's the logo like?

2.1 Simple logo (1-3 colors, bold shapes, no tiny text)

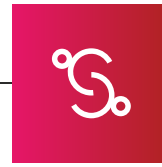
Go to **Step 3**.

2.2 Detailed logo (thin lines, gradients, tiny text, lots of elements)

- If you need photo-like detail or many colors → **DTF / Offset Transfers**
- If you need premium + textured look and the logo can be simplified → **Embroidery**

Quick rule

If the logo has tiny text, don't force it onto a small chest placement. Increase size or simplify.



Step 3 (Fabric): What look do you want?

3.1 Flat, clean, modern

Print (DTF/Silk Screen/Offset transfers (depending on qty + fabric))

3.2 Premium, textured, “corporate” feel

Embroidery (especially for caps, jackets, polos)

3.3 Soft-hand feel

DTF (great for softer feel on suitable fabrics)

Offset Transfers (great for larger quantities)

Step 4 (Fabric): What's the quantity + durability need?

4.1 Large quantity + cost-sensitive

Offset transfers (best value at scale)

4.2 Small/medium quantity + fast turnaround

DTF print (flexible, quick, great for mixed sizes)

4.3 Heavy wear + premium longevity

Embroidery (excellent durability)

Best-for examples (Fabric): -

Screen print: event tees, large runs, bold logos

DTF: multi-color logos, smaller runs, detailed artwork

Embroidery: caps, polos, jackets, premium gifting

Quick rule

Small surface = simplify the logo. 1–2 colors usually wins.

Step 5 (Hard goods): What material are you branding?

5.1 Metal (steel bottles, metal pens)

Want premium + permanent → **Laser engraving**

Want full color → **UV DTF print** (if surface allows)

5.2 Ceramic (mugs)

Full color designs → **Sublimation transfers** (method depends on artwork + durability)

5.3 Plastic (some bottles, accessories)

Simple logo (one color) → screen **print** (great for small areas, but not for fine lines and small fonts)

Simple logo (one color) → laser (cost efficient, but material dependent)

Full color → **UV DTF print**

Step 6 (Hard goods): How big is the branding area?

6.1 Small area (pens, keychains, small badges)

UV DTF / Direct UV

Laser (if metal)

6.2 Medium/large area (bottles, notebooks)

UV DTF print (full color)

Laser (premium, single-color look)

Step 7: Is color accuracy critical?

If yes: share **Pantone/brand guide** and approve a **mockup** (sample for critical orders) If no: we'll match close and optimize for clarity + durability

Quick rule

One logo, multiple versions = fewer problems.

Have a full-color version and a simplified 1-color version for small items.

Step 8: Choose your priority

If your priority is...

Most premium look: Embroidery (fabric) / Laser (metal)

Most color detail: DTF/DTG (fabric) / UV (hard goods)

Best value at scale: Screen print (fabric) / Pad print (small hard goods)

Fastest for mixed orders: DTF (fabric) / UV (hard goods)

Quick “Tell us this” (for faster quotes)

Send: - Product(s) + quantity - Logo file (vector preferred) - Placement + approximate size - Delivery city + timeline - Any must-have brand colors

Not sure?

Send your logo + product + quantity and we'll recommend the cleanest method (and share a mockup if needed).

METHOD	BEST ON	BEST FOR	LIMITATIONS	DURABILITY
SCREEN PRINT	ALL FLAT SURFACES	EMPLOYEE GIFTS CLIENT GIFTING	SINGLE COLOR	MEDIUM
DTF PRINT	ALL APPARELS NYLON, REXINE	EMPLOYEE GIFTS CLIENT GIFTING	HIGH COST FOR LARGE RUNS	MEDIUM
TRANSFERS	CREW NECKS, TOTE BAGS, JACKETS, HOODIES	LARGE RUNS LARGE PRINT AREA	NOT FOR SMALL RUNS	MEDIUM
EMBROIDERY	POLOS, HOODIES JACKETS, BACKPACKS	PREMIUM LOOK, HIGH DURABILITY	ONLY FLAT COLORS NOT FOR THIN FABRICS	HIGH
LASER ENGRAVING	METAL/WOOD/ACRYLIC GLASS/LEATHER/REXINE	PREMIUM PRODUCTS AWARDS & TROPHIES	SINGLE COLOR	HIGH
UV DTF	METAL/WOOD/ACRYLIC GLASS/LEATHER/REXINE	EMPLOYEE GIFTS AWARDS & TROPHIES	NOT FOR SMALL SIZES, THIN LINES & FONTS	MEDIUM



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This quick selector helps you choose the right branding method based on your product, logo complexity, durability needs, and budget.

Use it to avoid common branding mistakes (like forcing a detailed logo onto a tiny surface) and to speed up approvals.

Share your logo + product + quantity and we'll recommend the cleanest method and a mockup if needed.

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