

What is the Difference in our Printing Processes?

Low Fired Options

Pad Printing- not to be confused with standard pad printing which will wash off quickly in a dishwasher, using this process mugs are pad printed using ceramic inks and oven fired to produce a long lasting printed product. This method is dishwasher resistant and microwave safe as well as scratch resistant.

Advantages – The most cost effective quality decorative method
Multiple Colours available
Good range of mugs that can be printed

Disadvantages - The finish is not as permanent as High Fired and not as scratch resistant as High Fired, but our process includes a special coating that creates dishwasher resistant finish
Suits smaller print areas

High Fired Options

Direct Printing is great for one colour, budget printing, colors are still bright and vibrant, print size is a little smaller and is available on a smaller number of mugs only.
Available on Can or Flare Mugs or Two Tone Can.

Advantages – A cost effective quality decorative method
Mugs are High Fired and are Dishwasher Safe with high scratch resistance finish

Disadvantages - This finish is good for simple decorations in one colour
Usually available on White Mugs Only
Multiple colours available with larger orders over 540

Silk screen Printing is perfect for solid areas of colour, multicolour and single colour jobs, the colour is dense and opaque for a strong image. Available on White or Coloured Mugs

Advantages – A cost effective quality decorative method
Mugs are High Fired and are Dishwasher safe with high scratch resistance finish
Larger Print Areas than direct or Pad Printing
This finish good for more complicated decorations in multiple colours

Disadvantages - Slightly higher production cost

Offset Printing is the only choice for photographic and high quality images and is available on all white mugs. Photographic images are usually best on Straight mugs like Can, Flare, Can Two Tone (white exterior), Jumbo, Macho type mugs, (recommended), but work well also on straight tapered mugs like Victor, Viking and Vulcan. (not quite as good)

Cup shapes like Alto, Broadway, Calypso and Manhattan have smaller print areas, which restrict the size of the photographic image and the curved cup shape can make images out of proportion (not recommended).

Advantages – This finish is outstanding when using more complicated decorations in multiple colours, for example Photo Mugs or on mugs that you want a High Impact Finish to WOW your customers.
Mugs are High Fired and are Dishwasher Safe with high scratch resistance finish unlike most Photo Mugs
This process is also less expensive than other processes producing a similar result

Disadvantages - More artwork costs as you will need a graphic designer to achieve the best results with pictures etc.
More expensive printing than the other methods, but results are outstanding

The Global Promo Team