



# 5 SITUATIONS WHEN SUBLIMATED TEES ARE AN EASY SELL

Heard the hype about sublimation but still not totally sure how it works, or when to use it? That's OK! LimeLight has the answers.

If you run into these five types of apparel orders, sublimation might be the perfect solution to impress clients and create stunning promo apparel.



SUBLIMATED SHIRTS ARE HOT SELLERS FOR RESTAURANTS, ATHLETIC TEAMS AND TRADE SHOWS.



# CHOOSE SUBLIMATION WHEN YOU HAVE A LARGE DESIGN

Don't limit the space you have to show off your customers' designs. Sublimation lets you put your artwork on every inch of your apparel instead of a small imprint area. There's no better decoration method for designs that need to be larger than life.

**LimeLight Tip:** Don't let wrinkles ruin your artwork. LimeLight has perfected the art of sublimation, so you'll get impeccable prints, even near creased areas.





# CHOOSE SUBLIMATION WHEN YOU HAVE FULL-COLOR ARTWORK

Other decoration methods limit you to just a few colors, but with sublimation you have the entire color spectrum at your fingertips. Display your customers' artwork the way it was intended to be seen, no matter how complicated or colorful the design.

**LimeLight Tip:** Photographs in designs are super popular right now – sublimation will ensure your photos stand out with full detail.



GO AHEAD, FEEL THEM YOURSELF! THE POLYESTER T-SHIRTS FROM LIMELIGHT ARE SO SOFT, YOU WON'T EVEN BE ABLE TO TELL THEY AREN'T COTTON.



# CHOOSE SUBLIMATION WHEN YOU'RE PRINTING ON POLYESTER

Sublimation works best on 100% polyester, so if your customers pick polyester T-shirts for their order, make sure they know sublimation is a decoration option!

**LimeLight Tip:** Polyester T-shirts are especially popular for athleisure, making sublimation a great choice for sport and fitness event shirts







# CHOOSE SUBLIMATION WHEN YOU NEED YOUR DESIGNS TO LAST

Unlike other decoration methods that only press designs on top of fabric, sublimation actually dyes the fibers of the shirt itself, which means your artwork won't crack, fade or peel over time.

**LimeLight Tip:** Decoration methods like screen printing can add unwanted weight to your T-shirts, but sublimation doesn't change the weight or feel of the shirt.



MORE BANG FOR YOUR BUCK: SUBLIMATED SHIRTS HAVE A HIGHER PERCEIVED VALUE THAN SHIRTS USING OTHER DECORATION METHODS, SO YOUR CUSTOMERS CAN MAKE AN IMPACT FOR LESS.



# CHOOSE SUBLIMATION WHEN YOU HAVE A SMALL ORDER.

With screen-printing, it can be expensive to create a screen to decorate a small number of shirts. Keep your customers' price tag down by choosing a more cost-effective option, such as sublimation.

**LimeLight Tip:** For cost-concerned customers, try suggesting sublimating three-quarter or 50/50 poly blend shirts from LimeLight instead. While designs will be slightly less vibrant, this option is even more affordable.





# SUBLIMATION SUCCESS, EVERY TIME

Not all sublimation technology is created equal. LimeLight is proud to be called the domestic sublimation expert; they've invested in the best technology, training and employees to print your designs on the right products to bring your artwork to life.

## **About LimeLight, asi/67557**

If you're looking for stunning promotional products, look no further than LimeLight. LimeLight specializes in designing and manufacturing custom products to meet short lead times and challenging order quantities. They're experts on sublimation printing and give you access to their unique U.S. production facility with cutting, sewing, printing, sublimation and warehousing capabilities – everything you need to get your orders done right.

Let LimeLight show you how they can help illuminate your brand.

## **Want to learn more?**

Visit them at [LimeLightUSA.com](http://LimeLightUSA.com)  
or give them a call at (800) 738-0271.