

# ⚡ TeeFury®

## Daily Tees & Gallery Tees

Having grown from a tee-a-day site to a Gallery overflowing with pop-culture favorites, TeeFury's printing methods have evolved to accommodate fan demand.

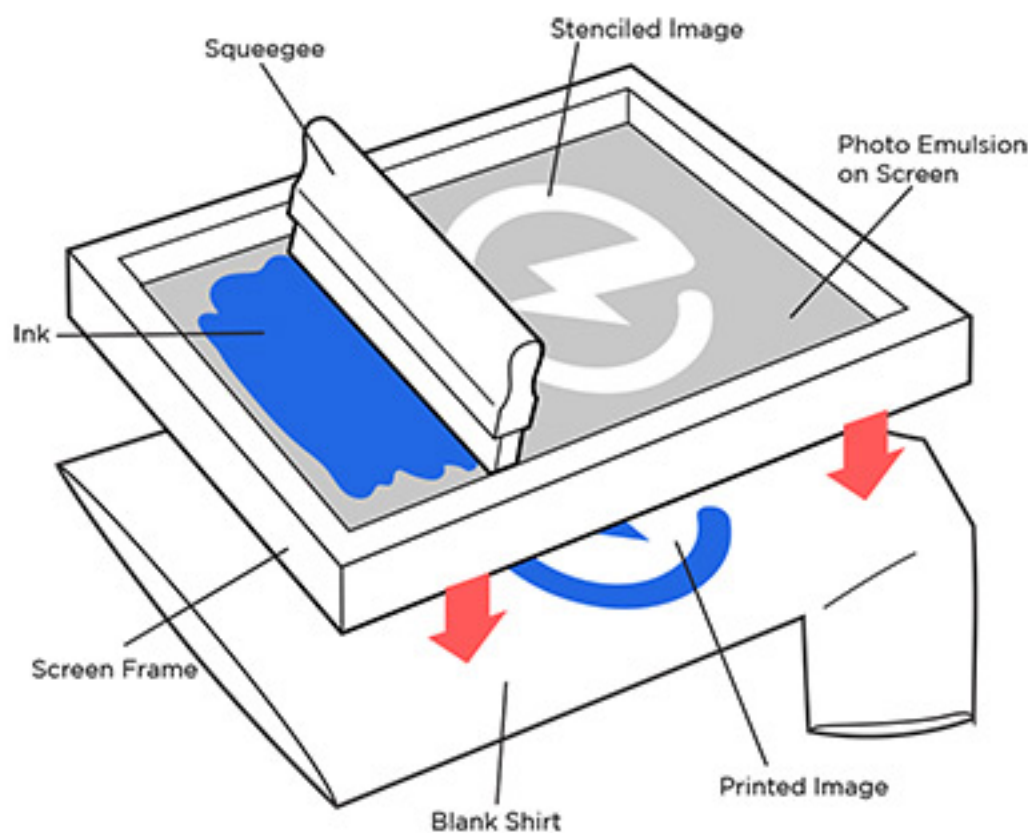
Here is a handy guide outlining the differences between these two printing methods:

### Screen Printing

Screen Printing is a traditional printing technique using a silkscreen woven mesh that is applied with an ink blocking stencil.

A layer of ink is laid onto the screen which has the stencil burned into the mesh using photo-sensitive chemicals.

A squeegee is pressed and swept across the screen, pushing the ink past the mesh through the open areas and onto the textile or garment.

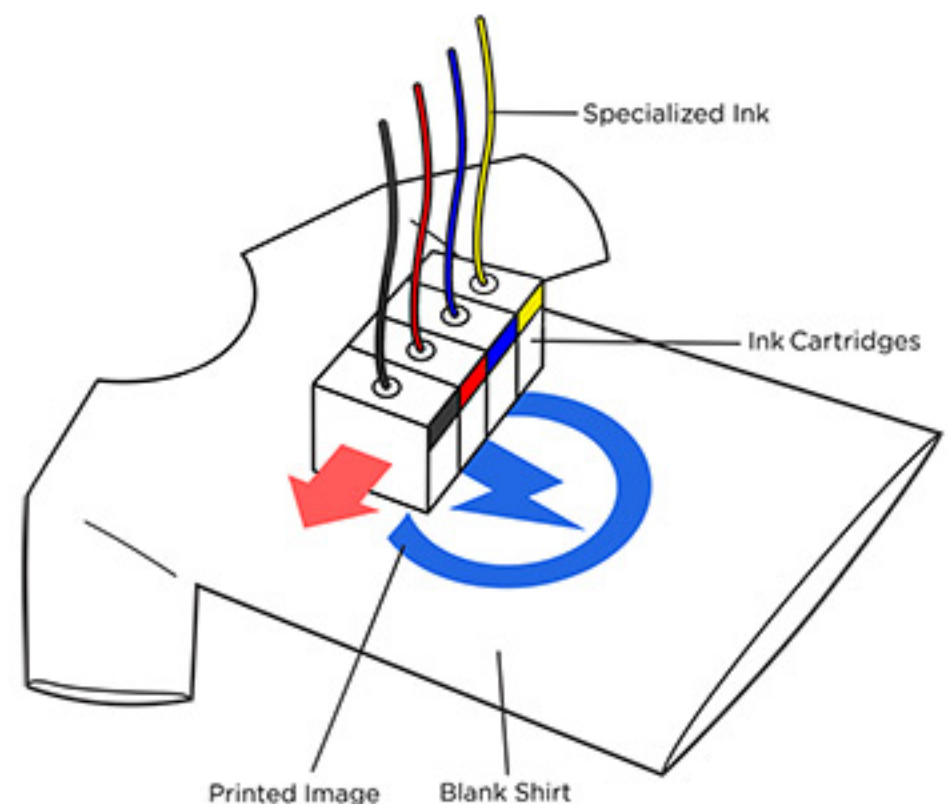


### Direct to Garment

Direct-to-Garment (DTG) technology is a process of printing digital images onto textiles and garments using specialized inkjet machines.

The key ingredients in this process are the unique inks that work with the textile fibers to create a vibrant product.

DTG technology allows the operations birds at TeeFury labs to take an RGB PNG file and transform it into a CMYK specialized (AR) file ready for printing.



The benefits and limitations of both methods:

## Screen Printing

- Effective for large quantities of tees within a short amount of time.
- Multiples of tees with the same design can be printed quickly.
- Color counts are limited (usually up to 10) but can be matched more accurately to the source artwork using Pantone specific colors.
- Each design is given a "strike off" or sample print for our Art Department to review for quality.
- Screenprinted tees are durable will hold up to many washes.

Screen Printing



## Direct to Garment

- Designs can be printed as one-off prints very quickly without a labor intensive setup
- Cost effective for on-demand prints.
- Colors that can be used in art are limitless. The artists are not limited in their technique.
- The process is machine automated and on the whole is cleaner without risk of ink spills or dryer burns.
- Shirts are left with a softer feel where the graphic is applied.

Direct to Garment



"Falling" by Karen Hallion

## So what does this mean as a Customer:

Utilizing both these unique technologies creates advantages for production time, quality, and creative freedom for our artists.

## As a Recap:

Our Daily tees are printed using state-of-the-art screen printing processes. Our Collections and Gallery tees are printed using Direct To Garment (DTG) printing technology.

Occasionally we may also use the Direct to Garment printing process for replacement orders and shortages.

