

SUBLIMATION 101

FOR THE PROMOTIONAL DECORATION MARKET

It doesn't matter if you're a Small Shop or a National Distributor, this Sublimation Workflow is built for :
Speed, Clarity, and Repeatability.

We help you to get the interest, quote faster, approve faster, and deliver faster with NO SURPRISES.

What They See Is What They Get..... **WTSIW TG**



WHY CHOOSE SUBLIMATION?

- Permanent, vibrant forever prints
- Anti-Bacterial treated yarn creating Performance Fabrics with Moisture Removal properties
- No cracking or peeling, it's in the Fabric
- Ideal for Full-Colour Artwork including Photos
- Unlimited Logos and Colours
- Australian Sizes
- Perfect for small runs and personalisation
- Fast production turnaround.

WHAT YOUR CUSTOMERS MUST UNDERSTAND

- Does not work on Cotton
- Works only on 100% Polyester or Poly coated items
- Sublimation cannot print White ink so White fabric is used
- Colours may vary slightly from PC Screen to Fabric
- Fabric texture can influence final appearance
- Limited amount of Revisions - choose carefully
- Once the Order is in - No further changes can be made
- You'll need a Deposit - this is Customised Apparel.

OPTIONAL ADD-ONS YOU CAN OFFER

We give you the tools to up-sell, personalise, and build value into every sublimation job:

- Custom Names/Numbers- Personalise Business, Teamwear, Merch, or Event Gear
- Seam To Seam or All-Over Prints- Maximise impact with edge-to-edge Design
- A Gazillion Colours & Logos- Sponsors, multi-brand layouts, or Customer portfolios
- Matching Accessories- Subbed or your own Stock caps, bags, stubby holders- Upsell your own gear
- Pre-production Samples- Available at cost or request printed fabric swatches for sign-off.

WHY WORK WITH A PROFESSIONAL?

- Pick up the phone to get real time answers
- All Art done in Australia, no off-shore creators
- Experienced Staff with Sublimation & Decoration - Quick to answer
- Responsive Customer Service that solves problems quickly and keeps Jobs moving
- A deep, reliable knowledge base for Sublimation, Design, Graphics, Suggestions
- A deep, reliable range of Sublimation ready products across apparel and accessories
- Easy workflow that make Trophée the simplest Partner to Brief, Quote, and Approve
- Fast, consistent results whether it's a one-off job or a full national campaign
- Artwork clarity that keeps colours sharp, consistent, and production-ready.

The Sublimation Workflow: How an Order Moves Through Trophée

Here is a Bullet-Point, Step-by-Step process your Team can follow :

1. Say Yes

- Then sort it out! Professional assistance is only a call or an E-Mail away
- Are you losing Sales by not offering Sublimation?

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2. Customer Brief & Product Selection

- Confirm the product they are talking with you, is Sublimation compatible
- Confirm Fabric composition (must be Polyester for Apparel-Headwear)
- Confirm Base Colour PMS or at worst an idea
- Discuss print coverage (front, back, sleeves, full panel, etc.)
- Clarify quantities, sizes, and delivery deadlines

3. Artwork Requirements

- Vector or high-resolution files (PDF, AI, EPS, PNG) are super helpful
- PMS, Style Guide, PMS or CMYK 300dpi Images are super helpful
- Fonts outlined or supplied
- Confirm placement guides or mockups
- For apparel: supply panel templates if needed

4. Pricing

- 24/7/365 access to Pricing based on:
 - Product type
 - Print coverage
 - Quantity
 - Turnaround
- Provide clear notes on:
 - Colour expectations
 - Fabric limitations
 - Variations between screens and final print

5. Artwork Approval

- Trophée prepares a 4 Option Visual on your Branding and a Digital proof before Submitting your Job
- Customer checks:
 - Colours
 - Placement Logos, Pix
 - Spelling
 - Size and scale
- Customer signs off in writing
- Production does not begin until Approval is received

6. Production

- Artwork is printed on Sublimation Transfer Paper
- Paper is aligned to the product or garment panel
- Pressing :
 - High Temperature
 - High Pressure
 - Controlled time
- Sublimation Dye turns to gas and permanently bonds into the Polyester substrate
- Product cools and is quality-checked and sent for construction.
- Ship

6. Job Done

- Goods out - money in.

