



Digital High-Definition Heat Transfers

Avery Dennison Digital High-Definition Transfers offer the best of both worlds; high-definition color with enhanced graphics capability in a tag-free solution or decorative badge. This proprietary transfer provides a wealth of multi-color design options that can be combined easily with variable information such as size or product code information. Digital High-Definition Transfers can even handle something as complex as bar code printing or unique identification codes for brand security tracking.

Features and Benefits

- Full color, high definition design capability, including photographic images, character designs and alternative color schemes for superior quality brand identification
- The ability to combine colorful motifs with variable information, taking 'tag-free' labeling to a whole new level while adding real value to textile apparel garments
- The option of adding brand protection solutions integrated into the garment itself, including micro-printing and sequential product codes for track-and-trace solutions
- Guaranteed color consistency on complex designs and images
- Good home laundering and dry clean resistance
- Öko-Tex 100 Class 1 accreditation, suitable for skin contact applications for baby clothes
- Clear polyethylene carrier for simple and accurate positioning during application
- Quick response, cost-effective sampling option



Key Information

- Unparalleled high-definition images work in conjunction with quick and easy variable information: a truly unique combination
- Good home laundering and dry cleaning resistance (Up to 50 home launderings)
- Meets Öko-Tex 100 Class 1—suitable for skin contact applications for baby clothes
- Available on a recyclable polyethylene carrier in cut singles (Roll format available in USA only)

Typical Applications

- Children's wear
- Intimate apparel
- Sportswear and team sports marketing apparel
- Fashion clothing
- Licensed images





Digital High-Definition Transfers: Technical Information

PROPERTIES			
Product Reference	Digital High-Definition Transfers		
Carrier type	100% Polyethylene: Recyclable		
Colors	Four color process: 600 DPI digital images.		
Design	Minimum font size 1 Point. No minimum line weight. Customized design. Vector based artwork should be supplied in Illustrator, Corel Draw or Freehand.		
Handle	Soft hand		
Release Characteristics	Hot peel available		
Finishing	Cut single. Roll format available only in USA		
TYPICAL APPLICATION PARAMETERS: <i>These application details are guidelines based on Avery Dennison internal testing. Customers should always test all applications on the full range of fabrics before going into production. Larger motifs tend to need longer dwell time. Heat sensitive fabrics require lower temperatures.</i>			
	Temperature	Dwell Time	Applied Pressure
Higher temperature/shorter dwell time application parameters	300°F - 400°F 150°C - 204°C	2-5 seconds	20-30 PSI 1.5-2kg/cm ²
Lower temperature/longer dwell time application parameters	266°F-320°F 130°C -160°C	6-12 seconds	20-30 PSI 1.5-2kg/cm ²
PERFORMANCE CHARACTERISTICS: <i>Wash performance and durability is dependant upon correct application. Customers should always test all applications on the full range of fabrics before going into production. Tests should be conducted 36 hours after application.</i>			
Domestic Wash	Up to 140°F / 60°C		
Dry Clean	Yes		
Ironing	Light ironing only at maximum 285°F / 140° C, keeping the iron in motion.		
TYPICAL FABRIC TYPES			
	Cotton, polyester, poly/cotton blends, nylon, coated fabrics, cotton blends with less than 10% Lycra, Spandex or Elastane.		
STORAGE			
Storage	Do not expose to direct heat, sunlight or high humidity. Avoid stacking and dusty storage conditions. Storage conditions should be 32°F- 86°F / 0°C -30°C with relative humidity of 70% or lower. If stored at these conditions, shelf life of the product is one year.		
ADDITIONAL INFORMATION			
Accreditations	Öko-Tex Product Class I – suitable for skin contact applications for baby wear. Colorfastness to chlorine and seawater. This unique solution is patented.		
Availability	Global availability		

Avery Dennison liability is limited to the replacement value of defective transfers. In no event shall Avery Dennison be held liable for consequential, indirect or incidental damages. Products can be subject to change without notification. All information given is based on the results of testing performed by Avery Dennison. Customers should test any product thoroughly through all relevant processes. Specifications subject to change without notice.

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