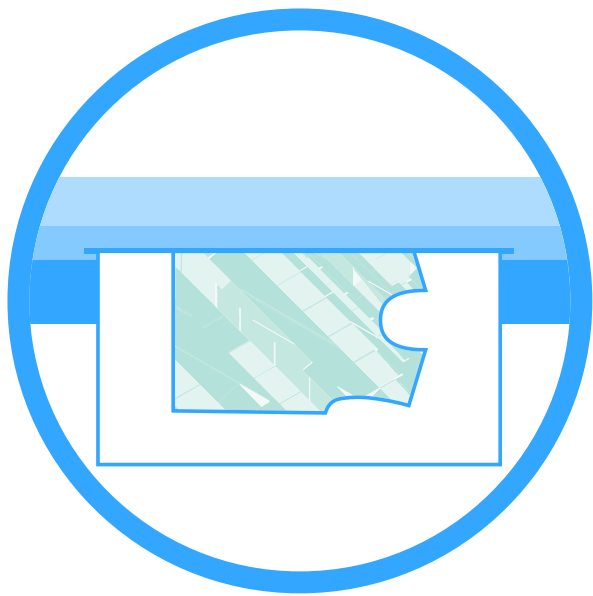




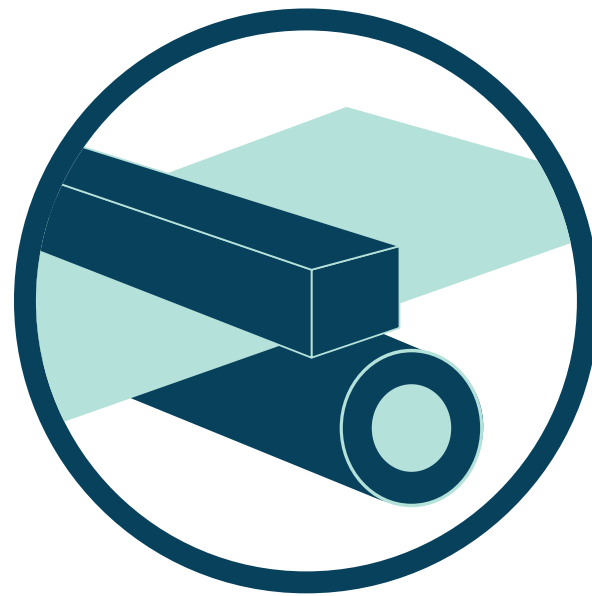
# What is Dye Sublimation?

**Whether you're new to promo or need a refresher, we're here to make it easy!**

Dye Sublimation is a printing process that uses heat to create custom apparel with graphics that will never crack or fade over time.



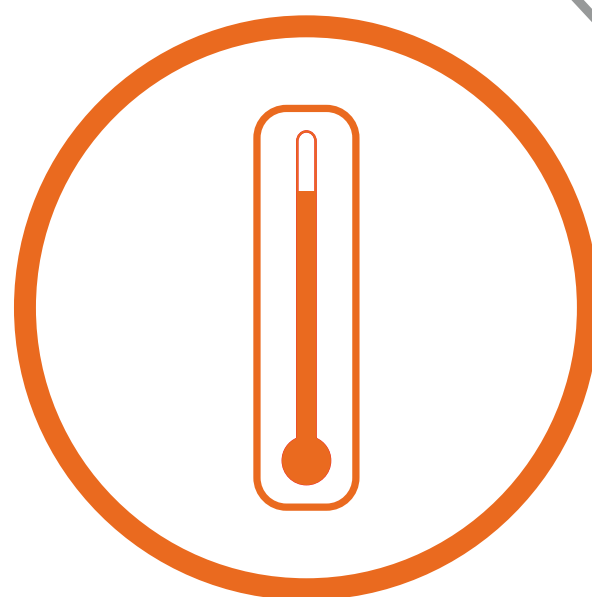
Using a special printer, the design is printed onto a large piece of transfer paper with sublimation ink



The transfer paper is fed through a heated roller along with polyester fabric



Heat is removed and the ink is now permanently bonded to the fabric



A combination of heat and pressure causes the ink to vaporize and spread throughout the fabric fibers

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