

# RZ Revolution Printing Techniques

- **REVO-Soft Color** – Produces screen printing that is as soft as the shirt itself without the plastic like hand feel of standard (plastisol) screen printing inks. The process uses various formulations of water based pigment dye inks that penetrate into the fabric fibers to permanently integrating the design into the fabric. REVO-soft is a versatile process that is ideal for everything from business logo apparel to fun retro print t-shirts. This process works best on garment with various cotton contents, offering a wide variety of garment choices. Design sizes can range from smaller left chest logos up to designs that cover the entire shirt. **Why doesn't everyone use this process?** Because it requires more time, expertise and more advanced equipment than most shops. Once you've experienced the REVO-Soft difference, you will never want to go back to the old methods. This is why REVO-Soft is new gold standard in apparel design. For fabulous results, we recommend using the REVO-Soft process on our RZR Ultralux 100% ring spun soft 30-singles cotton tees.
  - o Pricing starts at \$6.75 for a 1-color print of 48 shirts on our recommended white RZR Ultralux top quality soft tee.
  - o A typical configuration for the REVO-Soft process would be a design that features a 2-3 color standard size front print with a 1-color shoulder or back print on our high-end colored RZR Ultralux Tee. 48-piece pricing for a configuration like this would be \$9.25 with additional discounts for higher quantities. High quality soft print tees like this, routinely retail in the \$24-\$35 range in specialty and department stores.
- **REVO-Soft Reveal** – Produces designs that have absolutely no detectable hand feel. This process works by removing the dye from the garment, revealing only the natural color of the garment before it was dyed. This process works best on darker colored fabric with at least a 50% cotton content. Pigment colors can also be added, which solve the age old problem of producing vibrant bright colors with a soft hand feel...even on dark colored garments. The REVO-Soft Color (above) and REVO-Soft Reveal processes are often used together to produce amazing effects on a wide range of garments and designs.
  - o **REVO-Soft Color & REVO-Soft Reveal** have many superior advantages over standard screen printing & embroidery.
    - *REVO-Soft* prints are as soft as the shirt itself – No more stiff prints & embroidery.
    - No more of puckering or snagging that is typical with embroidery.
    - No scratchy backing and stiffness that is typical of embroidery & printing.
    - *REVO-Soft* outlasts standard screen printing – Design is dyed into the fabric.
    - *REVO-Soft* designs are breathable, unlike standard printing & heat transfers.
    - *REVO-Soft* is preferred 10 to 1 for comfort & style, over standard printing.
    - *REVO-Soft* has endless design possibilities - Business apparel to retro design
    - *REVO-Soft* – Better retail margins & fast sell-through – Return on Investment!
    - *REVO-Soft* Cost? Less than Embroidery - Slightly more than standard printing.
    - *REVO-Soft* Inks are environmentally friendly, which is awesome!
- **REVO-Expose'** – These shimmering boutique effects are the perfect way to add sparkling highlights to your designs. We offer a wide array of processes including metallic foil, colored foil, distressed foil, glitter inks, glossy gel and more. Perfect looks for boutiques, cheer squads, and designs that have the need for bling. These processes can be used by themselves or in combination with our many other processes to create a totally custom look.
- **REVO-Max** – If your motto is "Go Big or Go Home" then REVO-Max is the process for you. Where most printers limit you to a puny 12x12" design area, we go Big...and Bigger! Our oversized prints go up to a generous 13x19", which is big enough to fill the entire front of a large men's shirt. The perfect size for making a bold statement or amazing background designs. If that's still not big enough...No Problem...We offer all-over printing that stretches from top

to bottom and side to side on nearly every short sleeve shirt or top. REVO-Max combined with REVO-Infinione create amazing looks. When you need big to go big, RZR can make it happen.

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- **REVO-Infinitone** – This process is perfect for creating dramatic depth (3-D), retro design and creating subtle background images that give identity to your concept, set a mood or tell a your story. Infinitone makes efficient use of one color designs and adds amazing color variation/depth to multi-color designs. Infinitone is a process that works nearly all of our REVO and Standard processes.
- **REVO-Sport** – Is the perfect choice for adding designs and logos to performance/polyester fabrics. Our REVO-Sport formulations facilitate cutting edge designs without inhibiting the desired breathability of the garment. Our direct to garment printing ensures that your design will hold up, unlike heat pressed designs that tend to peel and inhibit the shirts breathability. Many fashionable athletic textures and effects can be achieved by using our high gloss gel inks, athletic patterns, build-up processes and more. Printing on performance/poly can be tricky, because the dyes in the garment like to migrate up through the ink, however we've solved this problem by creating a special formulation of migration blocking inks. After all, nobody wants to see the white lettering on their red performance tee turning pink after the first wash...
- **Standard 4-Color CMYK & Simulated Process** – Produces full color images using specially formulate plastisol inks. In the 4-color process, four layers of ink (Cyan, Magenta, Yellow and Black also called CMYK) are applied to the garment by the precision alignment of halftones screens. Then the printed garment undergo a heat curing process that allow the ink layer to combine and cure, revealing a vibrant full color image. The Simulated CMYK process work similarly to 4-color process, however it produces designs that may have numerous different spot colors (solid colors) using the smallest combination various primary colors. These processes require special software to separate the color halftones for each printing screen. Where these process produce vibrant multi-color design, the layers plastisol inks leave noticeably thickness of ink on the garment. A skilled printer, ink additives and well conceive design can minimize the ink build-up effect, only the REVO-Soft processes can produce designs with little or no hand feel.
- **Standard Screen Printing (Plastisol)** – This is the process most widely used by t-shirt screen printers. The Plastisol inks used in this process are easiest, quickest and most cost effective method of adding 1 to 6 solid colors (spot colors) to just about any fabric. This method is best larger runs of promotional t-shirts where a lower price point is an important objective. Plastisol inks are thicker and work by sit on top of the fabric, as opposed REVO-Soft inks that penetrate the garment fibers. For this reason, plastisol inks can adversely affect the breathability of the garment. Therefore, it is important to use design methods that minimize large solid areas of ink coverage.