



Do you know how that got on your shirt?

Screen printing, the majority of the graphic t-shirts you own were most likely screen printed. It's one of the most popular custom apparel printing methods used today. The process of screen printing consists of screens made from mesh or silk, paint and a squeegee. Think of the screen like a stencil, and the paint is sifted through the screen by the squeegees to create the design.

Understanding this process will better enable you to understand pricing structures including set up charges, colors, and underlay. There are endless possibilities for screen printing your projects!

"ABGI truly is a vendor/partner that we look to for direction in all areas of our print and promotional needs. Their progressive stance on virtually all areas of procurement hold the top spot at Loomis."

-Sarah Katapong,
CPA, Loomis



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hydration goal and measures intake while also reading water temperature. Represent your brand with the most cutting edge technology products, like this and many others for an effective ROI.



Pricing is calculated based on 1) the number of colors 2) the number of locations being printed on 3) use of specialty fabric/inks and 4) use of underlay or base layer of ink. It is important to keep in mind that when printing on a dark color or printing a light color ink you will need an underlay or white layer of ink printed underneath to ensure the design's true colors shine through. Depending on how many colors the design consists of determines how many set up charges apply due to each color requiring a screen and squeegee of its own.

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manner to create custom apparel that is both high end and fashion forward. It continues to be one of the most popular printing techniques in the industry today and with a constant improvement in techniques and inks, your options are never-ending!



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