

FLASH OR UNDERBASE?... What is when?

This is probably the most confusing issue we deal with. If you don't price this out right ahead of time, you have an opportunity to lose money (the difference usually comes out of your profit).

As a rule of thumb, any dark color garment with a light color ink will need to be flashed. So, there is always gonna be a \$.25 flash charge. Any multi color design will need a white choked underbase. Choking the base keeps the colors on top from having white "peek" out around the image.

Here are the rules:

1. light color inks on dark goods generally require a base white screen and a flash charge.
2. Designs that have white in the image will only be charged a flash charge.
3. Any fluorescent inks need a white underbase+flash

Here are the reasons:

Shirts are fabric, and when ink is layed on it soaks into the fabric resulting in a muted look. flash curing dries the ink enough to lay a second coat on top of the first coat (instead of the fabric) resulting in a brighter color. Note that the ink also will feel thicker, because it is.

Another reason for flashing is dye migration. This is most often seen on red shirts as the dyed color of the shirt (especially with white ink) tends to "migrate" through the ink and turn it pink. flashing reduces this dramatically.

As always, if there are any questions to which is best for your job and need to know exact print pricing that relates to dark shirts, give me a call and after seeing the art, I can give you an accurate cost of production. We are after all not only here to give you the best quality workmanship and customer service, but also to give you accurate pricing info so you get great results without cutting into your profits.