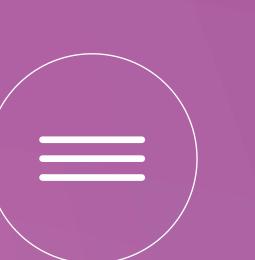


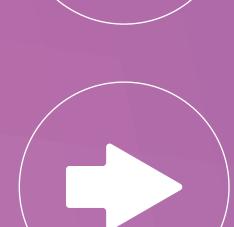
# Redefining Print







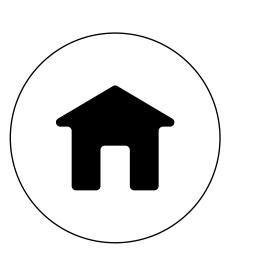


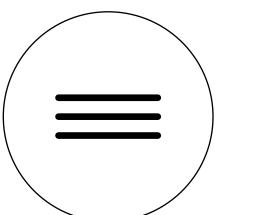


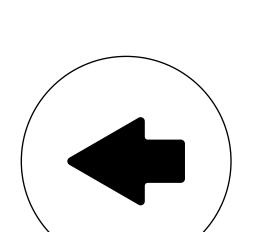


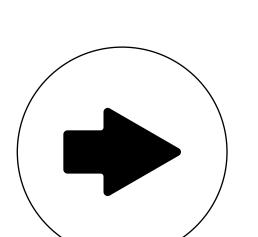
# table ofcontents

What Is UltraHD?
Direct Digital vs UltraHD
Ranges
Print Areas
Benefits











## What is UltraHD?



Look out for this icon on our website and catalogues to discover over 60 products compatible with UltraHD.

Within the last decade, the promotions industry have benefited from advances in print technology where full-colour images can be printed directly on to the product. This allowed product decorators to offer clients the added advertising appeal that a full photographic image can offer and consequently, it has been very well received in the industry. Although this was a big leap forward in technology, the process produces relatively low resolution images with a very restricted colour gamut when compared with, say, magazine quality images.

Our technical team set about developing a new print system for product decoration with the aim of dramatically improving both the resolution and colour gamut of the printed image. We are now ready to launch this new system as UltraHD printing.

A picture speaks a thousand words so have a look at the comparison in this interactive PDF of the standard system and our new and unique UltraHD system of printing. As you will see, Resolution, Edge Definition, Colour Gamut and Colour Gradation are dramatically improved to near magazine quality. This service is now available on a range of round pens and some flat items. We believe this print service will augment our current product offering and allow marketers to exploit the full potential of high definition print. Products available with this service will have the UltraHD logo next to their images in this interactive PDF.

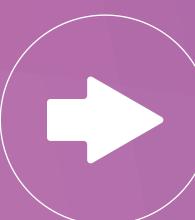


# Direct Digital vs UltraHD









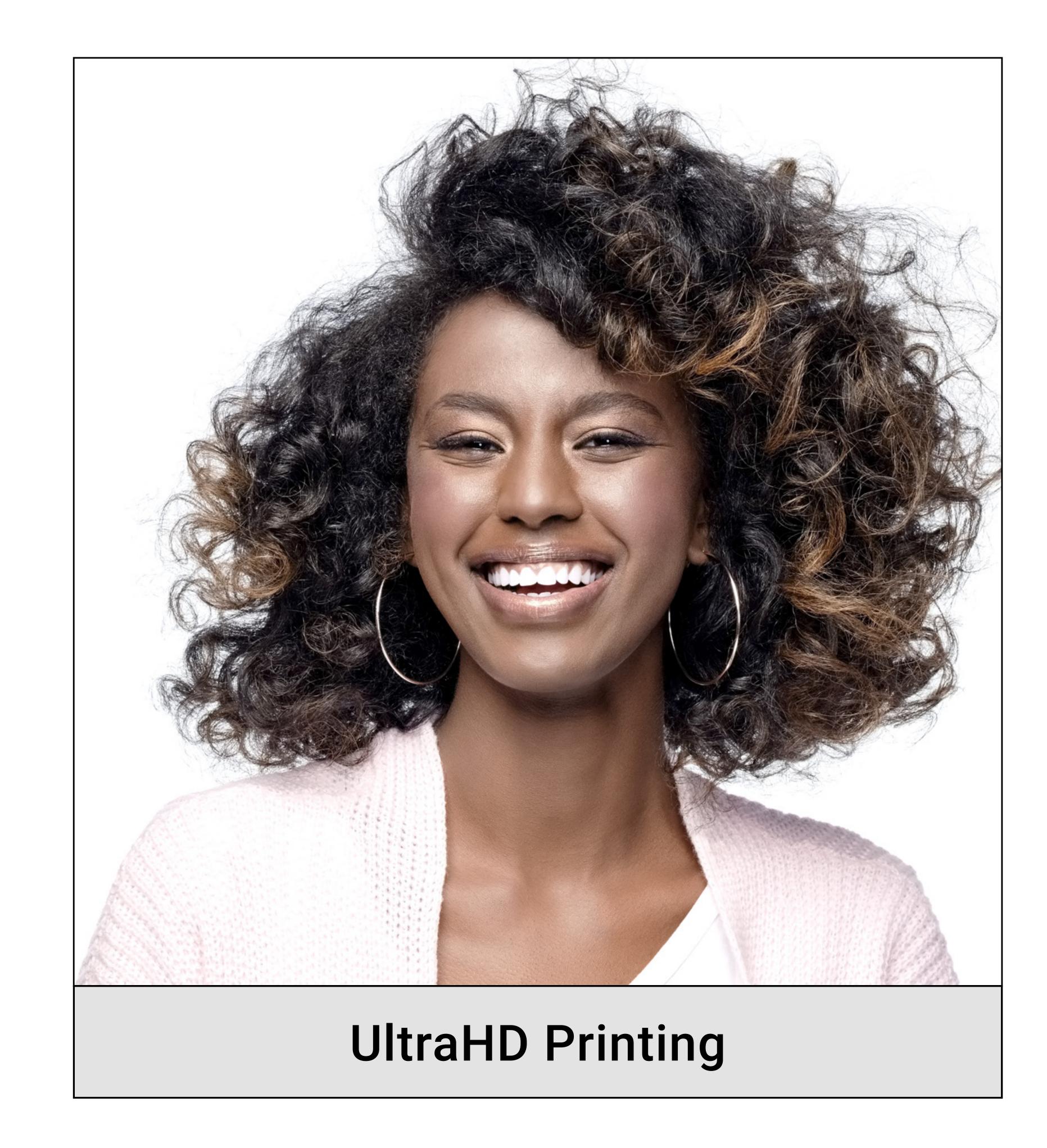


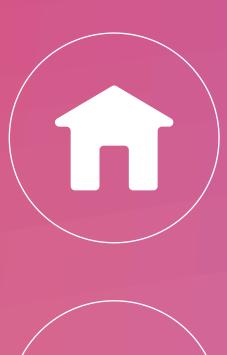
## Direct Digital vs UltraHD

### Table of Comparisons

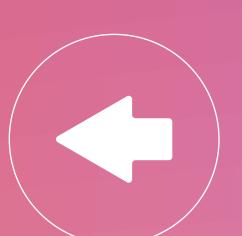
Get your message across even clearer with a high-quality photographic print. Resolution, colour gamut, colour gradation and edge definition are dramatically improved to a near-magazine quality print.

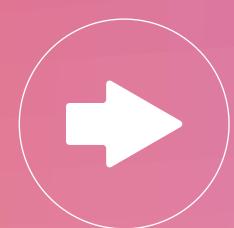










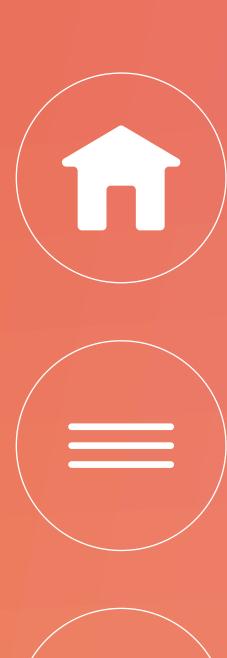


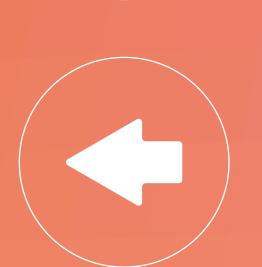


# Direct Digital vs UltraHD? Table of Comparisons

	Standard Print - Direct Digital	UltraHD
Finish	Matte	High Gloss
Resolution	Low Resolution	High Resolution
Colour Gamut	Low	High
Colour Gradation	Low	High
Print Vibrancy	Low	High
Cylindrical Print	No	Yes











# Compatible with over 60 products













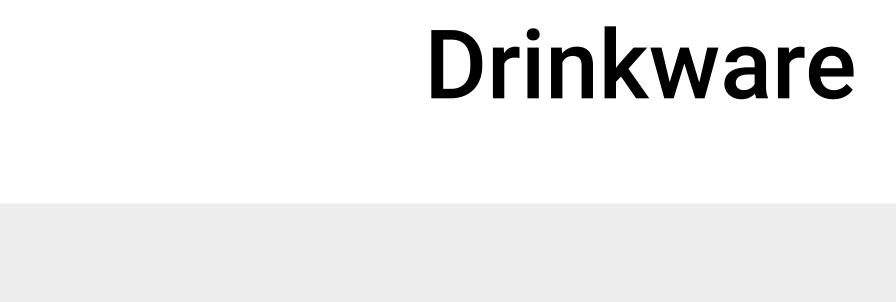


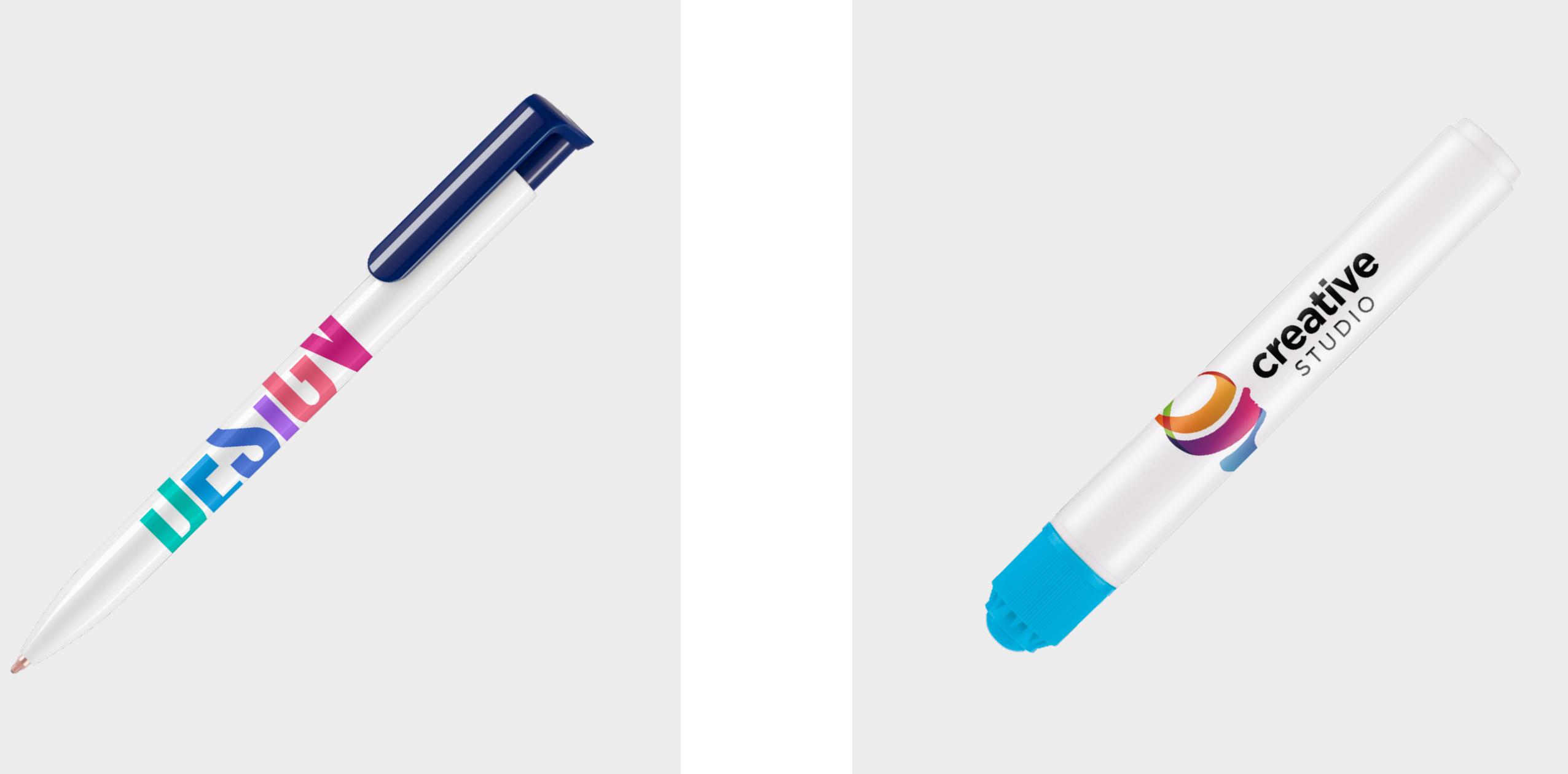


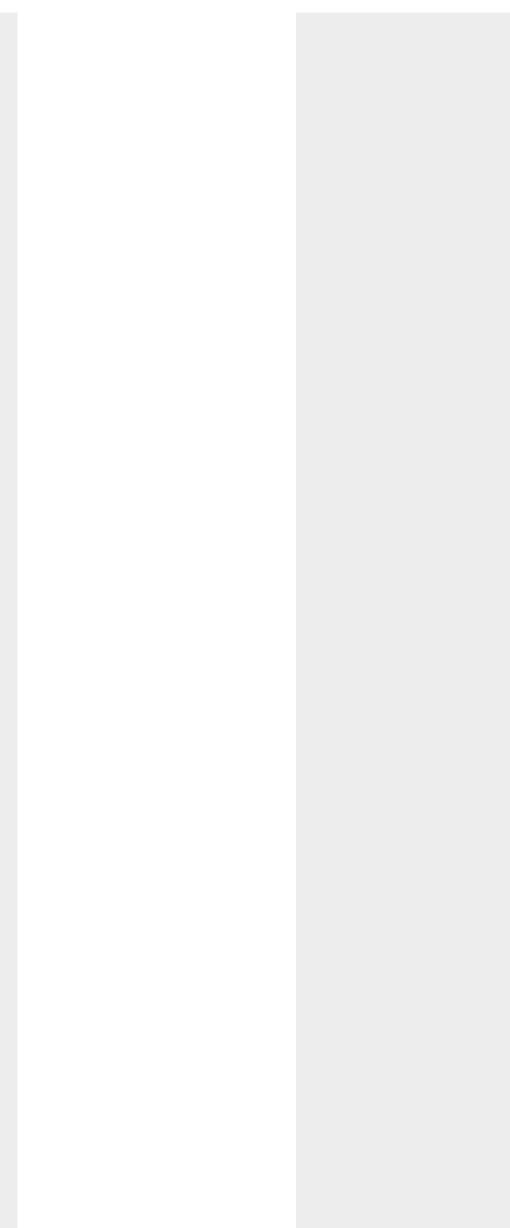
Metal Pens



Markers





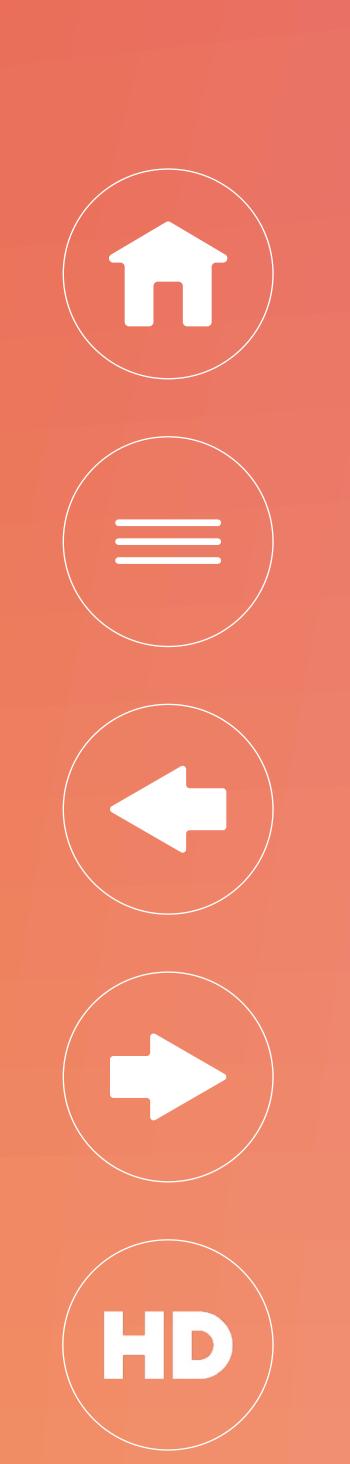




Plastic Pens

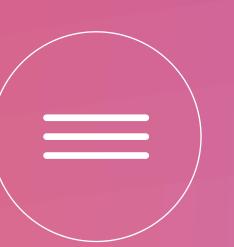
Bingo Daubers

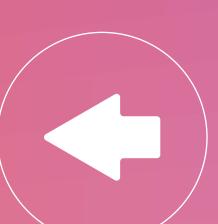
Wooden Pencils



# Print Areas









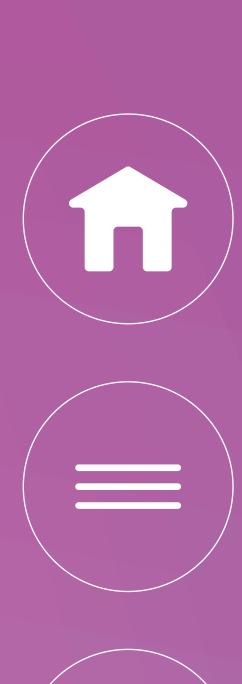
# Pure Sports Bottle

Pure Sports Bottle

**UltraHD Printing** 

Print Area: 210mm x 70mm

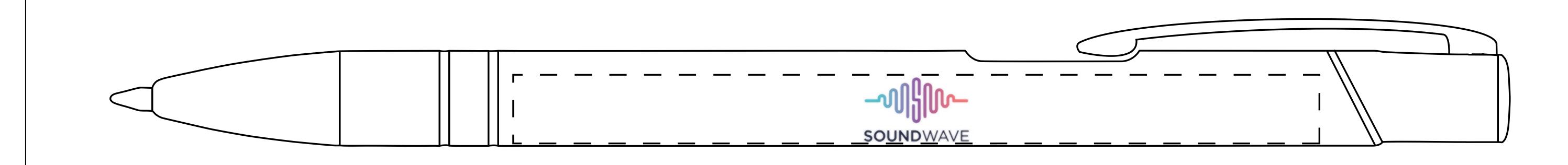




## Print Areas

Direct Digital Printing

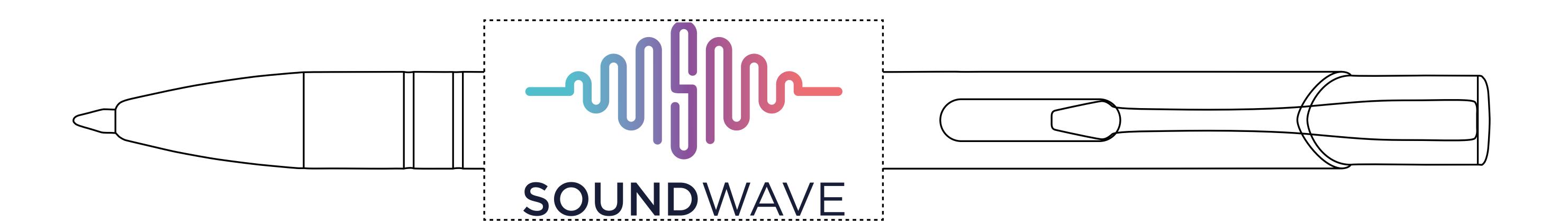
Print Area: 82mm x 7mm



Electra® Ballpen

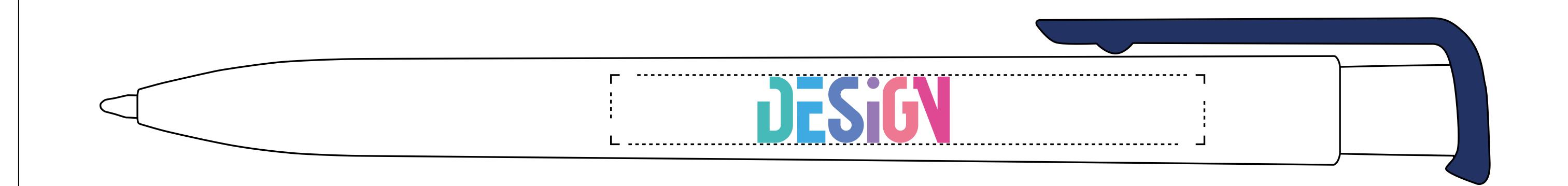
UltraHD Printing

Print Area: 35mm x 20mm



Direct Digital Printing

Print Area: 60mm x 7mm



Absolute® Extra Ballpen

**UltraHD Printing** 

Print Area: 50mm x 20mm





## Print Areas

### **Direct Digital Printing**

Print Area: 82mm x 7mm



### Dry Wipe Marker Pro

### **UltraHD Printing**

Print Area: 40mm x 20mm



### **Direct Digital Printing**

Print Area: 45mm x 9mm



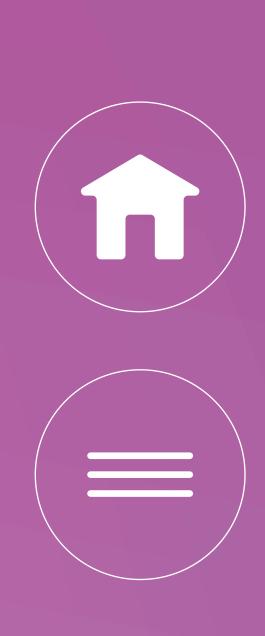
## Bingo Dauber

#### **UltraHD Printing**

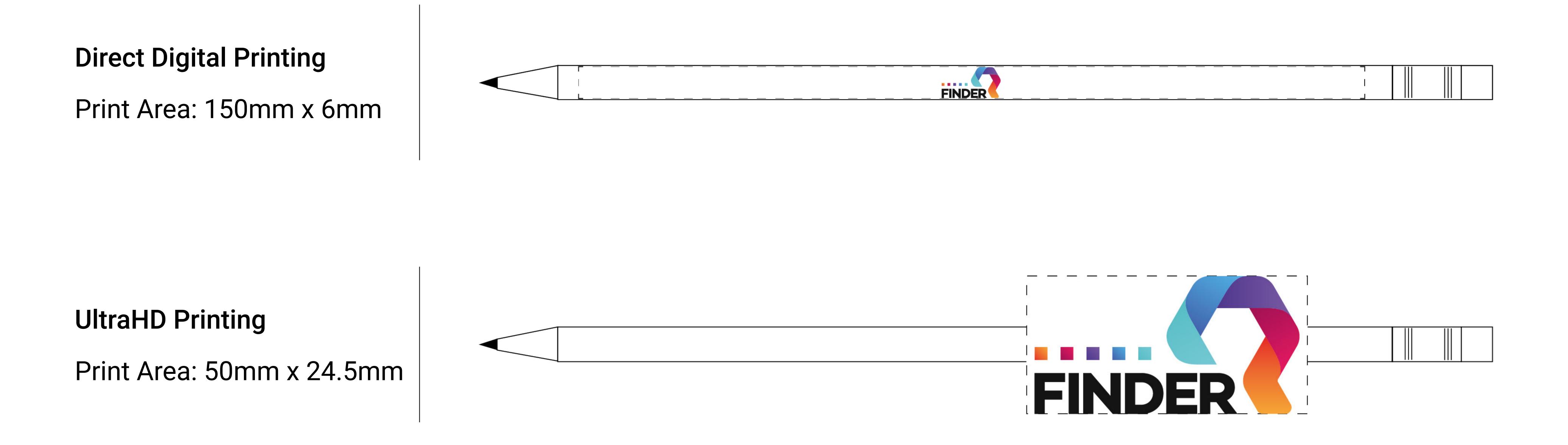
Print Area: 50mm x 25mm







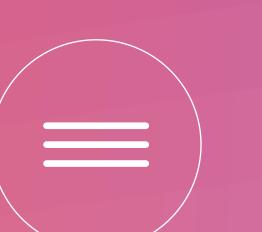
# Print Areas Standard We Pencil

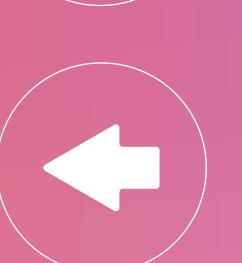


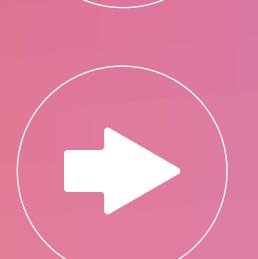


## Benefits of UltraHD











## Benefits

### Why you should choose UltraHD



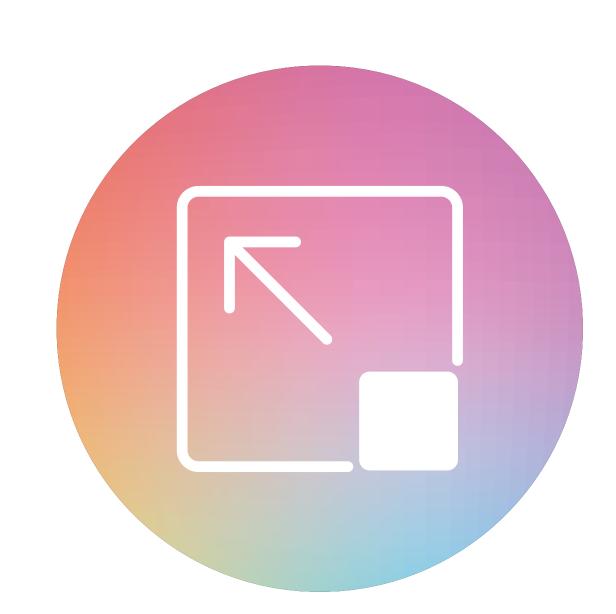
## U I Higher Quality

Achieve higher definition print with UltraHD due to its electro-static process, offering a seemless, dot-free print finish.



## **02**Super High-Gloss Finish

Enjoy high definition printing in a high-gloss finish. Direct digital printing offers matte finish only.



### 03 Larger Print Area

With UltraHD printing, a much larger print area can be achieved. Direct digital has a 6mm high print with limited print positions whereas as UltraHD has a print height of 20-25mm.



## 04Print In-Line With Clip

With UltraHD, printing in line with the clip is a great benefit that cannot be achieved with direct digital due to the print head clashing with the pen clip.



## 05

### Lead Times

Enjoy standard lead times starting from 5 working days.



## 06

### Cost Effective

All UltraHD writing instruments are readily assembled, making it a cost-effective and quicker alternative to full colour wrap printing.



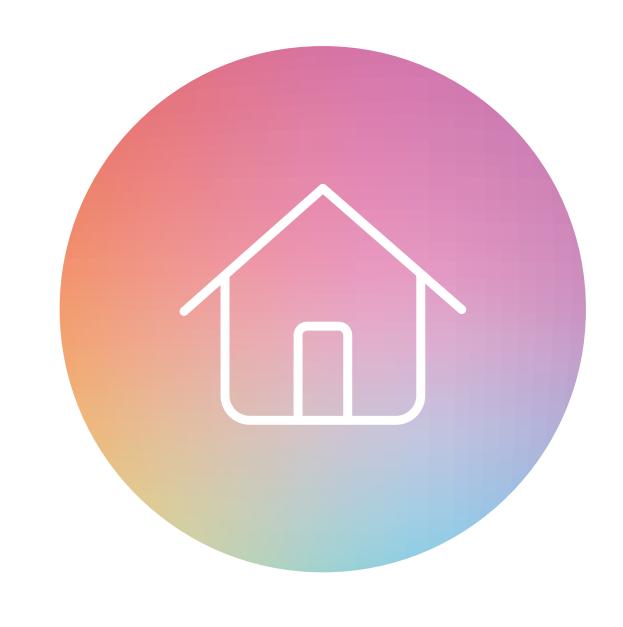
## 0 /95% Pantone Colour-Matching

Achieve 95% Pantone colour-matching accuracy with UltraHD, not possible with direct digital printing.



## 08One Set Up Charge

UltraHD has a similar print area to spot colour printing. However, UltraHD only requires one set-up charge as it is a single process, giving you the perfect full colour wrap finish.



## )9

#### In-House Transfers

We manufacture our tranfers in-house, therefore we are able to control the quality of them to the highest standard.





## Contact us

sales@pens.co.uk

01252 400270