

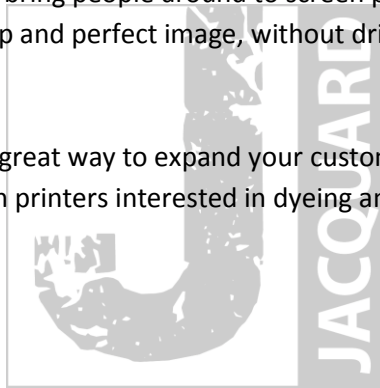
# Jacquard Products Demo Handbook

## Alternative Screen Printing Demos:

These are interesting demos that showcase the versatility and ingenuity of some of Jacquard's lesser known products and some of the cool ways to use a silk screen for printing materials other than ink. The biggest benefit to alternative screen printing methods is that you can pattern or print fabric without changing the "hand" (i.e., the soft feel and drape) of a textile. The other big benefit is that in most cases you are using no binder in the screen, which means you do not have to worry about in-screen drying ruining your screen or stencil the way you do when using traditional printing inks. This is great for demoing purposes!

Screen printing is interesting to most artists, as everyone has dreamed of producing T-shirts, stickers, or editions of their artwork. But customers are sometimes intimidated by the process, and the investment in equipment can seem prohibitive. It is nice to remind people in any screen printing demo that at its heart, screen printing is using a stencil to make the same design many times. A silk screen is actually a powerfully simple and versatile tool! By the same token, while any of the products discussed in this section can be printed through a screen, they can also be used with a plastic stencil and brush. Demonstrating a regular stencil can bring people around to screen printing, especially when they see how consistently you can get a sharp and perfect image, without drips and without material seeping under the stencil.

Alternative screen printing is also a great way to expand your customers' horizons. Learning about Color Magnet, for instance, can get screen printers interested in dyeing and dyers interested in screen printing.



### Materials needed:

- deColourant Paste
- Steam iron
- Color Magnet
- SolarFast Dye
- SolarFast Thickener
- Some bright color of Dye-Na-Flow
- Sodium Alginate
- iDye for Natural Fabrics
- 1 Screen with a design on it
- 1 or more buckets for the iDye filled with hot water
- Stencils

Start this demo talking about how screen printing is still the best way to make multiple copies of the same thing on fabric (especially for T-shirts). Jacquard offers excellent water-based textile inks that are soft to the touch and hold up exceptionally well to washing; however, there are a number of challenges to printing with inks. Both solvent (Plastisol) and water-based inks require a time or equipment

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investment in setting the inks with heat. The more durable Plastisol ink feels very rubbery and often peels or cracks. In the summer, people sweat under the thick layer of Plastisol ink on a T-shirt. Water-based inks are safer, clean up with water instead of solvent, and can be used with children. But water-based inks can dry in the screen. That gives the printers less working time (meaning a shorter run of prints and having to wash the screen out more regularly). Once ink is allowed to dry in a screen, it can be impossible to wash out.

Screen printing with one of our dye-based screen-printing alternatives solves some of these problems. None of these methods leave a rubbery deposit of ink on fabric because they are dye-based: after washing, the fabric feels just like it did before it was printed. There is no binder in any of these methods, so you can even let the material dry in the screen and wash later if necessary. I have personally taken advantage of that when doing this demo at different locations in one day, with tight travel time in between. I just packed up my screen and moved on to the next demo. Then, I had someone else rinse that dried screen while introducing the technique.

In the interest of time, starting with **Color Magnet** is a good idea because you need time to print and immerse in dye. Although **Procion MX** dye is fine to use with color magnet, **iDye** is absorbed faster into the Color Magnet, so it is preferred in a demo setting. I like to have a design already printed so that I can put it in the bucket with dye right away. First, flood the screen with the Color Magnet. Then, talk about how nice it is to print with, emphasize how easily it goes through the screen, and talk about how you can use it with almost any screen mesh (as it is a gel, not an ink that can clog up fine mesh). It is also good to emphasize that with Color Magnet, because it has no color of its own and absorbs whatever color dye it is put into, you can get several colors from a single print run. You just need more than one bucket of dye to drop each printed shirt into. If you have 10 different colors of dye, you can get 10 different color variations of the shirt that you printed (to do that with an ink you would need to wash your screen 10 times). Color Magnet is also more economical than screen printing ink. Not only will a 16 fl oz/0.47 L bottle of Color Magnet print more shirts than a 16 fl oz/0.47 L bottle of ink, it is more affordable to begin with. It retails for around \$10-\$12 and will print almost 100 T-shirts depending on the design.

You might be thinking, "Yes, but you also need dye." That is true. The cool part about this is that you only need small amounts of dye to get the Color Magnet to work: ½ tsp/2.46 ml instead of the 2 tbsp/29.57 ml one would use to normally dye a T-shirt. The Color Magnet literally attracts the dye, so if you want a pale background and dark foreground, it is best to use smaller amounts of dye. It is even possible to get the background almost white by using a very tiny amount of dye, but unfortunately this is impractical in a demo setting because the garment must be kept immersed in that weak dye bath for several hours.

### Dye-Na-Flow, deColourant and Color Magnet

Screening the **deColourant** next is a good idea. It is basically the exact opposite of Color Magnet and it might help to explain it that way to the attendees. It removes the color from a garment in the areas that

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you print, rather than adding the color. So, whereas you would want a white or light-colored garment for Color Magnet or SolarFast, you would want a colored or dark fabric for this technique.

deColourant and Color Magnet use the same thickener, so they are very similar to screen print with and you can use either with very high mesh count screens. The process works by screening the deColourant on material, allowing it to dry, and then steam ironing. The steam is important. Again, it is good to have a previously screened item available so you can steam iron it and show how it works, without waiting for the item you just screened to dry.

This technique is very visually appealing, because you can see the color fall away as it is ironed. This is a good time to mention that not all dye can be removed with deColourant paste, as some dyes are not chemically sensitive to the deColourant. That can be problematic, and you don't want to end up having this happen to you while in front of everyone. Try a small area to make sure you can remove the color before you are doing it live. Black fabric and reds are usually all good, some blues are not. There are also many polyester fabrics and pigment dyed shirts out there these days. Polyester dye is not removed by deColourant, and neither are pigments.

The fact that pigments are not removed by deColourant is a fact that you can take advantage of. It also leads to a nice visual. Mix **Dye-Na-Flow** into the deColourant paste. deColourant cannot take the color out of Dye-Na-Flow because it only takes the color out of dyes, and Dye-Na-Flow is technically a paint that is pigmented. If you mix it thoroughly with the deColourant and then screen it, you can take out the dark color and add in the bright vibrant Dye-Na-Flow color in one pass. If you don't mix the Dye-Na-Flow and deColourant thoroughly, you get a half-mixed marble effect on the print. That monoprint is a great way to add a personal one-of-a-kind touch to a screen print which is normally just an identical copy. Dye-Na-Flow is not great at sticking to the screen filaments, and can be printed longer than regular ink; however, it should be washed out when finished, because now you have pigment and binder in the screen. Dye-Na-Flow does not feel like anything on the printed fabric though, which is the thing we were aiming for in the first place. To maintain a thicker screen-printing like viscosity, **Textile Color** may be used in place of Dye-Na-Flow.

Note: deColourant is essentially a thickened non-bleach color remover that is heat activated. It may not be as aggressive as bleach at removing color, but it also poses no risk to the integrity of a fiber, whereas bleach will jeopardize the strength of a fiber within seconds.

### SolarFast

**SolarFast** is fun and versatile as a screen printing medium. It is easy to screen right out of the bottle, and can also be thickened using **SolarFast Thickener** or **Sodium Alginate**. The Thickener is easier to use, but you can stretch the dye further with the Sodium Alginate. You can use it to dilute the dye up to 100% without losing much color at all. Sodium Alginate is also a super smooth gel and is a pleasure to screen print with. You can also print with Sodium Alginate using **Procion MX**. Sodium Alginate would need to be

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mixed up before the demo if you were to use it, whereas SolarFast Thickener can be added then and there.

SolarFast is also great as a screen printing medium because when you screen it, the perfect amount goes down and no blotting is required. For normal images, just expose to sun for 15 minutes and you are done after washing. As long as there is sunlight, this is the easiest method for screen printing dyes that exists. Typically, screening dyes requires intensive preparation and processing. Screen printing with SolarFast also allows you to superimpose photos on top of the screened design by exposing through a film negative, which you cannot do with any other screen printing medium. This is a powerful technique for layering images and motifs, and essentially gives you a double exposure.

#### Potential Screen Printing Add On Sales:

Screens

Squeegees

Photo Emulsion

All natural fabric dyes: Procion, iDye Natural,

Acid Dye

deColourant Paste

deColourant Mist

Dye-Na-Flow

Textile Color

Screen Ink Discharge Additive

SolarFast Dyes

SolarFast Wash

SolarFast Thickener

SolarFast Film

Film Markers

