



## To sublimate or not to sublimate?

That's the question facing more and more clubs as sublimation grows in popularity. It's certainly true that sublimation can decrease the per garment cost significantly due to the costs associated with embellishments such as embroidery and heat seals, however there are a number of factors that clubs should consider before committing to sublimation.

### 1. Minimum Quantities

Ten (10) is the minimum order, however we advise increasing your order by at least 10% to cover replacements throughout the season. You might also need to order more to ensure that you have adequate numbers in each size if you don't have the lead time to implement a sizing day.

### 2. Logo Artwork

Sublimation is very popular for clubs who have multiple sponsors who are seeking acknowledgement on the club's strip.

It's important that clubs insist on sponsors providing original logo artwork in a vector format, most commonly EPS, AI or PDF files.

The same rule applies to the club logo. It can be expensive to "redraw" artwork and takes valuable time.

### 3. Lead times

Clubs need to allow between 4 and 6 weeks following sign off of design and artwork. Most sublimation takes place in China so it's important that clubs realise that nothing happens in China in February due to Chinese New Year Celebrations. Realistically, clubs will need to sign off their sublimation orders by mid-November to receive their apparel in early February the following year. There are exceptions to this rule but there are risks if you leave your sublimation order to the new year.

#### Lake Macquarie Regional Football Facility

13 Park Road Speers Point NSW 2284 | PO Box 149 Boolaroo NSW 2284  
T 02 4941 7277 | M 0401 343 579 | E [sales@northernnswfootball.com.au](mailto:sales@northernnswfootball.com.au)  
[www.northernnswfootball.com.au](http://www.northernnswfootball.com.au)

ACN 001 887 467 | ABN 80 001 887 467





#### 4. Strip design

Designing a “one of a kind” strip for your club is one of the other major advantages of sublimation. When designing a strip, it’s very important that clubs determine who is authorised to approve the final design. Unfortunately, arguments about strip designs have ruined many long friendships. Constant changes to the design can also add significant time to the process. Clubs also need to consider that some suppliers charge for design work.

It’s important that clubs note that there may not be enough time to sign off on a physical sample of your new sublimated strip. This step adds a minimum of two weeks to the process and is usually reserved for large orders.

#### 5. Colours

This sounds simple, however ensuring that your club’s traditional colours are reproduced consistently is a very important step in the sublimation process. Clubs are strongly encouraged to physically match an existing strip with a PMS colour chart.

#### 6. Fabric consistency

The sublimation process can affect the consistency of the fabric. Clubs are encouraged to ask for a sample of a sublimated strip to ensure they are satisfied with the quality.

Sublimation can dramatically reduce the costs associated with embellishment and provide clubs with the opportunity to customize their apparel, but it’s not for every club.

First Touch Football Supplies can guide you through the process and recommend a supplier that meets your club’s individual needs. First Touch Football Supplies has a range of reliable suppliers including Umbro, VIVA, Bocini and Besteam who can fulfill your club’s sublimation order. Alternatively, we have an extensive range of off the shelf apparel if sublimation isn’t appropriate for your club. First Touch can also organise embellishments including popular heat seals and embroidery.

Please contact Business Development Officer, Brent Wallace at [sales@northernnswfootball.com.au](mailto:sales@northernnswfootball.com.au) or 0401 343 579 to get the ball rolling on next year’s apparel requirements.