

Graphic design



At Graphique Fitzsimmons a whole graphic design team is at your service to propose the best image and develop customized products that not only meet your needs but also look and feel great.

GOOD COMMUNICATION

You can be sure our clothing will be worn again and again, and with pride. And your clients reap the benefits because their message is conveyed to many more people!

GOOD COMMUNICATION GET WHAT YOU NEED

Contact us to discuss your requirements with our graphic design team. Our specialists will work closely with you to achieve results that are sure to impress.



Digital printing on fabric

With digital printing on fabric uses industrial printers specially designed for textile printing, with the capacity to always deliver optimal results. In addition to producing beautiful images, this process has the advantage of substantially reducing the quantities of chemicals required. Inks are water-based and **Oeko-Tex** certified to comply with environmental standards.

A few examples



WHY USE DIGITAL PRINTING ON FABRIC?

- For attractive gradients and faithful reproduction of shading
- To reproduce photographs or highly detailed and multicolour visuals

ADVANTAGES

- Ideal for small quantities
- Ideal for visuals with multiple colours
- For very soft-touch soft pastel shades
- Uses eco-friendly Oeko-Tex certified
- water-based inks.

Screen printing and special effects

Screen printing or serigraphy is a stencil printing technique using silk screens, in which ink passes through the screen onto the fabric. The garment is then placed in an oven to cure the ink.

A few examples



Using decoration technologies to create special effects in screen printing enhance any graphic design.

- Process printing
- Bleach printing
- Metallic inks and glitters
- Puff printing
- High density printing

Process printing

Great precision in images. See for yourself!



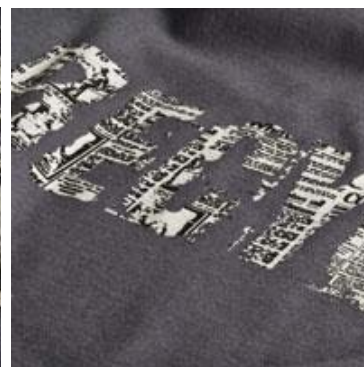
Inspire yourself from our [realisations](#)

Bleach printing

Exclusively on [ethica!](#)

Why use bleach printing?

- To give more softness to the print without the feel of ink
- Ideal for a distressed and vintage look with a modern feel



Metallic inks and glitters

Metallic ink is used in screen printing to add sparkle to graphic design at the same cost as a non metallic ink. You wish for more bling? Try adding glitters for more effect.

Metallic inks and glitters are available in a large array of colours.

NEW: Combined metallic inks with HD process for even more impact!



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Puff printing

The puff effect is achieved by adding a special substance to screen printing ink. When subjected to heat, the ink expands and rises to give a textured effect to the graphic design.

Eventhough this process is available in a large array of colored inks, for best results, we recommend restricting puff to just one colour.



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High density printing

Often used to decorate sportwear or sport inspired garments, this high density (HD) printing process gives relief and clean borders in comparaisn to the clean but rounder borders of puff printing.

Certain types of HD give excellent results without much relief such as the listick or animal fur effects.



Inspire yourself from our [realisations](#)

- For high volume at low cost
- For areas of flat, saturated, colour or creation of special effects using screen printing
- Wide variety of inks and effects
- Precise reproduction of details
- Ideal for use on T-shirts and fleece garments

Our quality process ensure that specialists conduct rigorous testing of all inks used on our products.

Laser-cut appliqués

An appliqué is a piece of fabric applied to a garment to create an image, design or logo. The appliqué may be used alone, combined with embroidery, or even placed on a screen print to complete the design on a garment.

Our one-step cutting and application process is extremely efficient, delivering high-precision, fine quality results every time.

A few examples



Types of appliqués

Single appliqué



Double appliqué



Laser-cut appliqués

Reverse appliqué



Single and reverse appliqué



WHY USE APPLIQUÉ?

- To reduce the number of stitches in large areas of embroidery
- To add relief to your decoration
- For greater durability

ADVANTAGE

- Very hip, used by big names in fashion.

TYPES OF STITCHES USED FOR APPLIQUÉS

- Satin stitch
- Running stitch
- Triple run stitch
- Zig-zag stitch
- Motif run stitch
- Baseball stitch

FABRICS FOR APPLIQUÉS

- Jersey
- Twill
- Felt
- Polypropylene
- Suede

Embroidery

Embroidery is the art of decorating fabric with needle and thread. Basic embroidery techniques and stitches have changed very little over the centuries but their use is resolutely modern.

A few examples



WHY USE EMBROIDERY?

- For a classic look
- For durability

ADVANTAGE

- Suitable for almost any fabric

A FEW TYPES OF STITCHES

- Satin stitch
- Running stitch
- Triple run stitch
- Zig-zag stitch
- Motif run stitch
- Baseball stitch

Laser etching

Laser etching or engraving is different from traditional techniques because it uses the heat of a laser to modify the surface of the fibre. For optimum results, we recommend laser etching mainly for use on micro fleece and certain synthetic fabrics.

A few examples



WHY USE LASER ETCHING?

- For beautiful decorations on items made of micro fleece and certain synthetic textiles suitable for this application
- Ideal for accessories like scarves and mittens for beautiful, affordable gifts that people are always glad to receive.

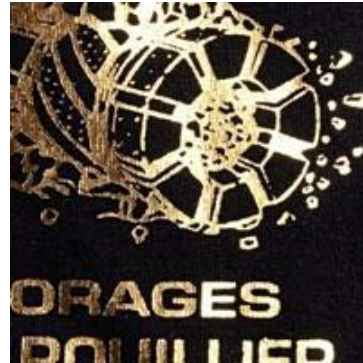
ADVANTAGE

- One price with no set-up fee, for
- high-definition printing in small quantities at a competitive rate
- Unlike embroidery, laser etching does
- not leave stitches on the reverse side of the garment.
- Achieves a subtle, refined new look

Foil

Foil is a metallic reflective film transferred using heat. Heat-transfer foil is very striking and gives apparel added value and a modern look. Foil is available in many colours, including rainbow.

A few examples



WHY USE FOIL?

- To give your visuals a polished metal effect
- To add shine

ADVANTAGE

- Eye-catching
- Reflects the light
- Available in a wide range of solid and transparent colours as well as holographic and rainbow

Rhinestones and rhinestuds

Rhinestones and rhinestuds are tiny jewels used to adorn clothes, imitating the effect of precious stones such as emeralds, rubies or sapphires or metals such as gold, silver or copper.

A few examples



WHY USE RHINESTONES OR RHINESTUDS?

- To give your garments a touch of glamour
- To imitate jewels

ADVANTAGE

Ideal for theatrical or artistic productions and promotional activities. May be used alone or with screen prints.