

 Roland

HEATWAVE

MOVING SUBLIMATION BEYOND THE DESKTOP



HeatWave Sublimation Solution

- HeatWave system includes:
 - ✓ SP-300 or SP-540 printer/cutter
 - SBL sublimation inks, CMYK
 - ✓ Custom formulated inks
 - SBL sublimation inks, CMYK
 - ✓ Special anti-cockle paper
 - SBM sublimation paper, 120 gram
 - ✓ Targeted and tested profiles for a variety of substrates



HeatWave Sublimation Benefits

- System solution (printer, ink, paper, profiles)
- Affordable:
 - ✓ Lower overhead and capital expenditure
 - ✓ Price competitive components
 - ✓ Variable size potential
 - ✓ Lower labor costs due to ease of use
- Low maintenance
- Excellent reliability
- Color repeatability
- Clean & environmentally friendly

HeatWave Sublimation Benefits (cont'd)

- Vibrant, durable, wash-resistant images
- Creates higher margin, value-added products
- Flexibility in run length, number of colors, applications
- Press-quality resolution: 1440 dpi for excellent color gradients and color gamut

HeatWave Sublimation Overview

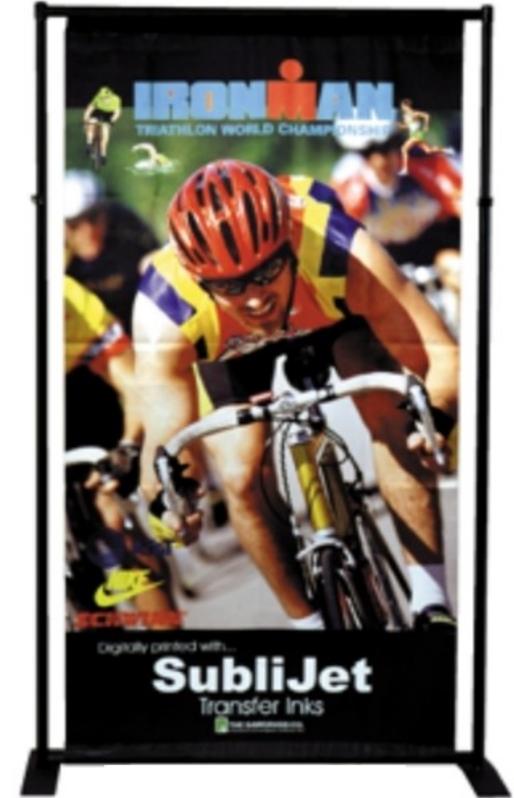
- Items traditionally printed using offset or screen print
- Print surface must be synthetic (typically polyester)
- Many substrates are “sublimation ready”
- Print surface must be white or light colored
- Process requires a heat press
- Print surface must handle 400° F

HeatWave Sublimation Overview

- Inks are printed onto paper first
- Inks are heat activated at 400° F
- Inks vaporize, leave the paper, and permanently dye the surface
- Creates a “tattoo like” permanent molecular bond to synthetic surfaces
- No additional finishing required after application

Typical Markets / Applications

- Soft signage
- Sporting goods
- Sporting apparel
- Textiles / fabrics
- Promotional products



Sublimation Applications

- Flags and banners
- Trade show, event display, and retail graphics
- Apparel, including short-run t-shirts
- Cut & Sew sportswear
- Promotional products/gift items
- Interior decoration such as carpet and tiles