



SUBLIMATION QUICK STOP

By Kevin Lumberg & TJ Kvilhaug

WEDDING SEASON!

An opportunity for sublimators everywhere

With every passing season, we try to think of the next best market to look into. We do this in hopes that it will grow our existing business even more and we will come out with a wider variety of products to offer to our customers. It also helps you figure out what customers to target and sell your goods to.

With the summer upon us, we normally think of looking into the sports market or maybe even something like summer/beach items. But with the constant popularity and the fact that they will always be around, the wedding market is a large one that produces a lot of money each year. You can do everything from wedding gifts to wedding decorations with sublimation.

Let's take a look at different items that

you can create that are fairly common and maybe even a couple that you hadn't thought of before. The best part is that with the same equipment that you already have, large or small, you can easily get your foot in the door with this huge opportunity!

CHROMALUXE

Since its inception a couple years ago, Chromaluxe has revolutionized the

photo panel market. With its array of sizes and finishes, users are sure to find what they're looking for. The panels are easy to sublimate and offer an amazing finish to win over even the most stubborn of customers. You can do them as just individual rectangle panels or even arrange them in varying directions to give the display more of an artsy type feel. Not only are there many different sizes to choose from, they also come in white and clear



ALL IMAGES COURTESY KEVIN LUMBERG AND TJ KVILHAUG

A Chromaluxe aluminum mural makes for a great picture offering for the new bride and groom.

(aluminum color) and in either glossy or matte finishes.

MURALS

Tile murals have always been a popular item. They give you the high-end decoration feel with a low difficulty level. As we mentioned earlier, they can be done with any size machine you have whether it's the smaller equipment or the larger stuff. We sell them in two different forms: hardboard and Chromaluxe.

The hardboard mural actually comes in a wave type pattern to give you a little different of a look. It is done easily in your graphics program and is simply a matter of designing your image and breaking it apart and printing as many tiles at a time that your printer or press will allow. We have templates for these on our website that make it easy to get everything done and printed with the correct gap, making the image appear flawless on the wall.

The second mural that we carry is a Chromaluxe mural. This can either be purchased in the sway style, like the hardboard one, or in the square style. The concept is the same as the hardboard one, it just comes in aluminum panels and in either the white or silver style.

Both mural options display a bright and vibrant print. The best thing about them is that they are scalable to whatever you need them to be. They come in a general kit with the tiles and header board in either 6- or 12-inch tile sizes, depending on what you choose. If you need a larger size, you can simply chain them together by almost placing them side by side. This creates the effect of

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The Sublidecal lends itself perfectly for a custom champagne bottle label that commemorates the special day.

a much larger system and a much higher price point that you can sell it at.

SUBLIDECAL

Another great product that not many people think about is the Sublidecal. We have talked about this in the past, but it is basically a sublimatable decal that you can apply to items that normally are not able to be used in the process to give them that full-color appeal.

In the wedding world, they can be used in a few different ways. The one that comes up most is applying the decal to a champagne bottle that commemorates the occasion. You can also apply them to the bottles that sometimes go on each table for the toast to the bride and groom. What about a full-color photo of the happy couple? That would also add a nice little conversation piece for the guests at your table.

SUBLIFLEX

Sublifix is also one we have talked about in the past but not in this capacity. It is a product that can be made into a variety of things but is mainly used in ID cards or table tents.

For the wedding purpose, its use as a table tent can be an awesome add-on for someone ordering a wedding package from you. Many weddings now have seating charts that guests need to follow. Having a table tent at each table with a nice photo of the couple in the background with a larger number indicating the table numbers next to that is a welcome change to any bride or groom looking to make their wedding different from their friends.



Sublifix works great for full-color table tents marking table numbers or reserved seating for special guests.

PINT GLASS

When you are in a wedding party, typically you will get a thank-you gift for being a part of the couple's special day. Many times it is a glass or a mug of some sort, which is engraved, or something along those lines, with your name or your job in the wedding. What about offering a glass with a nice picture of the group on it or a picture that has the bride/groom and the participant in it? That glass will have a lot more meaning to that person than something with their name on it that they may already have a few of.

CONCLUSION

With the wedding season here and ready to break out, the time is now to get some ideas going about different products to offer in a wedding package. The wedding industry brings in a lot of money and there is no reason that you cannot jump aboard and get your share. There are many products available that would be great for weddings, it's just a matter of you finding the ones you like and making the jump, head first!

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