

## Special Effects

Looking for some creative ways to pump up your client's brand and add impact to any design? Target's Special Effect printing processes do just that. Take a typical design and give it an edge by adding special effects. Perfect for niche industries to set brands apart from their competition and make that extra special statement.



### Shown

Ripped Metal imprint:  
Rough and attention  
grabbing.

### Shown

Two color Retail Soft imprint  
in a unique location creates  
a comfortable and popular  
shirt.



### Softex Base (SB)

This process uses less ink in the printing process and requires less energy to produce on press.



### Wash Out (WO)

Completely Soft worn out look. Wash out intensity will vary. Each print is unique!



### Diamond Plate (DP)

The look and feel with raised grooves. Great for automotive, repair & construction.



### Glow In the Dark (GD)

Glow for 5 minutes, recharges in 1 minute. Will always recharge!



### Water Base (WB)

Free of most environmentally damaging chemicals such as PVC, phthalate, heavy metals, azo compounds, nonylphenol and formaldehyde.



### Retail Soft (RS)

Ultra soft print. Trendy Results.



### Mellow Tone (MT)

Completely Soft and subdued. Tones will vary with shirt color & style.



### Appliprint (AP)

Superimpose designs over dimensional print for an Applique effect.



### Blowout (BO)

Soft and Fluffy Ink. Great Texture. Totally NEW!



### Soft Metal (SM)

Intense reflection and dimension. NOTHING will "pop" more than this!



### Leather Ink (LI)

A comfy weathered leather look!



### Metallic Ink (MI)

Great look with extremely small vinyl particles that will not tarnish in the wash. Available Colors silver, gold, red, blue, green and black.



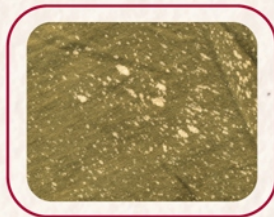
### Goopy Glitter (GG)

This glitter will not flake off! Covered in clear gel to enhance the sparkle.



### Ripped Metal (RM)

Grooved Metal imprint with sharp edges. Absolutely unique.



### Splatter (SP)

Great addition to any shirt for a retail edge. Splatter pattern will vary. Each shirt is unique!



### Puffy Ink (PI)

The raised ink classic, great for accents and texture.



### Liquid Gel Ink (LG)

Overprint spot colors for a thick, wet look. Overprint 4-Color process to intensify colors and add "punch"