

Towel Printing Q&A

What type of ink does Ball Pro use to print my towels?

We use what is called Plastisol ink on our textiles. Plastisol requires no solvent and is a high-pigment (and, thus, high opacity) ink. Simply put, Plastisol provides brighter colors, especially on dark towels.

But what about water-based inks? Aren't those better?

Water-based inks are superior in feel only. Plastisol will have a slightly rougher, almost like a very soft rubbery feel to it. In opacity, ease of printing, color-matching, and curing Plastisol is a vastly better choice for us at Ball Pro.

Have you ever thought about switching?

We have, but the lengthy cure time of water-based inks provides a logistical problem, as the dryers required are too large for our existing production floor. On top of that, we wouldn't be able to offer the same opacity on our selection of dark towels. When we have considered the two, we feel confident that Plastisol is the right choice for us.

So what can I expect from my Plastisol printed towel?

Expect good color and clarity and expect that the ink will have a feel to it. Particularly on darker colors, you may notice that the ink itself can crack with extended or rugged use. And while you're at it with the expectations, expect a lot of compliments as well!