

Five easy steps to create your promotional items

In a few short steps you can create any number and variety of promotional gifts using the same logo or design, or a combination of many, with CrystalDrop Technology. The average cost of producing one domed logo or design can be as little as 6 pence (for resin, label and ink) plus the price of the promotional item onto which you apply the dome. Depending on the quantity of items you are producing, a larger order will minimise the outlay to just 2 pence.

As a guide, a national mail order catalogue company is currently advertising a pair of (one-off) personalised cufflinks with a domed photo for £29.99 (A pair of blank cufflinks cost just £1.10+VAT from Creative Printers of London). The potential to reap such vast profit margins on promotional items is endless with the CrystalDrop Technology complete starter kit.

Print your images (Step 1)

The CPL-20 computer-aided cutting system allows you to make a gift of virtually any size or shape. Simply connect the CPL-20 cutting system to your PC using the installation software. Then import images from your files in any shape or size. Add 'cut lines' around your images and send to '**print**'.

Cut your images (Step 2)

Once you have printed out your images from your inkjet printer, place the printed sheet through the CPL-20 cutting system. 'Read' registration marks (electronically) and send to '**cut**'.

Discard top layer (Step 3)

Once your images have been cut, peel away the top layer so that the labels stay stuck on to the backing paper.

Dispense the resin (Step 4)

The doming resin transforms a flat logo into a 3D dome by applying a specially formulated two-part resin. The next step is to place the two-part resin cartridge into the applicator gun and dispense shots of resin onto each label. Leave the resin to dry overnight. Once fully cured, the resin will harden and form a gentle dome effect on each of your printed labels. As a guide, a sheet of 50 printed labels would usually take five minutes or so to complete.

Peel 'n' stick (Step 5)

The final step, once the resin is completely dry, is to peel each dome from the backing sheet and apply it to any flat surface - such as key fob, tile slide, badge or any gift you choose. On the back of each dome is a high quality permanent adhesive - ensuring that it lasts the lifetime of any gift items you produce.

That's all there is to it. A simple, cost-effective way of producing multiple gift items at once. The CrystalDrop Technology kit ensures that you can deliver to orders of any size and to tight deadlines. A useful presentation case is also included in the starter pack which will enable you to present examples of your products elegantly and professionally.