

When to Choose Screen Printing

A quick guide by JAFE Decorating

WHY SCREEN PRINTING?

Screen printing is the ideal choice when your design calls for **precision, durability, and an elevated brand presence**. At JAFE Decorating, our direct-to-glass screen printing creates crisp lines, vibrant colors, and a premium tactile feel that make your vessels stand out on the shelf.

Unlike applied labels or wraps, screen printing fuses the ink directly onto the glass for a **high-end, permanent finish** that resists scratching, fading, and moisture.

WHEN SCREEN PRINTING IS THE RIGHT CHOICE

✓ **Your design has 1–3 solid colors.**

Screen printing is perfect for bold logos, type treatments, and minimalist artwork where color separation and clarity matter most.

✓ **You need Pantone color accuracy.**

Our in-house color experts ensure your brand hues are consistent and repeatable from sampling to production. A must for brand identity and multi-SKU collections.

✓ **You want a tactile, premium feel.**

The subtle texture of screen-printed ink adds depth and communicates craftsmanship — ideal for high-end candles, fragrance bottles, or specialty drinkware.

✓ **You value durability and sustainability.**

By bonding directly to glass, screen printing creates a long-lasting finish and eliminates the need for labels or adhesives, reducing material waste.

WHEN SCREEN PRINTING MAY NOT BE THE BEST FIT

While screen printing is versatile, it's not ideal for every design style. It may not be suitable for:

- **Full-color photo-style prints**
- **Ultra-thin lines or intricate fine details**
- **Gradients or photographic imagery**

- **Designs using more than three color layers**

If your vision includes any of these, our team can help point you toward a trusted partner or alternative process that better aligns with your creative goals.

BEST PRACTICES FOR SCREEN PRINTING SUCCESS

Submit vector artwork.

Provide high-resolution vector files (AI, EPS, or PDF) to ensure sharp edges and clean color registration.

Consider vessel curvature.

Slightly curved or flat surfaces print best. Designs that wrap too far around certain parts of a vessel may get distorted. Our pre-press team can review your design and make recommendations for optimal placement and clarity.

Involve us early.

Collaborating early helps us guide you on design adjustments and color choices that print beautifully, saving time during sampling and production.

NEXT STEPS

Think screen printing might be right for your next collection?

 [Download our \[Screen Printing Guidelines PDF\]](#) for artwork specs, color options, and preparation tips before you start.