



Insta Graphic Systems to Showcase Heat Press Technology Through Partner Demonstrations at Printing United Expo in Las Vegas

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Insta Graphic Systems will participate in the Printing United Expo September 23-25, 2026, in Las Vegas, where several of its heat press machines will be featured in partner booths to demonstrate live printing across a range of decoration methods.

The company has arranged collaborations with multiple industry manufacturers to showcase its equipment in real production settings during the show. Attendees will see Insta machines integrated into working demonstrations that highlight direct-to-film printing, garment decoration, and sublimation applications.

At Roland's booth, the Insta 780 Dual Shuttle Heat Press will be used to apply Roland's DTF transfers. The 16-inch by 20-inch machine features dual quick-change platens and advanced touchscreen controls that allow it to operate in manual, semi-automatic, or fully automatic modes.

Gildan will feature the Insta 256 Manual Heat Press alongside Insta's SiliconeX® transfers to decorate garments throughout the event. The 16-inch by 20-inch Insta 256 uses a swing-away design and quick-change interchangeable accessory platens. SiliconeX® is a custom screen-printed heat transfer utilizing Insta's proprietary silicone ink system, formulated to completely block fabric dye migration and maintain vibrant whites and colors on polyester and sublimated fabrics.

Mimaki will feature the Insta 828 Heat Press to help showcase Mimaki's sublimation capabilities. As the second largest automatic machine in the Insta lineup, the Insta 828 offers a 20-inch by 25-inch platen and is designed to distribute consistent temperature and pressure across its upper platens, characteristics important to accurate sublimation transfer application.

"Printing United brings together professionals from across the printing and decorated apparel industries, and having Insta's equipment featured in these partner booths allows the company to demonstrate how its presses perform within complete production workflows," said a Media Relations representative for Insta Graphic Systems. "Visitors will be able to watch these machines run in real time rather than simply view them on a stand."

The featured machines will showcase three distinct capabilities of Insta's heat press lineup. Together, the partner demonstrations will highlight applications involving DTF transfers, SiliconeX® screen-printed heat transfers, and sublimation.

"Each partnership reflects a specific application, from DTF printing and garment decoration to screen-printed heat transfer application and finally, sublimation," the Media Relations representative added. "Placing the machines within the booths of these manufacturers reflects the collaborative nature of the industry and the role that reliable heat application plays across decoration methods."

PRINTING United Expo is an annual gathering for the printing and graphics industry, bringing together equipment manufacturers, technology providers, decorators, print service providers, and other industry professionals. The 2026 event will take place September 23-25 at the Las Vegas Convention Center in Las Vegas.

Insta Graphic Systems specializes in the manufacture of heat press machines and custom heat transfers. With more than 65 years of experience and a global footprint, the company offers manual, automatic, specialty, and sublimation heat presses, along with a comprehensive selection of custom heat transfer products for team sports apparel, performance wear, industrial and workwear, casual wear, and other applications. Insta designs, tests, and manufactures many of its machine models and all of its custom heat transfers in the United States. The company maintains USA-based manufacturing, service technicians, research and development, and customer support, and provides resources including troubleshooting guides,

manuals, transfer comparison information, videos, and educational content.

Recent News: Insta Graphic Systems Receives 2026 Pinnacle Award for DTF Launch of Model 421 Heat Press

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Insta Graphic Systems

For over 60 years, Insta Graphic Systems has led the development of technology and durable products in the heat press and transfer markets.

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