



## **Insta Graphic Systems to Showcase Heat Press Machines at the 2023 United Soccer Coaches Convention**

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Insta Graphic Systems, a company based in Cerritos, CA, has announced they will be attending the 2023 United Soccer Coaches Convention to be held in Philadelphia, PA, on January 11 to 15. They will be presenting their innovative heat press machines. The United Soccer Coaches Convention allows for the biggest gathering of soccer coaches and administrators from various parts of the US and it also attracts those from other countries. The purpose of the conference is to introduce attendees to new ideas and methodologies that are considered to be important by elite soccer educators, administrators, and coaches.

A spokesperson for Insta Graphic Systems says, "We will showcase our Custom Heat Transfers and demo our Award-Winning INSTA Model 256 Heat Press, and INSTA Model 418 Cap Press. The event offers us an opportunity to demonstrate our innovation that was instrumental in driving performance and efficiency in our heat transfer machines and has resulted in a wide range of heat transfer products and solutions. Come see us at booth 1641."

The Insta heat press machines offer excellent pressure and temperature distribution across the whole platen and can recover heat much faster than other heat transfer machines available on the market, thus enabling faster and consistent quality production. The Insta heat press machines have earned the reputation of being durable and reliable, and having a useful life of more than 25 years. These presses have been getting the SGIA Product of the Year awards for Insta Graphic Systems year after year.

The award-winning Model 256 Manual Swing-Away heat press machine has 16" by 20" platens that swings almost 180 degrees to the right, which allows for easy access to the lower plate while loading the garments and placing the transfers. The Quick-Change platens of the Insta 256 enable the user to change the lower platen with any of the new accessory platens of Insta Graphic Systems. The new feature also permits the user to quickly rotate the lower platen in just seconds to suit a particular application. The Insta 256 manual heat press machine has been meticulously made to allow for the even distribution of pressure throughout the whole platen. It is provided with a cast-in tubular heating element for providing long-lasting and consistent heat and the quickest heat recovery in the industry.

Meanwhile, the Insta 418 Digital Cap Heat Press is a multi-purpose heat press with a curved platen that has been perfectly molded to simulate the curves of a hat. Thus, this heat press is for applying heat transfers onto cap bills and brims. Despite being originally designed for hats, it has also been found to be an effective tool for printing of PPE, logos, and back-neck labels on flat garments. It was strategically designed to allow for evenly distributing pressure along the entire platen. It has a cast-in tubular heating element to provide long-lasting and constant heat.

Established in 1959, Insta Graphic Systems was bought by Herbert A. Wells in 1969. He was a former chemist for the product that is currently called Elmer's Glue. Later on, he contributed to the development of the first plastisol heat transfer that offered the benefit of easy application and a soft to the touch feel, which were characteristics previously not possible with heat transfer. The company experienced significant growth in the early 1970s when the decorated T-shirt became very popular. The company's popularity further increased with the success of its international license for ET. Its high quality and innovative heat transfers allowed the company and its products to gain a lot of recognition in various parts of the world. At present, Janet Wells, who is the daughter of Herbert Wells, serves as the President of Insta Graphic Systems. She has been working for the company since her graduation from UCLA.

Those who would like to know more about the custom heat transfers provided by Insta Graphic Systems can check out their website or contact them on the telephone or through email.

Related News: Award Winning Heat Press Machines Being Exhibited At Upcoming 2023 Impressions Show

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For more information about Insta Graphic Systems, contact the company here: Insta Graphic Systems Media Relations (562) 526-7802 sales@instagraph.com <https://www.instagraph.com/13925> E. 166th Street Cerritos, CA 90703-2431

## **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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