



## Insta Graphic Systems Featured on World Imaging News Podcast to Discuss Heat Transfer Innovation

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Insta Graphic Systems, a leading manufacturer of heat press machines and heat transfers for more than 66 years, recently appeared on the World Imaging News Podcast to showcase its latest heat transfer technology and demonstrate application techniques for the decorated apparel industry.

During the podcast episode, company representatives Cris and Greg provided viewers with an in-depth look at DTF Heat Transfers ? Insta's universal heat transfer product designed for photo-realistic designs and long-lasting durability. The presentation included a live demonstration of applying DTF transfers onto a t-shirt using the Manual Heat Press, highlighting the practical application of the technology for businesses of all sizes.

The demonstration emphasized how manual heat press machines serve as an ideal entry point for businesses new to the heat transfer industry. These machines allow operators to develop expertise in applying the correct pressure, dwell time, and temperature for different garment types and transfer materials.

The Insta 256 model featured in the demonstration represents the company's commitment to providing durable, award-winning equipment suitable for continuous operation.

?The podcast provided an excellent platform to demonstrate the versatility and quality of our heat transfer solutions,? said a Media Relations spokesperson for Insta Graphic Systems. ?By showing the actual application process with our Manual Heat Press, we were able to illustrate how accessible and efficient these technologies are for businesses ranging from startups to high-volume production facilities.?

The presentation also covered the Insta 780 automatic heat press, addressing the needs of shops seeking increased automation and high-volume application capabilities. This dual focus on both manual and automatic equipment underscored the company's comprehensive approach to serving diverse market segments, from small businesses to large-scale production operations.

Insta's DTF Heat Transfers offer several advantages for decorated apparel businesses, including vibrant colors, opaque whites, excellent stretchability, and industry-leading durability. The product accommodates unlimited colors for photo-realistic designs and handles extremely detailed line weights and halftones, making it suitable for corporate logos, licensed graphics, team sports emblems, and artistic designs. The company's Sublimation Heat Press line was also featured as a complementary solution for decorators working with polyester garments and coated substrates.

The podcast appearance aligns with Insta Graphic Systems' ongoing commitment to education and industry support. Through demonstrations and educational content, the company continues to share expertise gained from more than six decades in the heat transfer industry.

Insta Graphic Systems manufactures a comprehensive range of heat press machines and custom heat transfers, serving markets including team sports apparel, performance wear, industrial workwear, and casual wear. The company's equipment is designed for longevity, with machines typically lasting over 20 years while maintaining consistent heat and pressure performance. Based in the United States, Insta Graphic Systems provides in-house manufacturing, repair services, research and development, and customer support to businesses worldwide.

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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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