

Insta Graphic Systems Showcases Heat Press Technology at Impressions Expo in Long Beach

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Insta Graphic Systems, a leading manufacturer of heat transfer press machines and custom heat transfers, recently participated in the Impressions Expo at the Long Beach Convention Center from January 22-24, 2026. The company demonstrated its latest heat press technology and transfer solutions to industry professionals seeking advanced decoration methods for custom apparel and promotional products.

The three-day event provided Insta Graphic Systems an opportunity to connect with screen printers, embroiderers, and custom apparel decorators while showcasing their comprehensive range of heat press machines and transfer technologies. Attendees visited the company's booth to explore manual heat press options, automated heat press systems, and specialty equipment designed for various production needs.

?The Impressions Expo continues to be an essential gathering for the decorated apparel industry, and this year's Long Beach event exceeded our expectations in terms of meaningful connections and technical discussions,? said a Media Relations spokesperson for Insta Graphic Systems. ?We had productive

conversations with businesses of all sizes, from startups exploring entry-level equipment to established operations looking to expand their decoration capabilities.?

During the expo, Insta Graphic Systems highlighted several key product categories that have gained significant traction in the custom decoration market. The company's manual heat press machines attracted particular interest from businesses entering the heat transfer market. These machines offer durability and reliability while allowing operators to develop expertise in applying appropriate pressure, temperature, and dwell time for different applications.

Insta?s team also addressed growing interest in DTF (Direct-to-Film) transfer technology, a decoration method that has transformed custom printing workflows. Visitors learned about the DTF process through detailed demonstrations and technical discussions. For those seeking comprehensive information about this technology, Insta Graphic Systems provides educational resources at https://www.instagraph.com/insta-dtf/, explaining how DTF transfers create vibrant, detailed designs on various fabric types.

Sublimation printing remained another focal point of the company's expo presence. The sublimation heat press machines showcased at the event demonstrated the capability to achieve professional-grade results on polyester garments and substrates. These systems reach the precise temperature and pressure levels required for sublimation ink to properly bond with synthetic materials.

?The diversity of decoration methods discussed at this year's expo reflects the evolving needs of custom decorators,? added the Media Relations spokesperson. ?From traditional heat transfers to emerging DTF technology and established sublimation processes, businesses are seeking versatile solutions that can handle multiple decoration techniques efficiently.?

Insta Graphic Systems has manufactured heat press equipment and custom heat transfer products for over 65 years, establishing a global presence in the custom decoration industry. The company produces manual, automatic, and specialty heat press machines alongside a comprehensive selection of heat transfer products for applications ranging from team sports apparel to industrial workwear. With USA-based manufacturing, repair services, and technical support, Insta Graphic Systems maintains its commitment to helping businesses achieve high-quality decoration results through reliable equipment and ongoing technical expertise.

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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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