



FOR IMMEDIATE RELEASE

Esprit Impressions Launches Artesprit Permanent Heat Transfer Markers

Innovative Markers Permanently Transfer Plain Paper Artwork to a Variety of Surfaces

February 23, 2018 (Sarasota, FL) – Esprit Impressions is pleased to announce the launch of a new artisan product line, Artesprit™ heat transfer permanent markers, to its family of specialty printing products and services offerings.

Artesprit™ Thermal Transfer Markers give artisans and amateurs alike the ability to draw original designs and artwork on plain paper and easily transfer these creations permanently to a variety of materials for example, articles of polyester clothing, ceramics such as mugs and coasters, metallic surfaces, wood, and canvas to create dynamic artistic expressions. As long as the substrate is made of polyester or has a polyester coating, the Artesprit™ markers will be sure to amaze and delight as you watch your one-of-a-kind drawing come to life!

The sublimation heat transfer process requires heat and pressure under a time-controlled press to permanently apply drawings or illustrations in vivid color to a wide variety of materials. The product's versatility even allows items to be transferred via a standard clothing iron (using no steam setting) or inexpensive kitchen-top toaster ovens. Transfer times will vary depending upon materials being used so be sure to follow the instructions provided.

Artesprit™ Permanent Transfer Markers are sold in packages of ten in a rainbow of colors and feature chisel-tipped instruments with fatigue-free ergonomic grips for better control and best results. A full set of instructions are included giving temperature variations and heat press/iron application timing, which varies according to the material upon which imagery is being adhered.

"Artesprit™ markers are designed to allow you to add your personal touch to everyday items such as apparel and décor using the sublimation heat transfer process," explains Tonya Tremitiere, VP, of Esprit Impressions. "By adding heat and pressure to your drawing, you can permanently transfer the image from plain paper to polyester products such as totes, mugs, t-shirts, luggage tags, cell phone cases...the list goes on and on."

In addition to the Artesprit™ marker line, Esprit Impressions also focuses on other printing technology products and services including manufactured specialty toners, toner performance additives, and custom laboratory services for color formulation, analysis and quality control.

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About Esprit Impressions

Formed in 2018, Esprit Impressions offers innovative print-specific technologies including specialty toners, Artesprit™ markers, toner performance additives, and provides a variety of laboratory services such as custom formulation, color and quality control services. Esprit Impressions was created after the successful development of the Artesprit™ line of permanent transfer markers. The new identity continues the successful legacy of its parent company, Esprit Technologies in leading technical innovation, providing advanced chemistries and environmental awareness and stewardship. Visit www.espritimpressions.com for more information.

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