

# UNIVERSAL WOODS EMEA

## PRESS INFO

FOR IMMEDIATE RELEASE

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### ChromaLuxe® & Unisub® launch STARTTOSUBLIMATE.COM



*ChromaLuxe® and Unisub® are proud to announce the launch of STARTTOSUBLIMATE.COM. As part of Universal Woods commitment to share dye sublimation information and inspire the graphic arts industry for excellent results and improved business opportunities, [STARTTOSUBLIMATE.COM](http://WWW.STARTTOSUBLIMATE.COM) was launched.*

## What is STARTTOSUBLIMATE.COM ?

Starttosublimite.com is the reference for everyone willing to discover the gentle art of sublimation printing on rigid materials, sold by ChromaLuxe® and Unisub®. It is an amazing sublimation support portal with free access for all subscribers.

Sublimation is a digital print technology that allows the reproduction of full colour images on a variety of hard substrates, such as aluminium, steel and wood. Sublimation involves the use of special dye-inks that change from solid to gas without passing through the liquid phase. The inks are infused into the Unisub® and ChromaLuxe® coatings and create a durable print with sublime vibrant colours and a 3-dimensional look.



Starttosublimite.com introduces you to the world of dye sublimation on rigid materials. This technical portal contains everything you need to know how to produce high quality sublimation prints and personalized gift products. It gives the answers on basic and in-depth questions, it contains tip sheets for every Unisub® item, how-to video tutorials, timetables, colour profiles and practical tips. It has a powerful search-engine and users can ask in depth question via the support form.



## **1500 subscribers since pre-launch**

In March 2018 the platform was pre-launched and tested in low-mode. We are proud to see that today more than 1500 subscribers are already using Starttosublimite.com on a daily basis. Registration is free, and the portal is not only growing by numbers but also by technical tips, product specifications, design guides and much more. To that end, we periodically review all the questions and feedback, and add new content as needed. By inspiring customers, and by sharing all these tips & tricks, Starttosublimite.com improves efficiency for all users of the technique.

## **Goals and objectives**

The ultimate goal is to inspire the graphical and photo industry for better results through improving technological knowledge. Starttosublimite.com is an open platform and provides the best service possible to all subscribers.

## **About Universal Woods EMEA**

Universal Woods EMEA develops specialized coatings and applies them to a variety of substrates, which are fabricated into more than 1,000 products and are sold worldwide. We are the world's leading manufacturer of hard surface products for sublimation.

ChromaLuxe® is a brand of Universal Woods and is the world's leading brand for high-definition sublimatable photo panels. Through dye sublimation, images are infused directly into specially coated sheets of metal, wood and table top panels to create the most vibrant, durable and longest lasting photo medium in the world. The combination of colour brilliance, superior durability and archival qualities makes ChromaLuxe® the perfect choice for image reproduction.

ChromaLuxe® is a sister brand to Unisub®, which provides the highest quality custom sublimatable gift products. Check out more on: [www.chromaluxe.eu](http://www.chromaluxe.eu) or [www.unisub.com](http://www.unisub.com)

[Click here to download all high resolution images and logos.](#)

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