

Wear It, Love It, Wash It Right.

How to Care for Your Branded Gear:

DTF Edition



DTF Do's: How to Keep Your Logo Living Its Best Life

- **Turn Inside Out** – This protects the printed side from friction in the wash.
- **Wash Cold** – Heat is the enemy of DTF glue, so keep it cool (under 86°F).
- **Gentle Cycle** – Less shake, more love.
- **Mild Detergent** – No bleach, no softeners, no harsh vibes.
- **Hang Dry or Low Tumble** – High heat is a heartbreaker, air drying is ideal.



DTF Don'ts: How to Sabotage Your Swag (please don't!)

- **No Hot Water** – Hot water can cause the adhesive to soften and release and we don't want that!
- **No Bleach/Softener** – Chemicals = chaos.
- **Don't Iron the Print** – If you must iron the shirt, turn the shirt inside out and avoid the print area—or use a pressing cloth.
- **No Dry Cleaning** – DTF isn't *that* fancy.



Bonus Tip:

Wait 24-48 hours after printing before washing to let that glue set, it's worth the wait! Follow these rules, and that beautiful deco should outlast most fashion trends.



How Tough is Your Print?

Let's Air the Dirty Laundry.



T-Shirt Print Durability by Method (Wash Count Estimates)

Screenprint:

- 50–100+ washes
- Gold standard. Ink bonds into fabric. Lasts longest with proper curing and care.

DTF (Direct-to-Film):

- 30–60 washes
- Strong but relies on heat adhesive. Can crack or peel over time, especially if washed hot or tumble dried on high.

DTG (Direct-to-Garment):

- 20–50 washes
- Softer feel but fades faster, especially on dark fabrics. Pretreatment and ink quality matter.

Heat Transfer Vinyl (HTV)

- 20–40 washes
- Susceptible to cracking or peeling. Quality and application (pressure, temp, time) are critical.

Plastisol Transfers

- 40–70 washes
- Similar durability to screenprint if applied well. Longevity depends on transfer film and press settings.

Embroidery

- 100+ washes
- Stitching holds up extremely well—fabric may wear out before the design does.

Pro Tips:

- Most of the “50+ washes” claims from manufacturers assume ideal conditions. Real-world laundry? More like 40–60 washes before visible wear for many methods.
- Heat is the main enemy of print life—cold wash & air dry will double the lifespan of your deco.
- DTF is solid for complex graphics or low runs, but it won't outlast screenprint if abused.