

PRINTED POOL TABLE CLOTH

The FABRIC
OF THE GAME



PIONEERS OF PRINTED CLOTH

Hainsworth printed pool table cloths offer high impact promotional advertising and brand visibility in bars and pubs, corporate spaces, sports facilities, and private homes. Top quality pool playing surface are transformed into high visibility message carriers or brand reinforcement opportunities.

As the original pioneers of printed pool cloths in the UK, at Hainsworth we have printed a wide range of corporate logos and brand designs. Our experience in design, development and print production puts this distinctive option within easy reach of most business or domestic table owners. We led the market with the concept, starting with Casino layouts and moving into the pool market in the late 90s.

Our printing process is completely unique to us. The print is transferred to the cloth through dischargeable dye, which destroys the base colour of the cloth and replaces with the colour of the print. The result is a print that becomes a part of the cloth, ensuring a completely smooth surface with no resistance to the ball. We are able to print on Smart and Elite-Pro pool table cloths.

There are many benefits to using this technique over alternative screen-printed cloths on the market. The print area is very durable, lasts as long as the cloth is in use, does not scratch or wear off and there is no resistance to the ball when in play.

WHY HAVE YOUR CLOTH PRINTED?



In venues...

Printed cloths present an excellent advertising opportunity, targeting months of exposure at a relevant audience. They are a relatively small cost for a large return.

In workplaces...

Printed cloths offer the perfect branding opportunity, making corporate break out spaces look smart and distinctive.

In the home...

Printed cloths make a great present, ideal for people who are difficult to buy for. We regularly print the logos of football, rugby and college sports teams, as well as family crests and initials.



DEEP DYED TECHNOLOGY

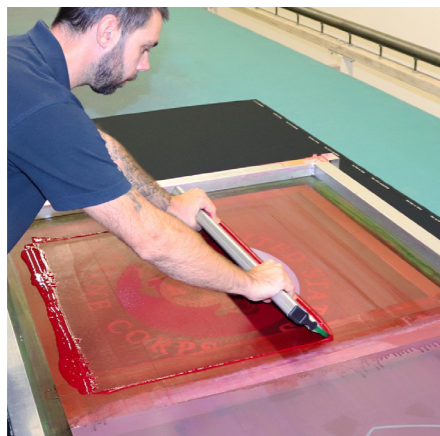


Deep dyed technology, a unique innovative process that can only be produced by Hainsworth.

Only Hainsworth cloth can be used as it is dyed using a special dischargeable dyed recipe. The paste applied disperses the dye in the cloth and the colour of the paste then becomes the colour of the cloth.



Others have tried to replicate the process using sublimation printing, but have since exited the market leaving dischargeable technology as the only viable option.



Why have your cloth printed using deep dyed technology, rather than sublimation printing?

- Cue stabs won't scratch the printing off to reveal unsightly whitening underneath
- A solid dyed background, with a print that is less intrusive to the game
- No resistance to the ball
- Screens can be re-used many times, making larger runs more economical
- Durable and long lasting



CLOTH OPTIONS

SMART

BY HAINSWORTH

Hainsworth® SMART is a woollen napped cloth known for durability.

- The tough cloth that stays smarter for longer
- Excellent speed and ball response
- Designed to suit player and satisfy owners
- Performance cloth that delivers big on value and longevity


Weight	460gsm
Colours	Olive, Black, Red, Maroon, Royal Blue, Navy 
Sizes Available	Bed and Cushion Sets to suit the size of your table

ELITE PRO

BY HAINSWORTH

Hainsworth® ELITE-PRO is the top professional choice for super smooth American Pool. It is a worsted, napless cloth.

- High quality American pool cloth
- Super smooth, super fast playing surface
- Long lasting anti-pill finish
- Strong colour fast and fade resistant colours

Weight	365gsm
Colours	Black, Marine Blue, Royal Blue, Spruce, American Green, Purple, Burgundy, Orange, Bright Red 
Sizes Available	Bed and Cushion Sets to suit the size of your table

THE PROCESS

1 SEND US SOME INITIAL DETAILS TO GET STARTED

Initially, we need to know:

- the cloth you want
- what size you need
- the number of colours in the logo you want printing
- your timeline
- your address

We will assess your requirements, offer advice on appropriate colours and may even be able to recommend a local fitter. We take this information and raise a quotation including shipping.

2 ONCE THE QUOTE IS AGREED, WE START THE ARTWORK

We will ask you to send us your logo for printing as a vector image, EPS or JPEG 300 dpi. We create an artwork file from this which allows screens to be made for printing.

If you don't have a suitable image, the cost of a redraw will be added as a separate charge.

Our leadtime for artwork is 1 week. Your approval of the artwork file is required before we move onto the next stage.

3 SCREENS ARE PREPARED

On approval of artwork, we will raise an order in the system and send the information through to our print shop. Screens are prepared - a different screen is required for each colour in the design.

The Screen origination is a one-off fee and the screens can be reused in the future for up to 2 years from the date of your last order.

At this stage, we will send you an order confirmation confirming the date of despatch. This normally takes 2-3 weeks, subject to the availability of the cloth.

4 YOUR CLOTH IS PRINTED AND SENT OUT

Our skilled print technicians use the screens to print your cloth, which will then be shipped to you. It is cut to the correct table size and supplied with cushion sets, ready to be fit to your table.

COST STRUCTURE

Each project will differ in cost, dependant on the choice of cloth and complexity of design. The information below show the different elements that we charge for, please speak to us for a personalised quote.

Initial Consultation & Advice	Free of charge
Screen origination	A one off charge per screen. If your logo has 4 colours, you will need 4 screens created. We keep screens on file for 2 years, so they can be reused without cost.
Cloth cost	Charged per set.
Print charge	Charged per set.
Carriage + VAT	In addition to the final amount above.

FAQs

? CAN I PRINT ANYTHING ON A POOL CLOTH?

In terms of logos, illustrations or wording, the answer is yes, though you should keep in mind that the more colours your design has the higher the cost will be. There are some things that won't work, like photographs for example. Our team can advise you on what is practical in your initial consultation.

? CAN I PRINT MY FAVOURITE SPORTS TEAM'S LOGO?

To print a logo that doesn't belong to you, you first need permission from the owner. We do not license any sport's team logos, so cannot reproduce them without written consent. We can advise you on how to go about this.

? HOW DO I SUPPLY MY ARTWORK TO YOU?

We need an artwork file from you in one of three formats:

- Encapsulated PostScript/EPS - file extension .eps
- Another type of Vector file - file extension .svg, .pdf, .cdr, .ai
- A 300 dpi (dots per inch) JPEG - file extension .jpg
If you are unsure of the dpi of your file, right click on it and go to Properties. Under details, you will see a dpi value for Horizontal and Vertical resolution.

Your file can be sent via email. If you don't have a suitable image we can create one for you for an additional charge.

? CAN YOU PRINT ON MY OWN CLOTH OR A COMPETITOR CLOTH?

We can only print on certain types of Hainsworth cloth in order for the process to work. We dye the base cloth using a dischargeable recipe developed to disperse when our unique paste is applied. We have a range of cloth types and colours available, which have been selected as they produce stunning designs and work well with our dye recipe.

? HOW QUICKLY CAN YOU COMPLETE MY ORDER?

Taking into account the time needed for artwork, approvals and printing, we would expect your order to be ready in a minimum of 4 weeks. There are many different variables in this process, and we will communicate timescales throughout.

If you are working to a tight deadline, speak to us and we will see how we can help.

? HOW DO I KNOW WHICH COLOUR CLOTH I NEED?

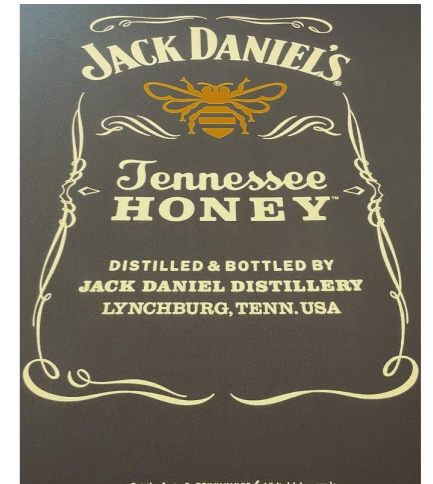
There are a few things to consider when choosing a colour of cloth, including the decor of the room your pool table is in, how the colour works with the logo you are printing, and what we have in stock at the time of your order.

We offer many different colours, so can always make an alternative suggestion if we do not have the colour you want.



INSPIRATION

Our wonderful customers have requested some exciting, creative and fun printed pool cloths over the years, and our team have done a great job of bringing these ideas to life. We have shared some of our favourites as inspiration for you.



With thanks to: Koda, 1920 Bar, Ger Dunphy, Kerv, Petty Cash and Liberty Games for sharing their printed cloth images with us.

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