

Introducing Braille Printing



Known for our award winning TruColor™ raised imprint. Our passion to continually improve on our print technology along with our community outreach inspired us to develop a TruColor™ Braille imprint for drinkware. The community of people who rely on braille, as well as those who include braille in their promotional campaigns, currently have limited promotional product options.

We have created multiple levels of braille print to satisfy varying requirements. Some customers who work with strict color brand standards might prefer our Level 1 to take advantage of Free TruColor™ PMS Color Matching. Other customers might prefer our Level 2 which produces a more pronounced dot. Our team of artists size each request to meet ADA point size specifications.

We are excited to expand the available options for those who have a need for promotional products with braille printing. Our goal is to see corporations of all sizes having a greater awareness level of the blind and visually impaired communities, and that they will start to include braille printing into their everyday promotional campaigns.

TruColor™ Braille - Level 1

Level 1 Utilizes Standard TruColor™ Height

Advantages of Level 1

- No additional run charges for Braille Level 1
(normal TruColor™ drinkware run charges apply)
- Free TruColor™ PMS Matching available on braille dots

Additional Notes

- If logo and/or braille extend outside of the standard imprint area, the normal TruColor™ drinkware additional run charges apply
(\$0.24 for each additional square inch)

TruColor™ Braille - Level 2

Adds Additional Height to Standard TruColor™

Advantages of Level 2

- During testing, our focus group noted the additional height that Level 2 provided made the braille easier to read

Standard Level 2 Run Charge

- \$2⁰⁰ *braille must fit within standard imprint area
(normal TruColor™ drinkware run charges also apply)

Additional Notes

- When TruColor™ Braille Level 2 is requested, only the braille dots print with additional Level 2 height. All other logos, decorations and text print at the standard TruColor™ Level 1 height.
- TruColor™ Braille Level 2 is only available in black or white ink.
- Printing available on single side of the drinkware only when TruColor™ Braille Level 2 is requested.