

A Quick Guide to Prints and Layouts

When selecting to add a digital print or two, means layout matters. How prints are placed affects both the final look and the cost of your fabric. Here's a quick breakdown of the three main layout types:

1. Random Prints

This is the most budget-friendly option. The pattern runs in all directions across the fabric, so pieces are cut to use the minimal amount of fabric.



Random Prints

2. One-Way Prints

Here, all motifs face the same direction. It takes more fabric and extra care during cutting to keep everything aligned. Expect slightly higher production costs.



One-Way Prints

3. Placement Prints

The premium choice. Designs are placed and matched precisely across the garment for a bold, polished look. This can use up to 50% more fabric, which drives up costs. Typically chosen by high-end brands aiming for standout pieces and higher retail prices.



Placement Prints

Pro-Tip

If you're just starting out, most new brands need to get a foot into the market making this the most selected way to print. As your brand grows, placement prints can elevate your designs and support higher pricing.