

# VANISH-INK™

ADD SOME **ACTION** TO YOUR MORNING COFFEE!  
These imprints change when a hot drink is added!

**Vanish-Ink is a unique temperature sensitive imprint that can be added to many ceramic and glass items intended for hot drinks.**

- The imprint changes appearance from room temperature to hot!
- Use for imprint features that disappear when hot. Make part or all of the imprint disappear!
- Use to create an imprint to be revealed when hot.
- Use with spot color or full color logos. Many options are available.
- Our unique precision process allows part or all of the artwork to be revealed while leaving some features of the imprint visible all the time.
- Create a "teaser", where part of the image shows all the time and the rest appears when a hot beverage is added.



Room Temp

**HOT MUG**



## [ PRICING ]

Please Call Us For Pricing  
We are happy to make recommendations to make your imprint work best with our process!

**Possibilities are endless!**

Having problems designing your Vanish-Ink mug?

**Contact us!**

Our designers can help!



## [ APPLICATIONS ]

- Introducing new logos: old logo is always there, new logo appears
- Significant anniversary commemorative mugs: "60 years in business" appears
- Service companies – Pest Control: bugs that go away
  - Plumbing service: a drain clog that goes away;
  - Fire prevention service: smoke that disappears;
  - Lawn service: black dirt disappears and grass appears
- Souvenir Items: make the name appear
- Forensic Labs: evidence appears
- Morning Shows: night that turns to day



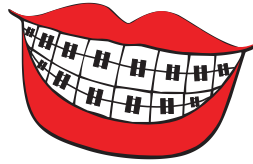
# DISAPPEARING VANISH-INK™ MUGS:

To make a feature of your artwork disappear when hot, simply have us print that feature in Vanish-Ink, it will be there at room temperature, and disappear when hot. This works well on white or light colored items.

Other great mugs to use with Vanish-Ink:



Without Vanish Ink



With Vanish Ink

Want this look?

## HERE'S HOW:

- Design the mug the way you want it to look when hot.
- Add the feature you would like to disappear. This feature will be printed in Vanish-Ink.
- The feature can just disappear using any color of Vanish-Ink, or it can hide something underneath using darker colors of Vanish-Ink like black or navy blue.

*NOTE: When hot, there will always be a slight "ghost" image where the Vanish-Ink is printed. Vanish-Ink loses approx 85% to 90% of it's color and when clear looks like wax paper. Light Vanish-Ink colors do not hide colors underneath, use dark colors for this.*



Final Mug



ITEM: 100-00 - IMPRINT: 2 Colors + Black Vanish Ink on 1 side  
Send us your concept and we will quote!

# GLASS VANISH-INK™ MUGS:

Glass mugs are best treated as Feature Disappearing mugs. These mugs have to look good both at room temperature and hot, so be creative.

Other great mugs to use with Vanish-Ink:



(visit [pyromugs.com](http://pyromugs.com) for more options)

Want this look?

## HERE'S HOW:

- Design the mug the way you want it to look when hot.
- Cover up the area which will not show at room temperature, but appear when hot.



G2097



ITEM: G2097 - IMPRINT: 1 Color + Vanish Ink on 1 side  
Send us your concept and we will quote!

## BE CREATIVE!

See if you can take a shape inspired from the logo and use it as the cover up to be printed with Vanish-Ink.



this

not this!

Vanish Ink for disappearing imprints are available in many colors.



Maroon Green Blue Purple Black

Other colors like yellow, orange and specific PMS colors are subject to minimums and lead times.

# REVEALING VANISH-INK™ MUGS:

The feature is hidden underneath the Vanish-Ink at room temperature, and, when hot, the Vanish-Ink will turn colorless and whatever is underneath will be revealed!

This works well when the Vanish-Ink matches the color of the mug.



140-70 -- Lottery numbers appear when mug is hot

Other great mugs to use with Vanish-Ink:



125 Series      180 Series      260 Series



600 Series      816 Series      840 Series      845 Series

(visit [pyromugs.com](http://pyromugs.com) for more options)



Without Vanish Ink



With Vanish Ink



100-50

Final Mug

## Want this look? HERE'S HOW:

- Design the mug the way you want it to look when hot.
- Cover up the area which will not show at room temperature, but will appear when hot.
- This part of the image will be printed in Vanish-Ink.
- Leave any feature of the logo uncovered by Vanish-Ink and it will show both at room temperature and when hot.



ITEM: 100-59 - IMPRINT: FCP + Blue Vanish Ink on 1 side  
Send us your concept and we will quote!

Feature Revealing Mugs are available in the following colors and styles with matching Vanish-Ink colors.



Maroon  
100-11



Brown  
100-20



Hunter Green  
100-43



Cobalt Blue  
100-50



Black  
100-70



Plum  
100-60

## Possibilities are endless!

Having problems designing  
your Vanish-Ink mug?

**Contact us!**

Our designers can help!



# From simple to complex, Vanish-Ink makes an impact!



140-70  
Full Color wrap  
1 spot color  
Black Vanish Ink wrap



260-70-30  
Full Color wrap  
Black Vanish-Ink wrap  
3 spot colors on top of Vanish-Ink  
- always visible!



815-50  
2 Spot Colors - Cobalt Vanish-Ink



100-70 - Full Color wrap, Black Vanish-Ink wrap  
1 spot color on top of Vanish-Ink - always visible!



140-00-52  
FCP, 1 spot color - Black Vanish-Ink

Got an idea?

WE CAN HELP!



100-00 - 1 spot color wrap - Black Vanish-Ink with precise registration

**Please provide your art file for pricing and suitability review.**

We are happy to look at your concept and offer suggestions or recommendations to make your imprint work best with our process!

**Considerations:** Vanish-Ink can be a fun innovative way to present your art on mugs. Here are a few things to keep in mind as you design and care for your personalized Vanish-Ink mug:

- **REQUIRED PPP** - A printed Preproduction Proof or signed waiver will be required to ensure the customer is satisfied with their Imprint.
- **FREE SAMPLES** - We highly recommend getting FREE\* random samples of Vanish Ink items sent to the customer so they can see how our process works. \*Free with provided shipping account number.
- **Activated Vanish-Ink is mostly colorless when hot** - Vanish-Ink will retain ~10% of the original color. There will be a very faint impression of the Vanish-Ink imprint when hot.
- **Avoid sunlight, UV light and temperature extremes** - Sunlight, UV light, long exposure to fluorescent lights, and very hot or very cold temperatures, will degrade the Vanish-Ink effect. Keep in a cool, room temperature location away from direct sun, UV and fluorescent lights.
- **Hand wash only** - High temperature and sanitation cycles will damage the Vanish-Ink effect.
- **White Vanish-Ink is NOT available.**