



MAGNAACADEMY®
SCREEN-PRINTING EXCELLENCE

ADVENTURES IN INK

WATER-BASED SCREEN-PRINTING

is limited by one thing only: imagination. In turn, imagination can be held back by difficult technical elements that require specialist understanding. MagnaAcademy® redresses the balance.

By developing skills and knowledge, our training programmes stimulate and empower students, equipping them with the confidence to explore new heights of creative freedom.

As the training arm of MagnaColours®, we deliver screen-printing training that sets the industry standard.

Water-based ink is the future. More and more brands and businesses are making the transition to greener and more sustainable practices, and an increasing number of screen printers are looking to transfer their skills.

MAGNAACADEMY

**INTRODUCING THE ONLINE
MAGNAACADEMY® MODULES.**

As the MagnaColours® official printing school, MagnaAcademy's courses deliver an industry standard of screen-printing training wherever you are in the world.

At the touch of a button, you will develop the skills and knowledge to stimulate and empower your work, and the confidence to take your creativity to new heights with MagnaColours® water-based inks.

Training is broken down into discrete modules, helping you to develop the skills and knowledge you need to stay at the forefront of our industry and explore your newly found creative freedom with confidence.

Together, we can show the world that greener really can mean better.



A THREE-DAY IMMERSION IN INK

While our online courses give screen-printers across the world the same learning opportunities, we always welcome people to the MagnaAcademy® head office in Barnsley, South Yorkshire for face-to-face training. Only then can you quiz our experts on the scientific ingenuity behind each water-based ink.

Through a mixture of lectures, demonstrations and hands-on trials, you'll discover how to start with the perfect screen. You'll develop strategies for dealing with challenges as they arise. You'll learn about the unique attributes of the individual inks within our extensive range. Plus you'll acquire the skills needed to select the perfect ink to achieve the best results for your particular needs.

THE INK MASTERS

There's nothing our in-house experts don't know about testing new products and matching colours. They have many years' experience of doing precisely that for famous international brands and they're now eager to impart their hard-earned knowledge to you.

THE WONDER OF SPECIALITY INKS

Discover the scientific ingenuity behind our water-based inks. With an introduction to our pioneering speciality effects and coatings.

WHAT YOU'LL LEARN:

How to reduce print costs and wastage

-

The art of screen preparation and artwork set-up

-

Ways of increasing productivity

-

In-depth knowledge of target markets

-

The dangers of toxic textiles

-

Production-parameter details

On completion of the three days you will receive a personalised certificate, the MagnaAcademy® Ink Masters award and use of our Ink Masters accreditation logo.

If this leaves you wanting to find out more, you might be interested in taking some of our one-off dedicated modules.

THE FLEXIBILITY OF THE HALF-DAY MODULES.

Our half-day modules are the most efficient way of learning. They allow you to learn at your own pace; so if you'd like to spend more time on one particular subject, you can. The modules can also be tailored to your specific needs. There's even the opportunity to bring specific artwork with you. It's an effective solution to your training requirements.

On completion of each module you will receive a personalised certificate. After completing all of the ten modules you will receive the MagnaAcademy® Ink Masters award and use of our Ink Masters accreditation logo.

MODULE ONE
Printing with high solids

MODULE TWO
Printing with medium solids
onto non-dischargeable fabrics

MODULE THREE
Discharge printing

MODULE FOUR
Soft base printing onto
light garments

MODULE FIVE
MagnaMix™ colour matching

MODULE SIX
Pre-press artwork,
separations & screen making

MODULE SEVEN
Special effect printing

MODULE EIGHT
Quality control

MODULE NINE
Troubleshooting

MODULE TEN
Toxic textiles

PRINTING WITH HIGH SOLIDS

Do you long for ultra-high opacity using fewer print strokes? Learn how to create bold and bright prints with our slow-drying high solids ink range, MagnaPrint® Aquaflex V2.

MODULE ONE —



MODULE TWO —

PRINTING WITH MEDIUM SOLIDS ONTO NON-DISCHARGEABLE FABRICS

Learn how MagnaPrint® HB, the soft hand opaque printing system, enables you to achieve the discharge look and feel for tonal artwork on high mesh counts and non-dischargeable fabric.





DISCHARGE PRINTING

MagnaColours® invented formaldehyde-free discharge printing. So who better to teach you about fabric selection, correct print order and how to achieve bright discharge colours with trouble-free printing? Take your skills to the next level with our expert hints and tips.

MODULE THREE —

SOFT BASE PRINTING ONTO LIGHT GARMENTS

When working with water-based printing for the first time, it's best to start on light garments. Find out how you can achieve bright prints with a soft hand feel using MagnaPrint® ND Extra. This module covers process and simulated process prints using mesh counts even as high as 130T/320.

MODULE FOUR —



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MAGNAMIX™
COLOUR MATCHING

MagnaMix™ is colour matching made easy. Learn how to use the revolutionary MagnaMix™ 3.0 software to colour match any of the MagnaPrint® Bases and MagnaPrint® ECO Pigments.

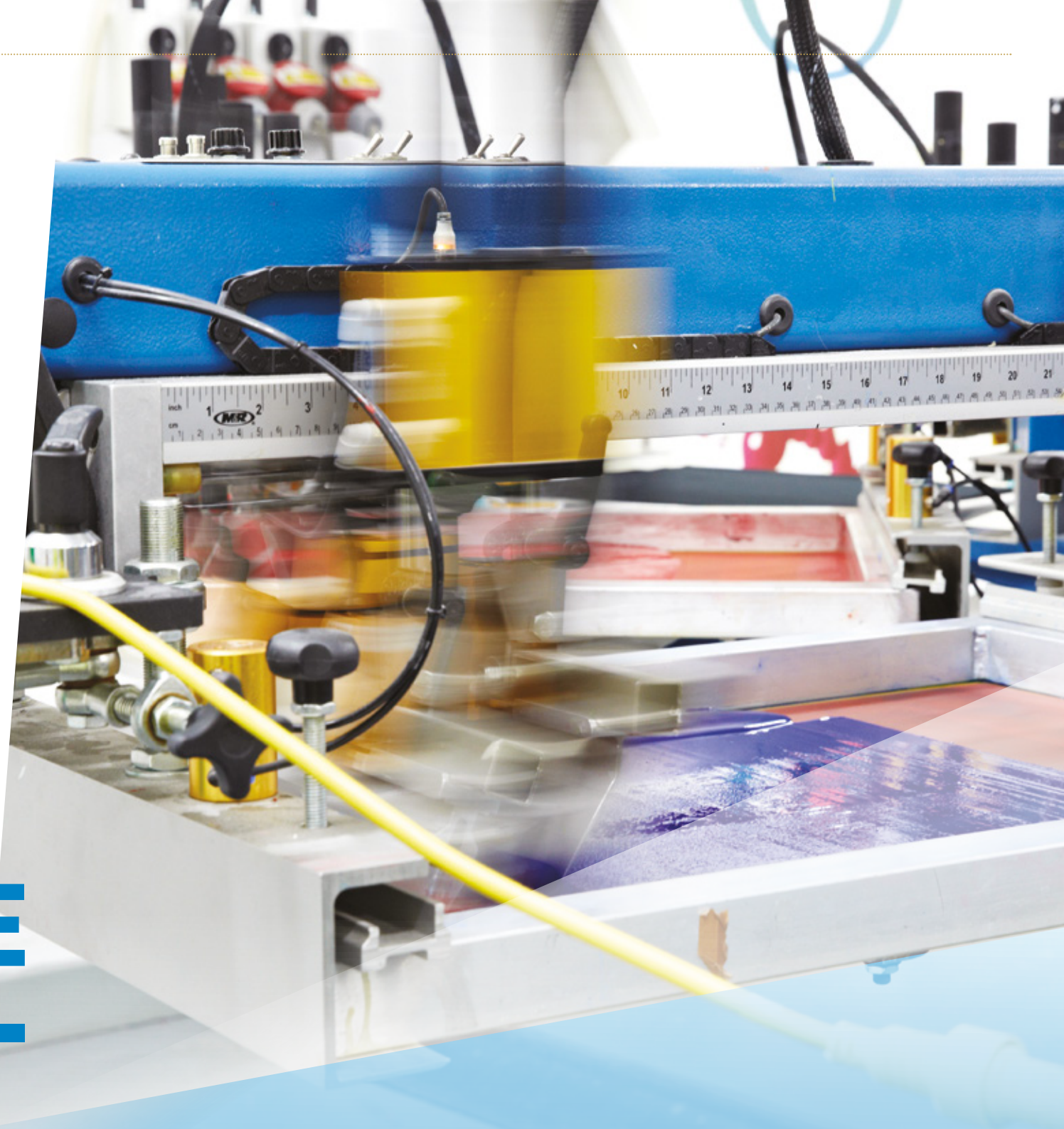
—
MODULE
FIVE —



PRE-PRESS ARTWORK, SEPARATIONS & SCREEN MAKING

Outstanding print starts with outstanding screen making. Discover how to get the absolute best from your water-based inks with the MagnaColours® team. Learn the pre-press secrets that turn the ordinary into the exceptional.

MODULE SIX





SPECIAL EFFECT PRINTING

When it comes to achieving special effects for fashion-focused garments, we wrote the book. Let your imagination run wild as you discover the near-limitless possibilities of the MagnaPrint® Special Effect Range alongside the best application techniques and processes.

MODULE SEVEN —



QUALITY CONTROL

Print quality is everything. Learn how to set up and implement MagnaColours® standard quality control procedures, including print durability testing and rub fastness, to ensure you remain at the top of your game.

MODULE EIGHT —



— TROUBLESHOOTING

Short dryer? Problematic fabrics? No problem. Whatever water-based screen-printing challenges you are facing, we have a solution. This module will show you how to find answers quickly and effectively.

MODULE NINE

MODULE TEN

TOXIC TEXTILES

Businesses are waking up to the fact that phthalates, PVC and other harmful chemicals have no place in clothing. This module ensures an understanding of the environmental and health implications of chemicals in printing. You will also learn how to meet the demands of brands, corporations and governments as they drive change in the printed garment industry through MagnaColours® water-based inks.

FUEL YOUR IMAGINATION

THERE IS NO STOPPING THE CREATIVITY of a craftsman who has the right skills and attitude in place.

MagnaAcademy® is designed to keep you at the forefront of the industry by unlocking your printers' imaginations through technical water-based ink artistry. Designed to fit seamlessly with your working practices, the programme is flexible, efficient and highly informative, using the latest learning technology to deliver rich and practical content.

START YOUR ADVENTURE IN INK WITH
MAGNAACADEMY®

Register at
www.magnacolours.com/magnaacademy
or call us on 01226 731 751

MAGNACOLOURS®
IMAGINATION INK®

www.magnacolours.com | info@magnacolours.com | +44 (0) 1226 731751 | [f](#) [t](#) [i](#)

Upper Cliffe Road, Dodworth Business Park, Barnsley, S75 3SP, UK