

Method of applying logos to sportswear involves preparing the fabric surface, forming the logo, and heat-transferring it. The fabric surface is prepared by cold plasma treatment and the application of an adhesive primer with a thickness of 0.5–1.2 μm . The logo is formed on an elastic EPU polyurethane nanofilm using deep heat-sealing technology. Heat transfer is performed in two thermal cycles with the following parameters: 70–80 °C for 5–7 sec and 135–150 °C for 10–12 sec. After that, rapid micro-relief cooling and the application of a final protective polyurethane coating is performed.