

The Future of Customization: Prosub on Sublimation Phone Case Innovation

DONGGUAN, GUANGDONG PROVINCE, CHINA, January 21, 2026

/EINPresswire.com/ -- As the global trend of personalized consumption continues to gain momentum, the mobile phone accessories market is undergoing a transformation from "purely decorative" to "balancing functionality and quality." Amid this industrial shift, sublimation phone cases based on coating technology have emerged as a key growth driver in the custom gift, e-commerce retail, and brand merchandise sectors, injecting new vitality into the industry with their unique technological advantages and diverse product forms.

The core advantage of sublimation phone cases lies in the application of high-temperature thermal sublimation technology — pattern dyes penetrate deeply into the surface coating of the phone case, forming an integrated structure between the image and the product surface. Compared with traditional methods such as film sticking and surface printing, this technology has achieved significant breakthroughs in color durability, wear resistance, and overall texture, thus being widely used in scenarios such as photo customization, artistic design transformation, and branded licensed



PROSUB — PROFESSIONAL SUPPLIER OF DYE
SUBLIMATION CONSUMABLES



SUBLIMATION PHONE CASE WHOLESALER

product production.

Among various [sublimation phone case](#) solutions, products using PC (polycarbonate) as the base material combined with specialized sublimation coatings are gradually replacing early film-based products to become the mainstream choice in the mid-to-high-end market. Their coating structure exhibits excellent dimensional stability in the high-temperature transfer environment of 130–140°C, being less prone to shrinkage or deformation, which effectively reduces the defect rate in mass production. Meanwhile, through multiple processes including polishing, spraying, and curing, the surface of the case can minimize mold lines and edge defects to the greatest extent, ensuring high completeness of transferred patterns and natural color transitions. This feature precisely meets the high requirements of e-commerce sellers and brands for product appearance texture and user experience.



From an industrial chain perspective, the technological characteristics of coated sublimation phone cases are more compatible with the customization production's demands for stability and replicability. Lower rework rates and more consistent batch quality not only improve the overall efficiency of the supply chain but also reduce the after-sales pressure at the backend. As consumers' attention to the quality and durability of mobile phone accessories continues to rise, material selection and technological innovation have become key dimensions of industry competition.

2-in-1 Sublimation Phone Cases: A Core Application of Coated Structures

Within the coated sublimation category, 2-in-1 phone cases represent one of the most established and widely adopted structural designs. These cases generally combine a flexible TPU inner liner for shock absorption with a coated PC outer shell that serves as the sublimation printing surface.

This dual-layer construction balances protective performance with print quality, allowing the coated outer shell to deliver stable, high-definition image transfer while the inner layer enhances durability and handling comfort. Industry observers note that the 2-in-1 coated structure has become a preferred choice for mid- to high-end customized phone cases due to its reliability, production consistency, and suitability for retail-focused applications.

Replaceable Backplate Phone Cases: A Structural Upgrade Within Coated Sublimation Products

Building on this, replaceable backplate sublimation phone cases have gradually gained market

attention as a new product form. Through magnetic or modular design, this phone case separates the coated backplate carrying the sublimated pattern from the main body of the phone case, enabling independent replacement of the backplate. This design not only meets users' personalized expression needs in different scenarios and aesthetic preferences but also practices the concept of sustainable consumption — users can switch styles without replacing the main body of the phone case, extending the overall product life cycle and achieving the dual goals of personalization and resource conservation.

For custom merchants, the "one case, multiple patterns" product model helps reduce inventory pressure; on the production side, a variety of backplates can be developed based on the same framework, reducing mold investment and improving supply chain flexibility, providing a feasible path for the industry to transform from one-time consumption to circular use.

It is worth noting that the durability and pattern stability of the replaceable backplate still rely on the technical support of coating technology to ensure consistent quality after multiple installations, removals, and daily use.

The Role of Coating Technology in Product Performance

Industry insiders point out that coating technology is the core link to achieve high-quality sublimation effects. Through precise polishing, uniform spraying, and curing processes, the coating surface can effectively avoid common industry problems such as mold line visibility and white edges, laying a solid foundation for high-precision image transfer. As the market's requirements for product quality stability and user experience continue to improve, sublimation coated phone cases have gradually transformed from an "optional solution" in the industry to a basic configuration in new product development.

Industry Outlook

Market data shows that demand for sublimation phone cases in Europe, the Americas, and Southeast Asia has continued to grow in recent years. Dongguan Prosub, a company deeply engaged in this field, has focused on the R&D and manufacturing of sublimation consumables, [3D sublimation film](#) and related application products since its establishment in 2012. Its coated sublimation phone case products cover a variety of structures and specifications, fully compatible with the iPhone series and mainstream global Android flagship models such as Samsung, Huawei, and Xiaomi, serving multiple application scenarios including custom gifts, e-commerce retail, and brand merchandise. Relying on an optimized OEM/ODM process, the company has achieved industrial-grade production quality delivery for small-batch orders starting from 1 unit.

Industry observers believe that the future competition focus of the sublimation phone case market will center on material engineering innovation, coating performance upgrading, and production stability improvement, rather than mere design performance. As the core industrial technology, coating sublimation is expected to continue driving the personalized mobile phone accessories market towards a more reliable and sustainable direction, bringing consumers

product experiences that combine quality and individuality.

About Dongguan Prosub Technology Co., Ltd.

Prosub is a [sublimation blanks manufacturer](#) specialized in sublimation consumables, coating products and transfer solutions. Boasting a stable production system and years of international market service experience, we deliver practical, sustainable product support and technical services for the personalized imaging and custom product industry.

Tiffany Kong

Dongguan Prosub Technology Co., Ltd.

+86 136 0028 0020

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/885113266>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.