

## Decal as a Competitive Value for Ceramic Products

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### Abstract:

The research deals with the importance of decal in the decoration of tableware and the historical development of decal production methods using techniques (lithograph, silkscreen) up to the latest methods of decal production using digital printing, then an analysis of the importance of decal and its competitive value in the ceramic product through the values of diversity and meeting the different needs of the consumer, whether physiological Or the psychology of the product and the added economic value of the decal through an analysis of examples of the products of some companies producing tableware from porcelain, and finally a proposed model for the development of an industrial porcelain design course to include surface treatment using decal, with a presentation and analysis of the experiments of applying decal using the silkscreen technique.

### Keywords:

Deca, Added Value, Industrial Porcelain, Lithograph

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