INSTA 728

Automatic Productivity Booster

The press of choice for many top apparel brands worldwide

Insta Design Advantages

Consistent Results When you invest in an Insta 728 you are guaranteed to get superior results and increased efficiencies from our accurate temperature, even pressure and rapid heat recovery.

Central Pressure Source The pressure source is strategically placed over the center of the upper platen and uses struts to drive that pressure out to all corners. The result is an even and heavy duty distribution of pressure that is unmatched by other heat presses in the market today.

Cast-In Heating Element The tubular heating element is cast into the aluminum upper platen, heating the metal from within. The element is coiled throughout the upper platen to provide reliable and even circulation of heat out to all corners.

Integrated Digital Controller Which features controls for time, temperature (Fahrenheit or Centigrade) & auto-off.

Solid as a Rock Construction

Best possible return on your investment

Machines made from cast metal are considered to be the highest quality and are strong enough to withstand heavy use without warping or bending. The Insta 728 is extremely durable and, if cared for properly, can last for many years to come. Step up to an Insta & you will be glad you did!

Working Space Dimensions

- Depth: 29.88" (75.9 cm)
- Width: 33.13" (84.1 cm)
- Height: 26" (66 cm)
- Power: 120 volt 1750 Watts, 14.6 Amps 230 volt - 2200 Watts, 9.6 Amps



Product Features:

- Automatic air-driven operation
- Easy front access to pneumatic pressure control
- Easy access swing away design
- 15" x 20" platen
- Accessory Platens: 6"x 6", 6" x 9", 6" x 15", 10" x 15"
- Five programmable presets & cycle counter
- Energy saving auto-off and sleep mode

Operator Benefits

Industry Workhorse The Insta 728 is considered the most reliable and durable heat press on the market.

Increased Efficiencies with five programmable presets.

Save Energy with auto-off and sleep mode.

Convenient front access to pneumatic pressure control.

Easy access with swing away platen.



• Shipping Weight: 180 lbs (81.6 kilos) REV10192016