

An automated method of decorating a face of a flat glass sheet. The method includes the steps of: continuously feeding glass sheets and heat release decals on a decal carrier to a laminating station (40); applying heat to the decal carrier so as to simultaneously heat release the decal from the carrier and deposit the decal on an exposed surface of a respective sheet of glass continuously passing through the laminating station; continuously transferring decal-deposited glass sheets to a decal-securing oven (60); and slowly heating the glass sheets to a predetermined temperature so as to remove all binding agents from the decal and fix the decals to the glass sheets thereby decorating the glass sheets.