

Welcome

Marketing Tools



Presented by:



STAHL'S
TRANSFER EXPRESS®



STAHL'S'
TRANSFER EXPRESS®

TransferExpress.com

We manufacture screen printed and digital transfers that are heat applied to garments using a professional heat press.



We Print It. You Press It.™

Marketing Your Business

What do you offer that your competitors don't?

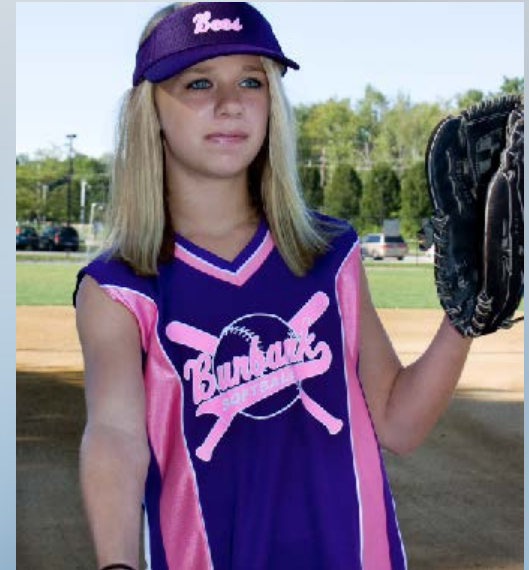
Printed Samples

Who are your customers?

How are they easily reached?

Ordering info

Do you have a marketing budget?



Low Budget Marketing Tips

- Wear your work
- Word of Mouth
- Customer Service
- Events (tournaments, festivals, races, etc.)
- Facebook, Myspace pages
- Newsletters, collect e-mail addresses

Transfer Express Tools

- EasyPrints.com (link)
- Sales Flyers
- Spirit Flyers (Fundraisers)
- Marketing Kit

Sales Flyers

School Name Here
SPIRIT SALE



Design #1



Design #2

T-Shirts \$10.00 each & Hoodies \$20.00 each

Colors Available: Color Here (Color Here print) or Color Here (Color Here print)

Sizes available:
Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL

Name _____ Homeroom _____

T-Shirts - \$10.00 Each


Quantity _____	Color _____	Size _____	Design# _____
Quantity _____	Color _____	Size _____	Design# _____
Quantity _____	Color _____	Size _____	Design# _____

Size _____ Design# _____

____ Your Business Name Here • Your Phone# Here


Easy View™

Idea Book Layout: QBK-106 Easy Prints® Preview



How Easy View works:
1. Change the text & typestyles
2. Change the clip art
3. Click the Easy View button

Our complete Dealer web site has thousands of layouts and clip art available for Easy View customization.



(2009 Idea Book Page 41)

Your Easy Prints® Preview has changed

Click the Easy View button to refresh it.







View your customized design now!

Easy View

Text in the Layout - Change it to your choice of Text & Typestyles

Omit	Text	Typestyle
<input type="checkbox"/>	COMPTON	FULL BLOCK WIDE (UC ONLY)
<input type="checkbox"/>	BASKETBALL	FULL BLOCK WIDE (UC ONLY)

Current Clip Art Click on a Clip Art below to replace the basketball



Marketing Kit

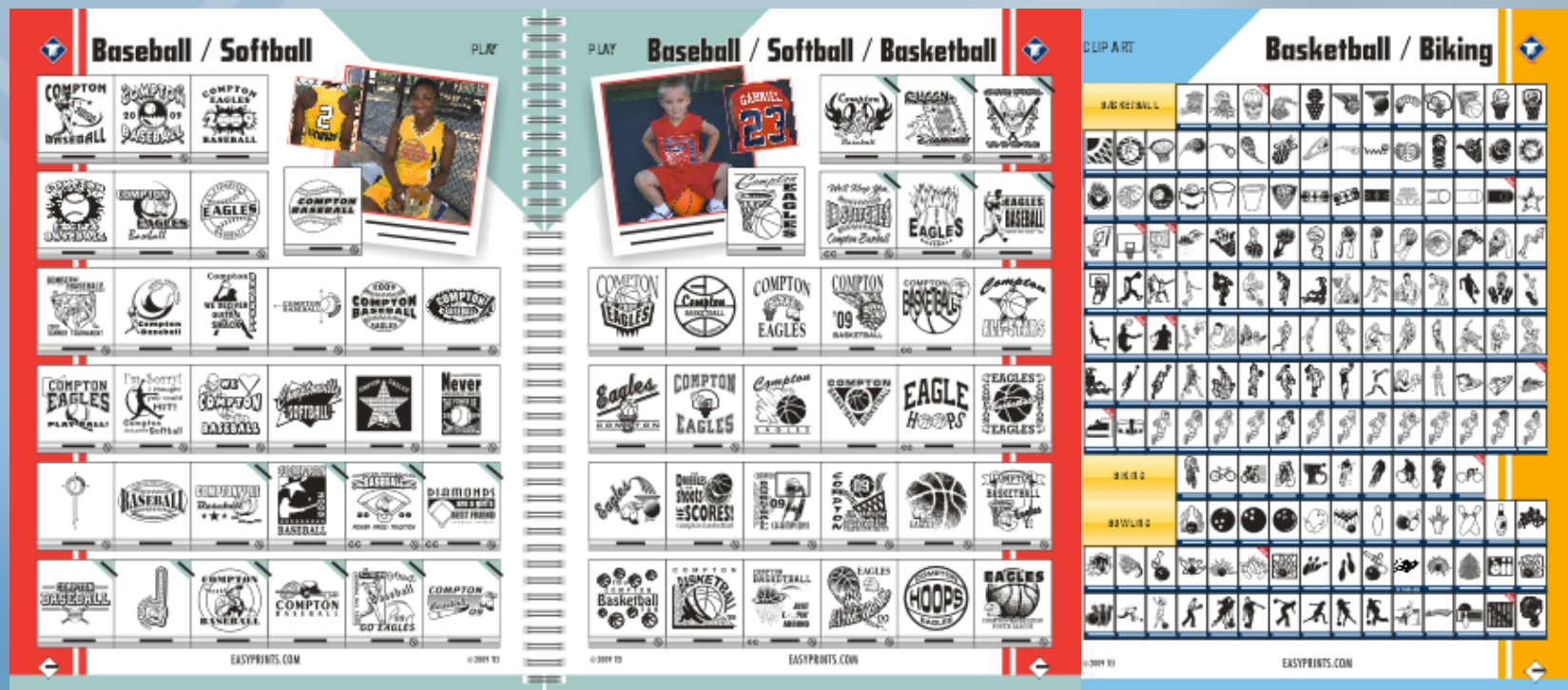
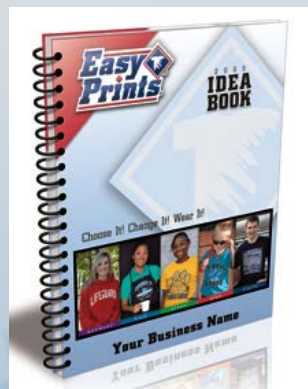
Everything you need to increase your imprinted sportswear sales. And everything your customers need to choose their garment graphics



- Personalized Easy Prints® Idea Book
- 30 Easy Prints® display transfers
- Apparel Printing Color Selector
- Sample Generic Idea Book
- A Personalized Retail Price
- A Dealer Buying Guide
- 16 x 20 Full Color Easy Prints® Dealer Poster
- A \$10.00 order coupon
- Samples
- Easy Prints® Playbook

Idea Book

- Contains over 800 designs, plus thousands of clip art images.
- Separated into sections (Anywear™, Work, School & Play)
- The Idea Book is 108 pages in full color.
- Get a Personalized Idea Book featuring Your Business Name on the cover.
- Use this as your sales tool to sell garments.



Color Selector



Show your customers EXACTLY what the printed colors will look like. Includes all 57 stock colors listed in Dealer Guide.

Full Color Poster



Size: 16" x 20"

Let your customers know you can do their custom job for them quickly and professionally.

30 Display Transfers

Easy Prints **Marketing Kit Transfer Guide**

LIFEGUARD GP QAL-3 Page 5	Center Stage Dance Camp GLITTER QAL343 Page 13	MILLER HAZE GP QT-118 Page 15	REBELS GP QLG-41 Page 16	ROCHESTER FIRE DEPARTMENT GP QLW-5 Page 19
TURNER CONSTRUCTION GP QBU-M1 Page 2	CONNIE'S COFFEE GP QBU-D1 Page 23	CLASH OF SENIOR GP QCO-47 Page 24	AUBURN ELEMENTARY HS QYI-119 Page 25	Kirkland Title Corp GP QMU-7 Page 29
2010 FALCON SENIORS HS CS-5 Page 31	BOYD'S GP M AS-103 Page 32	T-BALL STARS GP QAS-8 Page 33	Vipers GP QBA-92 Page 35	Champion GP QBK-3 Page 39

Screen printed transfer types
 HS = HOT SPLIT
 GP = GOOD PROOF®
 M = POLYTRANS
 EL = ELASTI PRINTS™

Digital transfers
 PP = PHOTO PRINT
 CP = CAD-PRINTZ™

Application instructions can be found in the Dealer Guide.
 MORE DESIGNS ON OTHER SIDE

Easy Prints **Marketing Kit Transfer Guide**

WASHINGTON WILDCATS HS QCH-88 Page 45	Imperial Beach Regatta HS QEV-120 Page 48	WASHINGTON WILDCATS GP QF8-0 Page 49	OAK PARK PUFF COUGARS GP QFB-131 Page 51	HOCKEY GP QHK-5 Page 52
WESTFIELD WARRIORS GP Q-5-5 Page 53	JACKSON FAMILY REUNION HS QRH-91 Page 56	ST. ANTHONY'S CARDINALS SOCCER GP QSO-31 Page 57	Kingston Kickers GP QSO-91 Page 58	SANTA MONICA SWIM & DIVE TEAM EL QSW-29 Page 59
PALISADE track GP QT4-0 Page 61	ROYALTON FALCONS GP QVL-63 Page 62	ST. ANTHONY'S EAGLES WRESTLING GP QWR-34 Page 63	WIND RIVER CP QFS-39 Page 102	Boutique PP 3D-5 Page 103

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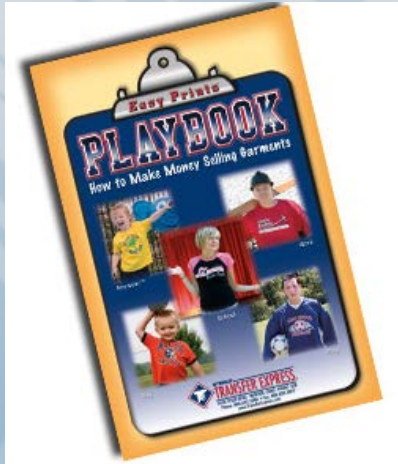
Application instructions can be found in the Dealer Guide.
 MORE DESIGNS ON OTHER SIDE

- Create in-store displays
- Contains 30 different transfers
- Uses a wide variety of color combinations
- Each transfer type is represented as well as gang sheets
- Designs match the pictures in the Idea Book

Apply these transfers to any garment and color you'd like (cotton, polyester or blend)

CAD-PRINTZ™ can be applied to any fabric type.

Dealer Guide & Playbook



A Beginner's Guide

- What is a Heat Press & Transfer?
- Why use Transfers? Top 5
- Why use Transfer Express? Top 5
- What's the Next Step? (City/State permits)
- Start Selling! (Who, Where, How)
- How to Order
- Application Tips (Positioning)
- Vendor Referral List



Contains specific product information:

- **Pricing**
- Transfer Types
- Delivery Times
- Artwork Guidelines
- Application Instructions

\$10 OFF!

Use this credit for your next order!



STAHL'S
TRANSFER EXPRESS®
1-800-622-2280 TransferExpress.com



**Marketing
Kit Coupon**



\$10 OFF
Your
Next
Order

* Expires January 1, 2010

This electronic coupon has already been applied to your account.

Retail Price List

- Suggested pricing for a profit
- Personalized with your company name
- Individualizes type of artwork (Easy Prints Easy Prints Plus, Photo Prints, Numbers and Express Names)

RETAIL PRICE LIST

EFFECTIVE FEBRUARY 1, 2009

EASY PRINTS®

SINGLE IMAGE Prices are per piece

	5	10	15	20	25	35	50	75	100	150	250	500
FULL SIZE												
1 COLOR	16.42	9.14	6.72	5.50	4.78	3.94	3.32	2.84	2.60	2.36	1.74	1.32
2 COLOR	30.48	16.72	12.14	9.84	8.46	6.90	5.72	4.80	4.34	3.88	2.88	2.16
3 COLOR	44.56	24.30	17.56	14.18	12.16	9.84	8.10	6.76	6.08	5.40	4.02	2.96
4 COLOR	58.64	31.88	22.98	18.52	15.84	12.78	10.50	8.70	7.82	6.92	5.16	3.84
5 COLOR	72.72	39.48	28.40	22.86	19.32	15.72	12.88	10.66	9.56	8.44	6.32	4.64
6 COLOR	86.78	47.06	33.82	27.18	23.22	18.68	15.26	12.62	11.30	9.98	7.46	5.48
HEART, CAP, VISOR SIZE												
1 COLOR	8.62	5.86	4.46	3.64	2.68	1.98	1.76	1.40	1.04	0.74	0.52	0.36
2 COLOR	16.34	11.06	8.42	6.82	5.02	3.66	3.30	2.60	1.90	1.34	0.92	0.64
3 COLOR	24.04	16.26	12.36	10.02	7.36	5.34	4.84	3.80	2.76	1.92	1.30	0.92
4 COLOR	31.76	21.46	16.30	13.22	9.68	7.04	6.36	4.98	3.60	2.50	1.68	1.16
5 COLOR	39.48	26.66	20.26	16.42	12.02	8.72	7.90	6.18	4.46	3.10	2.06	1.44
6 COLOR	47.18	31.86	24.20	19.60	14.36	10.42	9.42	7.38	5.32	3.68	2.46	1.76

EASY PRINTS® PLUS

SINGLE IMAGE Prices are per piece

	5	10	15	20	25	35	50	75	100	150	250	500
FULL SIZE												
1 COLOR	17.90	12.60	9.94	8.36	6.52	5.16	4.10	3.58	3.04	2.16	1.56	1.08
2 COLOR	31.42	22.00	17.28	14.44	11.22	8.78	6.90	5.96	5.02	3.60	2.56	1.76
3 COLOR	44.94	31.38	24.62	20.54	15.90	12.42	9.70	8.36	7.00	5.02	3.54	2.44
4 COLOR	58.46	40.78	31.94	26.64	20.58	16.04	12.50	10.74	8.98	6.46	4.54	3.16
5 COLOR	71.98	50.18	39.28	32.74	25.28	19.66	15.30	13.12	10.96	7.88	5.52	3.84
6 COLOR	85.48	59.56	46.62	38.84	29.96	23.30	18.12	15.52	12.92	9.32	6.50	4.44
HEART, CAP, VISOR SIZE												
1 COLOR	9.94	6.24	5.98	4.28	3.34	2.58	1.84	1.24	0.78			
2 COLOR	17.28	14.36	10.42	7.44	5.86	4.54	3.20	2.12	1.32			
3 COLOR	24.62	20.50	14.84	10.60	8.40	6.48	4.56	3.02	1.86			
4 COLOR	31.94	26.62	19.28	13.76	10.34	6.44	5.92	3.92	2.42			
5 COLOR	39.28	32.74	23.70	16.92	13.48	10.38	7.28	4.82	2.96			
6 COLOR	46.62	38.86	28.14	20.08	16.02	12.34	8.66	5.70	3.50			

PHOTO PRINTS

BASIC

1st Print	Each Additional Print
Four Color Process	33.52 5.68

FRAMES & 3D PRINTS

1st Print	Each Additional Print
Four Color Process	45.18 6.68

PLUS

1st Print	Each Additional Print
Four Color Process	112.94 5.68

ADDITIONAL CHARGES

Rush Orders - \$50.00 per color per order.

Typesetting - \$7.00 per name (includes first and last name). \$40.00 minimum charge.

A typeset fee is charged when listing 10 words or names.

Color Match - \$40.00 per color per order.

Color Change - \$30.00 per charge per order.

Art Charge - \$40.00 per half hour for excessive preparation.

Your Logo™ & Your Mascot™ Archiving - \$30.00 one time fee per unique logo/mascot.

NUMBERS

Prices are per digit

	4"	6"	8"	10"
1 COLOR	.30	.50	.64	.90
2 COLOR	.50	.74	1.02	1.46

EXPRESS NAMES Prices are per name

	1 in	2, 2.5 & 3 in
STRAIGHT	2.80	3.10
ARCH		4.00
VERTICAL	3.10	3.10



Putting it all Together



Extra Sales tools

Catalog Packs



Purchased separately

A generic black and white Idea book is given with your Marketing Kit

Does not contain Transfer Express on cover

Place your own company sticker on front.

Catalog Packs sold separately to hand out to local businesses or good customers

Package of 10 for \$20

Package of 25 for \$31.25

Package of 50 for \$55

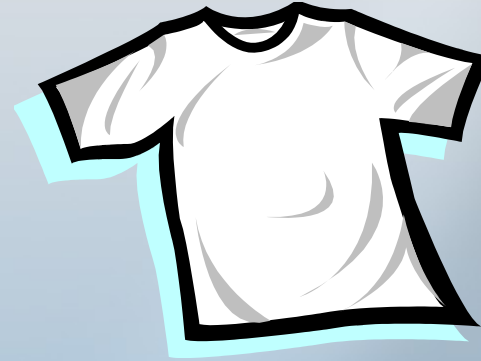
Package of 100 for \$90.00

Pricing for Profit

EASY PRINTS®							
SINGLE IMAGE		Prices are per piece					
	5	10	15	20	25	35	50
FULL SIZE							
1 COLOR	16.42	9.14	6.72	5.50	4.78	3.94	3.32
2 COLOR	30.48	16.72	12.14	9.84	8.46	6.90	5.72
3 COLOR	44.56	24.30	17.56	14.18	12.16	9.84	8.10
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5 COLOR	72.72	39.48	28.40	22.86	19.52	15.72	12.88
6 COLOR	86.78	47.06	33.82	27.18	23.22	18.68	15.26

- If you are not making a profit, it's not worth it.
- The lowest price isn't always the best price.
- What is the value of your business compared to others? Do you offer better customer service, online capabilities, store front?

Pricing Example



Cost to You

2 color (50 images)
50 sheets = \$2.86 sheet

Wholesale Shirt Cost
50 shirts x \$1.20



Suggested Retail Price

Transfer Front (x2)	\$5.72
+ Garment (x2)	+\$2.40

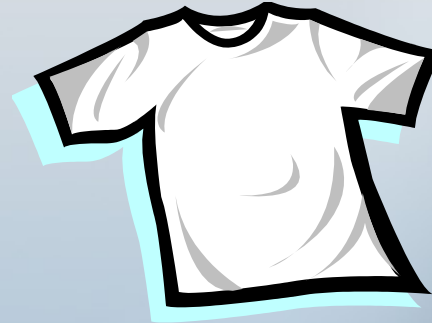
Retail Price = \$8.12

Cost to Your Customer

Profit - \$4.06 a shirt

Total Profit \$203

Gang Sheet Pricing



Cost to You

2 color (50 garments)
50 sheets = \$3.06 sheet

Wholesale Shirt Cost
\$1.20

Front



Front Retail
\$3.96

Back



Back Retail
\$5.72

Suggested Retail Price

Transfer Front (x2)	\$5.72
Transfer Heart(x2)	+\$3.96
+ Garment (x2)	+\$2.40
<hr/>	
<u>Retail Price</u>	= \$11.78

Cost to Your Customer
Profit - \$7.52 a piece

Total Profit \$376

Number and Name Pricing

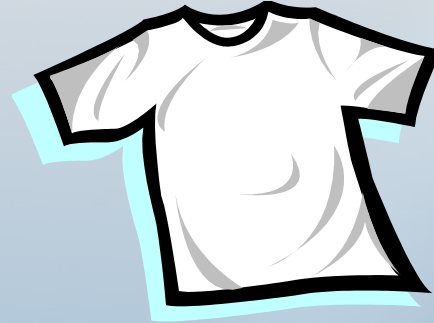
Cost to You

JAMES

1 Express Name
\$1.55

23

Easy Prints Numbers
\$0.51 a number



Wholesale Shirt Cost
\$8.30

Suggested Retail Price

Express Name (x2)	\$3.10
2 Digit Number (x2)	+\$2.04
Jersey (x2)	+\$16.60
<u>Retail Price</u>	<u>=\$21.74</u>



Cost to Your Customer

Profit - \$10.87 a piece
Total Profit \$583.50

Review of Key Tips

- Do your research
- Use the low budget marketing suggestions, especially wearing your own work and offering great customer service
- Marketing Kit offers 10 different tools getting you ready to increase sales
- Price to make a profit. If you aren't making a profit, it's not worth it
- Add transfer cost plus shirt cost and double it.
- Gang sheets can help keep costs down when applicable

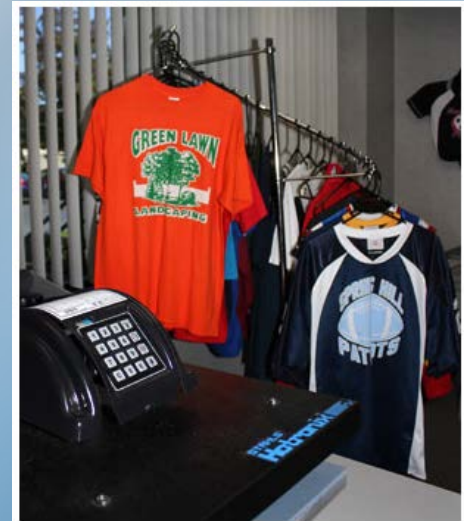


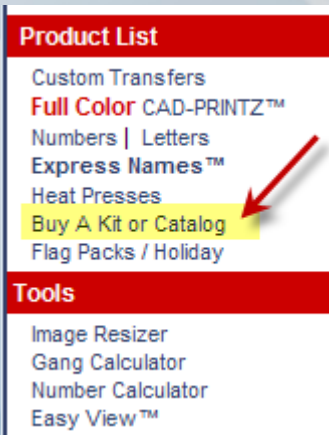
Get Started Today

Marketing Kit - \$49

10 essential tools to help your sell more custom printed apparel

- Personalized Idea Book
- 30 Display Transfers
- Number, Letter & Name Samples
- Dealer Guide
- Easy Prints® Playbook
- Color Selector
- Generic Idea Book
- Easy Prints® Poster
- Retail Price List
- \$10 off coupon





Order a Marketing Kit at TransferExpress.com or



Call us at 1-800-622-2280 to place an order or become a Dealer

We look forward to hearing from you!

What tools would you like to see in the Marketing Kit?



Webinar Summary PDF

<http://www.transferexpress.com/webinarthanks>

Do you have more questions??

Contact us:

Phone: 1-800-622-2280

Email: info@transferexpress.com

Web: TransferExpress.com