



Around the Diamond

Decorating for Spring Sports





First - Leagues

- Typically tight budget
- Frequently bid process
- Use t-shirts or low cost uniform
- Decorating needs:
 - Minimum: Sponsor on Front/Number on back and a cap
 - Alternative: Common league front, sponsor above number and number on back and a cap





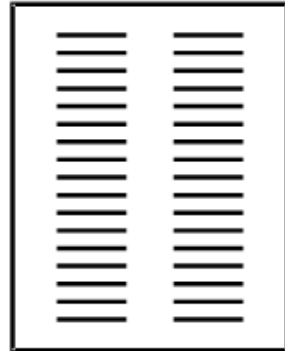
First - Leagues

- Sponsor Names - much less expensive to use text only, and not the company logos
- Simple sheet pricing - Fill the sheet for one low price



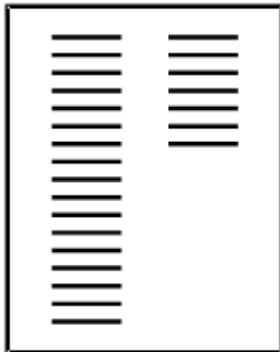


First - Leagues

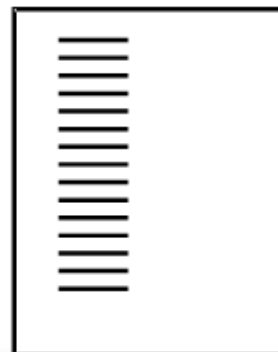


Sort your list of teams or sponsors according to COLOR & LETTER HEIGHT

Black 2" Tall



White 2" Tall





First - Leagues

2

Choose a Layout that matches your letter height

<p>1 INCH LETTERS 11 SPONSORS</p> <p>QSP-1</p>	<p>1.5 INCH LETTERS 8 SPONSORS</p> <p>QSP-2</p>	<p>2 INCH LETTERS 6 SPONSORS</p> <p>QSP-3</p>	<p>3 INCH HEIGHT 4 SPONSORS SOME TWO LINES</p> <p>QSP-4</p>	<p>3 INCH HEIGHT 4 SPONSORS ALL TWO LINES</p> <p>QSP-5</p>
<p>2.5 INCH LETTERS 5 SPONSORS</p> <p>QSP-6</p>	<p>3 INCH LETTERS 4 SPONSORS</p> <p>QSP-7</p>	<p>2 PER SHEET SCRIPT and TAIL</p> <p>QSP-8</p>	<p>4 INCH LETTERS 14 INCHES WIDE</p> <p>QSP-9</p>	<p>3 INCH LETTERS 11 INCH WIDE ARCH</p> <p>QSP-10</p>



First - Leagues

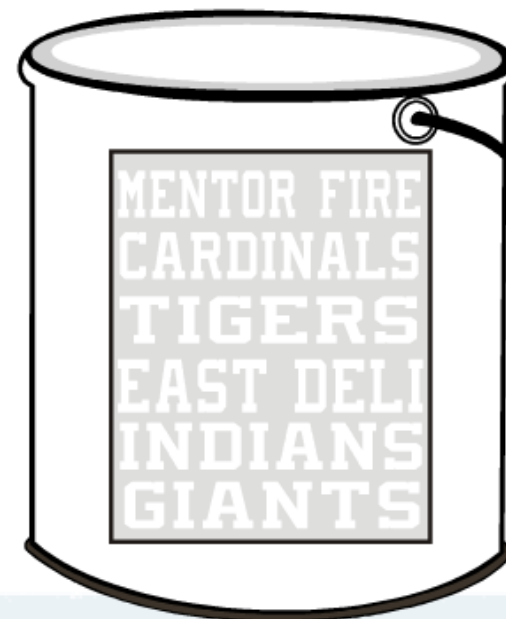
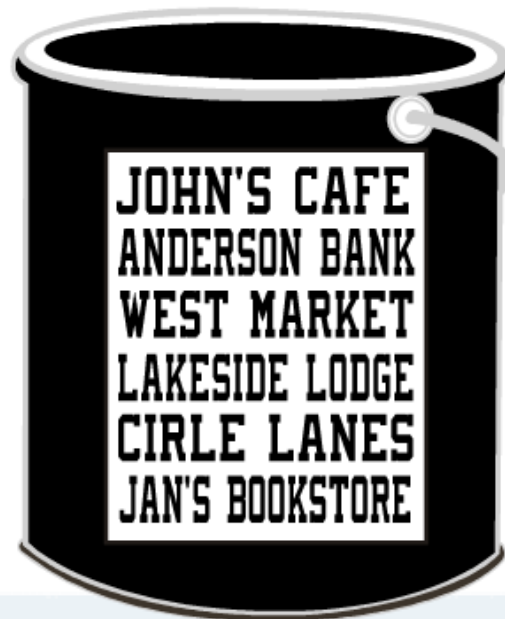
3

Fill the COMPTON slots with your list of sponsors until the sheet is full

2 INCH LETTERS
6 SPONSORS

COMPTON
COMPTON
COMPTON
COMPTON
COMPTON
COMPTON

QSP-3





First - Leagues

1 League Layout order = 6 teams

MENTOR FIRE
CARDINALS
TIGERS
EAST DELI
INDIANS
GIANTS





First - Leagues

4

Quantity of sheets
ordered should be the
quantity of the
"largest team"
on your sheet





First - Leagues

Using Common League Print for the Entire Order; use color changes for best pricing

200 shirts need white ink
200 shirts need black ink
50 shirts need red ink
50 shirts need navy ink
Total shirts = 500

Order 250 sheets 1 color @
.95/sheet + 3 -\$15 color changes

= \$282.50 or just .57 per shirt!



QSP-8





Second - Artwork

Easy Prints® is your source for free art with over 5000 customizable layouts

Best Sellers



QAL-42



QAL-256



QBA-116



QBA-69



QBA-92



Second - Artwork

STEP

1

Choose It!



.ayout: QBA-233

STEP

2

Change It!



STEP

3

Wear It!





Second - Artwork

New Designer, lets you resize, add text lines and colors!

The screenshot displays the Stamps Transfer Express design tool interface. The main workspace shows a design for a baseball jersey with the text "2014 COMPTON EAGLES VARSITY BASEBALL" and a large "2014" graphic. The interface includes a top navigation bar with "LEARN", "DESIGN MODE", "MY ACCOUNT", and "CART" buttons. A left sidebar contains "Customize Layout" (ADD TEXT, ADD CLIP ART, ADD LAYOUT) and "Edit Text" (Text: 2014, Font: CHALK, Spacing, Size: 3.27 x 0.92, Color, Rotation) and "Special Effects" (Effects, Distress, Patterns). A right sidebar shows "Order Summary" (Print Method: Screen Print, Transfer Type: Goof Proof, Fabric: 100% Cotton, Cut Apart: No, Number of Colors: 1, Fabric Color, Image Qty, Color Changes: 0, Total Image Qty: 0) and "Order Price" (\$0.00 per Image, Total Price: \$0.00, Ship Date). A bottom status bar shows "Layout #: QBA-225", "Design Size: 11 in by 11 in", and "Job Name: QBA-225".




New Easy View™

- Put on apparel and share with your customer

Preview & Share

Preview



Watermark

Show Magnification Window

Share via Email Download

From

Attach design and email to

Message subject

Include short message

Choose background image

<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None	T-shirt-front	T-shirt-back	Hoodie-back	Hoodie-front	Long Sleeve T-shirt




Second - Artwork

Show leagues new art, add a picture to your bid sheet

Preview & Share ✕

Preview



Watermark:

Show Magnification Window:

Share via Email **Download**

From:

Attach design and email to:

Message subject:

Include short message:

Send



Second - Artwork

Travel teams are more likely to order multi color, show them the art you create in color





Third - Numbers



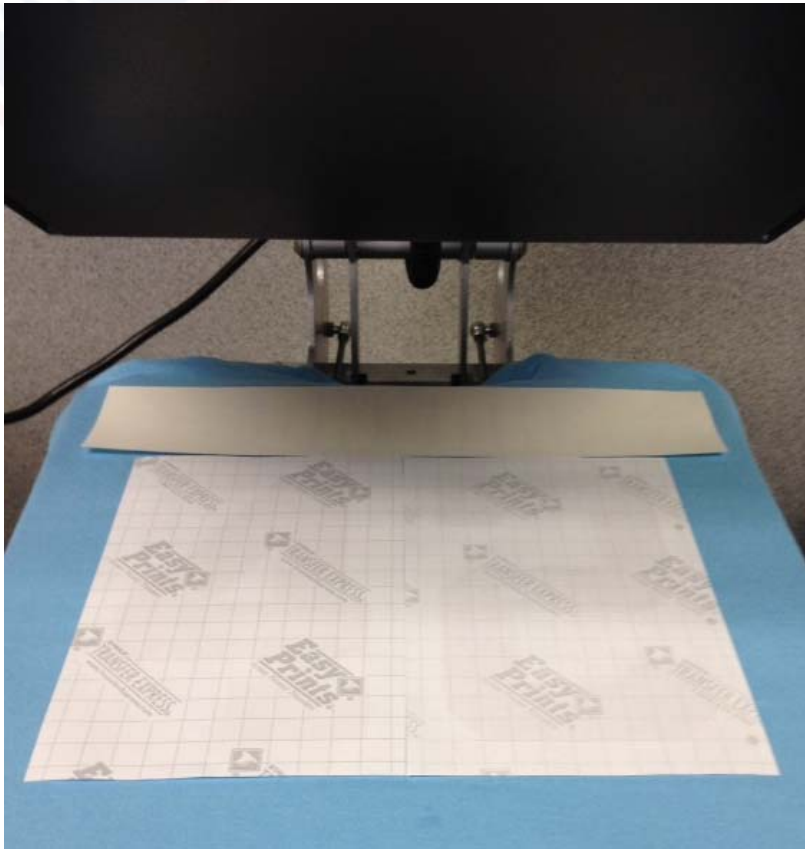
Names and Numbers can be applied in one application in just 4 seconds.

10 Number Style Choices
50 Color Choices

Elasti Prints® Numbers (Champ Pro™ and Avalon) also available for heat sensitive polyester



Third - Numbers



- Names are centered on the name strip
- Numbers are centered on the sheet
- All are pre-spaced
- Simply touch the 3 pieces of paper and apply
- No need for expensive name/number combinations
- 4 second, 1 step application



Third - Numbers

- Three ways to buy

- 5 Packs



- Express Packs (60 digits enough to number 2 teams 1-12 with leftover digits for fill-ins!)



- Number Kit (315 digits, best value, perfect for leagues, number 15 teams 1-15)





Third - Numbers



New Low Cost Custom Number Packages

Goof Proof Custom Numbers

(For cotton, polyester, & cotton/poly blends)

1 COLOR	SIZE	PACKAGE	COST	TOTAL DIGITS	COST PER DIGIT
1 COLOR	4"	25 of each 0-8	\$64	225	\$.28
		50 of each 0-8	\$91	450	\$.20
		50 of 0,2,3,4,5,6,7,8,9; 150 of 1	\$101	600	\$.17

STOCK COST COMPARISON \$.17

1 COLOR	6"	100 of 3,4,5,6,7,8,9; 150 of 0,2; 250 of 1	\$245	1250	\$.20
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STOCK COST COMPARISON \$.27

1 COLOR	8"	50 of 4,5,6,7,8,9; 100 of 0,2,3; 200 of 1	\$236	800	\$.30
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STOCK COST COMPARISON \$.37

1 COLOR	10"	50 of 0,2,3 4,5,6,7,8,9; 100 of 1	\$230	550	\$.42
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STOCK COST COMPARISON \$.52

2 COLOR	SIZE	PACKAGE	COST	TOTAL DIGITS	COST PER DIGIT
2 COLOR	4"	25 of each 0-8	\$113.25	225	\$.50
		50 of each 0-8	\$156	450	\$.37
		50 of 0,2,3,4,5,6,7,8,9; 150 of 1	\$166	600	\$.28

STOCK COST COMPARISON \$.27

2 COLOR	6"	100 of 3,4,5,6,7,8,9; 150 of 0,2; 250 of 1	\$387	1250	\$.31
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STOCK COST COMPARISON \$.41

2 COLOR	8"	50 of 4,5,6,7,8,9; 100 of 0,2,3; 200 of 1	\$378	800	\$.47
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STOCK COST COMPARISON \$.56

2 COLOR	10"	50 of 0,2,3 4,5,6,7,8,9; 100 of 1	\$372	550	\$.68
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STOCK COST COMPARISON \$.81



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T-Shirt for League

(Sponsor on front, number on back)

T-Shirt \$3.00

Sponsor \$.60 (2" Sponsor, 6 per sheet, 15 sheets)

Number \$.54 (6" Double Digit)

Total Cost = \$4.14 x 2 = \$8.28 Selling Price



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Uniform for Travel Team

(2 color front, 2 color cap logo 2 color number on back, 1 color name)

Uniform \$11.50

Cap \$4.39

Printing \$ 5.27 (Gang Sheet with Front & Cap

Number \$ 1.12 (8" 2 color Double Digit)

Name \$1.75

Total Cost=\$24.03 x 2=\$48.06 selling price



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Selling Fan Wear

Lehigh Valley Fan Wear



T-shirt \$12.00



Hoodie \$25.00



Cap \$10.00

Lehigh Fan Wear

Checks payable to ABC Sporting Goods

T-Shirts Qty x \$12.00 = Sizes:

Hoodie Qty x \$25.00 = Sizes:

Caps Qty x \$10.00 = Flexfit, 1 size fits all



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Pricing Strategy

Uniform for Travel Team and Fan Wear

Lower Printing Cost by Selling Fan Wear

(2 color front, 2 color cap logo 2 color number on back, 1 color name)

Uniform \$11.50

Cap \$ 4.39

Printing \$ 3.12 (Gang Sheet with Front & Cap)

Number \$ 1.12 (8" 2 color Double Digit)

Name \$1.75

Total Cost=\$21.88 x 2=\$43.76 selling price



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Retail Price List

(at TransferExpress.com under Marketing Tools)



RETAIL PRICE LIST

Effective February 1, 2014

EASY PRINTS®
SINGLE IMAGE Prices are per piece

	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
1 COLOR	1.68	1.90	2.24	2.58	2.84	3.10	3.64	4.32	5.12	5.90	7.20	8.12	15.46
2 COLOR	2.76	3.14	3.70	4.24	4.74	5.24	6.24	7.52	9.06	10.54	13.00	14.86	28.74
3 COLOR	3.82	4.40	5.14	5.90	6.64	7.38	8.86	10.74	13.02	15.18	18.80	21.60	42.00
4 COLOR	4.90	5.64	6.60	7.56	8.54	9.52	11.46	13.96	16.96	19.84	24.60	28.34	55.26
5 COLOR	5.98	6.90	8.06	9.22	10.44	11.66	14.08	17.18	20.92	24.48	30.40	35.08	68.54
6 COLOR	7.06	8.14	9.52	10.90	12.34	13.78	16.68	20.40	24.86	29.12	36.22	41.82	81.80
7 COLOR	8.14	9.40	10.98	12.56	14.24	15.92	19.30	23.62	28.82	33.76	42.02	48.58	95.06
8 COLOR	9.22	10.64	12.44	14.22	16.14	18.06	21.90	26.84	32.76	38.40	47.82	55.32	108.32
9 COLOR	10.30	11.88	13.88	15.88	18.04	20.20	24.52	30.06	36.72	43.06	53.62	62.06	121.60
10 COLOR	11.38	13.14	15.34	17.56	19.94	22.34	27.12	33.28	40.66	47.70	59.42	68.80	134.86

EASY PRINTS® PLUS
SINGLE IMAGE Prices are per piece

	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
1 COLOR	1.98	2.30	2.76	3.22	3.78	4.36	5.48	6.92	8.68	10.34	13.10	18.64	N/A
2 COLOR	3.26	3.82	4.58	5.32	6.32	7.32	9.32	11.90	15.04	17.98	22.88	32.70	N/A
3 COLOR	4.54	5.34	6.38	7.42	8.86	10.30	13.18	16.88	21.38	25.60	32.66	46.76	N/A
4 COLOR	5.82	6.86	8.18	9.52	11.40	13.28	17.02	21.84	27.72	33.24	42.42	60.82	N/A
5 COLOR	7.12	8.36	10.00	11.62	13.94	16.24	20.88	26.82	34.06	40.86	52.20	74.88	N/A
6 COLOR	8.40	9.88	11.80	13.72	16.46	19.22	24.72	31.78	40.40	48.50	61.98	88.94	N/A
7 COLOR	9.68	11.40	13.60	15.82	19.00	22.20	28.56	36.76	46.76	56.12	71.74	103.00	N/A
8 COLOR	10.96	12.92	15.42	17.92	21.54	25.16	32.42	41.74	53.10	63.76	81.52	117.06	N/A
9 COLOR	12.24	14.42	17.22	20.02	24.08	28.14	36.26	46.70	59.44	71.38	91.30	131.12	N/A
10 COLOR	13.52	15.54	19.02	22.12	26.62	31.12	40.10	51.68	65.78	79.02	101.06	145.18	N/A

ADDITIONAL CHARGES

- Rush Orders - \$50.00 per color per order
- Typesetting - \$.70 per name (includes first and last name) \$40.00 minimum charge. A setup fee is charged when listing 10 words or names.
- Color Match - \$40.00 per color per order
- Color Change - \$30.00 per change per order
- Art Charge - \$40.00 per half hour for excessive preparation
- Custom Clip Art - \$30.00 one time fee per unique logo/design artwork
- Specialty Inks - Add \$1.00 per piece to prices listed above.

NUMBERS Prices are per digit

	4"	6"	8"	10"
1 COLOR	34	54	74	104
2 COLOR	54	82	112	162

EXPRESS NAMES™ Prices are per name

	1 inch	2, 2.5 & 3 inch
STRAIGHT	\$3.20	\$3.50
ARC	\$4.40	\$4.40
VERTICAL	\$3.50	\$3.50



RETAIL PRICE LIST

Effective February 1, 2014

ITAL PRINTS
GLE IMAGE

	Express Print® Crystal Clear®				Opaque® Clear®				Sub Block® Metallic®						
	1-24	25+	75+	250+ 500+	1-24	25+	75+	250+ 500+	1-24	25+	75+	250+ 500+			
wh 20" or less	26	34	38	16	14	28	36	20	18	16	30	38	22	20	18
wh 22" to 64"	18	34	32	10	10	20	36	14	12	12	22	38	16	14	14
wh 65" or more	16	32	30	08	08	16	34	12	10	10	20	36	14	12	12

Price breaks are per size and material. is based on usable artwork. If additional artwork preparation is required, art charges apply.

ALS & MORE
GLE IMAGE

	Bumper Stickers®				Window Decals®				Static Clings®						
	1-24	25+	75+	250+ 500+	1-24	25+	75+	250+ 500+	1-24	25+	75+	250+ 500+			
wh 20" or less	22	36	32	10	08	24	38	14	12	08	20	34	12	10	08
wh over 20"	20	34	30	08	06	22	36	12	10	06	18	32	10	08	06

Bumper Sticker Layouts

Quantity	1st Pack	Each Additional Pack
3" x 10"	\$29.50	\$9.50

Number & Decal Packs

	1st Pack	Each Additional Pack
1st Pack	\$43.50	\$9.60

Full Color Banners®

	Lightweight Letter Finish	Vinyl Glossy Finish
wh 10" or less	\$6.00	\$5.00
wh over 10" & up to 20"	\$5.50	\$4.50
wh over 20"	\$5.00	\$4.00

Square Inch Pricing
(The design height x width) in inches. in whole square inch.)

14" - 19,263 square inches - round up to 20 square inches.	
Per square inch	\$2.40 / piece

Helmet/Custom Stickers®

Quantity	1-24	25+	75+	250+ 500+	
Per square inch 20" or less	24	18	14	12	10
Per square inch over 20"	22	16	12	10	08

Numbers Only

	1st Set	Each Additional Set
1st Set	\$43.50	\$9.60
Each Additional Set	\$23.00	\$3.20

Full Color Wall Graphics

Per square inch 144" or less	12
Per square inch over 144"	08

Calculating Square Foot Pricing

- Multiply the area of the design (height x width) in feet. (Example: 2.5 x 2 = 5 square feet) Round up to the next whole square foot. (8)
- Using the square foot calculation, find the price per square foot on the chart.
- Multiply the square footage by the price per square foot. (Example: 8 square feet x \$6.00 = \$48.00 / piece)



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Order Forms

(at TransferExpress.com search League Order Form)

The image shows two 'Easy Prints Custom Order' forms. The left form is the front page, featuring sections for 'Customer Information' (Customer Name, Phone Number, E-mail Address, Order Code, Club Number), 'Sizes and Quantities Needed' (Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult X-Large, Adult 2X-Large, Adult 3X-Large), 'Apparel Type' and 'Apparel Color', 'Ink Color(s)', 'Special Notes', and 'Print Location' (with checkboxes for 'Printed' and 'Easy Printball Layout Number'). It includes line drawings of a t-shirt, pants, and a cap. The right form is the back page, featuring a table for 'League Members' with columns for 'League', 'Names', 'Number', and 'Shirt Size'. Below the table are sections for 'NAMES' (Font, Letter Height, Format, Color), 'NUMBERS' (On Back: Style, Size, Color; On Sleeve: Style, Size, Color), and 'Setup' with a t-shirt line drawing. Both forms have 'EASYPRINTS.COM' printed at the bottom.



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Pricing Strategy

Discount League Order for Future Business
Package per player with a flyer advertising custom
printing for family reunions, festivals and picnics





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Don't forget the profitable add-on sales





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Don't forget the profitable add-on sales





Conclusion

Email us for a copy of the slides

Do you have more questions??

- Email us – info@transferexpress.com
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows

Contact us:

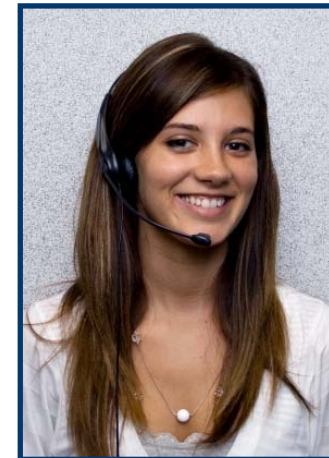
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Web: TransferExpress.com

Our Blog: <http://blog.transferexpress.com/>





Thank You for Attending

Next Transfer Express Webinar

- **Onsite Heat Printing**
- **Thursday, March 6, 2014**
- **2:00 PM - 3:00 PM**

What topics you would like to see covered in a Transfer Express webinar?

Email them to: info@transferexpress.com



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