

# CHOOSING AND PRINTING HOODIES

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# AGENDA











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- How to select wholesale hoodies
- How to design art for hoodies
- How to choose the right transfer product
- How to heat print hoodies
- How to price



# WHOLESALE HOODIES

- Popular brands (best price)
  - Gildan
  - Jerzees
  - Port & Company
  - Hanes
- Mid Priced
  - District
  - Sport Tek
- High End
  - Alternative
  - Allmade
  - Bella+Canvas
  - Comfort Colors
  - Ogio
  - New Era

 <p>Gildan® - Youth Heavy Blend™ Hooded Sweatshirt. 18500B</p> <p>XL, L, M, S, XS as low as <b>\$5.88</b></p>	 <p>District® Youth Perfect Tri® Long Sleeve Hoodie DT139Y</p> <p>XL, L, M, S, XS as low as <b>\$7.46</b></p>	 <p>Gildan® - DryBlend® Pullover Hooded Sweatshirt. 12500</p> <p>2XL, XL, L, M, S, 3XL as low as <b>\$8.12</b></p>	 <p>Gildan® - Heavy Blend™ Hooded Sweatshirt. 18500</p> <p>5XL, 4XL, 3XL, 2XL, XL, L, M, S as low as <b>\$8.34</b></p>	 <p>Gildan® - Heavy Blend™ Full-Zip Hooded Sweatshirt. 18600</p> <p>2XL, XL, L, M, S, 5XL, 4XL, 3XL as low as <b>\$9.07</b></p>
 <p>American Apparel® Flex Fleece Zip Hoodie. F497W</p> <p>2XL, XL, L, M, S, XS as low as <b>\$10.30</b></p>	 <p>Port &amp; Company® - Core Fleece Pullover Hooded Sweatshirt. PC78H</p> <p>4XL, 3XL, 2XL, XL, L, M, S as low as <b>\$10.46</b></p>	 <p>Port &amp; Company® - Youth Core Fleece Pullover Hooded Sweatshirt. PC90YH</p> <p>XL, L, M, S, XS as low as <b>\$10.71</b></p>	 <p>Hanes® EcoSmart® - Pullover Hooded Sweatshirt. P170</p> <p>5XL, 4XL, 2XL, XL, L, M, S, 3XL as low as <b>\$10.81</b></p>	 <p>JERZEES® - NuBlend® Pullover Hooded Sweatshirt. 996M</p> <p>2XL, XL, L, M, S, 3XL, 4XL as low as <b>\$11.34</b></p>

# WHOLESALE HOODIES

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- Styles
  - With Front Pocket (traditional)
  - Without Front Pocket
  - Full Zip
  - Cropped
  - Raglan Sleeve
  - Quarter Zip
  - Sleeveless
  - V-Neck



Port &  
Company  
LPC78H



Sport-Tek  
ST406



Port &  
Company  
PC78ZH



Bella-Canvas  
BC7502



District  
DT196



Sport-Tek  
ST249



Sport-Tek  
LST410



District  
DM139L



# WHOLESALE HOODIES

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- Weights
  - Range from 6.5 to 10 oz
  - Will they be layering
  - Will it replace a jacket
  - Polyester - lighter
  - Cotton - heavier



# WHOLESALE HOODIES

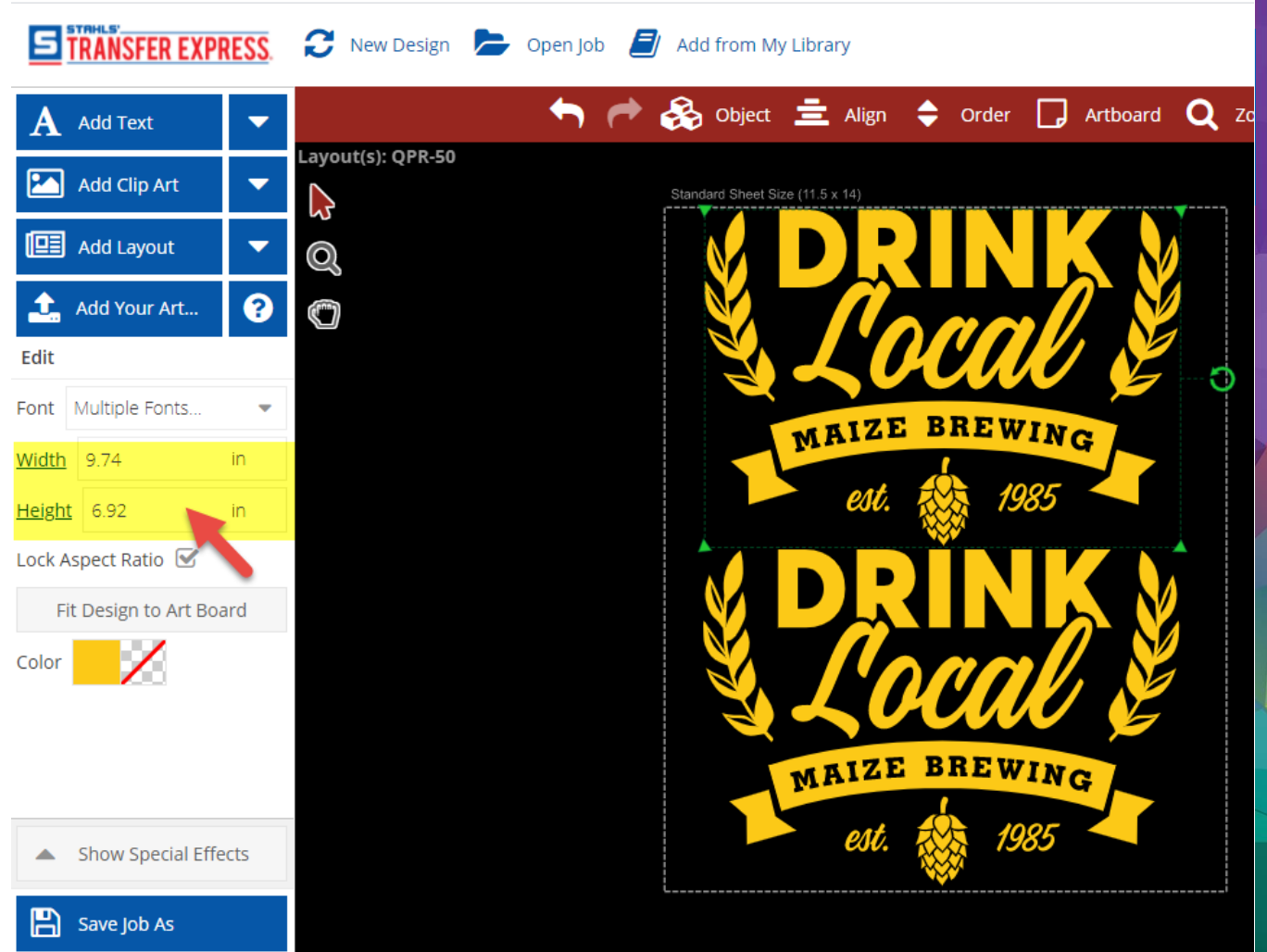
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- Weights
  - Ranges from 5.5 (lightweight) to 12.0 (heavyweight)
  - Average weight 7.0-8.0
- Fabrics
  - 100% cotton
  - Poly/cotton blends
  - 100% polyester



# DESIGNING ART FOR HOODIES

- Need to adjust size, smaller than t-shirt print due to pocket and hood
- What are you using to raise the print area---size to fit
  - Mouse Pad 9.25 x 7.75
  - Interchangeable platen 10 x 8 Tote Master
  - Print Perfect Pad 10 x 8
- Better to go with smaller size to get good pressure when applying
- Also often will be able to fit 2 prints per sheet for the win!



# DESIGNING ART FOR HOODIES

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- Also measure the print space of your smallest hoodie
- Adult small hoodie: 11" wide x 10" tall





# DESIGNING ART FOR HOODIES

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- Also measure the print space of your smallest hoodie
- Youth small hoodie: 10" wide x 8" tall



# CHOOSING THE RIGHT TRANSFER TYPE

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- 1-2 color print needed on cotton or poly/cotton hoodie
- Goof Proof



## Goof Proof

- For 100% cotton and cotton/poly blends
- Spot color - 70 stock ink colors available
- Durable retail-like feel and finish

# CHOOSING THE RIGHT TRANSFER TYPE

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- 1-2 color print needed on 100% polyester
- Elasti Prints



## Elasti Prints

- For heat-sensitive 100% polyester
- Great stretch and rebound
- Spot color - 70 stock ink colors available

# CHOOSING THE RIGHT TRANSFER TYPE

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- 3 or more colors/full color on cotton, polyester or poly/cotton blends
- UltraColor Soft



## UltraColor Soft (SLM)

- For 100% cotton, 100% polyester, cotton/poly blends
- CMYK full color spectrum
- Thin clear outline



# CHOOSING THE RIGHT TRANSFER TYPE

- Transfer Selector Tool
  - Built into upload area of the site
  - Or in the Help Center

The screenshot shows the STAHL'S TRANSFER EXPRESS website. The top navigation bar includes links for 'Instant Quote', 'Live Chat Online', 'Help Center' (circled in red with an arrow pointing to it), and 'Login/Register'. Below the navigation bar is a search bar with the text 'How can we help you?'. The main menu includes 'TRANSFERS', 'NAMES & NUMBERS', 'DESIGN CENTER', 'UPLOAD ARTWORK', 'WHOLESALE APPAREL', and 'HEAT PRESSES'. The 'Help Center' section is displayed, showing a search bar and a list of topics: 'Placing an Order', 'Artwork', and 'Transfers'. The 'Transfers' section is highlighted, and the link 'Choosing a Transfer Type' is circled in red with an arrow pointing to it. A sidebar on the right features a 'Free Online Webinar' for 'HEAT PRINTING HOODIES' scheduled for 'SEPT 23<sup>RD</sup> @ 2PM EDT'.

## Transfer Selector Tool

A woman is shown using a heat press machine to transfer a design onto a t-shirt. The machine is a large, industrial-looking device with a flat bed and a heating element. The woman is standing next to it, and the t-shirt is being pressed against the heating element. The background shows a workshop or studio setting with various equipment and materials.

**Let's Find The Right Transfer Type For Your Project!**

**Get Started** press Enter ↵

# PRINTING HOODIES

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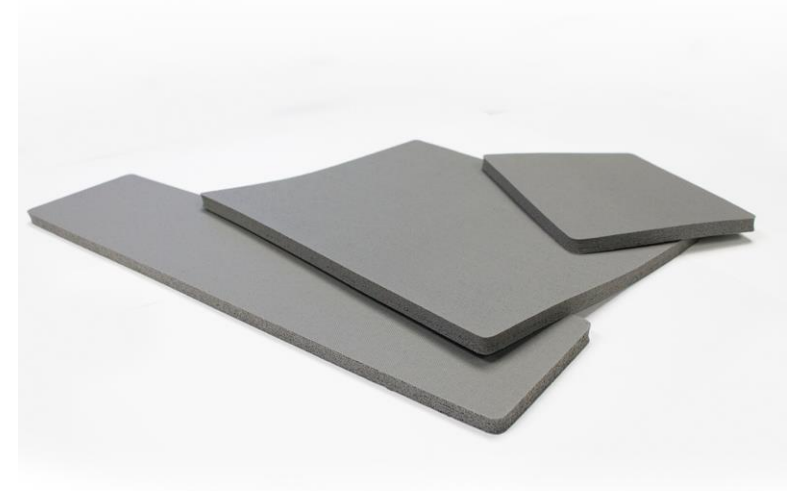
- Build up print area to prevent pressure issues from the pocket and hood



# PRINTING HOODIES

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- Solutions
  - Mouse Pad
  - Print Perfect Pad
  - Platen – 8x10 Tote Master or Tag Along™ HP (patented design of Livingston Systems)



8" x 10" (Tote Master)



# PRINTING HOODIES

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- Pull strings out from under print area





# PRINTING HOODIES

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- Back Placement
  - Hoods typically wear down so move print down so the print is not covered



# PRINTING HOODIES

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## Back Placement



## PRICING HOODIES

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24 Needed  
2 color transfer

12 sheets @ \$8.99/sheet  
(4.50 per print)

Jerzees NuBlend Hoodie  
(midweight) 996M \$12 each

Custom Ink Price \$29.07 each





# Thank you for attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
- Watch our videos and previous webinars – <http://www.TransferExpress.com/Webinars>
- Visit our website: [www.TransferExpress.com](http://www.TransferExpress.com)
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