BRAND IT WITH A SHIRT TAG

[WEBINAR]

STAHLS' TRANSFER EXPRESS

What is a Shirt Tag?

A tag heat applied to typically the inside neck area of the shirt

Cost effective way to brand your apparel

What Should be on a Shirt Tag?

Make sure to include the following information on the label:

- Your company name and/or logo, including your business website
- Apparel size
- Material content: Percentage of cotton, polyester, etc.
- Country of origin: Where the apparel was made
- Identification of the manufacturer: Company name or Registered Identification Number (RIN)
- Care instructions: Text and/or symbols on how to wash and dry the apparel

NEW
CUSTOM SHIRT TAG
& LAUNDRY LABEL
LAYOUTS

COMPTON APPAREL
XL 50% COTTON
50% POLYESTER
MADE IN THE USA

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Care Instructions

Laundry instructions for transfers

- Do not directly iron
- Do not dry clean
- Recommend avoiding hot water/high heat dry cycles
- Independently tested through 50 wash/dry cycles
- Wash inside out optional – it can't hurt, does reduce abrasion
- Fabric softener – will last longer without use
- Oxy products – will last longer without use
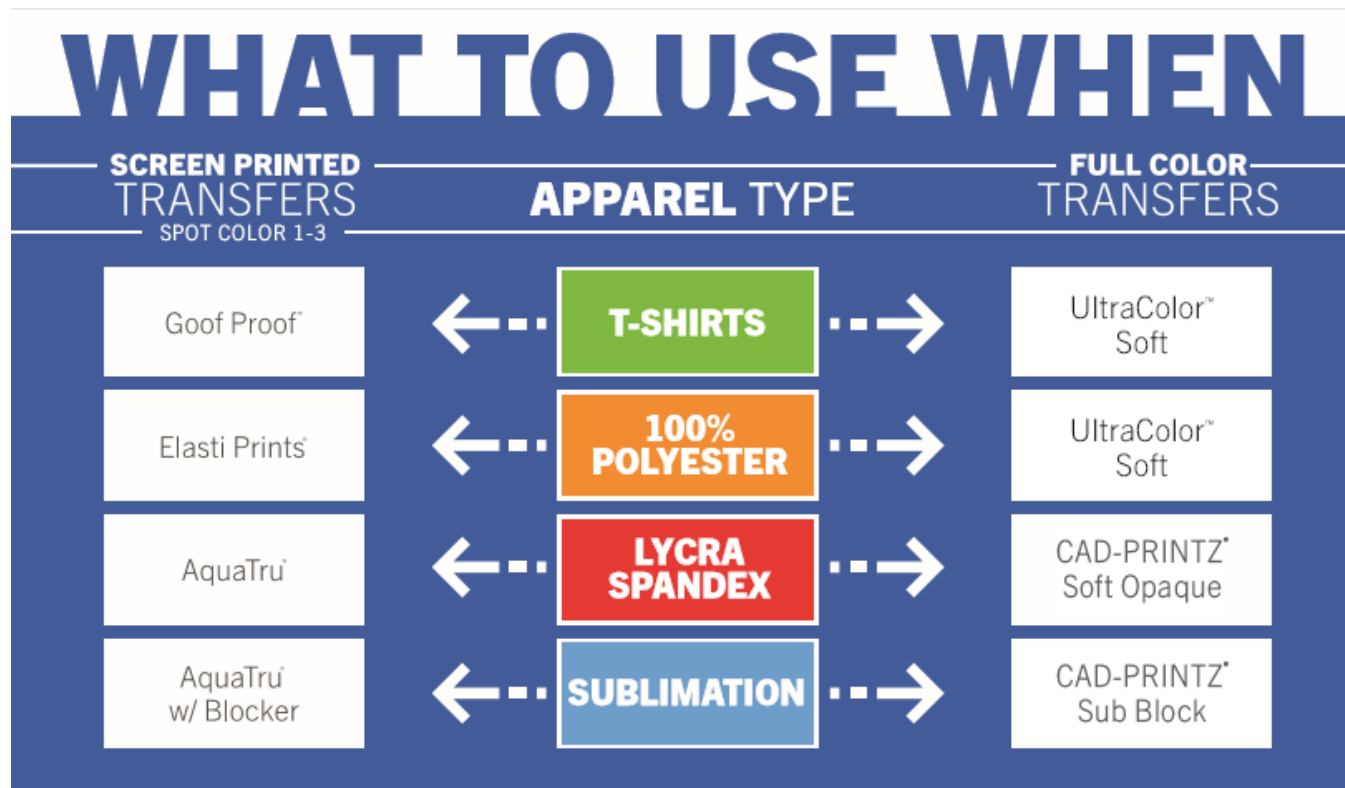- Bleach – will last longer without use

Best Ink Color for Your Shirt Tag

Two Options

1. Choose a neutral color such as grey that will work on dark and light shirt

2. Do a color change and print half in black and half in white

Best Transfer Type For Your Shirt Tag

The material of your apparel determines the transfer you should use

WHAT TO USE WHEN

SCREEN PRINTED TRANSFERS SPOT COLOR 1-3	APPAREL TYPE	FULL COLOR TRANSFERS
Goof Proof	← T-SHIRTS →	UltraColor Soft
Elasti Prints	← 100% POLYESTER →	UltraColor Soft
AquaTru	← LYCRA SPANDEX →	CAD-PRINTZ Soft Opaque
AquaTru w/ Blocker	← SUBLIMATION →	CAD-PRINTZ Sub Block

TransferExpress.com   STAHLS' TRANSFER EXPRESS   (800) 622-2280

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Best Shirts to Use

Look for apparel with a tear away tag

Suggested t-shirt styles:
- Port & Company PC54
- Gildan 5000
- Jerzees 29B
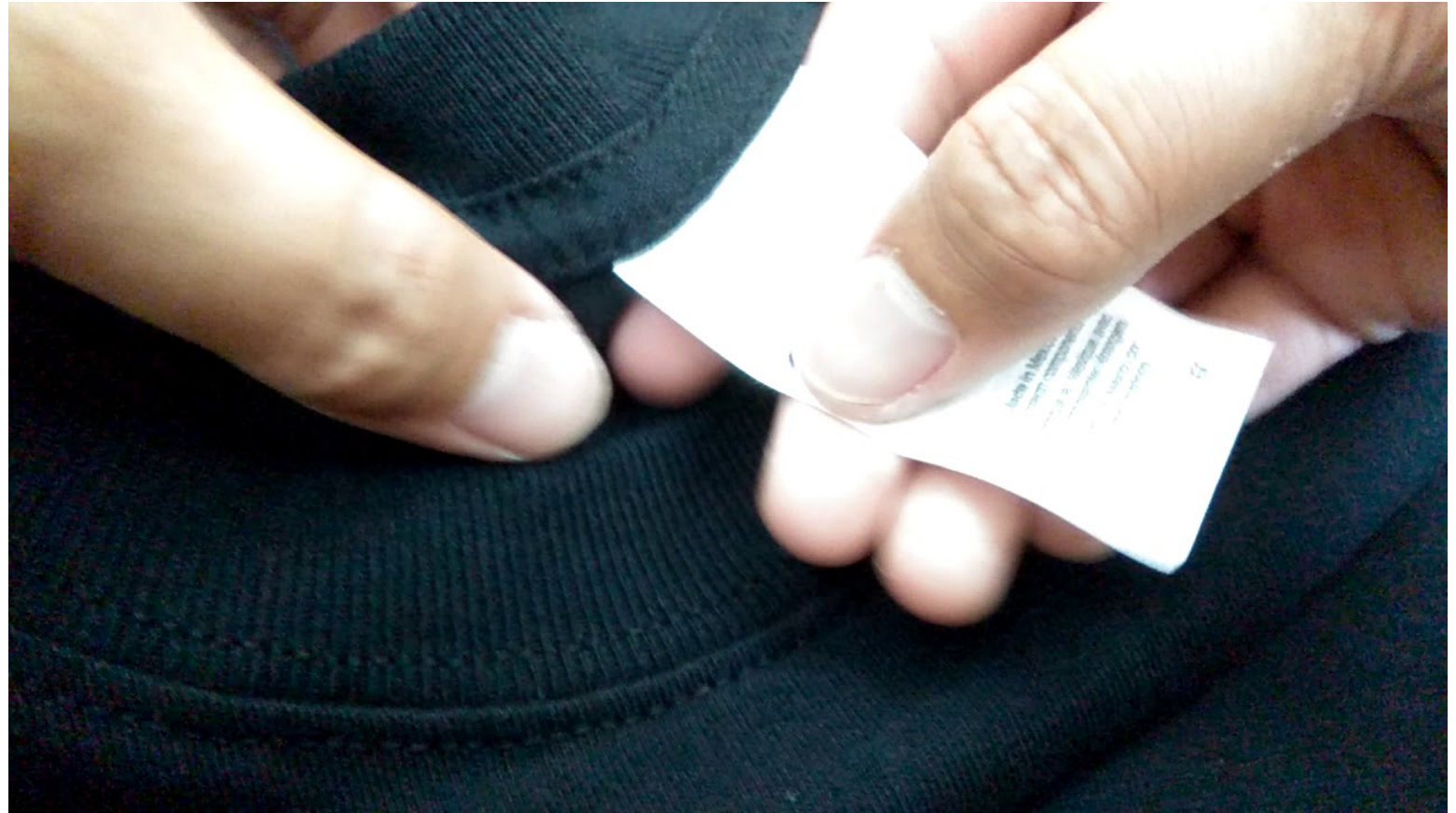
Setting Up Your Shirt Tag with All Sizes

1. Create one label
2. Duplicate and position on sheet (Use Object/Duplicate)
3. Change shirt size if needed
4. Create a row
5. Use Object/Duplicate to fill the sheet
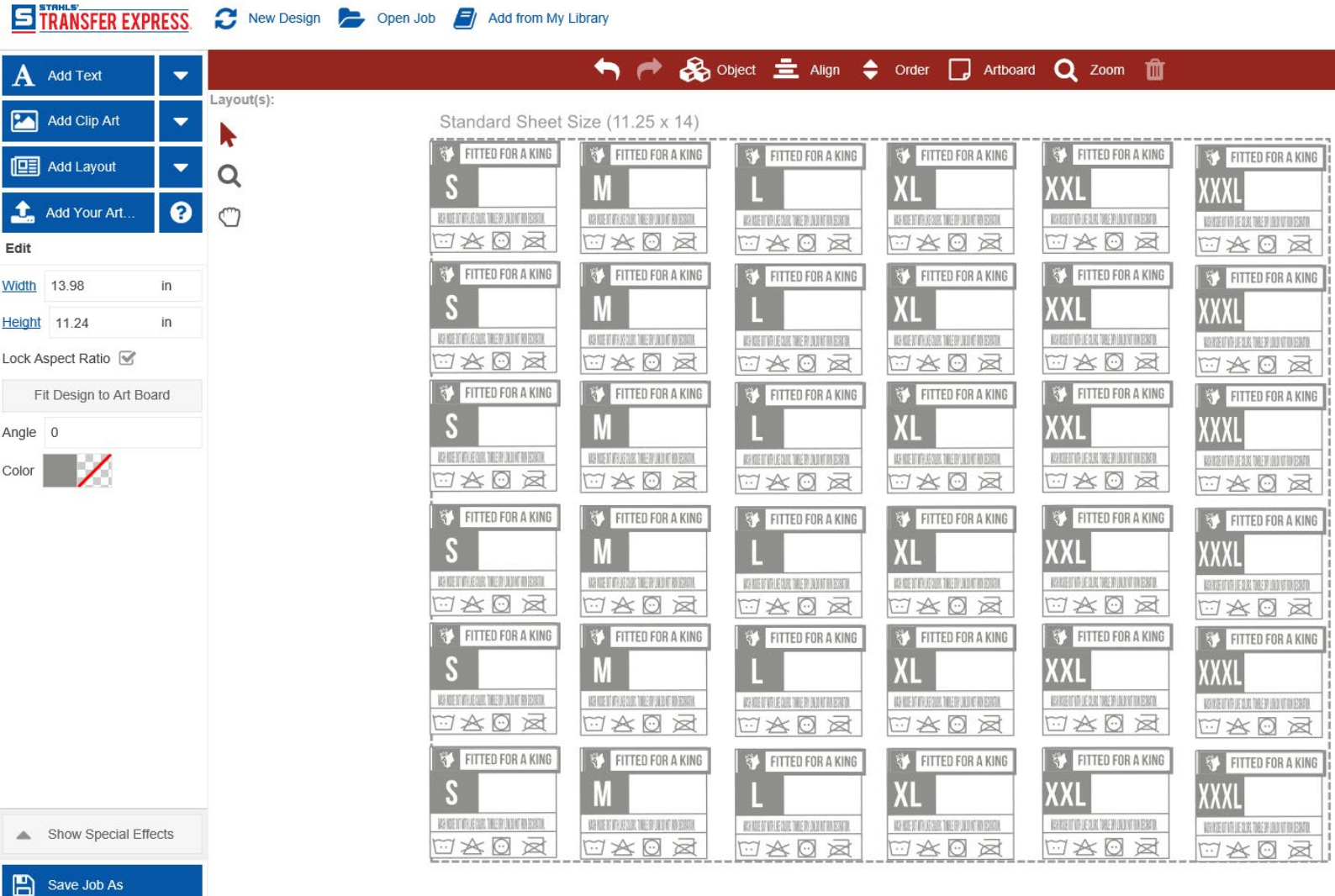6. Order how many of that sheet set up you need

Sheet Sizes by Transfer Type

- Screen printed: 11.25" x 14"
- UltraColor™ Soft: 11.5" x 18"
- Water Based: 12" x 19"
- CAD-PRINTZ®: sold individually only

Standard Sheet Size (11.25 x 14)

Setting Up Your Shirt Tag with All Sizes

On each sheet:
- 6 Small
- 6 Medium
- 6 Large
- 6 XL
- 6 XXL
- 6 XXXL

So if we place the order for 10 sheets, that gives us 60 of each size label for a total of 360 labels

Shirt Tag Layouts in Easy View®

Shirt tag layout templates in Easy View
- Customize a pre-made layout with your company and apparel information

Ordering Your Own Shirt Tag - Upload

Create your shirt tag in another art program and upload your file
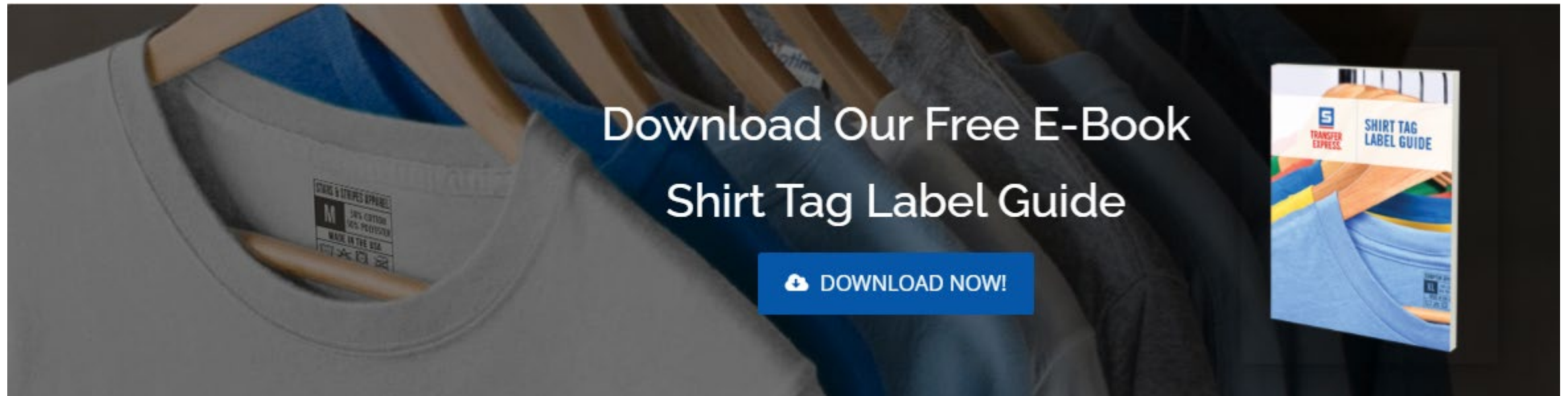
Applying your Shirt Tag

- Heat press is needed for application (no irons)
- Easiest to use a cap press
- Is using a flat shirt press, raise print area with a print perfect pad, or foam mouse pad, a little larger than the transfer

More Help

Download our Ebook

http://bit.ly/shirt-tags

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
- Read and Subscribe to our Blog - http://blog.transferexpress.com/
- Watch our videos and previous webinars – http://www.TransferExpress.com/Webinars
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