

Passion to Profit

Building Your Apparel Business With Heat Printing

Agenda



Lizz
Presenter

1. Why start a Heat Printing business

2. Starter Heat Press Lineup

3. Products in Demand

4. Heat Transfers in Demand

5. Look Pro from Day One

6. Expert Tips & Tricks



Why Heat Printing

- Low startup costs and quick ROI
- Versatility across markets
- Scalable
- Real success stories from small business owners
- Creative freedom



Heat Press Lineup



- Simpler learning curve
- Profit margin & production control
- Compact and space-efficient
- Ideal for testing and learning



Merch In Demand

- T-Shirts & Hoodies
- Mugs and Water Bottles
- Tote Bags
- Hats



Heat Transfer Go-Tos

- Screen Printed
- Direct to film
- Specialty- Glow in the dark, Puff Ink

Screen Printed Transfers



- Applies in 4 seconds
- Best for: Bold, simple designs & bulk runs
- Matte finish & soft hand feel
- Most used transfer year after year



Direct to Film

- Low application & smooth feel
- No minimums
- Clean, brighter inks
- Allows fine detail

Marketing Kit

- ❖ Attract New Clients
- ❖ Offer New Products & Finishes
- ❖ Showcase, sell, and succeed with ready-to-use samples, tools, and resources.
- ❖ Everything you need to start and grow your apparel decorating business.



 Special Offer

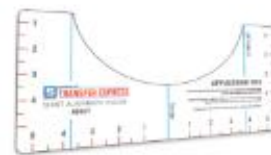
ONLY

\$35



Sizing T-Shirt

A great sizing and placement reference to show your customers where the print will be placed.



Application Ruler

Take the frustration out of aligning transfers with our easy to use ruler. Just match the cutout to the shirt collar, align your transfer, remove the ruler and press!



Mousepad

Avoid those pesky buttons, zippers, and pockets by elevating your print area with this transfer friendly option.



Chart Posters

Transfer Application chart to keep an easy reference poster near your heat press. Hang the What to Use When poster by your desk and order every transfer with confidence.



Test Strips

Test the temperature accuracy of your heat press to ensure proper application every time.

1. Set your heat press to 360°F

2. Using a cover sheet, adhere one strip strip to each corner of the paper and one in the center.

3. Place the paper on the heat press, test strip side down.

4. Close your press for 4 seconds. The boxes will turn black if the temperature has been reached.



Coupon

We're excited for your custom heat transfer order, so we've included a \$10 credit to get you started!



Cover Sheets

These reusable cover sheets are essential for full color transfers and for garments that are partially decorated.



WATCH HOW!

The Application Kit is the ideal sidekick to your heat press, featuring essential tools that make everyday printing easier and help you troubleshoot quickly when you're in a pinch.

Cheat Sheet

- ✓ **Stay Educated:** Trends, new transfer types, and equipment innovations.
- ✓ **Customer Experience Matters:** Fast response, accurate orders, and quality = repeat business.
- ✓ **Ignoring fabric compatibility:** some transfers won't apply to all garments.
- ✓ **Business Basics:** Register your business, get a tax ID, and set up simple bookkeeping.

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Thanks for Attending!

Any Questions?



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