



**STAHL'S**  
**TRANSFER EXPRESS®**

**The Custom Transfer People**

# How To Price For Profit This Baseball Season



# How To Figure Your Selling Price

Cost for Each Player

Shirt

Cap

Printing (cap, shirt, sponsor)

Number

Name

Typical Formula for Custom Apparel

$\text{Cost} \times 2 = \text{Selling Cost}$

Leagues have less profit

$\text{Cost} \times 1.3 = \text{Selling Cost}$





# Uniform Options



T-shirt  
\$2



Performance T  
\$7



Full Button Uniform  
\$15-\$20



# Printing Costs

Least expensive - entire league gets the same logo, color changes for various color shirts

Example: 10 teams, 15 players per team - need 150 prints  
Each sheet prints a shirt AND hat  
\$1.37 per player





# Printing Costs

Common layout with different team names

Reduce costs by using rectangular layout that fits more on the sheet

15 sheets x \$3.71/sheet=\$55.65 or \$1.24 per player





# Printing Costs

## Sponsor Sheets

15 sheets x \$3.71=\$55.65 for 6 teams

Only .61 per player!





# Printing Costs

Sponsor Sheets  
Layouts set up for Easy online ordering



COMPTON  
COMPTON  
COMPTON

QSP-10

COMPTON  
COMPTON

QSP-9

Compton  
BASEBALL  
Compton  
BASEBALL

QSP-8

COMPTON  
COMPTON  
COMPTON  
COMPTON

QSP-7

COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON

QSP-6

COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS

QSP-5

COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS

QSP-4

COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON

QSP-3



# Printing Costs

A full size logo for each uniform, with each team unique.  
Shirt and cap will fit on the same sheet



15 1 color \$3.71/sheet

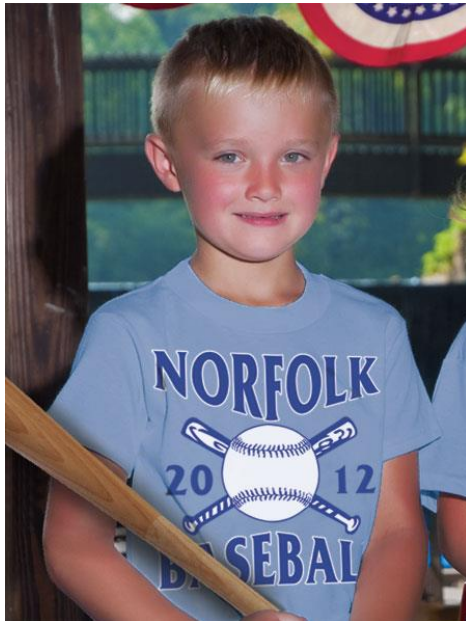


15 2 color \$6.71/sheet



# Printing Costs

Size - one print size for all uniform sizes will keep costs low



Print the largest size possible on the smallest shirt so it looks good on all sizes Youth Small to Adult XXL



# Printing Costs

For teams with home and away use a color change to get the price break of both color versions





# Numbers

BASEBALL	YOUTH SIZE	ADULT SIZE
Name	2	3
Front Number	3	4
Back Number	6	8



# Numbers 6" Size

.29  
each/5  
packs



Individual Number Packs of 5 Digits

.26 each  
/60 digits



Number Express Packs

.25  
each/315  
digits



Number Kits

On bid cost each uniform as double digit



# Numbers Number Calculator

Number of teams

Starting Player Number

Ending Player Number

Number Style

Champ (1 color) ▼

6 inch ▼

Black ▼

Clear

Calculate



# Make Money With Add-Ons Names



- Cost \$1.75 each
- Average selling price - \$5
- League not likely to buy but easy sell at the team level, parents LOVE to see the name on the back!



# Make Money With Add-Ons Spirit Wear



Create Team Spirit

- Parents
- T-shirts for the players
- 3/4 sleeve shirts
- Jackets
- Chairs



# Make Money With Add-Ons Window Decals



- Leverage already created team art
- 15 at 4" circle size are \$1.92 each, sell for \$5



# Make Money With Add-Ons

## Bat Bags

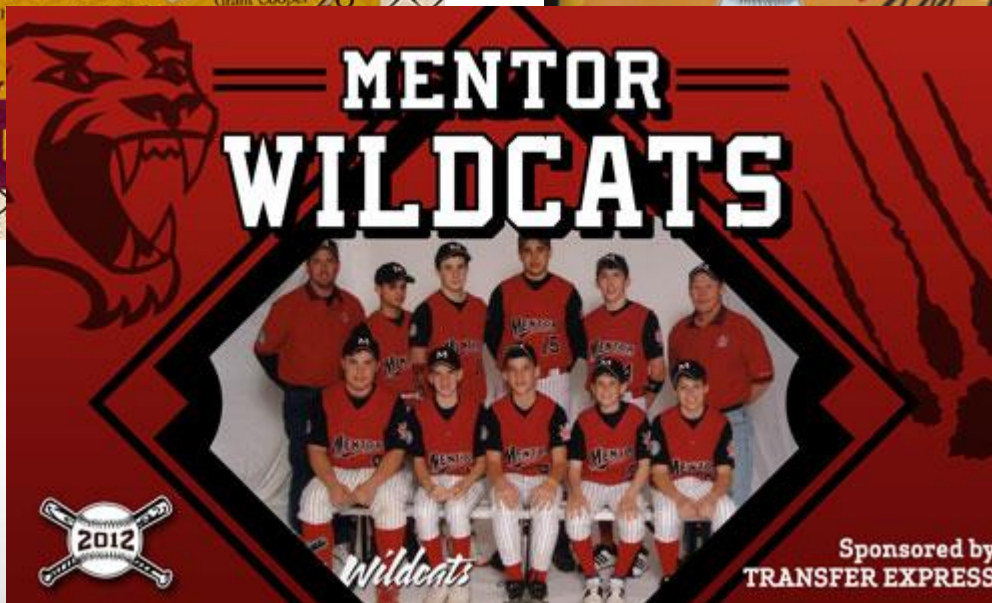


- Print is FREE if you include it on your sheet when ordering



# Make Money With Add-Ons

## Team Banner





# Why Do A League Order



- Pack each player to differentiate your service
- In each pack, include a flyer offering custom printed apparel- promote family reunions, fundraiser group walks, company shirts, etc
- No better advertising, every player's family sees your quality and product offering



# Why Do A League Order



Schedule pick up at your store

- Gives you more time, as team is completed, call coach for pick up
- Have display with add-ons
- Generates more sales



# Conclusion

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## ***Do you have more questions??***

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Contact us:

**Phone:** 1-800-622-2280

**Fax:** 1-800-833-3877

**Email:** [info@transferexpress.com](mailto:info@transferexpress.com)

**Web:** [TransferExpress.com](http://TransferExpress.com)

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# Thank You for Attending

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- You Want It Where? Heat Transfer Placement and Location
- Thursday, March 10
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