



MONEY MAKING (& SAVING) TIPS FOR FALL HEAT PRINTING [WEBINAR]



Today's Agenda



- Explore winnable markets for Fall
- Create art to save \$25 on every order
- Determine when to switch products to save money
- Master the gang sheet
- Review shipping tips and turnaround

Fall Markets-Sports

Fall Sports (per OHSA - may vary by state)

Football

Soccer

Cheerleading

Cross Country

Volleyball

Field Hockey

Golf

Girl's Tennis



Fall Markets-Sports

Possible Sales/Who to Contact

- Uniforms - Athletic Director, Youth League Director
- Spirit Wear - Boosters, PTA, Parent's Group
- Team Wear (practice t-shirts, warm-ups, ball/shoe bags) - Coach, Athletic Director or Parent's directly



Fall Markets-Spirit Sale

An E-Commerce Platform to sell to groups online
www.spiritsale.com



Fall Markets-Sale Flyers

Custom T-Shirt Sales Flyers

Download and print the generic sales flyers/order forms or use the customizable templates to create your own. Easily add specific layouts, clip art, your logo or contact information to each flyer.

Spirit Sales



Westwood High School
Football Fundraiser

Design #1 Design #2

T-Shirts \$12.00 each & Hoodies \$20.00 each
(Colors Available: White ink, Orange ink)

Name _____

T-Shirts - \$12.00 Each
Quantity _____ Color _____ Size _____ Design# _____
Hoodies - \$20.00 Each
Quantity _____ Color _____ Size _____ Design# _____

Total Order: _____ Name (Print): _____

Microsoft Word®
Download [flyer.docx](#)



Westwood High School
Football Fundraiser

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Illustrator® 8 or later
Download [flyer.ai](#)



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Publisher® 2000 or later
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Acrobat® 5 or later
Download [flyer.pdf](#)

Fall Markets-Festivals



Apple Festivals
Pumpkin Festivals
Harvest Festivals
Mum Festivals

Fall Markets-Fundraisers

October is Breast Cancer
Awareness Month

Football Teams
Volleyball Teams
Team Support
Event T-shirts



Fall Markets-Craft Fairs

10 THINGS TO KNOW ABOUT HEAT PRINTING AT EVENTS



Download our free event E-Book

<https://transferexpress.com/heat-printing-on-site-guide>



Fall Markets-Halloween

Haunted Houses/Hayrides
Parties
Treat Bags
Costumes

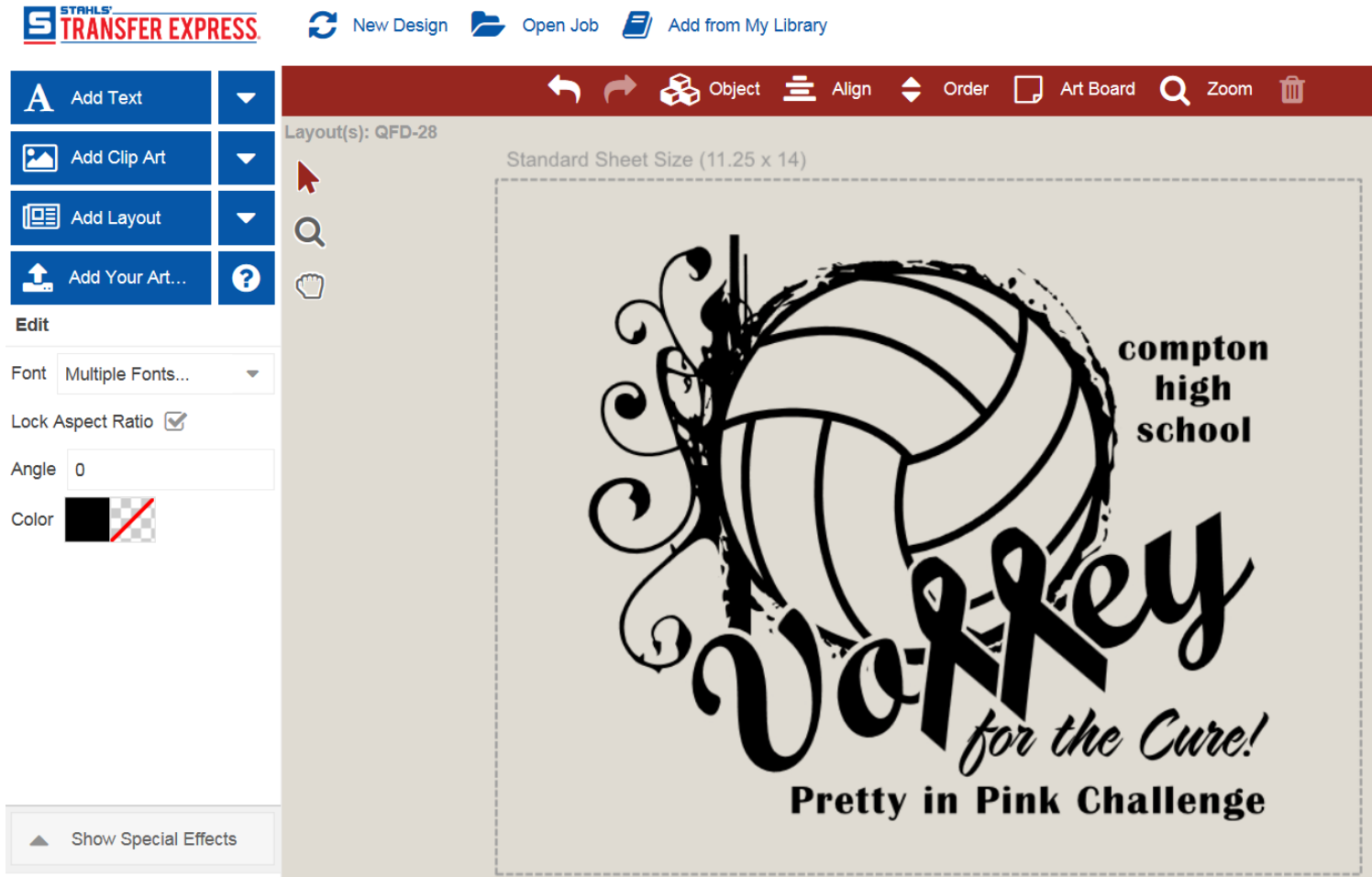


Fall Markets-Runs

Turkey Trot



Save \$25 per order-Use Easy Prints



Choosing the Right Product

Basic Guidelines

1-3 spot colors use Goof Proof
Upgrade to Elasti Prints if 100% heat sensitive polyester

4 or more or Full Color
Stretch Litho or Digital Transfer Options
Use Digital for small sizes and/or small orders
Use Stretch Litho if full size 10+ or

Use Transfer Selector Tool



Are you ready to find out which heat transfer will work best for your current project?

Let's go!

start press ENTER

Choosing the Right Product

What should you use?

Full Size, 100% Performance Apparel, 100



QBK-148

Choosing the Right Product

What should you use?
Full Size, 2 color, 25



Choosing the Right Product

What should you use?
Full Size, 5 color. 50



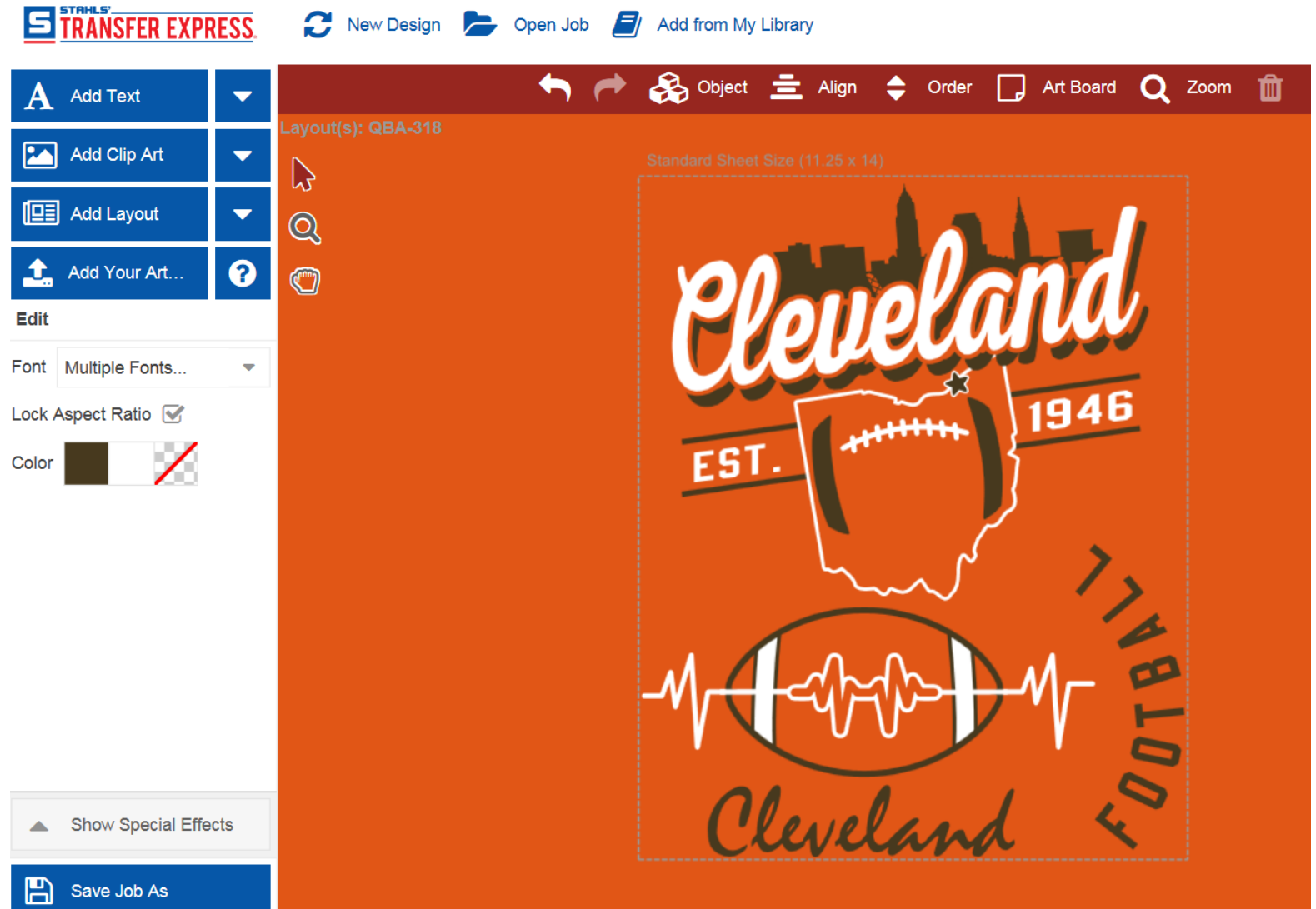
Mastering the Gang Sheet

Stretch Litho Sheet:
Color doesn't matter; it has
no effect on cost!



Mastering the Gang Sheet

Goof Proof Sheet:
Use same colors



Mastering the Gang Sheet

Digital Cad-Printz
Sold Individually, No Gang
sheets

The screenshot displays the STAHL'S TRANSFER EXPRESS software interface. The top navigation bar includes options for 'New Design', 'Open Job', and 'Add from My Library'. The left sidebar contains a vertical menu with 'Add Text', 'Add Clip Art', 'Add Layout', and 'Add Your Art...'. Below this is an 'Edit' section with a font dropdown set to 'GILLS', a 'Lock Aspect Ratio' checkbox, and a color palette. The main workspace shows a design for 'Wild Child OUTDOOR CLUB' with a stylized logo. The right sidebar contains a 'Print Method' dropdown set to 'Digital CAD-PRINTZ (\$)', a 'Substrate' dropdown set to 'Express Prints (\$2.20)', an 'Outline' dropdown set to 'White', a 'Fabric' dropdown set to 'Select Fabric...', a 'Transfer Size' dropdown set to '6 x 3.59 in', a 'Number of Colors' dropdown set to '6 (Cream, White, Yellow, T enn. Orange, Red, Maroon)', a 'Background Color' dropdown, an 'Image Quantity' dropdown set to '20', and an 'Order Notes' text area. At the bottom right, there is a 'Total Price' of '\$44.00' and a 'View Details' button. The bottom of the interface features a 'Save Job As' button and a 'Share' button.

STAHL'S TRANSFER EXPRESS

New Design Open Job Add from My Library

Print Method Digital CAD-PRINTZ (\$)

Substrate Express Prints (\$2.20)

Outline White

Fabric Select Fabric...

Transfer Size 6 x 3.59 in

Number of Colors 6 (Cream, White, Yellow, T enn. Orange, Red, Maroon)

Background Color

Image Quantity 20

Order Notes

1. Choose a fabric type

Total Price \$44.00 View Details

Apparel / Share Done

Save Job As

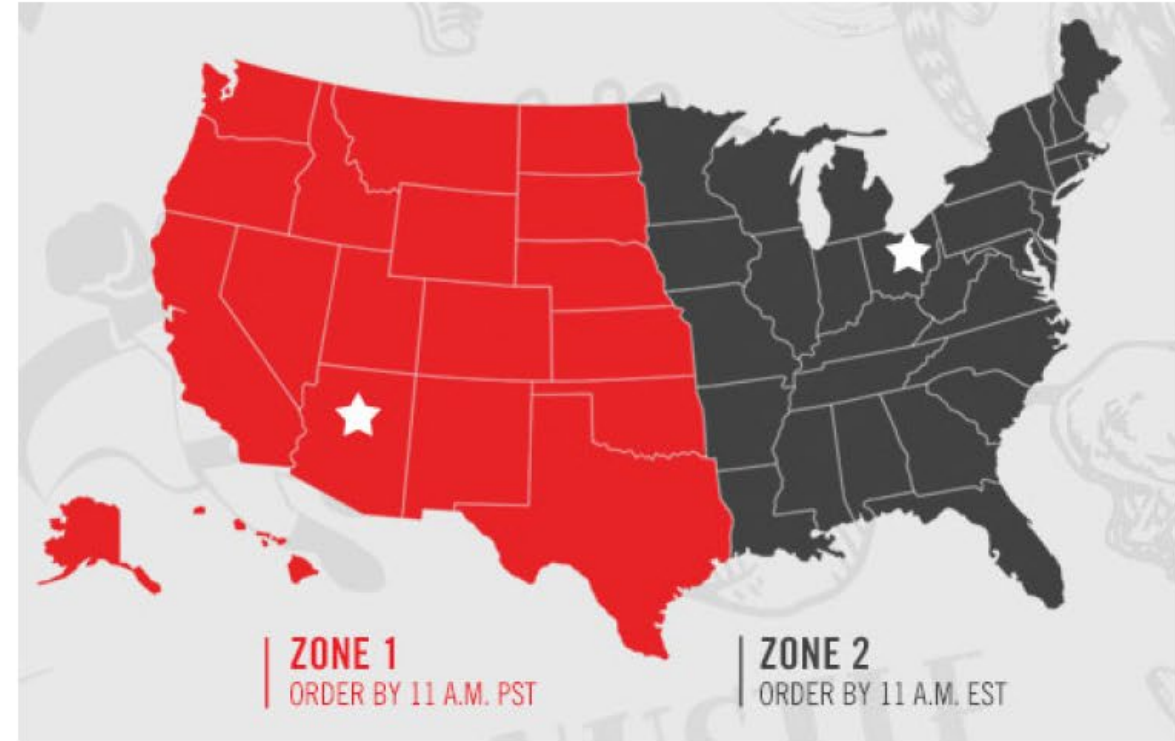
Show Special Effects

Wild Child OUTDOOR CLUB

Turnaround and Shipping



*1 color Easy Prints
ship same day
when ordered by 11 am*



Turnaround and Shipping

Order by 11 a.m. (EST) for Same-Day Shipping

- 1-Color [Easy Prints®](#) (our artwork) that are:
 - 249 sheets or less
 - [Hot Split](#), [Goof Proof®](#), or [Polytrans](#)
 - Color changes for orders of 249 sheets or less
 - [Express Names™](#)
-

Shipping Schedule for Orders Placed by 3 p.m. (EST)

Same Day:

- [Stock Easy Prints numbers & letters](#)
- [Stock screen printed transfers](#)
- [Black & White Idea Book™](#) catalog packs
- [Color selectors](#)
- [Stock rhinestone transfers](#)

One Day:

- 1-color [Easy Prints](#) (250-499 sheets)
- 1-color [Easy Prints](#) using specialty transfer types ([Elasti Prints](#), [Glow-in-the-Dark](#), [Puff](#), [Glitter](#), and [Pearl Prints](#))
- [Easy Prints Idea Book™](#)
- [Easy Prints Marketing Kit](#)

Two Days:

- [Multi-color Easy Prints](#)
- [Easy Prints](#) (500 sheets or more)
- [Easy Prints Plus](#) (your artwork)
- [CAD-PRINTZ](#) digital transfers
- [Stickers, banners, wall graphics, and window clings](#)

Three Days:

- [Custom rhinestone transfers](#)
- [Stretch Litho](#)

Five Days:

- [AquaTru](#)

Turnaround and Shipping

Fall Promo through November 29



Excludes apparel, International, Alaska, Hawaii and Puerto Rico

Turnaround and Shipping

Other Shipping Tips

Speedy Air - Exclusive Transfer Express upgrade; if you do not get Ground packages in two days, request Speedy Air, same price as ground \$12

Ship Groups - Orders placed together and/or in house and shipping the same day will be grouped to ship in the same box

LA Hot - One Day delivery for \$12 to LA area for items shipped from our Arizona facility (screen printed transfers, digital transfers, names and numbers)

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>
- Visit our website: www.TransferExpress.com
- Visit us at Trade Shows
- Connect with Us on Social Media

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