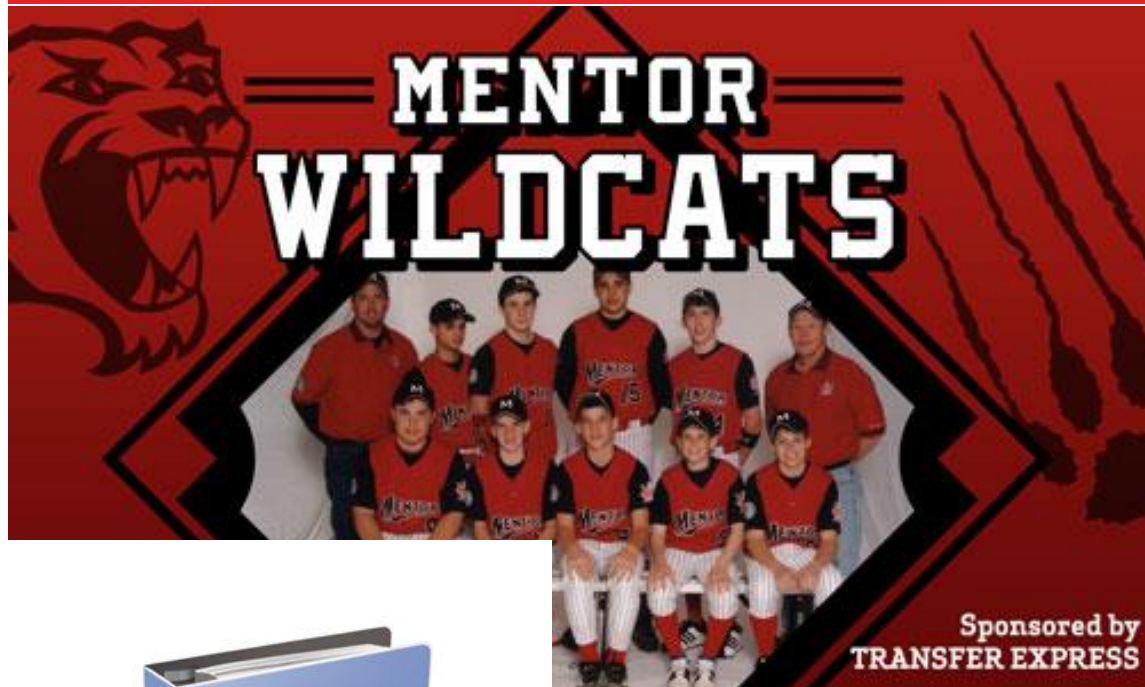




**ADD ON THE PROFITS  
WITH BANNERS, DECALS  
AND STICKERS  
[WEBINAR]**



# Today's Agenda



- Add On Sales
- Product Descriptions
- Pricing
- How to Order



# Add-On Sales

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Why?

- More sales from the same customer
- Customer already in “buy” mode
- Art is done, so make the work pay off

# Add-On Sales

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How?

- Make a specific offer

Scenario

Salesman 1 Do you need anything else?

Salesman 2 Your team's logo would look great as a window decal for the parents, I can get you 15 for about \$3 each

# Products

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## All Purpose Stickers

- Printed white vinyl
- Full color or spot color
- Water and fade resistant
- Available any size
- Possible uses
  - Water bottles
  - Coffee mugs
  - Notebooks, binders, scrapbooks
  - Skateboards/snowboards
  - Corn hole game boards
  - Baseball helmets (non-contact sports)
  - Bag labels to deliver your product
  - Jar labels



# Products

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## Example of add on sales

Shirts for Repairman's business, sticker to put on hot water tank or garage (100 3x3= \$.63 each)

Shirts for Ski Resort—stickers to identify rental skis and snowboards

Shirts for restaurant - sticker to add to to-go containers

Aprons for coffee shop with stickers for to go cups



# Products

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## Bumper Stickers (apply to metal)

- Full color
- Water and fade resistant
- Semi permanent
- Possible uses
  - Team and school spirit
  - Recognition (honor student)
  - Team lockers for spirit
  - Vacation areas
- 25 3x10 are about \$2 each



# Products

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## Window Decals (apply to glass)

- Full color
- Water and fade resistant
- Semi permanent
- Possible uses
  - Team and school spirit
  - Recognition (honor student)
  - Vacation areas
  - Mirrors (please wash hands)
- Testament - Local customer has had one on their car for 5 years through Cleveland weather/car washes and it still looks new!





# Products

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## Static Window Cling

- Full color
- Water and fade resistant
- Temporary – no adhesive
- Possible uses
  - Team and school spirit
  - Store sales
  - Holiday events
- Not recommended on outdoor windows
- Available printed on clear or white
- Since uses static, you can put either side the glass
- Tip: if car window is tinted at bottom, hard to see since inside



# Products

APPLICATION				
TRANSFER TYPE	TEMP °F	TIME IN SECONDS	PRESSURE	PEEL
Goof Proof®	365°	4	Med/7	Hot
Polytrans	340°	8-10	Med/7	Warm
Hot Splice	365°	10	Med/7	Hot
Elasti Prints®	300°	15	Med/7	Cold
AquaPrint™	260°	12	Med/7	Hot
Gitter	260°	15	Med/7	Cold
Pearl Prints™	240°	10	Med/7	Cold
Puff	365°	5	Med/7	Hot
Glow-in-the-Dark	340°	10	Med/7	Warm
Numbers™	365°	4	Med/7	Hot
Letters™	365°	4	Med/7	Warm
Express Names™	365°	4	Med/7	Warm
Rhinestone	325°	10-12	Med/7	Cold
Foil	340			
Reflective Stock	325			
Soft Opaque	310			
Express Print	300			
Sub Block	265			
Express-Matte 250™	250			
Stretch Litho™	235			

NOT - Peel immediately WARM - Pause 3-5 seconds & Peel COLD - Transfer should no longer be warm to the touch

All settings should not be used for AUTOMATIC heat presses. Settings may need adjusted for other presses.

Heat getting started? Check our application videos online.

Questions? Contact us at 1-800-368-3688 or [www.stahls-transfer.com](http://www.stahls-transfer.com)

Notes:



## Wall Graphics

- Full color
- Water and fade resistant
- Repositionable
- Won't damage paint
- Possible uses

Events (we use at trade shows)

School events (can take down and reuse year to year)

Decorations

Sports banquets - send home with athletes

Hotel doors for travel teams - moves with team home or to next event

Lockers



# Products



## Banners

- Full color
- Water and fade resistant
- Possible uses
  - Team rosters
  - Team or event sponsors
  - Sale
  - Celebration  
(wedding/retirement/birthday)
- Any size up to 4' x 8'
- Any background color
- Comes with 4 redi-tabs for hanging
- Luster or glossy finish

Tip: selling uniforms to a team—add a team banner for \$25!

# How To Order

1. If you have art use [www.TransferExpress.com/upload](http://www.TransferExpress.com/upload)
2. To use art you have already used in a previous order, call or email what you need
3. Use Easy View

## ② Enter Artwork Details

For an instant quote, all artwork information is needed.

⚠ I am unsure of all the details needed and would like some help.

Print Method:

Non-Apparel

Material:

All Purpose Sticker

Help Me Choose A Transfer

Transfer Size:

Specific Size

Width

(Inches):

3

Height

(Inches):

4

Quantity:

50

Images

Outline:

White Outline

Available Colors:



Need help? Contact us!

info@transferexpress.com

## Instant Quote

Image Price	\$1.08
Total Images	50
Sheet Price	\$0.00
Total Sheets	0

ORDER TOTAL: **\$54.00**

Excludes shipping charges and any other additional service charges including rush fees, color matches, Typeset fees, color changes, cut charges etc.

✓ SEND US YOUR ARTWORK

The ship date, shipping method, and payment will be determined at the time of your order and provided in your email confirmation.

# How To Order

## 2. Use Easy View

The screenshot displays the STAHL'S TRANSFER EXPRESS design tool interface. At the top, the logo and navigation options like 'New Design', 'Open Job', and 'Add from My Library' are visible. The main workspace shows a central design of a yellow school bus with a red schoolhouse on top, set within a purple circular frame with the text 'LONGFELLOW ELEMENTARY MICHIGAN'. To the left is a vertical toolbar with options like 'Add Text', 'Add Clip Art', 'Add Layout', and 'Add Your Art...'. Below this is an 'Edit' section with 'Lock Aspect Ratio' checked, 'Angle' set to 0, and a color palette. Further down are options for 'Hide Special Effects', 'Effects', 'Distress', 'Apply Pattern', 'Show Invisible Objects', and 'Show Grid Lines'. At the bottom left is a 'Save Job As' button. On the right side, there is a 'Layout(s):' area with a mouse cursor and a search icon. Below that is a 'Print Method' dropdown set to 'Non-Apparel (\$1.50)', a 'Material' dropdown set to 'Static Cling - Clear (\$1.50)', and a '+ Outline' dropdown set to 'Clear'. Below these are 'Transfer Size' (4.8 x 5.12 in), 'Number of Colors' (3 (Black, Purple, White)), 'Background Color', and 'Image Quantity' (25). An 'Order Notes' text area is also present. At the bottom right, a red warning message states: '1. One or more design colors are not available for the selected product type.' Below this, the 'Total Price' is \$37.50, with a 'View Details' button. At the very bottom right are 'Annarel / Share' and 'Done' buttons.

# How To Order

2. Use Easy View  
Tip: banner size  
enter inches

**STAHL'S TRANSFER EXPRESS**  
The Custom Transfer People

**CAD-PRINTZ® DIGITAL TRANSFERS NOW AVAILABLE**  
Full Color Heat Applied Transfers, Discals, Banners & More!

1-800-622-2280 [Have a question?](#)

**Order Summary**

Print Method: Non-Apparel  
Material: Banner - Luster  
Outline: White Outline  
Transfer Size: 36 W 24.8 H  
Number of Colors: 4 (Black,Grey,Royal,White)  
Background Color: ( i.e. Fabric Color )  
Image Qty: 1  
Custom Artwork: Does NOT Require Max

**Order Price**

The calculated cost and ship days is subject to change based on evaluation of the artwork provided.

Increase order quantity to remove minimum charge.

**\$25.00 per Image** ⓘ  
Total Price: \$25.00  
Ship Date: 12/7/2017

[Order Notes](#)

[Preview & Share](#)

[Review Order and Add To Cart](#)

Layout #: MAS-73  
Design Size: 36 in by 24.8 in  
Design Name: BANNERMAS-73

Undo Redo Object Zoom Art Board Delete

Customize Layout

ADD TEXT  
ADD CLIP ART  
ADD LAYOUT  
ADD YOUR ARTWORK

[Artwork Troubleshooting Tips](#)

Edit Clip Art

Clip Art: XI9A-91 [Swap](#)

Size: 36 W 24.8 H

Rotation: -89.64

Color: [Blue]

Special Effects

Effects Distress Patterns

Show invisible objects:

Show grid lines:

SAVE DESIGN

# Thank You For Attending

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Do you have more questions?

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

**Next Webinar December 12 - Preparing to Attend a Trade Show**

- 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)
- Visit us at Trade Shows
- Connect with Us on Social Media

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