



Embroiderers! Sew Up Profits With Heat Printing



Presented By:





We Surveyed Embroidery Customers

Here are the top 6 reasons to add heat printing





#6 Offer Onsite Printing

“I didn’t want to travel with our embroidery machines but having a booth with heat applied rhinestones and screen printing sells our embroidery services—we want to be their custom apparel source”





#5 Offer Full Color Printing



Digital heat applied transfers

- Process color including photos can be heat applied to any color apparel
- Digital transfers can be applied to nylon, Spandex and Lycra
- Use our art or send us your own



#4 It's So Easy To Do Names And Numbers



- Apply in just 4 seconds
- Two color, one application
- Perfect Pairings application, just touch the paper edges
- Low cost (names \$1.75 each, numbers start at .17 each, customer say the sell for \$5-\$8!



#3 I Can Do Mixed Media





#2 To Provide Customers One Stop Shopping

What I can apply with a heat press:

1. Rhinestone transfers
2. Screen printed transfers
3. Digital (full color) transfers
4. Names
5. Numbers





#1 To Make More Money!!!



+



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2

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IN JUST 4 SECONDS



Get Started

All You Need Is A Heat Press



Auto Clam Heat Press



Fusion Heat Press

- The quality of the press does effect print quality do not cut corners on the only investment needed
- Clam options are more portable and take up less shop space
- Easy to learn, just positon and press!
- Heat press and 3 feet of counter space is all that is needed!



Easy Prints Artwork

TRANSFER EXPRESS
The Custom Transfer Source

Start a New Job | Open from My Library

LEARN | DESIGN MODE | MY ACCOUNT | 0 CART

1-800-622-2280 | [Feedback](#)

Undo | Redo | Object | Zoom | Art Board | Delete

Standard Sheet Size (11.25 x 14)

MONGOMY High School Hornets

Effects | Distress | Patterns

SAVE JOB

Layout #: QSL-145 | Design Size: 11.39 in by 5.58 in | Job Name: School Webinar - QSL-145

Order Summary

Print Method: Screen Print
Transfer Type: Goof Proof
Fabric: 100% Cotton
Cut Apart: No
Transfer Size: 11.39 W | 5.58 H
Number of Colors: 2
Background Color: (i.e. Fabric Color)
Image Qty:
Color Changes: 0 [Edit](#)
Total Image Qty: 0

Order Price

Quantity must be greater than zero

N/A per Image ⓘ
Total Price: N/A
Ship Date:

[Order Notes](#)

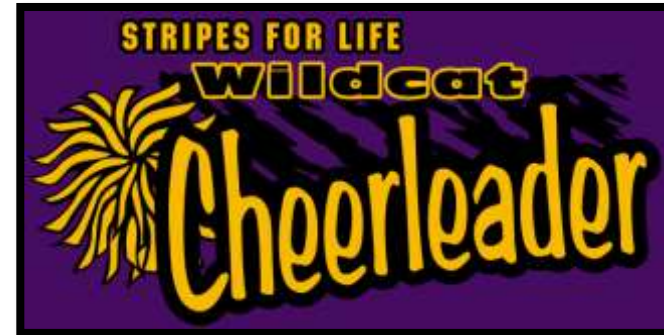
Preview & Share
Review Order and Add To Cart



Artwork



Layout QSL-145



- 5,000+ free customizable layouts
 - Choose a layout
 - Change it
 - & Heat press it!
- Add your school's name, mascot, and more



Or Send Us Provided Art

The screenshot shows the website's navigation and promotional content. A red circle highlights the 'SEND US YOUR ARTWORK' link in the top navigation bar. Another red circle highlights the 'Let's Started...' section in the main content area, which contains a list of options: 'Send us your artwork >', 'View layouts >', and 'View clip art >'. A red arrow points from the search bar to the 'Send us your artwork >' option. The website header includes the Stahls Transfer Express logo, a search bar, and navigation links for 'LOG IN', 'MY ACCOUNT', and 'CART'. The main banner features a man and a child wearing yellow 'TANNER & GLADSTONE' t-shirts, with a heat press machine in the foreground. The text 'Print Your Own Shirts' is prominently displayed. The QR code 'QRN-152' is visible in the bottom right corner of the banner area.

STAHLS
TRANSFER EXPRESS.
The Custom Transfer Source

Site SEARCH

LOG IN MY ACCOUNT 0 CART

Numbers / Letters Order within: 3 Hrs 5 Min Ships By: Today 800.622.2280

SEND US YOUR ARTWORK VIEW LAYOUTS & CLIP ART HEAT APPLIED TRANSFERS NAME & NUMBER TRANSFERS BANNERS, DECALS & MORE HEAT PRESSES MARKETING TOOLS ORDERING & PRICING HELP & EDUCATION

Print Your Own Shirts

Let's Started...

- ◆ Send us your artwork >
- ◆ View layouts >
- ◆ View clip art >

I need a design for...

- School >
- Sports >
- Fashion >
- Work >
- Occasions >
- Basic >

QRN-152



Application



STAHLS®
TRANSFER EXPRESS.

Application Instructions

Goof Proof®

For application on cotton, polyester or cotton/poly blends.

1. PREPARE YOUR MACHINE

Allow for warm up time.

Temperature: **360° - 370°**

Time: **3-5 Seconds**

Pressure: **Med/Firm 6-8**



PREHEAT BOTTOM PAD

Before applying, lock the top platen down for 60 seconds.
This helps the ink to flow properly during application.

Note:

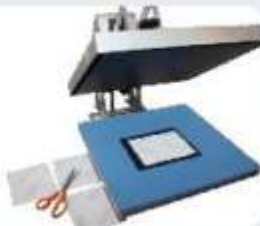
These recommended time, temperature and pressure settings are for Stahls' Hotronix® heat seal machines. Settings on other heat presses may vary based on their inconsistencies. For heat presses other than Hotronix®, use a temperature setting 10° hotter.

Goof Proof® Tip:

This product can also be applied at 340 degrees, for 10 seconds, peeling warm.

2. PREPRODUCTION

- Please check transfers carefully before applying. We provide an extra transfer for testing to your quality standards.
- Cut the transfer into 4 pieces and apply on test material until desired results are achieved. If you are unable to get desired results, please call us before starting job.



3. PREHEAT GARMENT

- Place garment on platen.
- Press for 3-5 seconds or until there is no more steam to remove wrinkles and moisture.
- Check to be sure there are no obstructions such as buttons, pockets or seams. If there are, raise the print area only with Print Perfect pad or mouse pad.



4. POSITION & PRESS

- Place the transfer face down on the garment.
- Close the machine.
- Press for 3-5 seconds.



5. PEEL HOT

- Open the machine.
- Peel off the transfer paper quickly in a smooth, even motion.



- Instructions are always included in the package
- It really is this easy!



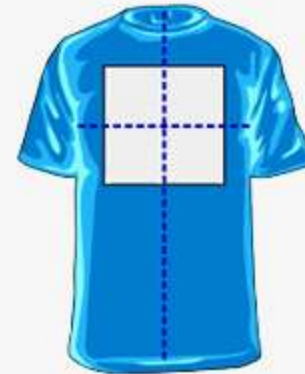
Application

Positioning

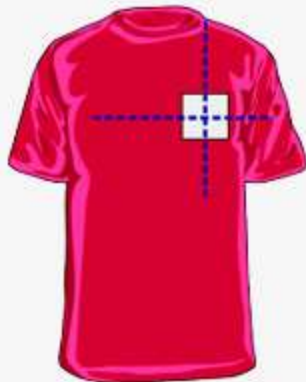
Full Front

Most full-front designs will need to be centered on the shirt. Many shirts will have a print line, a line in the shirt denoting the vertical center. The shirt tag should also be centered. The horizontal center can be found using the bottom of the arm seams.

Transfer Express transfers are centered on grid paper, making it easy to line up the center.



Left Chest



This is the hardest area in which to determine position. A common mistake is to place the design too close to the edge of the shirt, which places the design under the arm when the shirt is worn.

The vertical center will be the seam where the neck and sleeve meet. The horizontal center will be the line from the bottom of the arm seam across to the bottom of the other arm seam. If the print is particularly tall, you may wish to move it down slightly.



Application





Conclusion

Go to www.TransferExpress.com/Webinars for a copy of today's webinar slides.

Do you have more questions??

- Email us – info@transferexpress.com
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows

Contact us:

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Fax: 1-800-833-3877

Email: info@transferexpress.com

Web: TransferExpress.com

Our Blog: <http://blog.transferexpress.com/>





Thank You for Attending

Next Transfer Express Webinar

- Heat Printing Ad Specialty Items
- Thursday, October 9
- 2:00 PM - 3:00 PM

What topics would you like to see covered in a Transfer Express webinar?

Email them to: info@transferexpress.com



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