

# NEW FOR 2024



2024

**IDEA BOOK™**

DESIGNS FOR  
CUSTOM APPAREL



# AGENDA



10 New marketing Tools

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Real Ink, Real Fast

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New Products

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New Artwork

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5 Industry Trends

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Today's Agenda



# 10 New Marketing Tools

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## Free Sample Pack

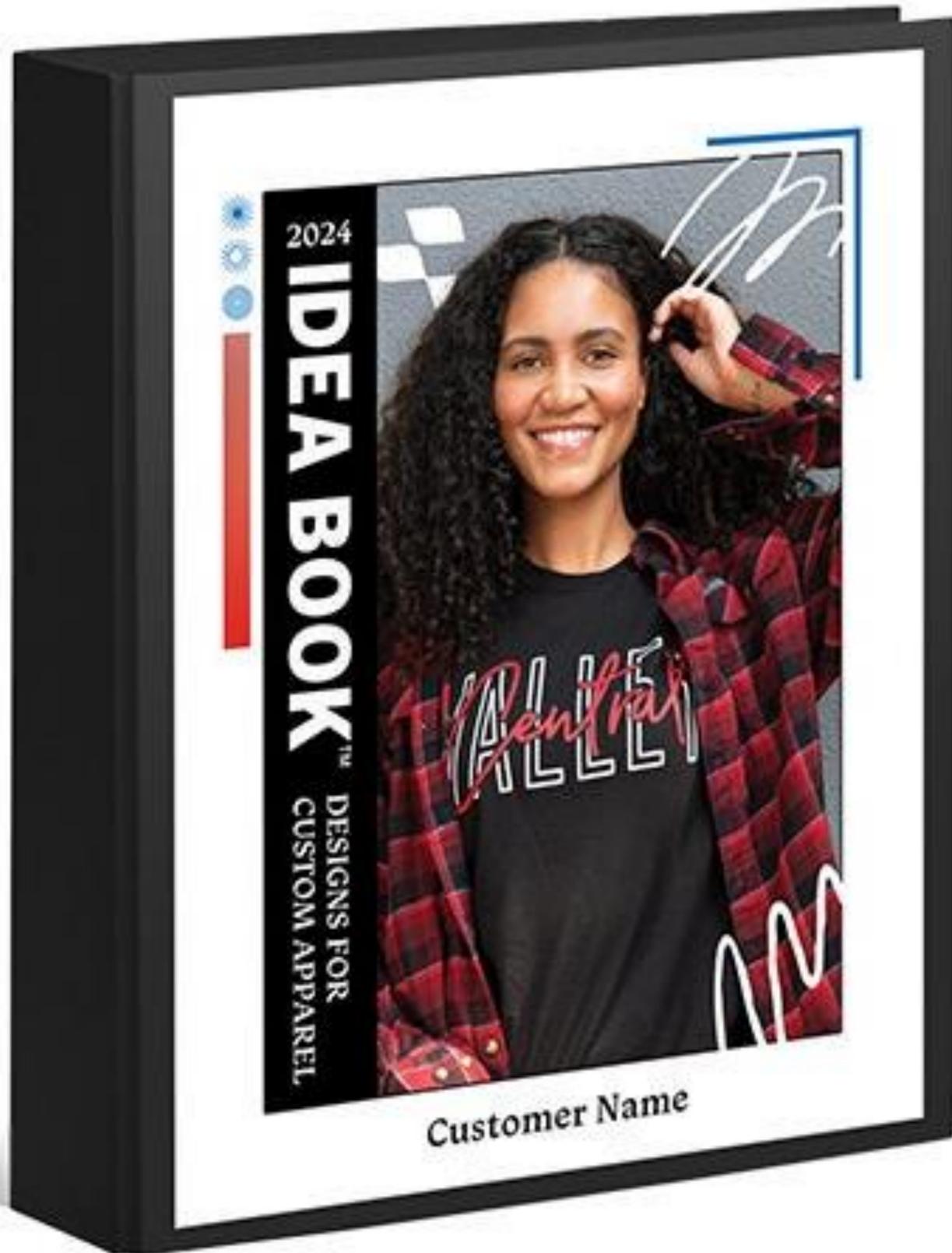
- Samples of best selling products  
Goof Proof, Elasti Prints, UltraColor  
Max and UltraColor Pro
- Name and Number Samples
- Success Guide
  - Pricing
  - Sample Idea Book pages
  - Product Information

# 10 New Marketing Tools

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## 2024 Idea Book

- 200 New Layouts for 2024
- 100's of New Clip Art
- New Photos
- Divided into colored categories for easy browsing
- Cover personalized with your name
- Coordinates with Online Designer, Easy View





# 10 New Marketing Tools

## 2024 Application Kit

- Posters
  - Application
  - What to Use When
- Cover Sheets
- Sizing and Placement T-shirt
- Temperature Test Strips
- Placement Ruler
- \$10 off

# 10 New Marketing Tools

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## 2024 Marketing Kit

- Includes Idea Book
- Shirt and Bag with promo transfer
- Color Selector
- 3 Point of Sales Posters

Image Sizes

Names/Numbers

Print Custom Apparel

- Full Size Display Transfers
- Cardstock What To Use When Chart
- \$15 off coupon
- Digital Assets



# 10 New Marketing Tools

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## Marketing Kit Digital Assets



# SCHOOL SPIRITWEAR



CHOOSE FROM OUR BEST SELLING DESIGNS!



QSL-308



QSL-291



QSL-307



QSL-273



QSL-295



QSL-300

FIND MORE AT [EASYPRINTS.COM](http://EASYPRINTS.COM)



## 10 New Marketing Tools

### Marketing Kit Digital Assets





# 10 New Marketing Tools

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Marketing Kit Digital Assets





# 10 New Marketing Tools

## Marketing Kit Digital Assets

Print out or email a page for your customer





**AUTHENTIC  
SCREEN PRINTED  
TRANSFERS**

**THINK  
REAL FAST**

*One Color  
Applies  
in Only  
4 Seconds!*





# Real Ink, Real Fast

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Real Ink-Look and feels like retail work

Softer/Lighter feel than digital and DTF transfers

Price Breaks=Perfect for 1-2 color orders, 18+

FAST Turnaround

Order by noon, ships next business day

FAST Application

1 color-4 seconds

Multi=color-10 seconds

Price per sheet-fill the sheet, build a gang sheet

Art time Included!



# New Puff Colors

Screen Printed Puff

Colors:

Puff Black	
Puff White	
Puff Brown	
Puff Red	
Puff Orange	
Puff Gold	
Puff Yellow	
Puff Green	
Puff Teal	
Puff Mint	
Puff Royal	
Puff Denim	
Puff Purple	
Puff Lavender	
Puff Pink	
Puff Coral	





## New ProPlace IQ

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Perfectly Align Any Design, Every Time

The newest innovation from STAHL'S' Hotronix Projects your artwork at real size on the lower platen.

- Reduces Misprints
- Efficient & Easy Production
- Perfect Print Placement

See it in action at Long Beach!

# New Apparel Styles

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ST800



LPST800



C980

3



# New Layouts and Clip Art

Class of **SCHOOL**


**SCHOOL**  
Class Signatures

Full screen

**SIGNATURE LAYOUTS**  
Choose a layout and you'll receive a custom template for students to sign. Medium tip felt pens work best.



# 5 Industry Trends for 2024

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The Basic Text Message

Layout QAL-153





## 5 Industry Trends for 2024

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### Pop Culture Fun

Barbie Look

Taylor Swift Power





## 5 Industry Trends for 2024

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### Smaller left chest print

Easily can fit this size on any screen printed transfer sheet you are using for something else

For small quantities, using UltraColor Max your cost is only about .50 each!





## 5 Industry Trends for 2024

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### Jumbo Full Front / Back Prints

#### Max Sizes

11.25 x 14 standard screen print

12.5 x 17 Jumbo Screen print

22 x 22 UltraColor Max

Tip: Don't go larger than your heat press for easiest application





# 5 Industry Trends for 2024

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Pantone's Color of the Year

Peach Fuzz

Our stock Peach



COMPTON INC.

QTR-48





# Webinar Marketing Kit Special

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Your T-Shirt Business in A Box!

Get all of the tools you need to sell custom printed apparel. This kit is your traveling office, show room, full of t-shirt ideas, samples, and ink colors to show customers what you can print for them.

**Webinar Special:**  
**Only \$40 – Save \$15!**  
(Normally \$55)

**\$75 Combo: Marketing + Application Kit**

# THANK YOU.

Any Questions?



Q&A

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