

PROFIT WITH PLASTISOL



**THINK
REAL
FAST**



AGENDA



What are Plastisol Transfers?

Why use Plastisol Transfers?

What can you print?

Creating art

Application efficiency

Will it last?

Today's Agenda



What Are Plastisol Transfers?

- Screen Printed transfers printed on a release paper using real plastisol ink
- Same Screen Process as Direct Screen Printing
- Image is mirrored (we do this for you, provide art as you want it to look)
- Each color requires a separate screen





Benefits of Plastisol Transfers

Real Ink-Look and feels like retail apparel

Softer/Lighter feel than digital transfers

Matches fabric Texture



SCREEN PRINTED TRANSFERS

Goof Proof* • Hot Split Retro • Elasti Prints* • Glitter • Puff • Glow-In-The-Dark • Pearl Prints* • Foil Adhesive

Standard Gang Sheets 11.25" x 14"

Easy Prints* (Our Layouts and Clip Art) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$9.93	\$5.37	\$3.99	\$3.37	\$2.95	\$2.39	\$2.20	\$2.01	\$1.87	\$1.72	\$1.42	\$1.35	\$1.29
2 Color	\$18.19	\$9.72	\$7.25	\$6.17	\$5.16	\$4.22	\$3.87	\$3.52	\$3.29	\$3.05	\$2.66	\$2.52	\$2.35
3 Color	\$26.40	\$14.10	\$10.55	\$8.94	\$7.42	\$6.03	\$5.50	\$5.00	\$4.69	\$4.38	\$3.93	\$3.70	\$3.46
4 Color	\$34.55	\$18.48	\$13.63	\$11.70	\$9.65	\$7.83	\$7.15	\$6.48	\$6.09	\$5.71	\$5.19	\$4.87	\$4.56

Vector (Your Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$11.23	\$6.07	\$4.51	\$3.81	\$3.32	\$2.71	\$2.50	\$2.29	\$2.12	\$1.95	\$1.60	\$1.53	\$1.45
2 Color	\$20.58	\$11.00	\$8.20	\$6.97	\$5.84	\$4.77	\$4.38	\$3.99	\$3.72	\$3.45	\$3.01	\$2.84	\$2.65
3 Color	\$29.87	\$15.97	\$11.93	\$10.11	\$8.39	\$6.82	\$6.23	\$5.64	\$5.30	\$4.95	\$4.46	\$4.18	\$3.91
4 Color	\$39.09	\$20.92	\$15.65	\$13.24	\$10.91	\$8.86	\$8.09	\$7.32	\$6.89	\$6.47	\$5.87	\$5.52	\$5.16

Non-Vector (Your Non-Vector Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$15.74	\$8.31	\$6.02	\$4.93	\$4.22	\$3.39	\$3.04	\$2.74	\$2.47	\$2.25	\$1.82	\$1.72	\$1.60
2 Color	\$27.80	\$14.61	\$10.60	\$8.79	\$7.34	\$5.89	\$5.27	\$4.74	\$4.33	\$3.94	\$3.39	\$3.15	\$2.89
3 Color	\$40.69	\$21.37	\$15.53	\$12.81	\$10.64	\$8.50	\$7.58	\$6.77	\$6.20	\$5.70	\$5.02	\$4.64	\$4.30
4 Color	\$52.60	\$27.68	\$20.16	\$16.62	\$13.62	\$10.89	\$9.71	\$8.67	\$7.97	\$7.36	\$6.55	\$6.06	\$5.61

Jumbo Gang Sheets 12.5" x 17.5" (For Goof Proof*, Hot Split Retro, Elasti Prints*)

Easy Prints* (Our Layouts and Clip Art) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$11.42	\$6.18	\$4.59	\$3.88	\$3.39	\$2.75	\$2.53	\$2.31	\$2.15	\$1.98	\$1.63	\$1.55	\$1.48
2 Color	\$20.92	\$11.18	\$8.34	\$7.10	\$5.93	\$4.85	\$4.45	\$4.05	\$3.78	\$3.51	\$3.06	\$2.90	\$2.70
3 Color	\$30.36	\$16.22	\$12.13	\$10.28	\$8.53	\$6.93	\$6.33	\$5.75	\$5.39	\$5.04	\$4.52	\$4.26	\$3.98
4 Color	\$39.73	\$21.25	\$15.90	\$13.46	\$11.10	\$9.00	\$8.22	\$7.45	\$7.00	\$6.57	\$5.97	\$5.60	\$5.24

Vector (Your Artwork) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$12.91	\$6.98	\$5.19	\$4.38	\$3.82	\$3.12	\$2.88	\$2.63	\$2.44	\$2.24	\$1.84	\$1.76	\$1.67
2 Color	\$23.67	\$12.65	\$9.43	\$8.02	\$6.72	\$5.49	\$5.04	\$4.59	\$4.28	\$3.97	\$3.46	\$3.27	\$3.05
3 Color	\$34.35	\$18.37	\$13.72	\$11.63	\$9.65	\$7.84	\$7.16	\$6.49	\$6.10	\$5.69	\$5.13	\$4.81	\$4.50
4 Color	\$44.95	\$24.06	\$18.00	\$15.23	\$12.55	\$10.19	\$9.30	\$8.42	\$7.92	\$7.44	\$6.75	\$6.35	\$5.93

Non-Vector (Your Non-Vector Artwork) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$18.10	\$9.56	\$6.92	\$5.67	\$4.85	\$3.90	\$3.50	\$3.15	\$2.84	\$2.59	\$2.09	\$1.98	\$1.84
2 Color	\$31.97	\$16.80	\$12.19	\$10.11	\$8.44	\$6.77	\$6.06	\$5.45	\$4.98	\$4.53	\$3.90	\$3.62	\$3.32
3 Color	\$46.79	\$24.58	\$17.86	\$14.73	\$12.24	\$9.78	\$8.72	\$7.79	\$7.13	\$6.56	\$5.77	\$5.34	\$4.95
4 Color	\$60.49	\$31.83	\$23.18	\$19.11	\$15.66	\$12.52	\$11.17	\$9.97	\$9.17	\$8.46	\$7.53	\$6.97	\$6.45

Rush Fee: \$25 (per color, per order) | Color Match: \$30 (per color, per order) | Cut Charge: \$0.20 (per image) | Color Change: \$15 (per color, per order)

Benefits of Plastisol Transfers

Price Breaks

- The more you buy, the less your cost per sheet
- Price breaks 6, 12, 18.
- At 24, just .02 per square inch



Benefits of Plastisol Transfers

FAST Turnaround

1-2 colors ship the next business day

Guaranteed ship date—if late, shipping upgraded to Next Day Air at our cost

Speedy Air shipping—everyone in the 48 states receives the shipment in 1-2 days



Benefits of Plastisol Transfers

FAST application—4 seconds for single color
10 seconds for multiple colors

EXAMPLE ON VIDEO: 24 hoodies in 13 minutes





What Can You Print On?

Print on Cotton, Polyester, Cotton/Poly Blends

Easy & Quick Application on:

- T-Shirts
- Fleece
- Tote Bags
- Backpacks
- Towels
- Trucker Hats
- Accessories
- Home goods / Blankets
- + More!

Get The Full Quantity Discount!

COLOR CHANGE: \$15 Per Color

Benefits of Plastisol Transfers

Priced per sheet, Optimize your sheet space

Sheet edges are noted by the dotted line on the artboard

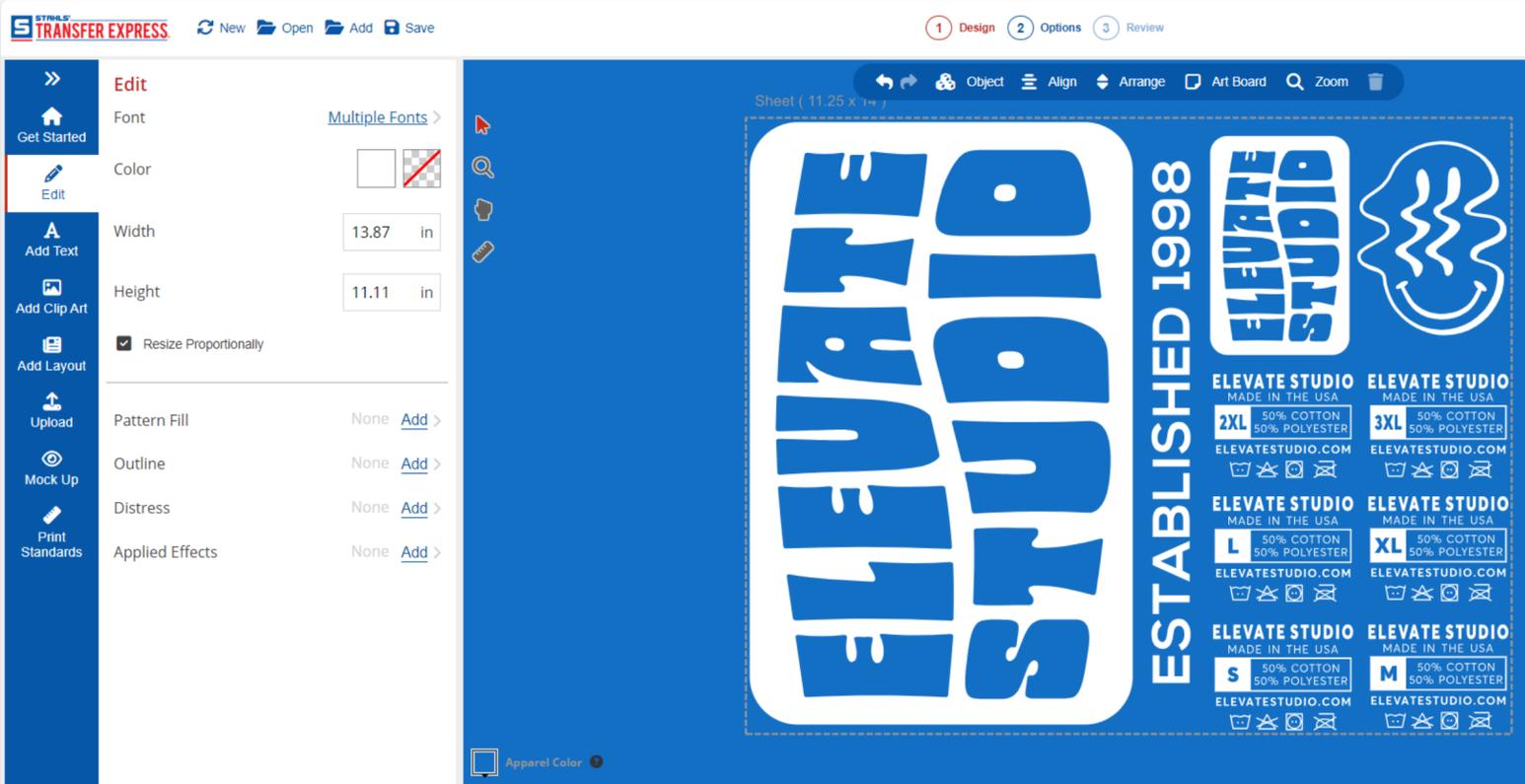
Use the real estate—can be more of the same art or a different design in the same color or colors

Two Sheet Size Choices

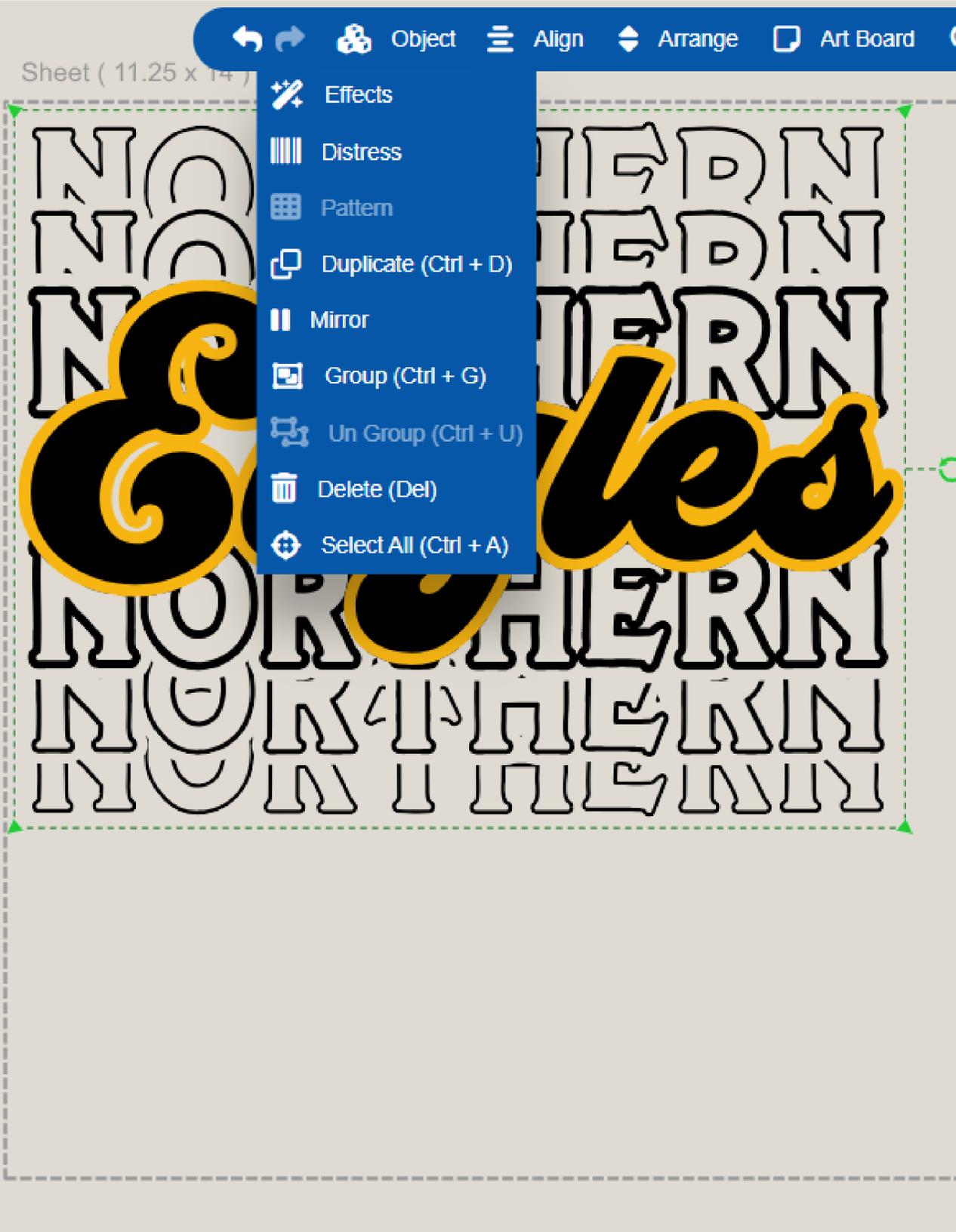
11.25 x 14

12.5 x 17.5

Tip-Extra space can be used for shirt tags for free branding. Add a set to every order.



Lunatic Aesthetics



Creating Art-Building A Gang Sheet

- Gang sheet: multiple images on one sheet, can be multiple of the same or different images

- Sizes

- Standard 11.25 x 14
- Jumbo 12.5 x 17.5

- Build in Easy View by Adding-Upload, Layout, Text or Clip art

- Use the duplicate tool





Benefits of Plastisol Transfers

Art Time is Includes

Your art does not need to be vector

If we can see it, we can print it

Just note what you want done—thicken lines, remove this or add that!





Benefits of Plastisol Transfers

Hot Peel

Press, Peel and deliver

No cooling or curing process needed

No second step, no second press





Benefits of Plastisol Transfers

Specialty Printing

- Puff
- Metallic
- Neon
- Glow-in-the-Dark



The Heat Transfer Guide: **WHAT TO USE WHEN**

APPAREL QUANTITY
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



When to Use Plastisol Transfers

- 1 or 2 color Printing Needs, for quantities of 18 or more (*min Qty 6 Sheets*)
- T-shirts, sweatshirts, and hoodies
- Cotton and poly/cotton blends



Creating Art-Guidelines

- Spot color
- Line Thickness .012”
- Show Thru Thickness .04”
- File Types: AI, JPE, JPEG, PDF, PNG, PSD, SVG TIF, TIFF, TXT
- Built in tools to help

Art time is included—there is never an art fee with screen printed transfer orders





Durability

- Used by major brands & retailers
- Independent 50 wash/dry test

Warm Water

Regular Tumble Dry

THANK YOU.

Any Questions?



Q&A

STAY IN TOUCH

We're here to help you grow your business!

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