

TOGETHER AGAIN... SELLING CUSTOM SHIRTS FOR CELEBRATIONS

STAHL'S
TRANSFER EXPRESS



AGENDA

- How to start
- Inspiration... celebrations that need custom shirts
- Marketing tips to get the sale
- 5 cost saving tips



WHAT YOU NEED

- Heat press
- Easy View
- Creativity



WHAT YOU NEED

Inspiration....

Tip: Etsy and Pinterest are great places to look at what sells. Another fun inspiration is Oriental Trading that sells party supplies for celebrations---they did your homework finding popular themes/looks that you can make shirts to go with!



BIRTHDAYS

- Themed youth parties
- Milestone adult parties

Tip: Use the search in Easy View to find the theme

Example: “Jungle” brought up this layout out of the religion category, easy to accommodate for your themed birthday party



QHL-39



QRE-117

FAMILY REUNIONS

Normally large order 100+

Use Spirit Sale or order forms to take shirt orders early—have cut off day

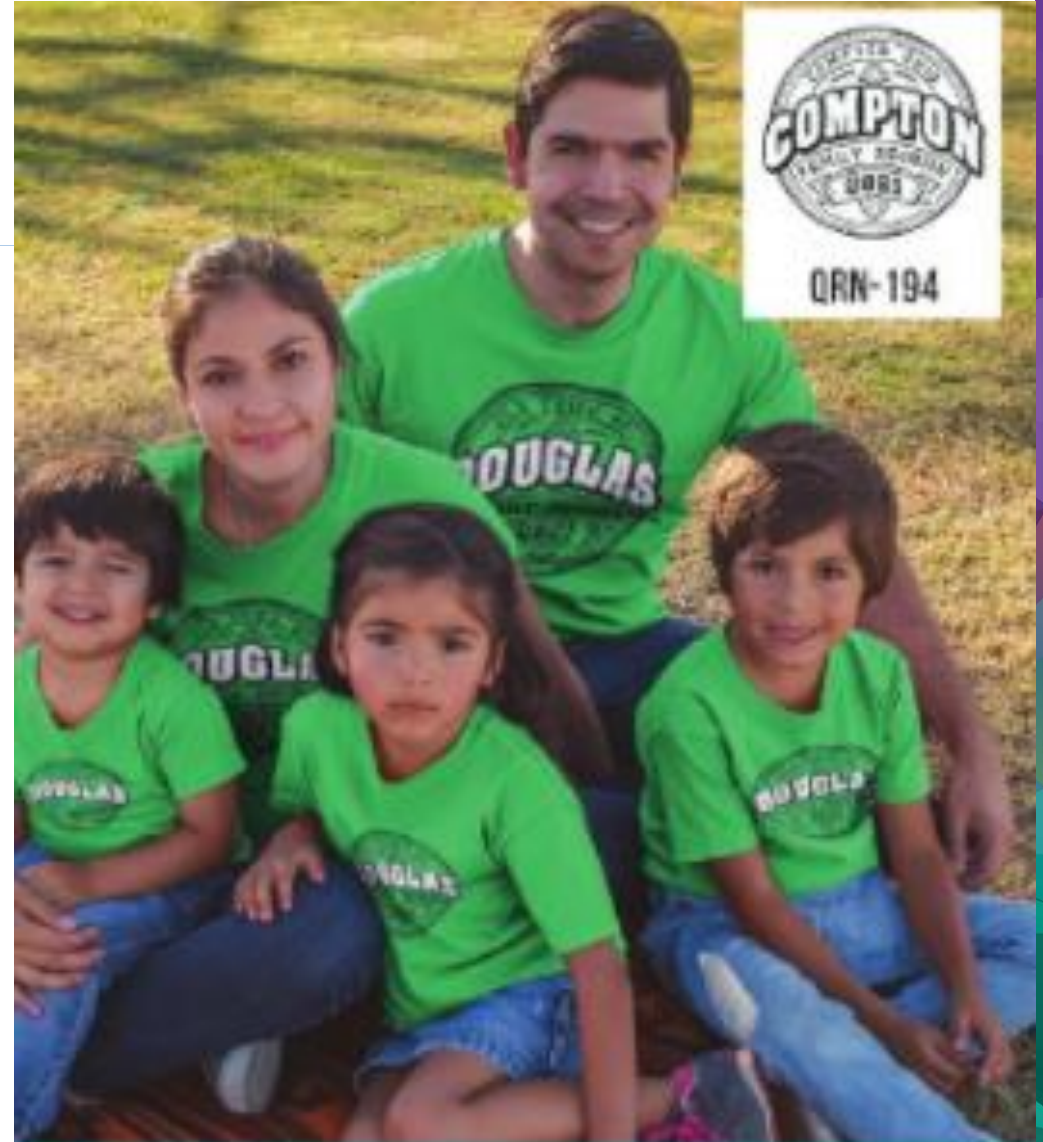
Tip - Pad the cut off day to accommodate procrastinators

Tip - When placing your order, round up to the next price break for those that really procrastinate

Example:

Pre-Order is for 135 ($135 \times \$1.77 = \238.95)

Place your order at the price break ($150 \times \$1.59 = \238.50 Yes! 15 more for \$0.45 less!



WEDDINGS BACHELOR PARTIES BACHELORETTE PARTIES

- Golf outings for the guys
- Destination trips
- Wedding favors
- Bridesmaid gifts



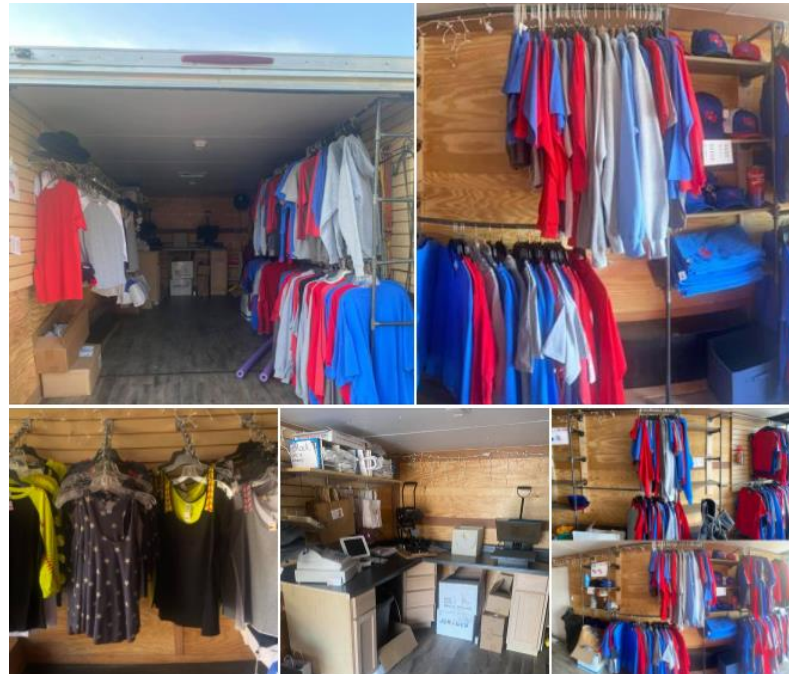
FESTIVALS

Try onsite printing

Pre-order event transfers

Order blanks

Press as sold!



HOLIDAYS

Pop-up shops

Etsy/Shopify

Facebook



SCHOOL CELEBRATIONS

- Class of shirts
- Prom/Homecoming
- Field Day



GROUP VACATIONS

- Disney Trips
- Cruises
- Extended family trips



MARKETING TIPS

- Ecommerce platform will increase sales by making ordering easier—check out Spirit Sale! (see our complete webinar)
- Social media post
- Build email list

See our digital marketing and social media webinars for more information!

KC-SWAGGER
any letter to your name favorite shirt

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any letter to your name favorite shirt

MOTHER'S DAY
Gift Bundle

- Pick your print: Grandma, Mimi, Nana, Gigi or Mama.
- Pick your tee color: Teal or Raspberry.
- Includes matching tote.

5 COST SAVING TIPS

- Price Breaks
(Often less or about the same to go up to the next price break for a win/win)
- Extras for last minute sales

Screen Print Price Calculator

Transfer Type:

Number of Sheets:

Number of Colors:

Art Source: ⓘ

Additional charges
Rush Fee: \$25 per color, per order
Color Match: \$25 per color, per order
Cut Charge: \$0.10 per image to cut images apart
Color Change: \$15 per color, per order (same transfer type)

Screen Print Price Calculator

Transfer Type:

Number of Sheets:

Number of Colors:

Art Source: ⓘ

Additional charges
Rush Fee: \$25 per color, per order
Color Match: \$25 per color, per order
Cut Charge: \$0.10 per image to cut images apart
Color Change: \$15 per color, per order (same transfer type)

Sheet Pricing Info

Unit Price: \$3.13
Quantity: 30

TOTAL: **\$93.90**

Order By: 5/10/2021 11:00 AM
Ships On: Tuesday, May 11, 2021

Save \$0.49 per sheet by ordering 5 more.
Next Qty Break: **35**
Next Qty Break (unit price): **\$2.64**

Sheet Pricing Info

Unit Price: \$2.64
Quantity: 35




TOTAL: **\$92.40**

Order By: 5/10/2021 11:00 AM
Ships On: Tuesday, May 11, 2021

Save \$0.37 per sheet by ordering 15 more.
Next Qty Break: **50**
Next Qty Break (unit price): **\$2.27**

5 COST SAVING TIPS

- Color Changes
One order
50 in white ink, 50 in black ink
= 100 sheet price!

Print Method	Screen Print (\$1.77)
Transfer Type	Goof Proof (\$1.77)
Fabric	100% Cotton
Cut Apart	No (N/A)
Number of Colors	1 (Black)
Apparel Color	
Image Quantity	50
Color Changes	1  Color Changes
Order Notes	



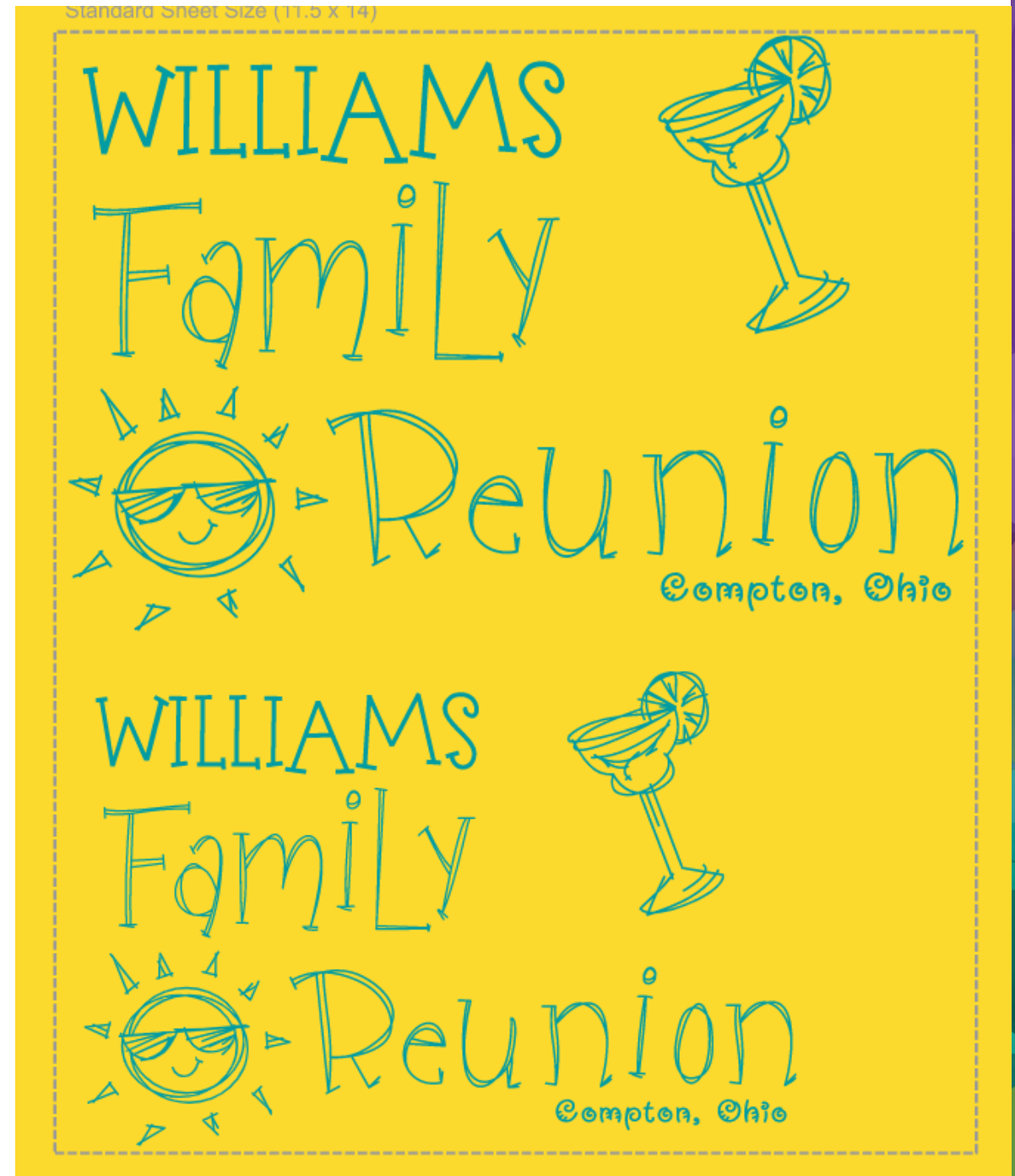
5 COST SAVING TIPS

Use gang sheets

- Screen Printed Sheets 11.5" x 14"
- Full Color Sheets 11.5" x 18"

Gang sheet options

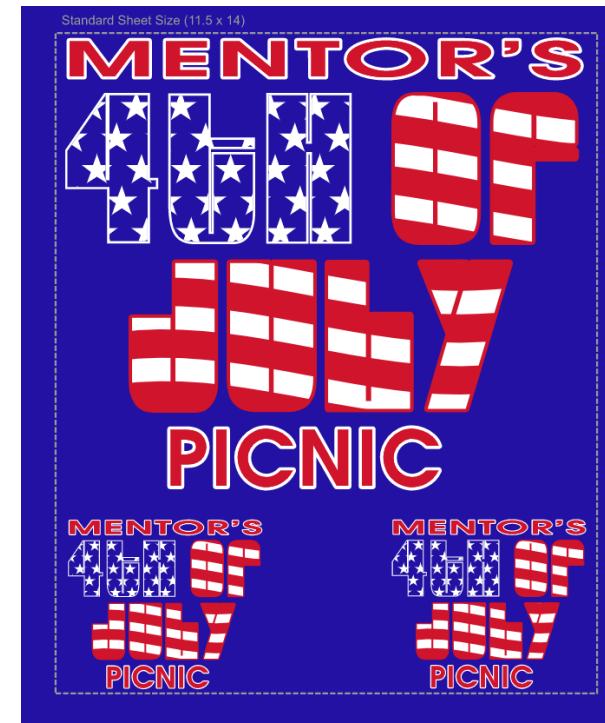
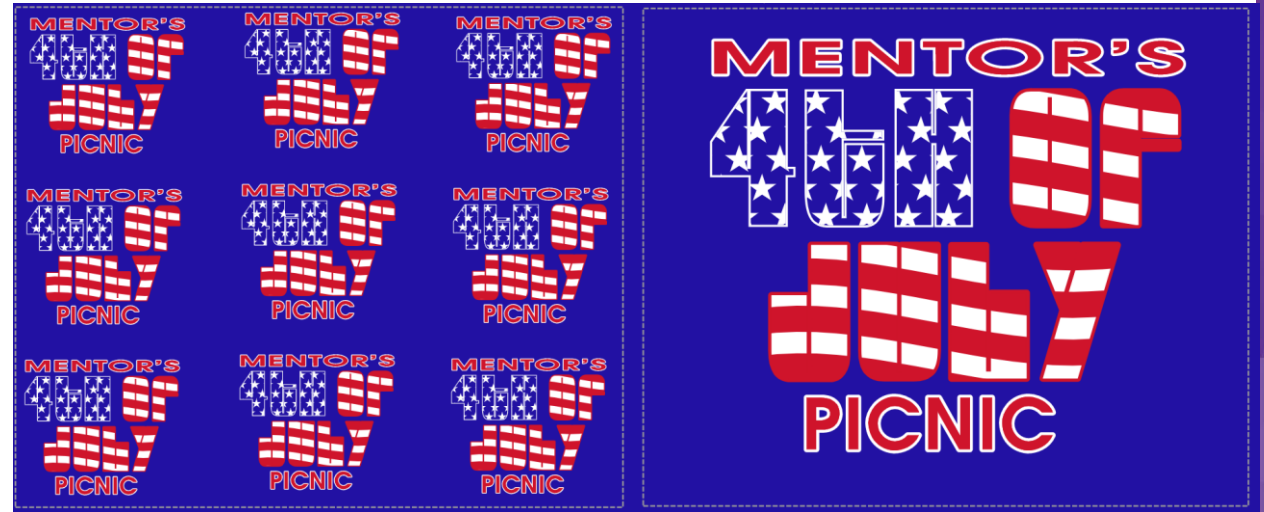
- two of the same
- two different sizes — adult and youth
- two different designs in the same ink color



5 COST SAVING TIPS

Gang Sheets

- Try to use one order and larger quantity rather than two separate orders

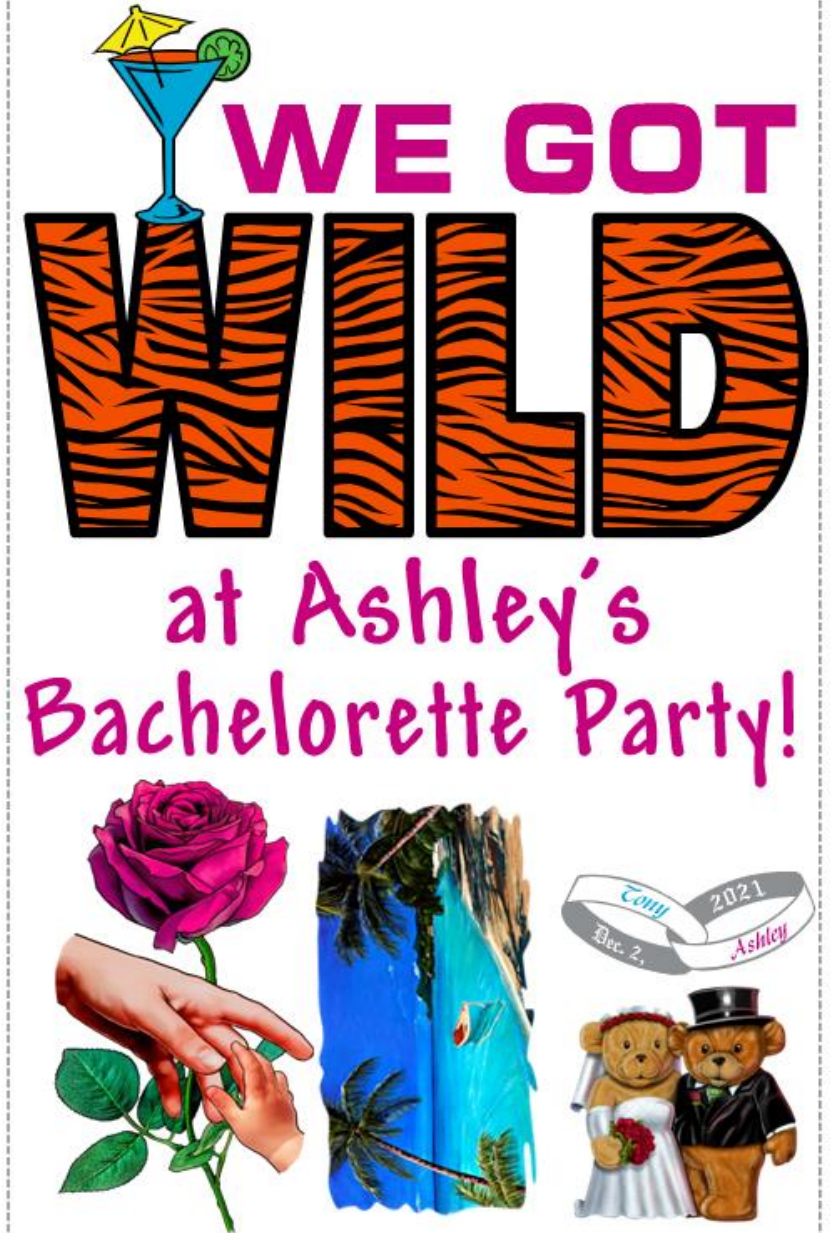


5 COST SAVING TIPS

3 or more colors
Move to UltraColor!



Sheet (11.5 x 18)



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>
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