



# School Spirit Shop

Printing for your school bookstore





# What You Can Create



- Cinch sacks, mouse pads, t-shirts, jerseys, hoodies, pants, and more



# Quick Add-on Personalization



- Personalize any shirt by adding a name
  - Charge per letter used
- Glitter Flake Letters
- Names & Numbers
- Sports Add player's number & last name
  - Add to Jerseys
  - Add to School apparel
  - Add "MOM" "DAD" "BROTHER" "SISTER," etc.

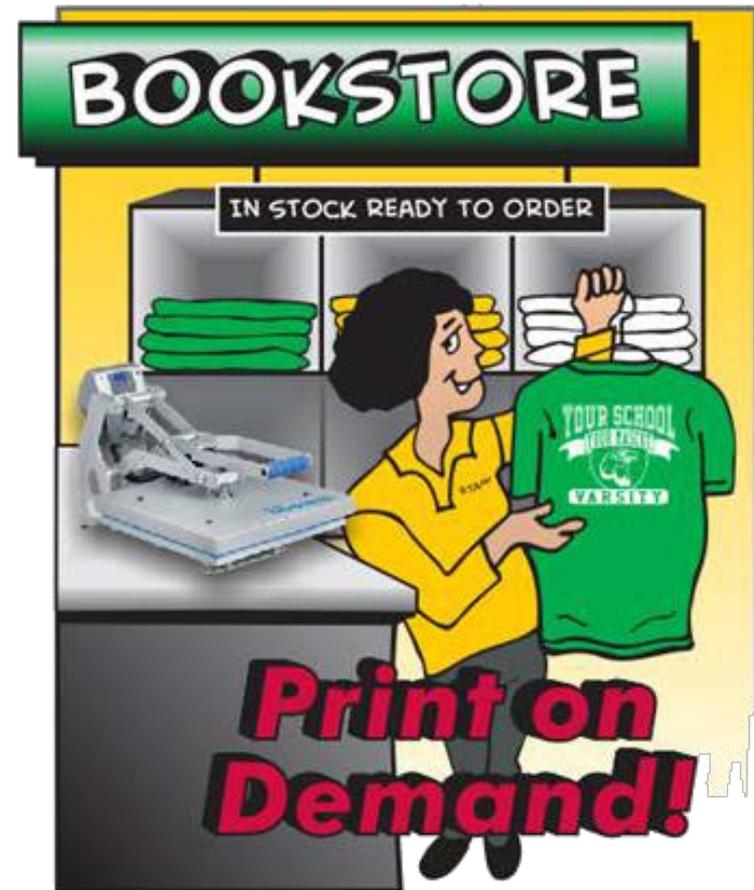




## Unsold Inventory?



## Never Again...





# What is a Transfer?

- Images and words that you see on shirts, pants, hats, towels, and other apparel items
- Create mascot, school name, and class of t-shirts, hoodies, and more using custom transfers
- Consider color & quantity





# Types of Transfers

## Screen Printed



- Silk screened plastisol ink
- 70+ color options
- Glitter, Puff, Glow-in-the-dark

## Digital (CAD-PRINTZ)



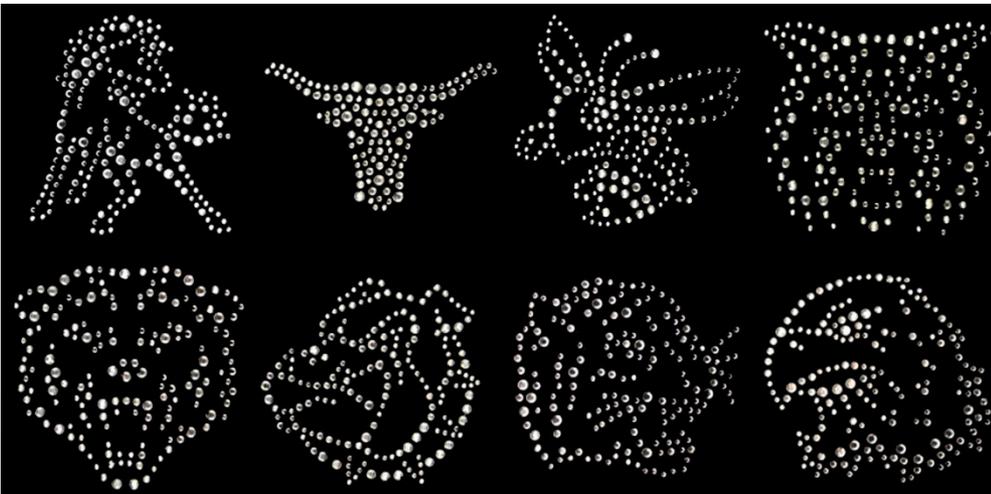
- Created on digital device
- CMYK color palette
- Great for photos!



# Mascots



- Mascot Clip Art
  - Hundreds to choose from
- Rhinestone Mascots
  - 16 to choose from

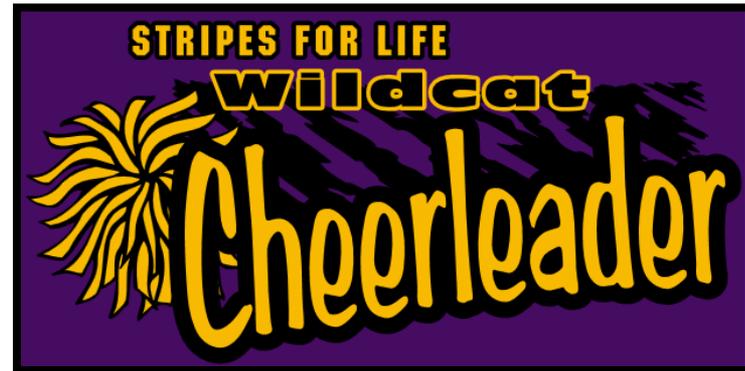




# Easy Prints<sup>®</sup> + Easy View<sup>®</sup>



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





# Easy View<sup>®</sup>

The screenshot shows the Easy View software interface. At the top left is the logo for **STANLEY'S TRANSFER EXPRESS** with the tagline "The Custom Transfer Source". Below the logo are three buttons: "ADD TEXT", "ADD CLIP ART", and "ADD LAYOUT". To the right of these buttons is an "Edit All" section with a "Color" dropdown and a "Special Effects" section with "Effects", "Distress", and "Patterns" options. At the top right, there are navigation links: "LEARN", "DESIGN MODE", "MY ACCOUNT", and "0 CART". Below these is a phone number "1-800-622-2280" and a "Feedback" link. The main workspace is a large orange area with a dashed white border. Inside this area, the text "MONGOMY High School Hornets" is displayed, with a cartoon hornet graphic. Annotations include: a blue circle around "Start a New Job" and "Open from My Library" with an arrow pointing to the workspace; a blue circle around the "Color" dropdown with an arrow pointing to the text "Change the ink colors"; a blue circle around the "Background Color" dropdown in the right sidebar with an arrow pointing to the text "Change the background to the fabric color"; and two blue arrows pointing from the text "Click on clip art or text to make changes to them under Edit All" to the hornet graphic and the word "Hornets".

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)

Find layout or open saved design

Change the background to the fabric color

Background Color: (i.e. Fabric Color)

Change the ink colors

MONGOMY High School Hornets

Click on clip art or text to make changes to them under *Edit All*

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

Image Qty: 1

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

SAVE JOB

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



# The Heat Press

- Applies transfers to apparel
- Correct time, temperature, & pressure
- Shoes & hats need a specific platen
  - Curved to fit material
  - Presses it evenly



Platen options





# Why Custom Transfers?



- Cost efficiency
- Print on demand
- No need for clearance
- Staying on top of trends
  - Skulls can be in style one day, and then flowers the next

## *Extras*

5,000+ customizable layouts

Easy Prints®

Control of design

Easy View®



# Operating Your Store

- Require students to apply, even with a teacher's recommendation
- Positions
  - Sales
  - Store Manager
  - Accounting
  - Advertising
- Students can heat apply the transfers
- Work with advertising, accounting, and economics classes at the school
  - Great for class projects!





# Location

- Area with a lot of student traffic
  - Food locations
- In the bookstore
- 3' x 3' of space
  - Heat Press
  - Transfers
  - Blank Clothing



School apparel shop next to cafeteria



# Displays



- Wall that shows their options
  - Each shirt has a number
- Have some apparel ready to sell and some ready to press
  - Alleviate need for clearance items





# Operating Your Store

- Students know what their peers like
  - Use Preview & Share to create design and allow student to vote on their favorites
- Can take the place of fundraisers
  - Proceeds can go toward certain functions
  - Sell dance tickets
    - Brings students to store so they can see offerings
- Avoid having more supply than demand
  - Don't make too many so you don't have to clearance out items



# Preview & Share

- Create different designs on different apparel items in Easy View
- Print or email to students and have them vote on their favorites
- Great way to test what students like!





# Senior T-shirts



- No more outsourcing senior t-shirts!
- Class of t-shirts
  - Include graduation year
- Signature Template
  - Classmate signatures in the design
  - Use for
    - Seniors
    - Class Trips
    - Sports Teams



# Fan Wear

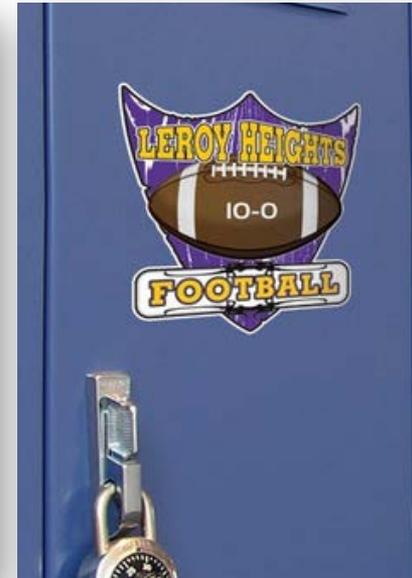
- Apparel for parents
- Mascots and specific sports
- More than just t-shirts
  - Lunch boxes
  - Chairs
  - Koozies
  - Rally towels
  - & More





# Extras

- Banners
- Bumper Stickers
- Custom Stickers
- Helmet Decals
- Helmet Numbers
- Static Clings
- Wall Graphics
- Window Decals



*Spirit Wear Sale:*

- ★ T Shirts - \$12
- ★ Long Sleeve T Shirts - \$18
- ★ Hoodies - \$25
- ★ Rally Towels - \$5
- ★ Replica Jersey - \$30
- ★ Caps - \$15
- ★ Shorts - \$10



# Benefits

- Replace fundraisers
- Create sports and fan apparel
- Senior t-shirts & Spirit Wear
- Team environment
  - student workers
- Senior or class projects
  - Management
  - Advertising
  - Accounting
  - Sales





# Conclusion

Email us for a copy of the slides

## *Do you have more questions??*

- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows

Contact us:

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**Web:** [TransferExpress.com](http://TransferExpress.com)

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





# Thank You for Attending

## Next Transfer Express Webinar

- **Selling Custom Apparel to Niche Markets: Specialize and Earn More**
- **Thursday, June 5, 2014**
- **2:00 PM - 3:00 PM**

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

**Email them to:** [info@transferexpress.com](mailto:info@transferexpress.com)



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1-800-622-2280