

Part 2 July-December

# T-SHIRT PRINTING CALENDAR

# TIMING

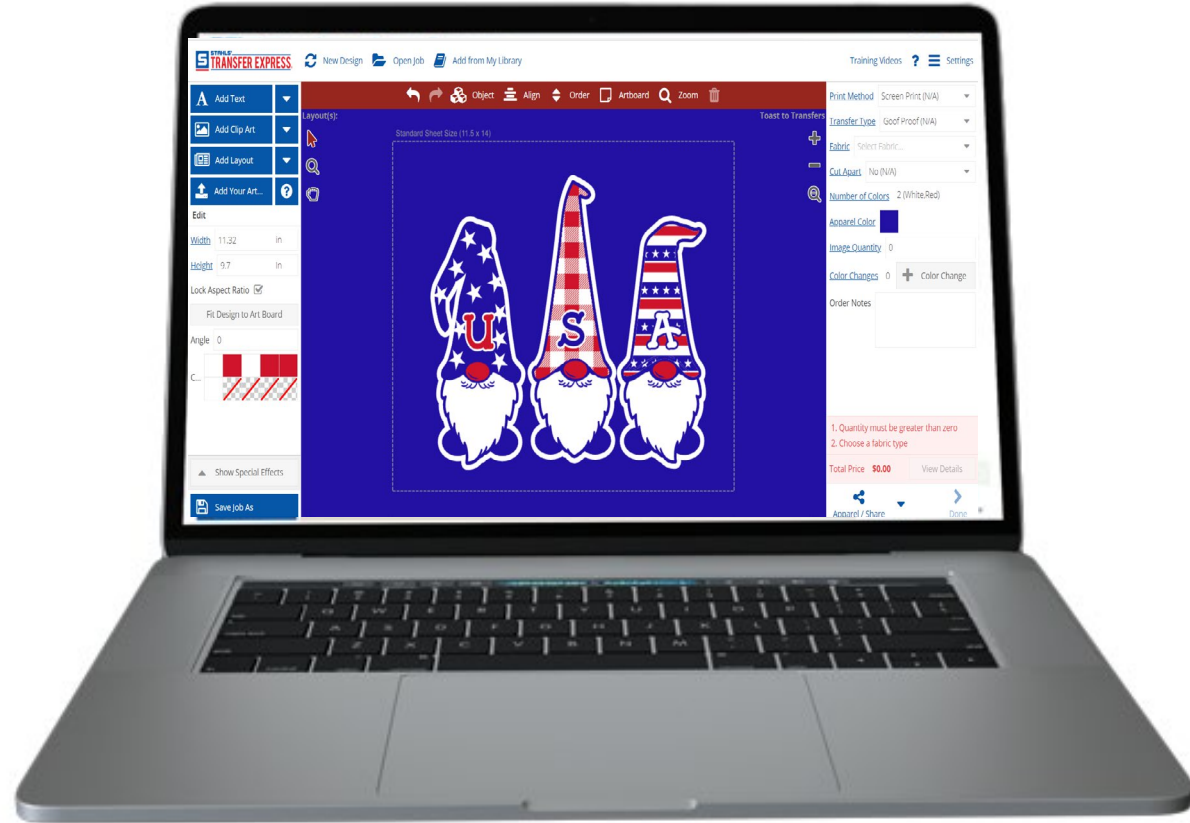
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- Ideas are a month ahead so you have time to order and sell
- Start your promotions in the month listed — your Etsy store, social campaigns or use Spirit Sale store to contact your email list



# EASY VIEW

- All designs were created in Easy View, your free online designer
- When you use our templates, clip art and fonts, it is a double win. The price is our lowest Easy Prints category and your order ships faster!
- Easy View advantage — this makes everyone an artist. It is easy to use and you can create design ideas in seconds.
- Tip: Create a few designs and post on social to find out what your customers might buy *before* you order your transfers.





Add Text

Add Clip Art

Add Layout

Add Your Art...

Edit

Font Multiple Fonts...

Width 8.36 in

Height 11.08 in

Lock Aspect Ratio ☒

Fit Design to Art Board

Color

Show Special Effects

Save Job As

Object Align Order Artboard Zoom

Layout(s): QHL-108

Standard Sheet Size (11.5 x 14)

Print Method Screen Print (\$5.37)

Transfer Type Goof Proof (\$5.37)

Fabric 100% Cotton

Cut Apart No (N/A)

Number of Colors 2 (Red,White)

Apparel Color

Image Quantity 25

Color Changes 0 + Color Change

Order Notes

Total Price \$134.25 View Details

Apparel / Share

Done

# ALL YOU NEED IS A HEAT PRESS

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## The Transfer Advantage

It takes 4 seconds to apply your print to a shirt, so no need to print until your shirt is sold!



# JULY

## Back-to-School

School Uniforms  
Orientation Events  
Class Of Shirts  
School Spiritwear  
First Day of School



# SCHOOL UNIFORMS

- Gang sheets make this a profit win!
- Tip: work with your local school to set up a uniform program. Use Spirit Sale to process orders. Let the school know you can offer one day turnaround. You keep transfers and small quantity of blanks on hand. Press as the student orders.



# SCHOOL UNIFORMS

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## Physical Education Uniforms

Tip: You can use a Sharpie to write the name in the bar using Goof Proof screen printed transfers.





# ORIENTATION EVENTS

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- College freshman orientation
- High school orientation
- Welcome to kindergarten events
- New student registration
- Tip: set up onsite printing with your heat press, a stock of blanks and your custom transfers ready to apply



# CLASS OF SHIRTS

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- Encourage beginning of school year buy so they can wear all year
- Tip: create design for each class (Freshmen, Sophomore, Junior and Senior)

Easy Prints  
Layout  
QCO-105



# SCHOOL SPIRITWEAR

- With schools back in person this year, it will be a huge year for this niche
- Spirit Sale was built for this or go “old school” with an order form”
- Tip: use full color, UltraColor Soft, to add color and stand out from the competition

[blog.transferexpress.com/creating-work-order-form/](http://blog.transferexpress.com/creating-work-order-form/)

**Time to order**  
**SCHOOL Spiritwear!**

Orders due by Friday, October 14, 2015

STUDENT NAME:				TEACHER:		
PARENT NAME:				PARENT PHONE NUMBER:		
				( ) -		
ITEM	COLOR	QUANTITY	SIZE (MUG)	UNIT PRICE	CURRENCY	TOTAL DUE
SHORT-SLEEVE T-SHIRT	GRAY	BLOCK "T" SCOTTIES SMOOSH	CHILD: S M L XL ADULT: S M L XL XXL	\$7.00 \$8.00 FOR XL		\$
HOODED SWEATSHIRT	NAVY RED	BLOCK "T" SCOTTIES SMOOSH	CHILD: S M L XL ADULT: S M L XL XXL	\$20.00 \$22.00 FOR XXL		\$
<b>TOTAL AMOUNT DUE</b>						\$



Layout QYT-261



Layouts  
MAS-60  
QFB-104



# FIRST DAY OF SCHOOL

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Parents take the photo each year—as they grow they fit into the shirt





# AUGUST

## FALL SPORTS

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Football

Soccer

Cross Country

Volleyball

Golf

Cheer

# TEAM WEAR

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Create a team pack including t-shirt, practice jersey, cinch sack and shorts

Tip: teams often have motivation slogans and will need t-shirts





# TEAM WEAR

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Tip: don't forget Powder Puff games and hoodies for the team



# TEAM WEAR

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- Numbers available in sizes
  - 1"-10"
- Have both Champ for cotton and poly/cotton, and Champ Pro for 100% Polyester
- 1 and 2 color combinations
- Perfect Pairing Alignment
  - Touch sides of paper and names and numbers all applied at one time





# TAILGATING

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- Replica jerseys
- Coolers
- Flags
- Rally towels
- Can coolers

QFB-99





**SEPTEMBER**



**Breast Cancer Awareness**  
**Halloween**



# BREAST CANCER AWARENESS

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- Fundraising walks
- School events
- Team events
- Tip: portion of the sale goes to the cause





# HALLOWEEN

- Parties
- Haunted house
- Trick or Treat bags







# *OCTOBER*

**Thanksgiving  
Veteran's Day**

**Outerwear  
Blankets**

**Winter Sports**

**Basketball**

**Wrestling**

**Hockey**

**Gymnastics**

## OUTERWEAR/BLANKETS

- Tip - UltraColor Stretch applies to nylon jackets
- Add blankets to your team line



# THANKSGIVING

- Turkey Trot races
- Turkey Bowl
- Custom family dinnerware
  - tablecloth
  - napkins

QHL-172





# VETERAN'S DAY

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- Flags are reversed, but only those worn on the right shoulder. The reason has to do with proper display of the flag.
- The blue field of stars should always be in the highest position of honor.
- When viewing the flag on a wall, the highest position of honor is the upper left when displayed horizontally, and at the top (upper left) when displayed vertically.
- When displayed on a "moving object" like a person or vehicle, the highest position of honor is the front, and not the rear; so the field of blue should be displayed to the front.



USA

Pack of 50 2"x3"

Screen printed transfer



USA - reversed (perfect for right sleeve)

Pack of 50 2"x3"

Screen printed transfer

## WINTER SPORTS

- Tip: for reversible jerseys use a color change. Your price is based on the total of both colors plus a \$15 color change. Much less than 2 orders!
- Tip: wrestling singlets and gymnastics leotards have spandex—use UltraColor Stretch

QHK-137



QBK-148



QMS-204



QWR-74



# NOVEMBER CHRISTMAS





# CHRISTMAS

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Free Ebook filled with 25 Ideas

[Heat Transfers for the Holidays Ebook](#)

[TransferExpress.com/holiday-transfer-guide](http://TransferExpress.com/holiday-transfer-guide)



The image shows the cover of the 'Heat Transfers for the Holidays' ebook. At the top, there are two wrapped gifts in brown paper with twine bows and greenery. The title 'Heat Transfers' is in a green script font, and 'FOR THE HOLIDAYS' is in a red sans-serif font. Below the title, there are three circular heat transfer designs on a red and black plaid background: one with the word 'CHOOSE', one with a reindeer, and one with the words 'No Christmas Home'. To the right of the title, there are two red jingle bells and a small wrapped gift. At the bottom, there is a red banner with the text '25+ INSPIRATIONAL IDEAS'. Below the banner is the 'STAHL'S TRANSFER EXPRESS' logo. At the very bottom, there is contact information: Phone: 1-888-822-2280, Text: 440-434-3424, 7850 Tyler Blvd. Mentor, OH 44060, and Email: info@TransferExpress.com.

*Heat Transfers*  
**FOR THE HOLIDAYS**

25+ INSPIRATIONAL IDEAS

 **STAHL'S**  
**TRANSFER EXPRESS**

Phone: 1-888-822-2280    Text: 440-434-3424    7850 Tyler Blvd. Mentor, OH 44060    Email: info@TransferExpress.com

# DECEMBER NEW YEAR'S

## NEW YEAR'S

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- Fun shirts
- Tip: add sparkle with metallic ink colors
- Use window decals to customize disposable drinkware



QHL-103, QHL-104



# 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](mailto:info@transferexpress.com)
- Call us – 1-800-622-2280
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