

HEAT TRANSFER SHOWDOWN: DIRECT TO FILM VS SCREEN PRINT TRANSFERS



AGENDA



What is DTF?

What is a Screen Printed Transfer?

Similarities

Differences

When To Choose What Product

Showdown Time

Today's Agenda



What are DTF (Direct to Film) Transfers

- Digitally printed CMYK + W Inks onto a transparent plastic film
- Uses water-based ink
- Printed on a roll
- Process color (CMYK)





What are Screen Printed Transfers?

- Plastisol ink pushed through a screen
- Each color requires a separate screen
- Printed on paper carrier sheets
- Spot color





Similarities-Heat Applied

Both require a heat press for application

Good Application combines accurate time,
temperature and pressure





Similarities-One Step Application

At Transfer Express both screen printed transfers and direct to film transfer are “one hit wonders”

No second application needed

Apply, peel and ready to wear





Similarities-Hot Peel

Both our best selling Goof Proof screen printed transfers and our DTF UltraColor Max are hot peel

Increases Efficiency

Reduces Application Errors

Easy To Use





Similarities

Gang sheets are available

What is a gang sheet: multiple images on one sheet, can be multiple of the same or different images

Goof Proof

Standard 11.25 x 14

Jumbo 12.5 x 17.5

UltraColor Max

Up to 22 x 22

or Single Images



Similarities

Free standing text, shapes & elements with no outlines

Crisp, sharp edge

No clear adhesive border

Bright Colors





Similarities-Finish

Matte print finish

(Screen Printed slightly more matte)

Differences-Minimum Order Quantity



UltraColor Max (DTF)
no minimum quantity

Goof Proof Screen Printed transfers
6 sheet minimum



Differences-Turnaround Time

UltraColor Max

Next Business Day when ordered by midnight

\$600.00 - \$1,199.99 = 1 additional day

\$1,200.00 - \$1,799.99 = 2 additional days

\$1,800.00 - \$2,499.99 = 3 additional days

\$2,500.00 - \$2,999.99 = 4 additional days

\$3,000.00 - \$3,499.99 = 5 additional days

\$3,500.00 or More = 6 additional days

Goof Proof

Next Business Day-1 color Easy Prints

2 Business Days-Orders less than 250 Quantity
(Vector / Non- Vector)

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)

Differences-Price Breaks

UltraColor Max

.06 per square inch

Goof Proof

Price breaks

6-12-18-24-36-48-60-72-90-108-144-180 etc

The more you order, the less the cost per sheet

Screen Print Pricing Depends on Colors In Artwork



Differences-Application

UltraColor Max

290°F / 12 seconds

Goof Proof

365°F / 4 seconds for cotton and blends

325°F / 12 seconds for polyester





Differences-Material Application

Both apply to cotton, polyester and poly/cotton blends

UltraColor Max can also be applied to Lycra, Spandex and Elastane



Differences-Specialty Inks & Effects

Screen Printed Transfers Available in:

Puff

Glow-in-the-Dark

Reflective

Elasti Prints (for 100% polyester)



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

APPAREL QUANTITY
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



What to Use When

Based on

How Many You Need?

How Many Colors in Artwork?

What Fabric is it Printing On?





What to Use When

Number of colors 1, White

Quantity Needed 20

Apparel 100% Cotton T-shirts

Size 11x 11



What to Use When

Number of colors Full Color

Quantity Needed 10

Apparel Poly/cotton blend

Size 9x9



What to Use When

Goof Proof

Not possible

UltraColor Max

$$9 \times 9 = 81$$

$$81 \times .06 = \$4.86 \text{ each}$$

$$10 \times 4.86 = \$48.60$$





What to Use When

Number of colors 3

Quantity Needed 200 Adult, 100 Youth, 20 Infant

Apparel 100% Poly/Cotton Blends

Size

Adult 11 x 9

Youth 9 x 7

Infant 4 x 3.5



What to Use When

Goof Proof

Each sheet has all three images sizes
 $200 \times \$3.70 = \740.00

UltraColor Max

200 11 x 9
 $99 \times .06 = \$5.94$
 $5.94 \times 200 = \$1188$

100 9x7
 $63 \times .06 = \$3.78$
 $3.78 \times 100 = \$378.00$

20 4 x 3.5
 $16 \times .06 = .96$
 $.96 \times 20 = \$19.20$

Total all three \$1585.20

Goof Proof Cost Savings \$845.20!



What to Use When

Number of colors 1

Quantity Needed: 4

Apparel 100% Cotton

Size

Left Chest 2 x 4.5

Back 5 x 10.5



What to Use When

Goof Proof

6 sheets x \$9.93=\$59.58

UltraColor Max

Left Chest

2x5=10x.06= \$.60

Back

5 x 11=55x.06= \$3.30

4 shirts @ \$3.90 each=\$15.60

UltraColor Max Savings \$42.98



What to Use When

Number of Colors 4

Quantity Needed: 200

Apparel 100% Cotton

Size 9x8





What to Use When

Goof Proof

100 Jumbo Sheets x \$7.00=\$700
(2 images per sheet)

UltraColor Max

9 x 8 =72 x .06=\$4.32
200 x \$4.32=\$864.00

UltraColor Pro

100 sheets x \$4.64=\$464.00
(2 images per sheet)

Trick Question Winner UltraColor Pro

Screen Printed Transfer

Bulk Runs 12-24+ (Min 6)

Spot Color Artwork

Efficient Printing (4 Second Press)

Quantity Break Pricing

1-2 Day Shipping (11am Cutoff)

Specialty Effects

Only Gang Sheet (2 Sizes)

Direct To Film

Small Quantities / Single Images / No Minimum

Photographs or High Color Images

Heat Sensitive Fabrics + Spandex

Fixed 6 cents per square inch pricing

Ships Next Day if Ordered Before Midnight (ET)

Gang sheets or Single Images





Try It Yourself

GET YOUR FREE SAMPLE PACK TODAY

Screen Printed Transfers

- Goof Proof
- ElastiPrints
- Hot Split

Digital Transfers

- UltraColor Max Direct To Film
- UltraColor Pro Digital Screen Print

What To Use When Guide

Pricing Guide

THANK YOU.

Any Questions?



Q&A

STAY IN TOUCH

We're here to help you grow your business!

Email

info@transferexpress.com

Call us

1-800-622-2280

Visit us at Trade Shows

Connect on Social Media

Watch us on YouTube

Follow Us

TransferExpress.com

blog.transferexpress.com

TransferExpress.com/Webinars