

# 2023 PRODUCT GUIDE



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# WELCOME TO



Our mission is simple - we are here to help you grow your apparel decorating business. Whether you are just starting out or a veteran of the industry, our heat transfer products are designed to help you succeed. When you choose Transfer Express, you are working with the industry leader in custom screen and digital print transfers. We provide you excellent service, speed, the marketing and education tools you need, and the most innovative products on the market. Ready? Let's make something amazing.

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# HEAT TRANSFERS ARE THE ULTIMATE PRINTING CHOICE

Transfers apply in seconds! There is no need for significant capital investment or a large space for manufacturing. Pick a corner in a room, set up your heat press, and start making money.

Simply set your shirt on the press, position the transfer, and apply. The result is a quality printed product that will last the life of the garment - guaranteed!

With heat transfers you can print on t-shirts, hoodies, pants, shoes, bags, can coolers and more. The versatility of heat transfers makes it possible to decorate countless items.



# FULL COLOR

## HEAT TRANSFERS

The latest transfer technology combining screen print and full color digital inks to produce a transfer that is the best of both worlds. The feel and durability of a screen print transfer with the characteristics of a full color transfer. Welcome to the revolution of apparel decoration!



# SCREEN PRINTED

## HEAT TRANSFERS

Screen printed transfers, also known as plastisol or water-based transfers, is printed using plastisol or water-based inks onto a special release paper or film instead of a garment. Screen printed transfers, when properly applied, will last the life of the garment.

# WHAT TO USE WHEN

Take the guesswork out of choosing the best transfer type for your job or project. This handy chart outlines which transfer will give you the best results and profit margins.

## Apparel Quantity

(based on one full-front design)

6

12

24

36

48

72+

Color Quantity

1



**CAD-CUT®**  
Heat Transfer Vinyl

Cotton, Polyester, Tri-blends:  
**UltraWeed™**  
**Premium Plus™**

Nylon:  
**Gorilla Grip® II**



**Screen Printed**  
**Plastisol Transfers**

Cotton, Polyester, & Cotton/Poly Blends:

**Goof Proof®**  
**Hot Split Retro®**

100% Polyester:  
**Elasti Prints®**

2

3

DIRECT TO FILM TRANSFERS

**ULTRACOLOR®**  
**MAX**

Cotton, Polyester,  
Cotton/Poly Blends,  
Tri-blends, Lycra®,  
& Spandex

4+

DIGITAL SCREEN  
TRANSFERS

**ULTRA**  
**COLOR®**  
**PRO**

Cotton, Polyester,  
& Cotton/Poly Blends

Cotton, Polyester,  
Cotton/Poly Blends, Spandex,  
Lycra®, & Woven Nylon:

**UltraColor® Stretch**  
**UltraColor® Stretch with Blocker**

# ULTRACOLOR<sup>®</sup>

## FULL COLOR TRANSFERS

- ▶ No limit on colors
- ▶ Great for fine detail & free floating text
- ▶ Soft, high end feel
- ▶ Options for sheets or pieces
- ▶ Options for any fabric
- ▶ Print any location



SAGINAW PARK



DIRECT TO FILM TRANSFERS

**ULTRACOLOR® MAX**

Our digitally printed direct to film transfer is the answer for graphics with high color counts, gradients and shading or photo realistic artwork. UltraColor Max has a matte finish with sharp edges, fine detail and a soft hand. The low temp application is perfect for heat sensitive fabrics like polyester, tri-blends and Lycra/Spandex. UltraColor Max is priced per square inch so the flat rate makes pricing simple and easy. And with no minimum order, you can order in any quantity from a single image or gang sheet all the way up to 22" x 22". This transfer does require print ready art, so any art fixes and proofing are rolled into an additional \$22 service.

FULL COLOR CMYK

**NEW! NO MINIMUM AND FASTER TURN TIME:  
ORDER BY MIDNIGHT ET AND YOUR  
ULTRACOLOR MAX TRANSFERS  
WILL SHIP OUT THE NEXT DAY**

## APPLICATION

Cotton  
Polyester  
Cotton/Poly Blends  
Tri-blends  
Lycra®  
Spandex



Time  
12-15 seconds



Temperature  
290°F



Pressure  
Medium 6 (60 psi)



Peel Hot




## DIGITAL SCREEN TRANSFERS **ULTRACOLOR® PRO**

This digital screen printed transfer is a hybrid full color transfer that combines digitally printed graphics with a screen print backing. UltraColor Pro provides a clean edge with a thin, clear outline and a soft hand. The large 11" x 18" sheet size allows you to combine multiple jobs or images to reduce your overall cost. And pricing breaks at increased quantities makes UltraColor Pro the answer for large, full color runs. Low temp application allows for printing on 100% polyester performance wear.







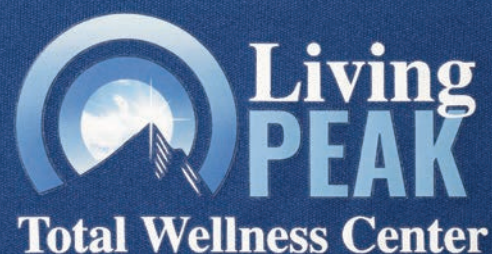
## APPLICATION

Cotton  
Cotton/Poly Blends

-  Time  
10 seconds
-  Temperature  
340°F
-  Pressure  
Firm 8 (80 psi)
-  Peel Hot  
Immediately within 1-2 seconds with no hesitation.

100% Polyester

-  Time  
15 seconds
-  Temperature  
290°F
-  Pressure  
Firm 8 (80 psi)
-  Peel Hot  
Immediately within 1-2 seconds with no hesitation.



## ULTRACOLOR® STRETCH

UltraColor Stretch combines everything you love about UltraColor Pro with industry leading stretch and rebound ability. This digital screen print transfer uses a water-based ink formula to produce the ultimate solution for decorating elastic apparel. UltraColor Stretch provides a clean edge with a thin, clear outline and a soft hand. The large 11" x 18" sheet size allows you to combine multiple jobs or images to reduce your overall cost. And pricing breaks at increased quantities reduces costs on large runs. Low temp application allows for printing on many heat sensitive fabrics.

FULL COLOR CMYK

### APPLICATION

100 % Polyester

Lycra® / Spandex

Woven Nylon



Time  
12-15 seconds



Temperature  
290°F



Pressure  
Medium 6 (60 psi)



Peel Cold

Cotton

Cotton/Poly Blends



Time  
12-15 seconds



Temperature  
340°F



Pressure  
Medium 6 (60 psi)



Peel Cold



# ULTRACOLOR® STRETCH WITH BLOCKER

An added blocker layer prevents dye migration with this UltraColor Stretch transfer, so your sublimated polyester fabrics will not bleed through. UltraColor Stretch with Blocker provides a clean edge with a thin, clear outline and a soft hand. The large 11" x 18" sheet size allows you to combine multiple jobs or images to reduce your overall cost. And pricing breaks at increased quantities reduces costs on large runs. Low temp application allows for printing on many heat sensitive fabrics.



## APPLICATION

100 % Polyester

Lycra® / Spandex

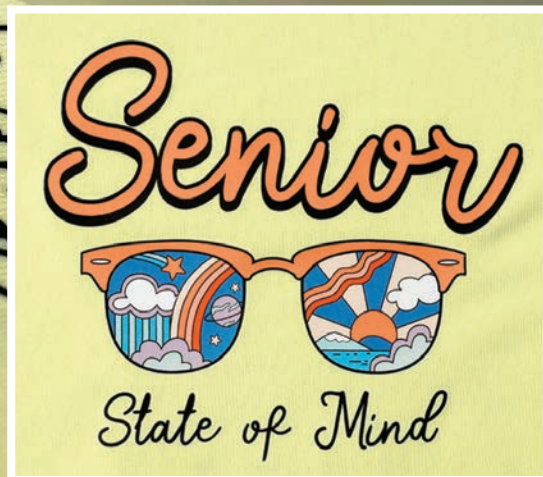
Woven Nylon

-  Time  
12-15 seconds
-  Temperature  
290°F
-  Pressure  
Medium 6 (60 psi)
-  Peel Cold

Cotton

Cotton/Poly Blends

-  Time  
12-15 seconds
-  Temperature  
340°F
-  Pressure  
Medium 6 (60 psi)
-  Peel Cold



## ULTRACOLOR® SOFT

This digital screen printed transfer is a hybrid full color transfer that combines digitally printed graphics with a screen print backing. UltraColor Soft provides a soft, clean edge, full color print. The large 11" x 18" sheet size allows you to combine multiple jobs or images to reduce your overall cost. And pricing breaks at increased quantities reduces costs on large runs. Low temp application allows for printing on many heat sensitive fabrics.



### APPLICATION

100 % Polyester

Lycra® / Spandex

Woven Nylon



Time  
12-15 seconds



Temperature  
290°F



Pressure  
Medium 6 (60 psi)



Peel Cold

Cotton

Cotton/Poly Blends



Time  
12-15 seconds



Temperature  
340°F



Pressure  
Medium 6 (60 psi)



Peel Cold

# SCREEN PRINTED INK TRANSFERS

- ▶ Keep your screen printing in house.
- ▶ We print it, you profit.
- ▶ Phthalate-free plastisol ink.
- ▶ Durable, classic feel.
- ▶ Gang sheets and quantity price breaks for cost effective pricing.





# GOOF PROOF®

Goof Proof is the "go to" for most of your decoration needs. This is our best selling product because it applies quickly, is durable and offers superior opacity on any color apparel. Two sheet sizes (11.25" x 14" and 12.5" x 17.5") for maximum cost efficiency. Available in over 70 stock colors of Phthalate-free plastisol ink.

## Ink Colors:

BLACK 233 C	WHITE	SOFT PINK 1895 C	DUSTY ROSE 1555 C	BUBBLEGUM PINK	RASPBERRY 212 C
FUCHSIA 233 C	RUBINE RED	METALLIC ROSE GOLD 680 C	RED 186 C	RUST 18-1449	BURGUNDY 202 C
MAROON 195 C	EGGPLANT 5115 C	PEACH 1625 C	TENNESSEE ORANGE 1375 C	ORANGE 172 C	BURNT ORANGE 1665 U
TEXAS ORANGE 1525 C	MEDIUM BROWN 470 C	DARK BROWN 4975 C	YELLOW 102 C	GOLD 1235 C	MAIZE 123 C
OLD GOLD 1255 C	VEGAS GOLD 4505 C	METALLIC GOLD	TURQUOISE 320 C	SHARK TEAL 321 C	JAG GREEN 3155 C
DOLPHIN 3282 C	MINT GREEN 571 C	CELERY 367 C	PISTACHIO 360 C	AVOCADO 368 C	JADE GREEN
KELLY GREEN 348 C	OLIVE 371 C	DARK GREEN 357 C	POWDER BLUE 277 C	CAROLINA BLUE 278 C	COLUMBIA BLUE 279 C
ROBIN EGG BLUE 2985 C	CYAN	DENIM 646 C	MID BLUE 300 C	ROYAL 286 C	MIDNIGHT BLUE 295 C
NAVY BLUE 289 C	THISTLE 16-3304	VIOLET 522 C	LAVENDER 2655 C	PURPLE 267 C	CEMENT 427 C
METALLIC SILVER 877 C	GREY 430 C	CHARCOAL 432 C	METALLIC GRAPHITE	CREAM 1205 C	NATURAL
BEIGE 726 C	FLESH 475 C	TAN 472 C	KHAKI 7536 C	NEON LIME	NEON YELLOW
NEON ORANGE	NEON PINK	NEON BLUE	NEON GREEN		

## APPLICATION

Cotton

Cotton/Poly Blends

-  Time  
4-6 seconds
-  Temperature  
365°F
-  Pressure  
Medium/Firm 6-8  
(60-80 psi)
-  Peel Hot

100 % Polyester

-  Temperature  
325°F
-  Time  
10-12 seconds
-  Pressure  
Medium/Firm 6-8  
(60-80 psi)
-  Peel Hot

KIND  
PEOPLE  
ARE MY KIND  
OF PEOPLE

# HOT SPLIT RETRO

Our same plastisol transfer with a soft, light feel. Screen printed without adhesive so the inks melt into the apparel. Ideal for thin fabrics. Less opacity than other transfer types which is what helps to achieve that fashionable vintage vibe. Perfect for burn-out tees and designs with some distress. Available in 70 Phthalate-free ink colors.

## Ink Colors:

BLACK	WHITE	SOFT PINK 1895 C	DUSTY ROSE 1555 C	BUBBLEGUM PINK	RASPBERRY 212 C
FUCHSIA 233 C	RUBINE RED	METALLIC ROSE GOLD 680 C	RED 186 C	RUST 18-1449	BURGUNDY 202 C
MAROON 195 C	EGGPLANT 5115 C	PEACH 1625 C	TENNESSEE ORANGE 1375 C	ORANGE 172 C	BURNT ORANGE 1665 U
TEXAS ORANGE 1525 C	MEDIUM BROWN 470 C	DARK BROWN 4975 C	YELLOW 102 C	GOLD 1235 C	MAIZE 123 C
OLD GOLD 1255 C	VEGAS GOLD 4505 C	METALLIC GOLD	TURQUOISE 320 C	SHARK TEAL 321 C	JAG GREEN 3155 C
DOLPHIN 3282 C	MINT GREEN 571 C	CELERY 367 C	PISTACHIO 360 C	AVOCADO 368 C	JADE GREEN
KELLY GREEN 348 C	OLIVE 371 C	DARK GREEN 357 C	POWDER BLUE 277 C	CAROLINA BLUE 278 C	COLUMBIA BLUE 279 C
ROBIN EGG BLUE 2985 C	CYAN	DENIM 646 C	MID BLUE 300 C	ROYAL 286 C	MIDNIGHT BLUE 295 C
NAVY BLUE 289 C	THISTLE 16-3304	VIOLET 522 C	LAVENDER 2655 C	PURPLE 267 C	CEMENT 427 C
METALLIC SILVER 877 C	GREY 430 C	CHARCOAL 432 C	METALLIC GRAPHITE	CREAM 1205 C	NATURAL
BEIGE 726 C	FLESH 475 C	TAN 472 C	KHAKI 7536 C	NEON LIME	NEON YELLOW
NEON ORANGE	NEON PINK	NEON BLUE	NEON GREEN		

## APPLICATION

Cotton

Cotton/Poly Blends



Time  
8-10 seconds



Temperature  
360° -370° F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Hot



## ELASTI PRINTS®

Turn down the heat on performance wear. This low application temperature heat transfer is perfect for 100% polyester uniforms, shirts, and moisture-wicking apparel such as Under Armour®. Superior stretch and rebound ink formula available in 70 high opacity, phthalate-free plastisol colors. Also works great on reusable polypropylene bags!

### Ink Colors:

BLACK	WHITE	SOFT PINK 1895 C	DUSTY ROSE 1555 C	BUBBLEGUM PINK	RASPBERRY 212 C
FUCHSIA 233 C	RUBINE RED	METALLIC ROSE GOLD 680 C	RED 186 C	RUST 18-1449	BURGUNDY 202 C
MAROON 195 C	EGGPLANT 5115 C	PEACH 1625 C	TENNESSEE ORANGE 1375 C	ORANGE 172 C	BURNT ORANGE 1665 U
TEXAS ORANGE 1525 C	MEDIUM BROWN 470 C	DARK BROWN 4975 C	YELLOW 102 C	GOLD 1235 C	MAIZE 123 C
OLD GOLD 1255 C	VEGAS GOLD 4505 C	METALLIC GOLD	TURQUOISE 320 C	SHARK TEAL 321 C	JAG GREEN 3155 C
DOLPHIN 3282 C	MINT GREEN 571 C	CELERY 367 C	PISTACHIO 360 C	AVOCADO 368 C	JADE GREEN
KELLY GREEN 348 C	OLIVE 371 C	DARK GREEN 357 C	POWDER BLUE 277 C	CAROLINA BLUE 278 C	COLUMBIA BLUE 279 C
ROBIN EGG BLUE 2985 C	CYAN	DENIM 646 C	MID BLUE 300 C	ROYAL 286 C	MIDNIGHT BLUE 295 C
NAVY BLUE 289 C	THISTLE 16-3304	VIOLET 522 C	LAVENDER 2655 C	PURPLE 267 C	CEMENT 427 C
METALLIC SILVER 877 C	GREY 430 C	CHARCOAL 432 C	METALLIC GRAPHITE	CREAM 1205 C	NATURAL
BEIGE 726 C	FLESH 475 C	TAN 472 C	KHAKI 7536 C	NEON LIME	NEON YELLOW
NEON ORANGE	NEON PINK	NEON BLUE	NEON GREEN		

## APPLICATION

100% Polyester



Time  
15 seconds



Temperature  
290°F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Cold



## PUFF

Standard plastisol ink with a puff print additive to give a unique 3D effect when applied with a heat press. Available in Puff Black and Puff White which can be combined with all other Goof Proof ink colors for a dimensional look. Works best with large, bold designs and is great for fashion apparel.

### INK COLORS:

PUFF BLACK

PUFF WHITE

## APPLICATION

Cotton

Cotton/Poly Blends



Time  
5 seconds



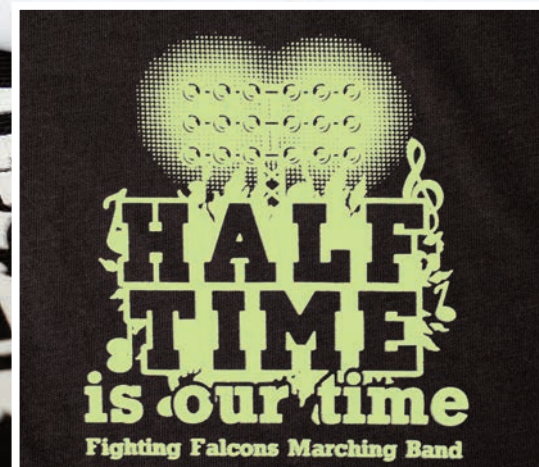
Temperature  
365°F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Hot



# GLOW-IN-THE-DARK

Create fun effects with Glow-in-the-Dark! Looks off-white in daylight but in the evening provides a bright green glow! Perfect for Halloween parties, birthday parties, bands, or any group or event that wants its message to be seen, even in the dark. Looks best on dark apparel for contrast.

## INK COLORS:

GLOW-IN-THE-DARK

## APPLICATION

Cotton

Cotton/Poly Blends



Time  
10 seconds



Temperature  
340°F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Warm



## REFLECTIVE

Whether for safety or fashion, be seen with reflective screen printed transfers. Metallic silver in daylight; reflects direct light at night.

Luminance: 400-450 CD

### INK COLORS:

REFLECTIVE SILVER

## APPLICATION

Cotton  
Polyester  
Cotton/Poly Blends  
Spandex / Lycra®  
Woven Nylon



Time  
15 seconds



Temperature  
305°-315°F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Cold

# SCREEN PRINTED NAMES + NUMBERS

- ▶ Save time & money with pre-printed player names & numbers.
- ▶ Phthalate-free plastisol ink.
- ▶ Match any uniform for a professional look.



HOWARD

## EXPRESS NAMES™

Personalize any apparel quickly and easily with pre-spaced customized names. Decorate front, back, left chest, leg, and sleeves. Pair with stock numbers for an easy, one-step application.

Available in straight, vertical and arch formats and 1", 2", 2.5" and 3" letter heights.

### INK COLORS:

BLACK	WHITE	BUBBLEGUM PINK	RED 186 C	BURGUNDY 202 C	MAROON 195 C
ORANGE 172 C	TEXAS ORANGE 1525 C	DARK BROWN 4975 C	GOLD 1235 C	METALLIC GOLD	VEGAS GOLD 4505 C
KELLY GREEN 348 C	DARK GREEN 357 C	NEON LIME	COLUMBIA BLUE 279 C	ROYAL 286 C	DOLPHIN 3282 C
NAVY BLUE 289 C	PURPLE 267 C	GREY 430 C	METALLIC SILVER 877 C		

### FONT STYLES:

ARIAL

*Athletic Script*

AVALON

AVERTA

Brush Script

FULL BLOCK

HANDEL GOTHIC

HOMEWARD BOUND

HERCULES

IMPRESS

REX BOLD

VOGUE

ZAG BOLD

## APPLICATION

Cotton

Polyester

Cotton/Poly Blends



Time  
3-5 seconds



Temperature  
365°-370°F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Warm

### 100% Polyester



Time  
15 seconds



Temperature  
290°F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Cold

# STOCK NUMBERS

Stand up and be counted, both on and off the field.  
One and two color styles available for a variety of fabrics giving you endless uniform and apparel combinations.



## 5 PACKS

5 transfers of the same digit, size, and color. Perfect for teams who choose their own numbers or basketball teams where only 0-5 are ordered.



## EXPRESS PACKS

Perfect for teams. Numbers 0-9 in the same size and color. Includes 60 digits: 15 of #1, 5 each of #2-8, #0

## Best Value



## NUMBER KITS

Perfect for leagues! Comes with an organized box and contains digits to number 15 teams #1-15. Includes 315 digits: 120 #1, 30 each of #2-5 and #6/9, 15 each of #0, 7, 8

## APPLICATION

### CHAMP, ALL STAR

Cotton

Cotton/Poly Blends



Time  
4-6 seconds



Temperature  
360° - 370° F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Hot

### CHAMP PRO

100% Polyester



Time  
15 seconds



Temperature  
290° F



Pressure  
Medium/Firm 6-8  
(60-80 psi)



Peel Cold

# NUMBER STYLES

## 0123456789

Number Heights: 4", 6", 8", 10"

### CHAMP

for cotton & cotton / poly blends

BLACK	WHITE	BUBBLEGUM PINK	RED 186 C	MAROON 195 C
ORANGE 172 C	TEXAS ORANGE 1525 C	GOLD 1235 C	VEGAS GOLD 4505 C	KELLY GREEN 348 C
DARK GREEN 357 C	COLUMBIA BLUE 279 C	ROYAL 286 C		
NAVY BLUE 289 C	PURPLE 267 C	GREY 430 C		

### CHAMP PRO

for 100% polyester performance wear

BLACK	WHITE	RED 186 C	MAROON 195 C	ORANGE 172 C
GOLD 1235 C	VEGAS GOLD 4505 C	NEON LIME	COLUMBIA BLUE 279 C	ROYAL 286 C
NAVY BLUE 289 C	PURPLE 267 C	GREY 430 C		

## 0123456789

Number Heights: 4", 6", 8", 10"

### CHAMP 2 COLOR

for cotton & cotton / poly blends

BLACK/WHITE	BLACK/RED	BLACK/ORANGE	BLACK/GOLD	BLACK/VEGAS
BLACK/GREY	WHITE/BLACK	WHITE/GOLD	RED/BLACK	RED/WHITE
RED/NAVY	RED/ROYAL	MAROON/WHITE	BURGUNDY/VEGAS	ORANGE/WHITE
GOLD/WHITE	VEGAS/WHITE	KELLY/WHITE	D. GREEN/WHITE	D. GREEN/GOLD
ROYAL/WHITE	ROYAL/RED	ROYAL/GOLD	NAVY/WHITE	NAVY/RED
NAVY/ORANGE	NAVY/GOLD	NAVY/VEGAS GOLD	NAVY/COLUMBIA	NAVY/ROYAL
PURPLE/WHITE	PURPLE/GOLD	GREY/WHITE		

### CHAMP PRO 2 COLOR

for 100% polyester performance wear

BLACK/WHITE	WHITE/BLACK	WHITE/RED	RED/BLACK	RED/NAVY
RED/ROYAL	ORANGE/WHITE	GOLD/WHITE	V. GOLD/WHITE	ROYAL/WHITE
NAVY/WHITE	GREY/WHITE			

## 0123456789

### ALL STAR

for cotton & cotton / poly blends

BLACK	WHITE	BUBBLEGUM PINK	RED	MAROON
ORANGE	GOLD	KELLY GREEN	DARK GREEN	COLUMBIA BLUE
ROYAL	NAVY BLUE	PURPLE	GREY	

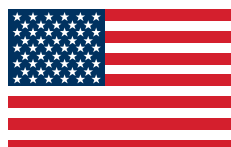
Number Heights: 4", 6", 8", 10"



### FLAG PACKS

Add some patriotism to uniform sleeves.

2" x 3" USA



1.5" x 3" CAN





## HEAT TRANSFER VINYL

Transfer Express now carries your favorite CAD-CUT vinyl from Stahls' to make ordering the products you need that much easier! Available in four sizes, sheets and rolls, to fit your craft or commercial vinyl cutting machines.

### AVAILABLE SIZES:

Sheets: 12" x 12"

Rolls: 12" x 36"

12" x 180"

12" x 360"

### AVAILABLE FINISHES:

- Fashion-FILM Electric
- Chroma Bling
- Glitter Flake
- Chalkboard
- T-Shirt Pro
- UltraWeed
- Metallic
- UV Shift
- Glow
- Flock

# GROW YOUR BUSINESS

- ▶ The tools to empower you to grow.
- ▶ The education you need to become a confident, capable apparel decorator.
- ▶ Marketing materials to help you promote your business.



# EASY VIEW® DESIGN CENTER

SAVE TIME AND MONEY WITH EASY PRINTS®

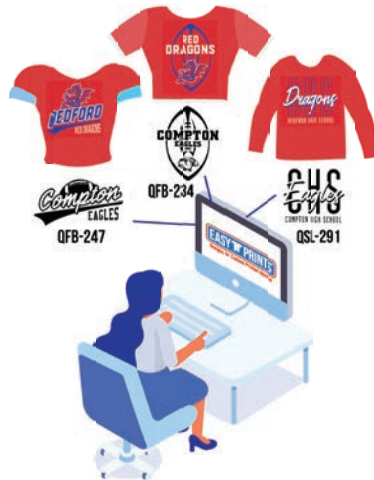
**YOU** have a customer.  
**WE** have your back.  
They need custom  
printed uniforms?  
You just happen to  
have some **IDEAS**.



The **IDEAS** are good!  
So they ask about  
**spirit-wear...**  
and **custom apparel**  
for **school, work,**  
**events,** and **fashion.**



**Easy View®**  
to the rescue!  
Create designs  
in just minutes.  
**Share** and have  
your customer  
**approve** online.



Get your transfers  
**fast** and apply to  
**fulfill** the order.



**Delivered**  
on time...



for the  
**WIN!**



**DESIGN.**  
**DECORATE.**  
**DELIVER.**

# YOUR T-SHIRT BUSINESS IN A BOX

## MATERIALS FOR YOU TO GROW YOUR BUSINESS.

# MARKETING KIT

The marketing kit is designed to help you gain custom apparel sales. Whether you have a storefront or visit with customers at different locations, you can use the marketing kit to your advantage. The Marketing Kit showcases the Idea Book™, your hard copy of Easy View® Online Designer to show your customers pre-made, customizable design templates.



- Personalized Idea Book™
- Easy View® Online Designer
- Generic B&W Idea Book™
- Apparel Catalogue
- Price Guide
- 20 Display Samples
- Two Showroom Posters
- Ink Color Selector
- \$15 Off Coupon
- Laptop Sticker
- T-Shirt + Transfer

# APPLICATION KIT

The Application Kit is the perfect set of accessories to go alongside your heat press. These tools will help you with everyday printing or when you are in a pinch situation. Don't get caught without these items.

- Easy View® Online Designer
- Application Chart Poster
- What to Use When Poster
- Placement Ruler
- \$10 Off Coupon
- Cover Sheets
- Mouse Pad
- Test Strips
- T-Shirt + Transfer



# GANG SHEETS

## MAXIMIZE THE SHEET TO MAXIMIZE YOUR PROFITS

Make the most out of your transfer sheets by grouping designs together. Each different design that can fit on a sheet is cutting your bottom line costs per order. Know the sheet sizes and start increasing your profits!

- **Plastisol Screen Printed Transfer: 11.5" x 14", Jumbo 12.5" x 17.5"**
- **UltraColor® Max DTF Transfer: Up to 22" x 22"**
- **UltraColor® Pro, Stretch, Soft: 11.5" x 18"**
- **Reflective: 11.5" x 18"**

Screen printed transfers are priced per color.

UltraColor® transfers are digitally printed so there are no additional color costs.



QTG-5



## SHIRT TAG LAYOUTS

Promote yourself! Branding shirts with custom tags promotes your business. Order a full sheet or you can always add them to empty space on your gang sheet.

QSP-3



## LEAGUE SPONSOR STRIPS

Sponsor strip layouts save you money for league orders. Choose the ink color and letter height, and replace each line with the sponsor's names. Use Express Names™ for any unique team colors!

QTY-87



## CLASS, TEAM OR EVENT LISTS

Printing a shirt with a list of names or events is easy in the Easy View® Designer. Just upload your .txt file list of names and adjust the layout as needed for the number of names.

CS-96



## SIGNATURE T-SHIRTS

Shirts filled with a class, camp or team's signatures are a special way to commemorate a year or season. Order a custom template & collect the signatures. We print it and you press a shirt that will bring memories!

## CUSTOM CLIP ART

If you use custom art in two or more orders, make it a custom clip art. For a small fee, we will set it up in Easy View® for your own personal use. Once set up, all future orders get the less expensive, Easy Prints® pricing.



QFB-252



# TRANSFER EXPRESS® APPAREL

Stylish, top-quality apparel that become canvases for decoration. Same-day shipping on most items, with ten warehouses nationwide - most items are received in 1-3 days. Low prices. No minimums. Free shipping on orders over \$300.

**BELLA+CANVAS**

**NLA** | **NEXT LEVEL**  
APPAREL

**allmade**

**DISTRICT**

**JERZEES**

**Champion**

**Hanes**

**COMFORT COLORS**

**American Apparel**

**RED KAP**  
1929

**AUGUSTA**  
SPORTSWEAR BRANDS

**GILDAN**

# THERE ARE **HEAT PRESSES** THEN THERE'S **STAHL'S Hotronix®**

## WHY YOU NEED A PROFESSIONAL HEAT PRESS

You take your business seriously, so it's important to use equipment that delivers quality and consistency. Compared to hobby presses and import presses, professional presses give you:

- Laser-cut steel framework with robotic welds
- Flat, even platens for perfect pressure
- Center-applied pressure – no pinch points!
- Better heat retention and accurate temperature readings

								
	DUAL AIR FUSION	AIR FUSION	FUSION	AUTO CLAM	360° IQ HAT PRESS	AUTO CAP	MAXX CLAM	STAHL'S BASIC CLAM
Style	Shuttle	Swing	Draw/Swing	Clam	Clam	Clam	Clam	Clam
Platen Size	16" X 20"	16" X 20"	16" X 20"	16" X 20" 16" X 16" 11" X 15"	One size fits all	3.5"x6"	16" X 20" 15" X 15" 11" X 15"	16" X 20" 15" X 15" 11" X 15"
Dual Platen	✓							
Digital Display	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature	Time Temperature
Time Settings	4	4	4	2	2	2		
Auto Adjust Pressure™	✓	✓						
Pressure Settings	4	4	1	1	1	1		
Programmable Touch Screen	✓	✓	✓		✓			
Threadability™	✓	✓	✓	✓	360°			
Auto Open	✓	✓		✓	✓	✓		
Auto On/Off	✓	✓	✓		✓			
Quick Change Platens	✓	✓	✓	✓		✓		
Warranty	Premier	Premier	Premier	Premier	Premier	Premier	Limited	Limited
Price	\$8,150	\$5,150	\$2,650	\$1,950 \$1,650 \$1,300	\$1,850	\$1,100	\$1,450 \$1,150 \$850	\$799 \$599 \$499



► \$800

### A2Z PRESS

Value priced, swing-away heat press. Made in the U.S.A., it gives you reliable transfer printing results and a heat free workspace. Excellent choice for home-based businesses, crafters, new t-shirt businesses or as a second press.



► \$375

### CRAFT PRESS

9" x 12" heat press is great for the home crafter or crafting business. Small footprint and fits in most crafting areas. Lightweight and portable. If you are just starting out, this is a very economical and reliable heat press.



Designs for Custom Printed Apparel

### HOW TO ORDER EASY PRINTS®

Custom art you create using our layouts, art and fonts

1. Open Easy View® Designer
2. Create your art by adding text, clip art, and/or a layout
3. Choose Print Method
4. Choose Transfer Type
5. Choose Apparel Color
6. Enter Quantity:
  - For a single image, enter how many of the image you need
  - If you set up a gang sheet, enter how many sheets you need
7. Complete checkout by entering shipping, and payment method

### ART PROOFS

Got a job with a lot of names, art changes, re-drawing or combining of files? Take the stress out by ordering an Art Proof. You will have the opportunity for 2 revisions and will be supplied with a high quality .JPG file for you to show to your customer. Then place your transfer order with confidence.



## OUR ARTWORK OR YOURS?

Whether you are creating your designs in Easy View® or want to send us your custom art, it's quick and easy to order.



### HOW TO ORDER EASY PRINTS® PLUS (Your artwork)

Send us your artwork!

Use the Transfer Express uploader:

[TransferExpress.com/upload](https://TransferExpress.com/upload)

### HOW TO ORDER EASY PRINTS® PLUS USING EASY VIEW®

1. Open Easy View® Designer
2. Select "Upload Your Art." Size the art and add any additional text, clip art or layout
3. If spot color (screen printed transfer):
  - Select item on art board
  - Select "Configure Color Map" from left toolbar
  - Click on the image to select a color
  - Choose the color you want us to print
  - Repeat for all art colors, then click "Back"If full color (Ultracolor or CAD-PRINTZ):
  - Select "Full Color" or "Digital CAD-PRINTZ" as the Print Method
4. Enter fabric, background color, and quantity
5. Click "Done" and add to cart
6. Complete checkout by entering shipping and payment method

## STAY CONNECTED!



Still hungry for more information, tips, tricks, and inspiration for all things heat printing? **Connect with us!** We love sharing ideas and connecting with our partners in apparel decorating.

# TURNAROUND TIMES

## THESE TRANSFERS MOVE FAST!

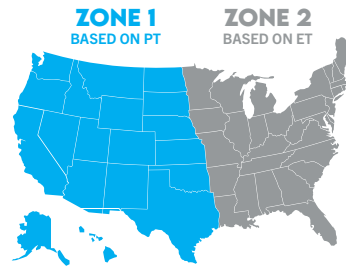
We are Transfer Express for a reason- we move fast. Once you place your order, we get the ball rolling. Our helpful and knowledgeable customer service center is here to help you when needed.

Place your order by

**11:00 AM PACIFIC TIME** (Zone 1)

**OR 11:00 AM EASTERN TIME** (Zone 2)

and your order will ship:



**TWO LOCATIONS  
TO SERVE YOU  
FASTER!**

**SAME  
DAY**

- Express Names™
- Color Selectors

**ORDER BY 11:00 AM ET** (Zones 1 & 2)

- Stock Numbers

**1  
DAY**

- One Color Screen Printed Transfers
- Personalized Idea Book™ & Marketing Kit
- Art Proofs
- Custom Clip Art

**NEW! ORDER BY MIDNIGHT ET** (Zones 1 & 2)

- UltraColor® Max

**2  
DAYS**

- Multi color screen printed transfers using our artwork (Easy Prints)
- Screen printed transfers using our artwork (Easy Prints) more than 250 sheets
- Screen printed transfers using your artwork (Vector and Non-Vector)
- UltraColor® Pro
- UltraColor® Soft

**ORDER BY 11:00 AM ET** (Zones 1 & 2)

- Reflective

**3  
DAYS**

**ORDER BY 11:00 AM ET** (Zones 1 & 2)

- UltraColor® Stretch
- UltraColor® Stretch with Blocker

