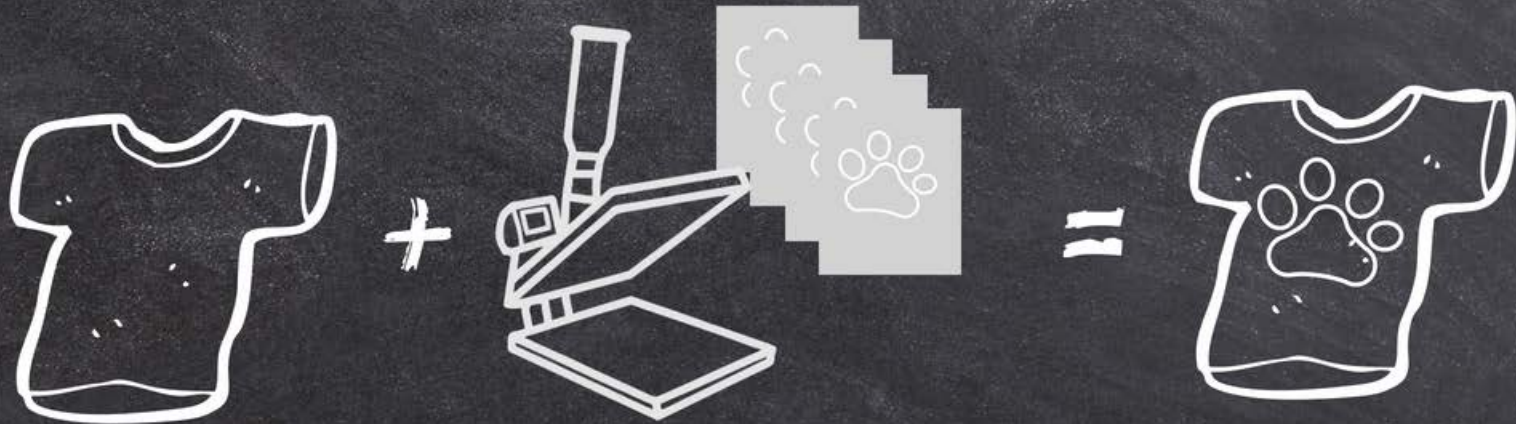


# SELLING APPAREL TO SCHOOLS

## EASY AS 1,2,3



# Types of School Apparel

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**STAHL'S<sup>®</sup>**  
**TRANSFER EXPRESS<sup>®</sup>**

The Custom Transfer People



# Types of School Apparel

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# Types of School Apparel

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# Types of School Apparel

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QMU-55

QSL-259



QCH-152



QFB-166



# Types of School Apparel

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## Clubs, Groups and Athletics



# Types of School Apparel

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## Athletic Uniforms



# Types of School Apparel

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## School Uniforms



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

The Custom Transfer People



# Types of School Apparel

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## School Events



QYT-222



QWN-46



QFB-205

# Types of School Apparel

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## School Events



# Types of School Apparel

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## School Events

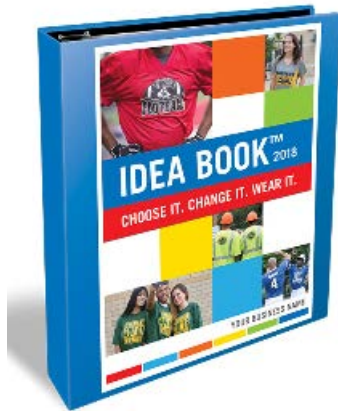




# As Easy As 1, 2, 3

1

Find A Layout You Like



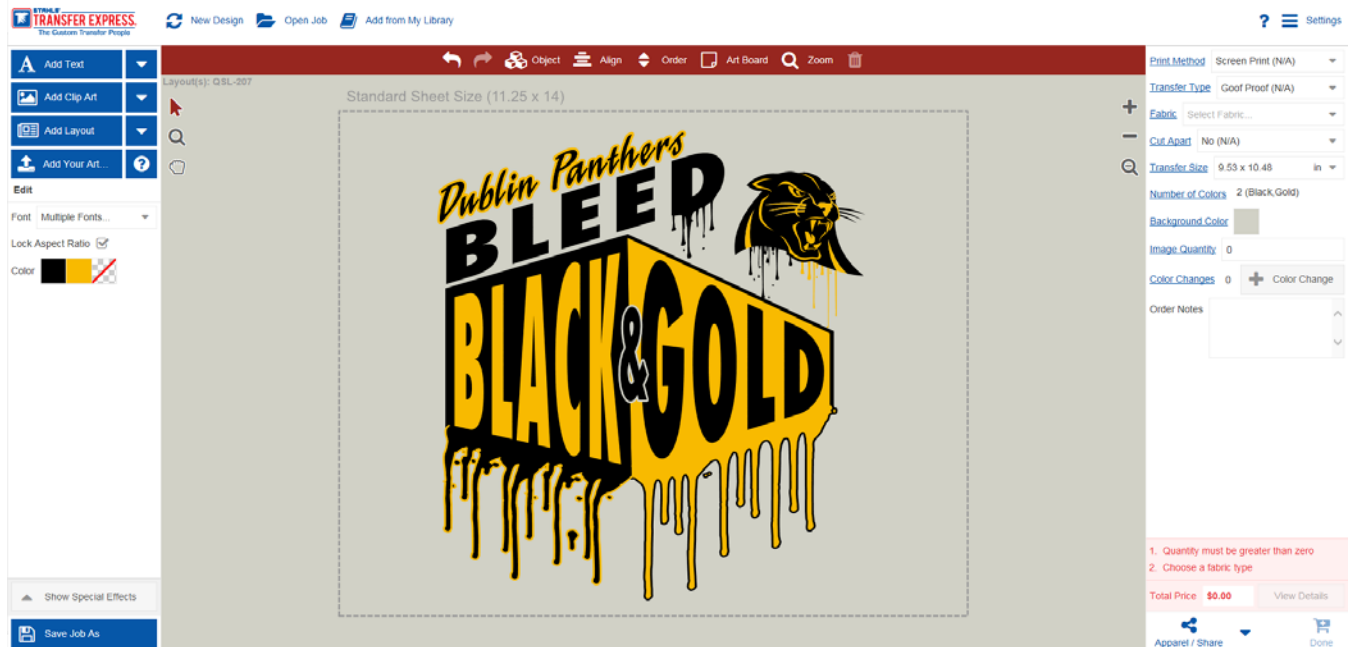
**STAHL'S®**  
**TRANSFER EXPRESS®**

The Custom Transfer People

# As Easy As 1, 2, 3

2

Customize It!



# As Easy As 1, 2, 3

2

Customize It!



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

The Custom Transfer People



# As Easy As 1, 2, 3

---

3

Heat Press It!



# School Contacts

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## Elementary Schools

Principal

Group Advisor

PTA/PTU (Parent-Teacher Group)

Parent of one of the students

## Jr. High/High School

Group Advisor

Booster Club

Team Coach

Student in one of the groups

Parent of one of the students



# The Extras to Win the Sale

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Tip 1: Use Easy View to Win the Sale with Customized Choices at your first meeting



VS.




Who are you buying from?



# The Extras to Win the Sale

Tip 2: Make it easy-offer to print order flyers

**Westwood High School  
Football Fundraiser**



Design #1      Design #2

**T-Shirts \$12.00 each & Hoodies \$20.00 each**

Colors Available: White Ink, Orange Ink

Sizes available:  
Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL

Name \_\_\_\_\_ Homeroom \_\_\_\_\_

**T-Shirts - \$10.00 Each**

Quantity _____	Color _____	Size _____	Design# _____
Quantity _____	Color _____	Size _____	Design# _____
Quantity _____	Color _____	Size _____	Design# _____

**Hoodies - \$20.00 Each**

Quantity _____	Color _____	Size _____	Design# _____
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Total Enclosed: \_\_\_\_\_ Tom's Graphic Tees • Your Phone# Here

**Ridge Tigers**

**SPIRIT SALE**



Items Available: Tees, Hoodies, Tote Bags and Sweatpants

**T-Shirts \$10.00 each Hoodies \$20.00 each**  
**Tote Bags \$6.00 Each, Sweatpants \$12.00 each**

Colors Available: Red, Royal or White  
Print will be white on red and royal shirts, red on white shirts  
Checks payable to Ridge PTA  
Orders Due September 2, Apparel Delivered September 12

Sizes available:  
Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL

Name: \_\_\_\_\_ Homeroom: \_\_\_\_\_

Item _____	Quantity _____	Color _____	Size _____	Design# _____
Item _____	Quantity _____	Color _____	Size _____	Design# _____
Item _____	Quantity _____	Color _____	Size _____	Design# _____

Your Business Name here • Your Phone # here

# The Extras to Win the Sale

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## Tip 3: Offer more than just t-shirts

- The more you order the less you pay per print (reduces your printing cost)
- Optimize your gang sheets (free printing space)
- Offer the same print on:

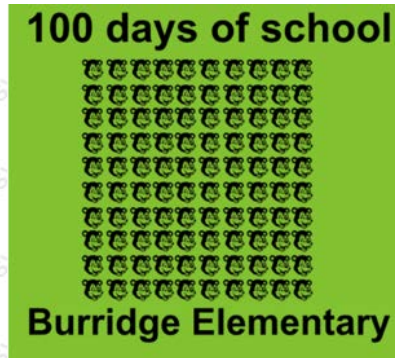
Mouse Pad  
Lunch Bags  
Book Bags  
Rally Towels  
Hoodies  
Jackets  
Yoga/Sweatpants  
Polo shirts



# The Extras to Win the Sale

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Tip 4: Don't be afraid to "create" the event





# The Extras to Win the Sale

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Tip 4: Package the order/Thank You Gift to Organizer

## T-SHIRT PACKAGING IDEAS



# School Checklist



[https://d1u2h7cezylrld.cloudfront.net/assets/pdf/TransferExpress\\_SchoolApparelChecklist\\_Infographic.pdf](https://d1u2h7cezylrld.cloudfront.net/assets/pdf/TransferExpress_SchoolApparelChecklist_Infographic.pdf)

# Thank You for Attending

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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)
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
- Watch our videos and previous webinars – <http://www.TransferExpress.com/Webinars>
- Visit our website: [www.TransferExpress.com](http://www.TransferExpress.com)
- Visit us at Trade Shows
- Connect with Us on Social Media

Contact us: Phone: 1-800-622-2280

Fax: 1-800-833-3877

# Next Webinar

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**How to Position Transfers**  
**Thursday, August 9**  
2:00 pm EST

