

# Welcome

## Marketing Tools



Presented by:



STAHL'S  
**TRANSFER EXPRESS**



STAHL'S'  
**TRANSFER EXPRESS**®

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

We manufacture screen printed and digital transfers that are heat applied to garments using a professional heat press.



We Print It. You Press It.™

# Marketing Your Business

What do you offer that your competitors don't?

Printed Samples

Who are your customers?

How are they easily reached?

Ordering info

Do you have a marketing budget?



# Low Budget Marketing Tips

- Wear your work
- Word of Mouth
- Customer Service
- Events (tournaments, festivals, races, etc.)
- Facebook, Myspace pages
- Newsletters, collect e-mail addresses

# Transfer Express Tools

- EasyPrints.com (link)
- Sales Flyers
- Spirit Flyers (Fundraisers)
- Marketing Kit

## Sales Flyers

School Name Here  
**SPIRIT SALE**

Design #1      x      Design #2

**T-Shirts \$10.00 each & Hoodies \$20.00 each**

Colors Available: Color Here (Color Here print) or Color Here (Color Here print)

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# \_\_\_\_\_

\_\_\_\_ Size \_\_\_\_\_ Design# \_\_\_\_\_

\_\_\_\_ Your Business Name Here • Your Phone# Here

## Easy View™

Idea Book Layout: QBK-106      Easy Prints® Preview

**Easy View**  
Online Design Preview

How Easy View works:  
1. Change the text & typestyles  
2. Change the clip art  
3. Click the Easy View button

Our complete Dealer web site has thousands of layouts and clip art available for Easy View customization.

(2009 Idea Book Page 41)

View your customized design now!  
**Easy View**

Text in the Layout - Change it to your choice of Text & Typestyles

Omit	Text	Typestyle
<input type="checkbox"/>	COMPTON	FULL BLOCK WIDE (UC ONLY)
<input type="checkbox"/>	BASKETBALL	FULL BLOCK WIDE (UC ONLY)

Current Clip Art      Click on a Clip Art below to replace the basketball

**Easy Prints** **FAMILY REUNION**

PICK A DESIGN AND MAKE IT YOUR OWN!

QBK-45      QBK-48      QBK-79

QBK-52      QBK-126      QBK-54      QBK-91

QBK-91

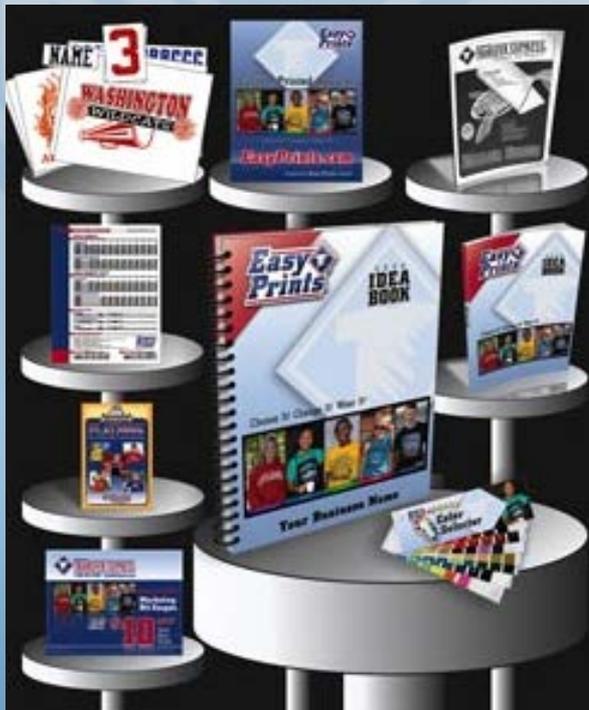
YOU CAN CHANGE:  
TEXT & CLIP ART  
TYPESTYLES  
COLORS  
SIZE

2009 ©TP

MORE DESIGNS AT  
**EasyPrints.com**

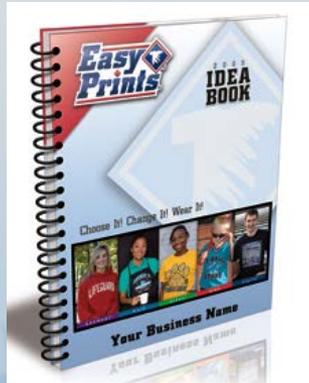
# Marketing Kit

**Everything you need to increase your imprinted sportswear sales. And everything your customers need to choose their garment graphics**



- **Personalized Easy Prints® Idea Book**
- **30 Easy Prints® display transfers**
- **Apparel Printing Color Selector**
- **Sample Generic Idea Book**
- **A Personalized Retail Price**
- **A Dealer Buying Guide**
- **16 x 20 Full Color Easy Prints® Dealer Poster**
- **A \$10.00 order coupon**
- **Samples**
- **Easy Prints® Playbook**

# Idea Book



- Contains over 800 designs, plus thousands of clip art images.
- Separated into sections (Anywear™, Work, School & Play)
- The Idea Book is 108 pages in full color.
- Get a Personalized Idea Book featuring Your Business Name on the cover.
- Use this as your sales tool to sell garments.



# Color Selector



Show your customers EXACTLY what the printed colors will look like. Includes all 57 stock colors listed in Dealer Guide.

# Full Color Poster



Size: 16" x 20"

Let your customers know you can do their custom job for them quickly and professionally.

# 30 Display Transfers

## Easy Prints Marketing Kit Transfer Guide



**Screen printed transfer types**  
 HS = HOT SPLIT  
 GP = GOOD PROOF®  
 H = POLYTRANS  
 EL = ELASTI PRINTS™

**Digital transfers**  
 PP = PHOTO PRINT  
 CP = CAD-PRINT™

Application instructions can be found in the Dealer Guide.  
 MORE DESIGNS ON OTHER SIDE

## Easy Prints Marketing Kit Transfer Guide



**Screen printed transfer types**  
 HS = HOT SPLIT  
 GP = GOOD PROOF®  
 H = POLYTRANS  
 EL = ELASTI PRINTS™

**Digital Transfers**  
 PP = PHOTO PRINT  
 CP = CAD-PRINT™

Application instructions can be found in the Dealer Guide.  
 MORE DESIGNS ON OTHER SIDE

Create in-store displays

Contains 30 different transfers

Uses a wide variety of color combinations

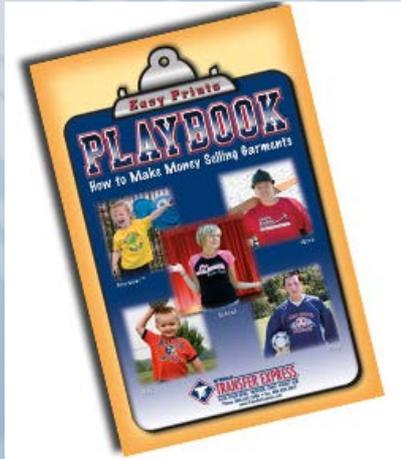
Each transfer type is represented as well as gang sheets

Designs match the pictures in the Idea Book

Apply these transfers to any garment and color you'd like (cotton, polyester or blend)

CAD-PRINT™ can be applied to any fabric type.

# Dealer Guide & Playbook



## A Beginner's Guide

- What is a Heat Press & Transfer?
- Why use Transfers? Top 5
- Why use Transfer Express? Top 5
- What's the Next Step? (City/State permits)
- Start Selling! (Who, Where, How)
- How to Order
- Application Tips (Positioning )
- Vendor Referral List



## Contains specific product information:

- **Pricing**
- Transfer Types
- Delivery Times
- Artwork Guidelines
- Application Instructions

# \$10 OFF!

Use this credit for your next order!



**STAHL'S**  
**TRANSFER EXPRESS**<sup>®</sup>  
1-800-622-2280 [TransferExpress.com](http://TransferExpress.com)



**Marketing  
Kit Coupon**



**\$10 OFF**  
Your  
Next  
Order

\* Expires January 1, 2010

This electronic coupon has already been applied to your account.

# Retail Price List

- Suggested pricing for a profit
- Personalized with your company name
- Individualizes type of artwork (Easy Prints Easy Prints Plus, Photo Prints, Numbers and Express Names)

RETAIL PRICE LIST											EFFECTIVE FEBRUARY 1, 2009	
<b>EASY PRINTS®</b>												
SINGLE IMAGE Prices are per piece												
FULL SIZE												
	5	10	15	20	25	35	50	75	100	150	250	500
1 COLOR	16.42	9.14	6.72	5.50	4.78	3.94	3.32	2.84	2.60	2.36	1.74	1.32
2 COLOR	30.48	16.72	12.14	9.94	8.46	6.90	5.72	4.80	4.34	3.88	2.88	2.16
3 COLOR	44.56	24.30	17.56	14.18	12.16	9.84	8.10	6.76	6.08	5.40	4.02	2.98
4 COLOR	58.64	31.88	22.98	18.52	15.84	12.78	10.50	8.70	7.82	6.92	5.16	3.82
5 COLOR	72.72	39.48	28.40	22.86	19.32	15.72	12.88	10.66	9.56	8.44	6.32	4.64
6 COLOR	86.78	47.06	33.82	27.18	23.22	18.68	15.26	12.62	11.30	9.98	7.46	5.48
HEART, CAP, VISOR SIZE												
1 COLOR	8.62	5.86	4.46	3.64	2.68	1.98	1.76	1.40	1.04	0.74	0.52	
2 COLOR	16.34	11.06	8.42	6.82	5.02	3.66	3.30	2.60	1.90	1.34	0.92	
3 COLOR	24.04	16.26	12.36	10.02	7.36	5.34	4.84	3.80	2.76	1.92	1.30	
4 COLOR	31.76	21.46	16.30	13.22	9.68	7.04	6.36	4.98	3.60	2.50	1.68	
5 COLOR	39.48	26.86	20.26	16.42	12.02	8.72	7.90	6.18	4.46	3.10	2.06	
6 COLOR	47.18	31.86	24.20	19.60	14.36	10.42	9.42	7.38	5.32	3.68	2.46	
<b>EASY PRINTS® PLUS</b>												
SINGLE IMAGE Prices are per piece												
FULL SIZE												
	5	10	15	20	25	35	50	75	100	150	250	500
1 COLOR	17.90	12.60	9.94	8.36	6.52	5.16	4.10	3.58	3.04	2.16	1.56	
2 COLOR	31.42	22.00	17.28	14.44	11.22	8.78	6.90	5.96	5.02	3.60	2.56	
3 COLOR	44.94	31.38	24.62	20.54	15.90	12.42	9.70	8.36	7.00	5.02	3.54	
4 COLOR	58.46	40.78	31.94	26.64	20.58	16.04	12.50	10.74	8.98	6.46	4.54	
5 COLOR	71.98	50.18	39.28	32.74	25.28	19.66	15.30	13.12	10.96	7.88	5.52	
6 COLOR	85.48	59.56	46.62	38.94	29.96	23.30	18.12	15.62	12.92	9.32	6.50	
HEART, CAP, VISOR SIZE												
1 COLOR	9.94	8.24	5.98	4.28	3.34	2.58	1.84	1.24	0.78			
2 COLOR	17.28	14.36	10.42	7.44	5.86	4.54	3.20	2.12	1.32			
3 COLOR	24.62	20.50	14.84	10.60	8.40	6.48	4.56	3.02	1.86			
4 COLOR	31.94	26.62	19.28	13.76	10.94	8.44	5.92	3.92	2.42			
5 COLOR	39.28	32.74	23.70	16.92	13.48	10.38	7.28	4.82	2.96			
6 COLOR	46.62	38.86	28.14	20.08	16.02	12.34	8.66	5.70	3.50			
<b>PHOTO PRINTS</b>												
<b>BASIC</b>												
		1st Print	Each Additional Print									
Four Color Process		33.52	5.68									
<b>FRAMES &amp; SD PRINTS</b>												
		1st Print	Each Additional Print									
Four Color Process		45.18	5.68									
<b>PLUS</b>												
		1st Print	Each Additional Print									
Four Color Process		112.94	5.68									
<b>ADDITIONAL CHARGES</b>												
Rush Orders - \$50.00 per color per order.												
Typesetting - \$70 per name (includes first and last name), \$40.00 minimum charge.												
A typeset fee is charged when listing ID words or names.												
Color Match - \$40.00 per color per order.												
Color Change - \$30.00 per charge per order.												
Art Charge - \$40.00 per half hour for excessive preparation.												
Your Logo™ & Your Mascot™ Archiving - \$30.00 one time fee per unique logo/mascot.												
<b>NUMBERS</b> Prices are per digit												
	4"	6"	8"	10"								
1 COLOR	.30	.50	.64	.90								
2 COLOR	.50	.74	1.02	1.46								
<b>EXPRESS NAMES</b> Prices are per name												
	1 in		2, 2.5, & 3 in									
STRAIGHT	2.80		3.10									
ARCH	4.00		3.10									
VERTICAL	3.10		3.10									

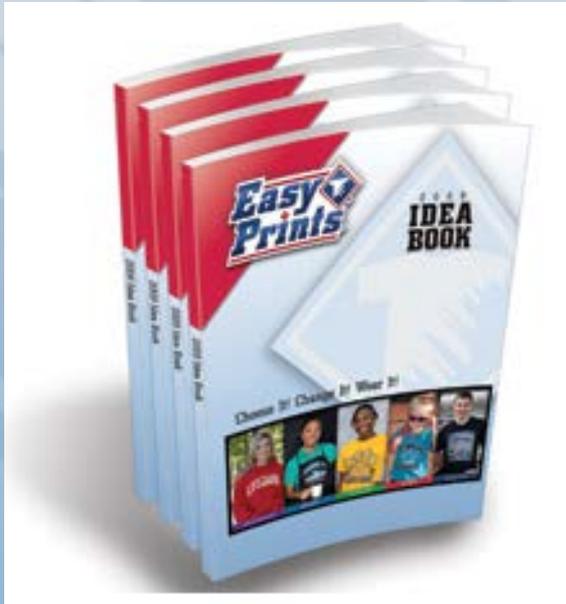


# Putting it all Together



# Extra Sales tools

## Catalog Packs



**Purchased separately**

A generic black and white Idea book is given with your Marketing Kit

Does not contain Transfer Express on cover

Place your own company sticker on front.

Catalog Packs sold separately to hand out to local businesses or good customers

**Package of 10 for \$20**

**Package of 25 for \$31.25**

**Package of 50 for \$55**

**Package of 100 for \$90.00**

# Pricing for Profit

<b>EASY PRINTS®</b>							
<b>SINGLE IMAGE</b>	Prices are per piece						
	5	10	15	20	25	35	50
<b>FULL SIZE</b>							
1 COLOR	16.42	9.14	6.72	5.50	4.78	3.94	3.32
2 COLOR	30.48	16.72	12.14	9.84	8.46	6.90	5.72
3 COLOR	44.56	24.30	17.56	14.18	12.16	9.84	8.10
4 COLOR	58.64	31.88	22.98	18.52	15.84	12.78	10.50
5 COLOR	72.72	39.48	28.40	22.86	19.52	15.72	12.88
6 COLOR	86.78	47.06	33.82	27.18	23.22	18.68	15.26

- If you are not making a profit, it's not worth it.
- The lowest price isn't always the best price.
- What is the value of your business compared to others? Do you offer better customer service, online capabilities, store front?

# Pricing Example



## Cost to You

2 color (50 images)  
50 sheets = \$2.86 sheet

Wholesale Shirt Cost  
**50 shirts x \$1.20**



## Suggested Retail Price

Transfer Front (x2)	\$5.72
+ Garment (x2)	+\$2.40

---

Retail Price = \$8.12

**Cost to Your Customer**

**Profit - \$4.06 a shirt**

**Total Profit \$203**

# Gang Sheet Pricing



## Cost to You

2 color (50 garments)  
50 sheets = \$3.06 sheet

Wholesale Shirt Cost  
**\$1.20**

Front



Front Retail  
**\$3.96**

Back



Back Retail  
**\$5.72**

## Suggested Retail Price

Transfer Front (x2)	\$5.72
Transfer Heart(x2)	+\$3.96
+ Garment (x2)	+\$2.40
<hr/>	
<u>Retail Price</u>	= \$11.78

**Cost to Your Customer**  
**Profit - \$7.52 a piece**

**Total Profit \$376**

# Number and Name Pricing

## Cost to You



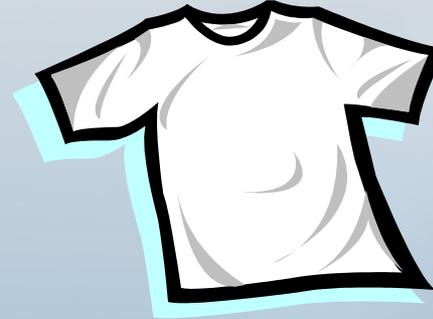
**JAMES**

1 Express Name  
\$1.55



**23**

Easy Prints Numbers  
\$0.51 a number



Wholesale Shirt Cost  
**\$8.30**

## Suggested Retail Price

Express Name (x2)	\$3.10
2 Digit Number (x2)	+\$2.04
Jersey (x2)	+\$16.60
<hr/>	
<u>Retail Price</u>	=\$21.74



## Cost to Your Customer

**Profit - \$10.87 a piece**  
**Total Profit \$583.50**

# Review of Key Tips

- Do your research
- Use the low budget marketing suggestions, especially wearing your own work and offering great customer service
- Marketing Kit offers 10 different tools getting you ready to increase sales
- Price to make a profit. If you aren't making a profit, it's not worth it
- Add transfer cost plus shirt cost and double it.
- Gang sheets can help keep costs down when applicable

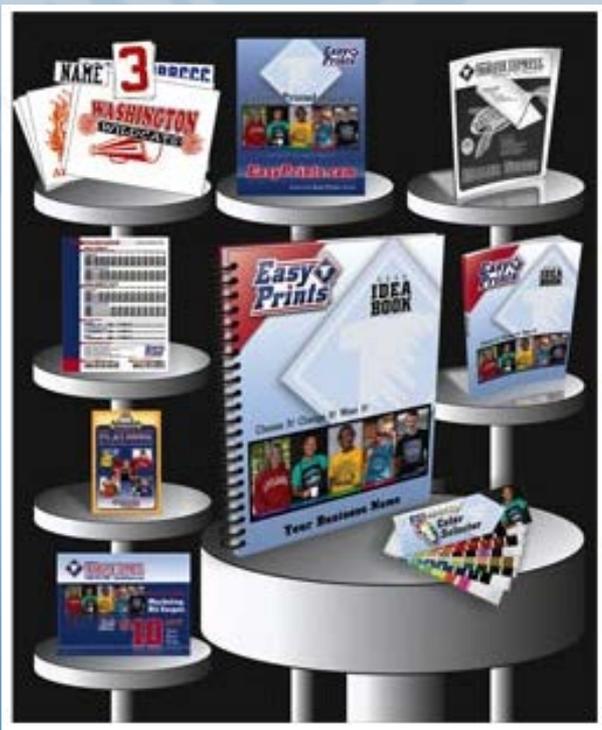


# Get Started Today

## Marketing Kit - \$49

10 essential tools to help your sell more custom printed apparel

- Personalized Idea Book
- 30 Display Transfers
- Number, Letter & Name Samples
- Dealer Guide
- Easy Prints® Playbook
- Color Selector
- Generic Idea Book
- Easy Prints® Poster
- Retail Price List
- \$10 off coupon





**Order a Marketing Kit at  
TransferExpress.com  
or**



**Call us at 1-800-622-2280  
to place an order or  
become a Dealer**

*We look forward to hearing from you!*

**What tools would you like to see in the Marketing Kit?**



# Webinar Summary PDF

<http://www.transferexpress.com/webinarthanks>

*Do you have more questions??*

Contact us:

**Phone:** 1-800-622-2280

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

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