

Custom Transfers Unleashed

Creative Projects to Boost Sales



Agenda



Lizz
Presenter

1. The Benefits

2. Market Segments

3. Creative Applications

4. Not Creative?

5. Tips for Success

6. Q&A



Why?

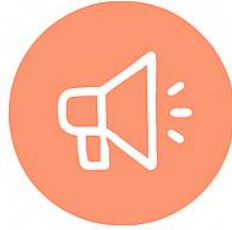
- Stand Out & differentiate Your Brand
- Scalable
- Broaden Your Catalog
- Drive Growth and Profits
- Simple to Apply- Press and GO!

Market Segments for Custom Apparel & Merchandise



Fashion & Apparel

Streetwear, sportswear



Promotional & Corporate

Branded uniforms,
event merchandise



Hobby & Niche Markets

City-themed, pet owners,
clubs



Seasonal & Event-Based

Holidays, weddings,
festivals, tournaments



Personalization & Gifts

Custom names, family/pet
designs



Retail & E-Commerce

Etsy, online boutiques,
small shops

Applications

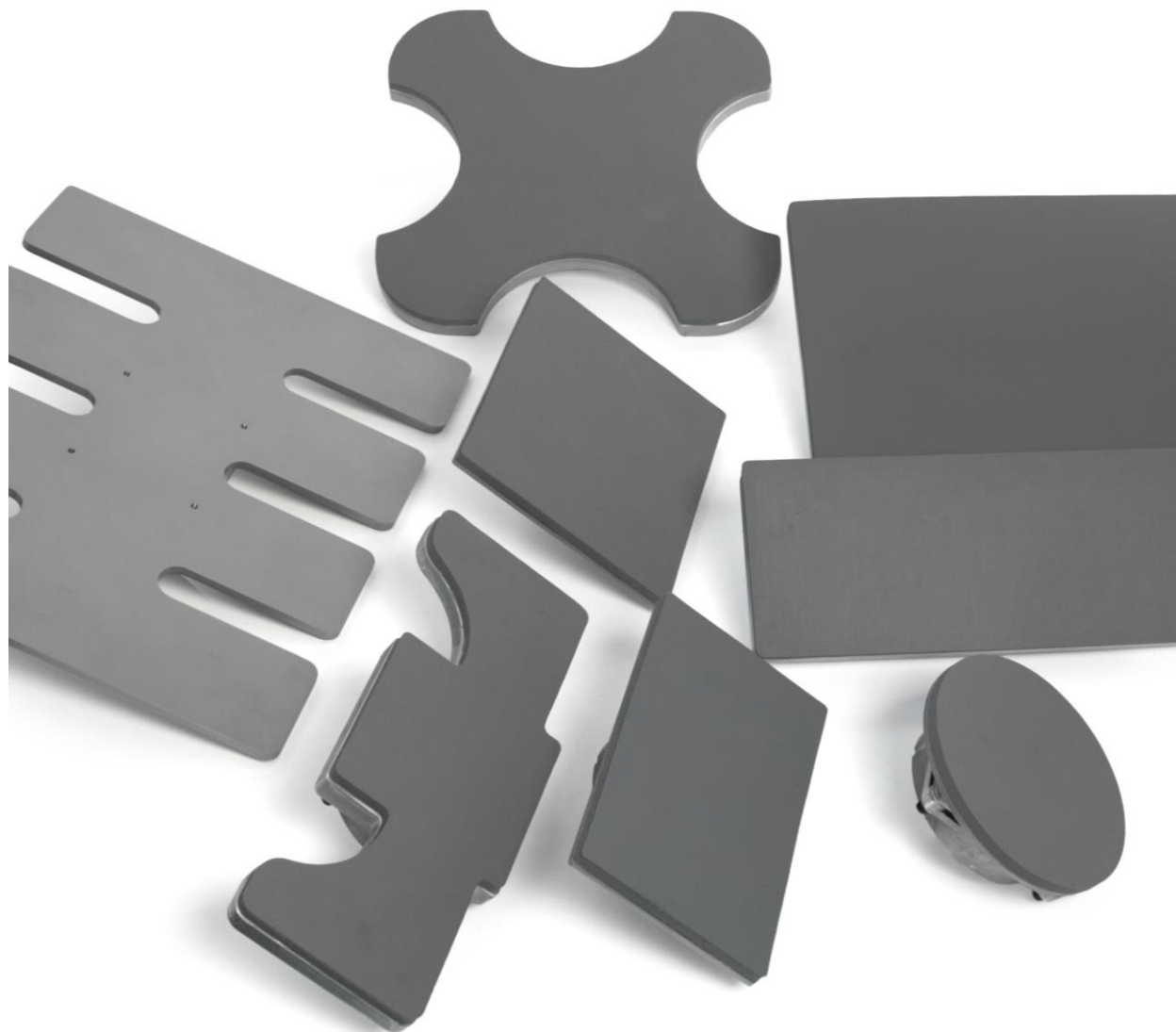
- Creative Print Locations
- Non-Apparel Opportunities
- Mix & Match Techniques



Print Locations

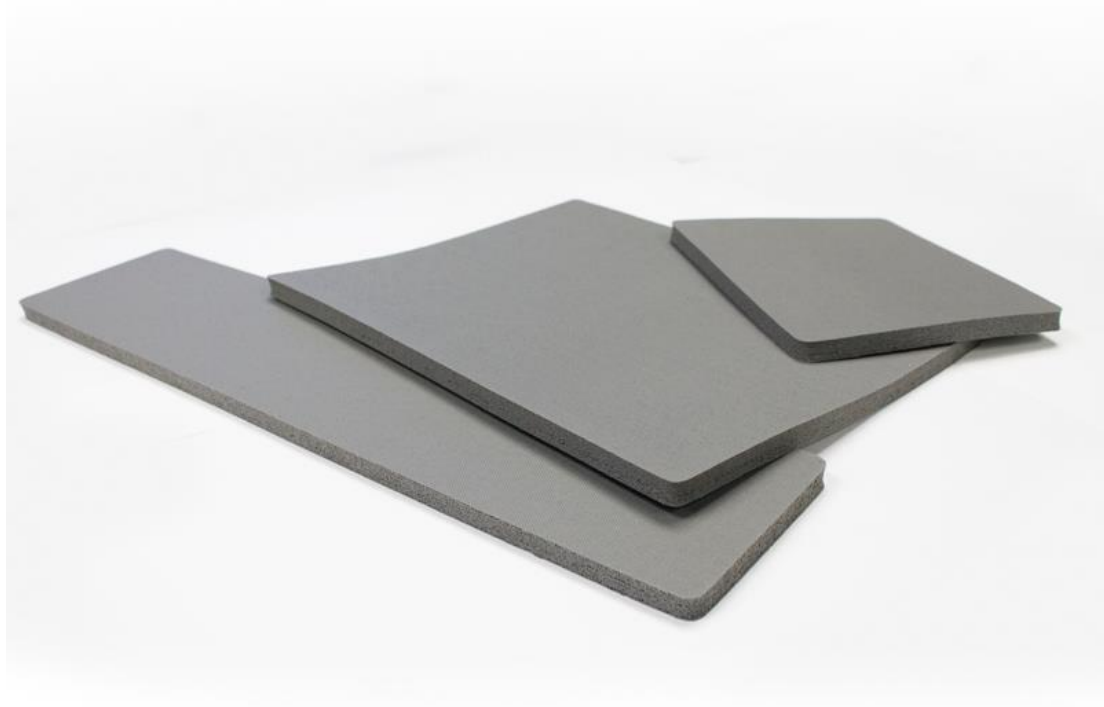
- Increased Brand Visibility
- Higher Perceived Value
- Upsell Opportunities
- Enhances the Experience







Heat Press Pillows



Heat Press Pads

Non-Apparel Opportunities



- Diversified Revenue Streams
- Year-Round Sales Potential
- Taps Into Corporate and Promo Markets
- Simple Upsell to Existing Clients





Custom all-purpose stickers



Mixed Media Techniques

- Visual Impact
- Creative Flexibility
- Versatile Applications
- Trend Driven Styles



Added Guidance

ONLY

\$35



The Application Kit is the ideal sidekick to your heat press, featuring essential tools that make everyday printing easier and help you troubleshoot quickly when you're in a pinch.



Sizing T-Shirt

A great sizing and placement reference to show your customers where the print will be placed.



Mousepad

Avoid those pesky buttons, zippers, and pockets by elevating your print area with this transfer friendly option.



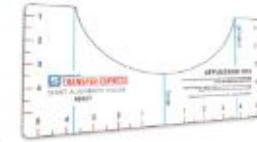
Test Strips

Test the temperature accuracy of your heat press to ensure proper application every time.

1. Set your heat press to 360°F
2. Using a cover sheet, adhere one strip strip to each corner of the paper and one in the center.
3. Place the paper on the heat press, test strip side down.
4. Close your press for 4 seconds. The boxes will turn black if the temperature has been reached.



WATCH HOW!



Application Ruler

Take the frustration out of aligning transfers with our easy to use ruler. Just match the cutout to the shirt collar, align your transfer, remove the ruler and press!



Chart Posters

Transfer Application chart to keep an easy reference poster near your heat press. Hang the What to Use When poster by your desk and order every transfer with confidence.



Coupon

We're excited for your custom heat transfer order, so we've included a \$10 credit to get you started!



Cover Sheets

These reusable cover sheets are essential for full color transfers and for garments that are partially decorated.

Not an Artist? We've Got you Covered!



FREE Online Designer

- ✓ No Subscription
- ✓ 10,000 + Clip Art
- ✓ 8,000+ Customizable Layouts
- ✓ 200+ Fonts



Tips for Success

- ✓ Use **Mockups** to sell before you print
- ✓ Market the **Versatility**
- ✓ **Connect** with local decorators
- ✓ Position yourself as a **Partner**, not a vendor

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1-800-622-2280

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Thanks for Attending!

Any Questions?



Lizz
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