



# Welcome

## Heat Printing for Back to School



Presented by:



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

We Print It. You Press It.™



STAHL'S®  
**TRANSFER EXPRESS**®

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



Heat Press



Screen Printed  
Transfer



Screen Printed  
Apparel

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

# Possible Business

- Spirit Wear
- School Uniforms
- Physical Education
- Sports
- Tournaments
- Clubs
- Alumni
- School Dances



## Organizers to contact

- Athletic Director
- Principal
- Book Store director
- Club Organizers (find on school website)



# Benefits of Using Transfers for School Apparel



- All you need is a heat press!
- Reduces Inventory – only print on what you need to.
- Provides cost savings by using multiple images on 1 transfer sheet (gang sheets)
- Print when you want to – no waiting for outsourcing
- Produces the same quality as screen printing
- Personalize on-demand in seconds with the students names or a number of their favorite senior football player.

# School Uniforms



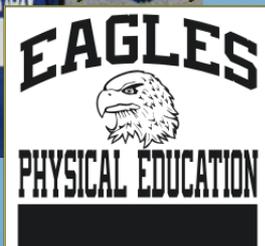
## Key Points

- 100% cotton, 100% Polyester, Cotton/Poly Blends
- Store for on demand printing all year
- Decorate other items with the same design



## Key Points

- Order a Full size and heart size for shorts on the same gang sheet
- No need to sit on extra inventory. Print when needed.
- Kids names can be written with permanent marker in white rectangle.



# Gang Sheets Save Money



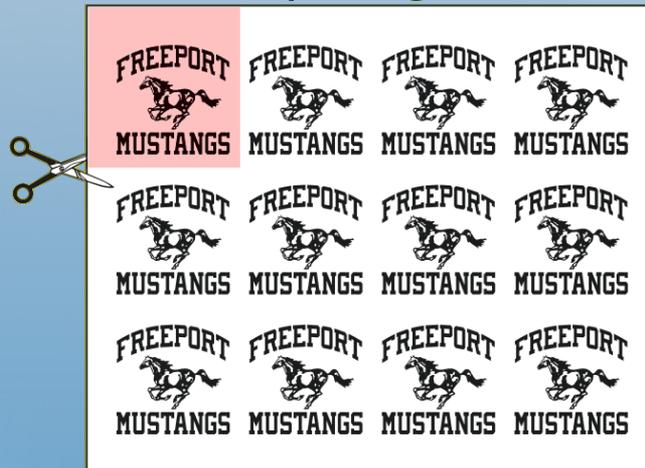
Screen Printed transfers are printed on an 11.25" x 14" sheet of paper

Gang Sheet – Multiple Images printed on the sheet.

Cut the individual images apart before application.

Extras can be stored and used throughout the year when needed.

12 up - Gang Sheet



2 Heart 1, Full - Gang Sheet





# Custom Clip Art

*Use your own logos and clip art in our Easy Prints® Layouts*

## Order an Easy Prints® Plus

Order your Easy Prints® Plus order that includes the logo or mascot you want to re-use.

[Send Your Artwork](#)



## Request Archive

We will complete your order and archive your art for future orders. This is a one time fee of \$15 per logo/mascot. We will assign your clip art a number related to your Dealer ID.



## Re-Use in Easy Prints®

Use your CCA (Custom Clip Art) in any of our Easy Prints® designs and receive Easy Prints® Pricing. Just tell us we have it on file!



QMU-57

# Spirit Wear

Offered all year!



Teams



PROPERTY OF



Color Changes



Patterns

## Key Points

- Animal prints & patterns are popular now!
- We have hundreds school layouts and mascots
- Ask for a color change to apply to different colors and save money. (eg. Order 50 transfers, 25 in white, 25 in black.)

# School Groups



**Don't forget to market to these smaller groups**

- Student Council
- Scouts
- Yearbook Staff
- Clubs

## **Transfer Attributes**

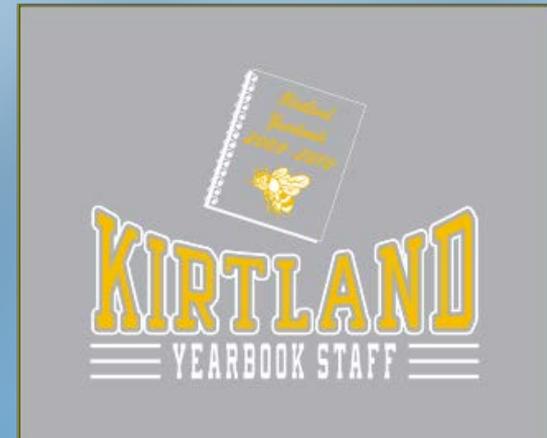
- Screen Printed
- Image Size= 11"x11"
- Goof Proof® Ink

Easy Prints® Layout



QSL-108

Full Size



# Fall Sports

Football



Volleyball



Cheerleading



Soccer



Lacrosse



## Other Events

- Homecoming
- Powder Puff Football
- Ice Cream Socials

## Tips

- Take your press to tournaments
- Personalize any garment
- Mesh no problem!

## What you can decorate using transfers:

- Uniforms
- Warm-Ups
- Practice Jerseys
- T-shirts
- Hoodies
- Equipment Bags

# Winter School Sales

- Basketball
- Wrestling
- Cheerleading
- Concert Band
- Winter Formal Dances

## It's Easy!

- Personalize with Express Names™
- Hoodies and sweat pants are popular
- Set up a table during games and sell Spirit Wear.



# Spring School Sales



Baseball



Softball



Track



Tennis



Prom/After  
Prom

- Use any left over transfers throughout the year to create a Spring Sale
- Alumni sales
- Graduation and Class of t-shirts sell quickly
- Not just Seniors. 5<sup>th</sup> graders graduating to Middle School

# Seniors/Class of Sales

- Order starting in the Fall
- Designs offered for Class Lists and Student Signatures.
- The best thing about seniors – There will be a new class needing shirts each year!
- Look for past webinars on t shirts with Signatures and Class Lists



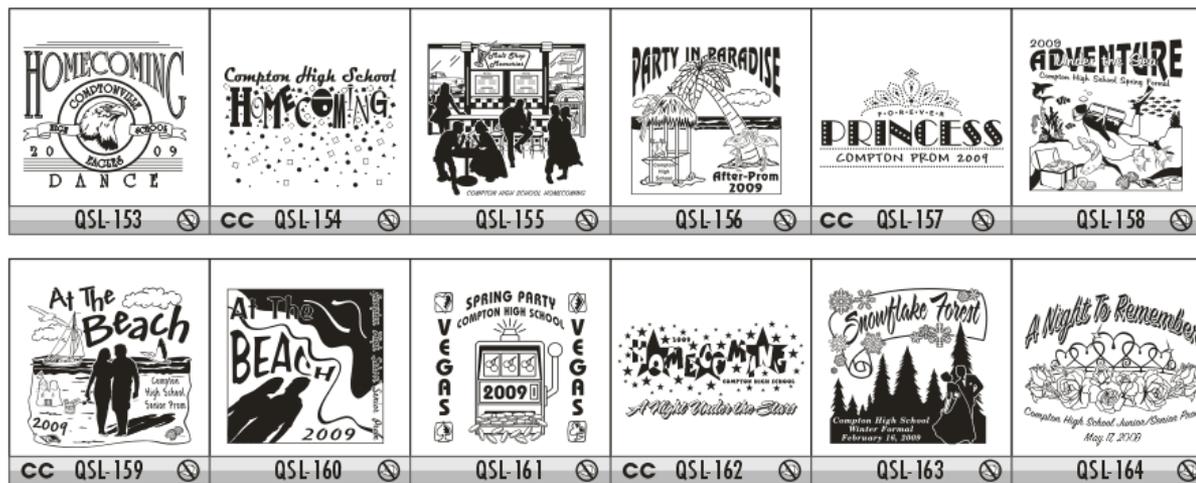
# School Dances

- T shirts are most popular takeaways for Proms and Homecomings
- Easy Prints designs can match you're the dance theme such as "Vegas Night", "City Lights", or "At the Beach".
- Custom artwork can also be turned into screen printed transfers.



## Transfer Attributes

- Screen Printed
- Image Size= 11" x 7"
- Hot Split Ink



# Not Just T-Shirts



## Don't forget the accessories!

- Bags
- Mouse pads
- Towels
- Aprons
- Scarves
- Blankets

Screen printed transfers apply to anything cotton, polyester and cotton/poly blends.

Digital transfers work on all types of fabrics.

# Back-to-School Marketing Tips

- Plan ahead!
- Know when to sell.
  - A few weeks before the sport or activity will start, initiate conversation with the organizer and show your products.
  - Ex. Selling Prom ideas in the Fall is too soon.
- Making a listing of when events happen in the school helps you keep track. School event calendars are usually posted online.
- Create a professional binder. Show visuals and printed samples that show your capabilities.

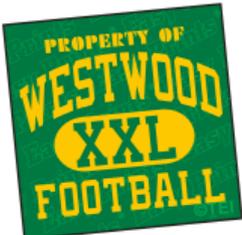
# Marketing Ideas

Create Spirit Wear Flyers



Use Easy View™ to create images for your flyers.

School Name Here  
**SPIRIT SALE**



Design #1



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# _____

**Hoodies - \$20.00 Each**

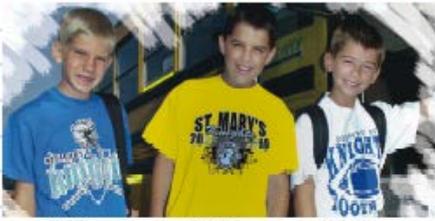
Quantity _____	Color _____	Size _____	Design# _____
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Total Enclosed: \_\_\_\_\_ Your Business Name Here • Your Phone# Here \_\_\_\_\_

**Sample Flyer**

**BACK TO SCHOOL SPIRIT WEAR WITH Easy Prints**

1. CHOOSE IT! 2. CHANGE IT! 3. WEAR IT!



MAS-9      QAL-117      QFB-60

BROWSE MORE DESIGNS @ EASYPRINTS.COM



QSL-108

ZEBRA STRIPES



CP-19

POLKA DOTS



CP-17

KIDS ON THE MOVE!



QTF-37

COMPTON ELEMENTARY



QTF-111



MAS-103



QMU-74



QMU-76

EAGLES



QSL-85


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We have "Print Ready" flyers online, ready to download.

# Screen Printed & Digital Transfers from Your Artwork



Send Your Artwork  
at  
[TransferExpress.com](http://TransferExpress.com)

Once your art is uploaded, we will call you to review it and give you a quote and/or place your order. You don't have to be a dealer to use this feature of our web site.



# 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





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