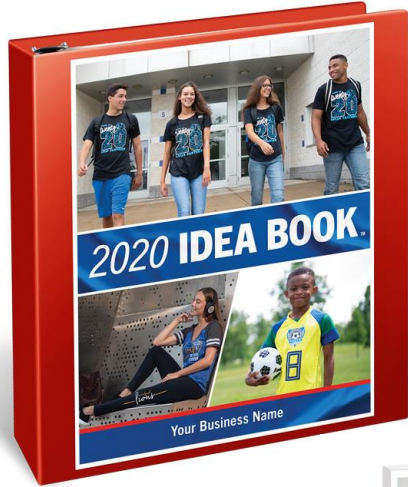




**YOUR NEW 2020 LINEUP
FROM TRANSFER EXPRESS
[WEBINAR]**



2020 Idea Book/Easy View

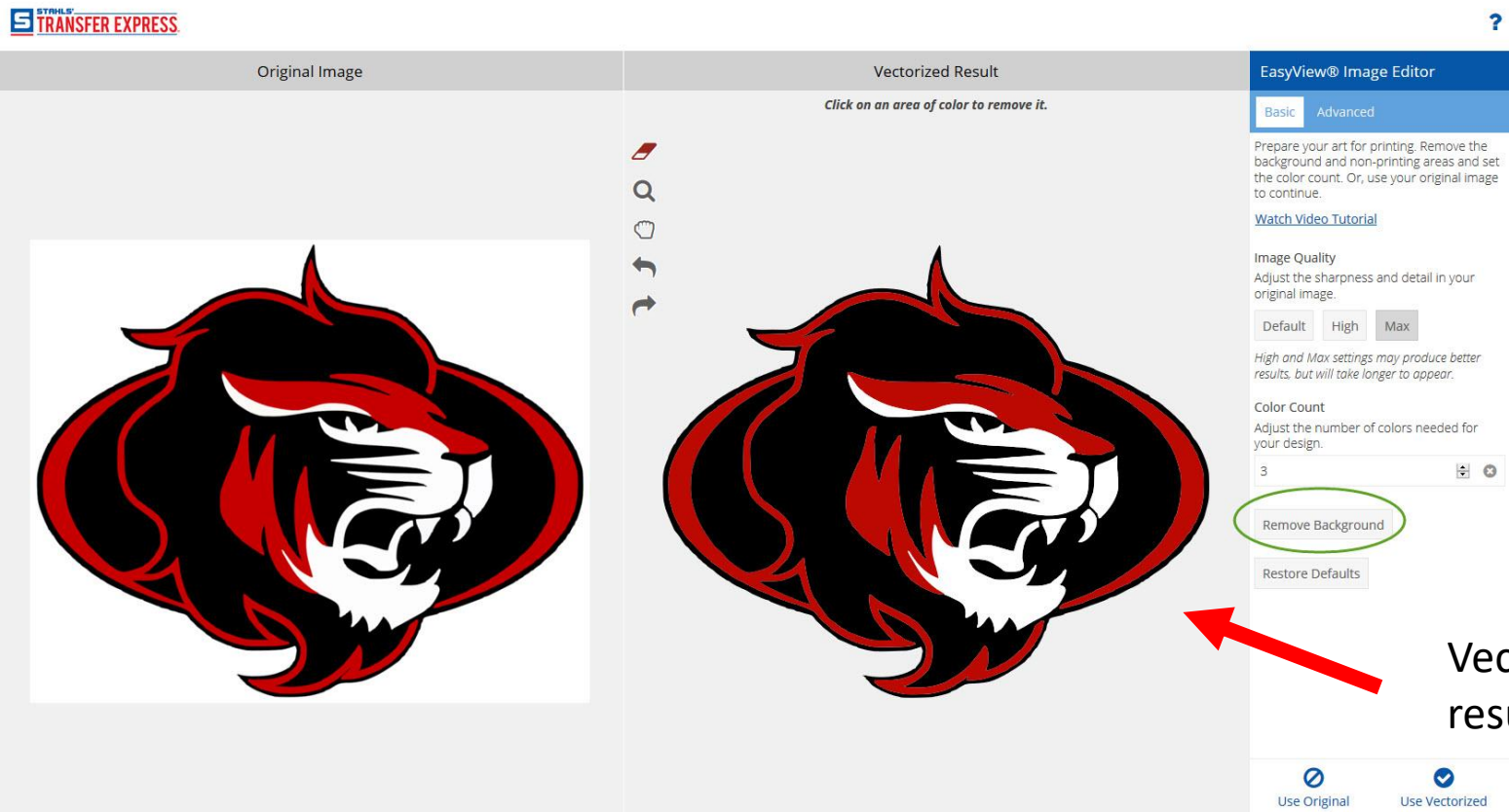


- 334 new trendy, modern Easy Prints® layouts
- Over 265 new pieces of clip art, updated and based on customer feedback
- New Travel & Vacations category
- Re-categorization and re-naming to make finding what you are looking for easier:
 - Text, Text & Clip Art, Clip Art Only is now called 'Building Blocks' (pg 6)
 - Pride is now 'Hometown Pride' (pg 10)
 - Camps is now 'Camps & Field Trips' (pg 22)
 - Changed 'All-Sports' to 'Athletics' (pg 32)
 - Separated out the Fitness, Martial Arts, and Outdoors layouts into their own categories (pgs 63, 64)
 - Separated out Military and Barber/Salon into their own categories (pgs 79, 80)
 - Re-named 'Restaurant' to 'Food Service'

2020 Idea Book/Easy View

- New tool in Easy View – **the Image Editor**
- Automatically opens in Easy View when you upload a piece of raster art (.jpg, .tif, etc)
- Vectorize the image and remove the background

Your original uploaded art

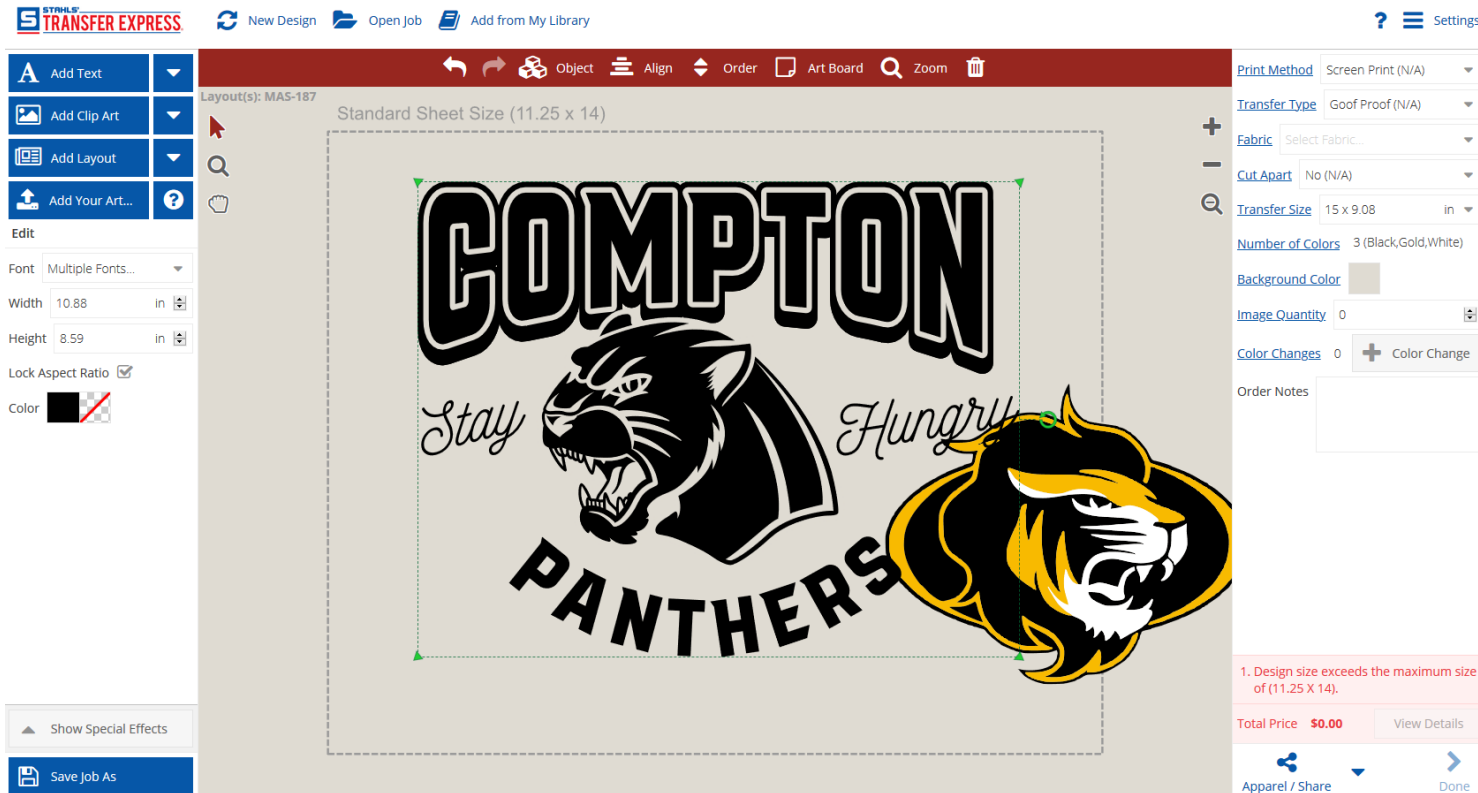


The screenshot displays the EasyView Image Editor interface. On the left, under the 'Original Image' tab, is a raster image of a red and black bulldog head. On the right, under the 'Vectorized Result' tab, is the same image converted to a vector format with a white background. A red arrow points from the text 'Your original uploaded art' to the original image. Another red arrow points from the text 'Vectorized result' to the vectorized image. The right-hand panel shows the 'EasyView® Image Editor' controls, including 'Basic' and 'Advanced' tabs, a 'Remove Background' button (circled in green), and 'Use Original' and 'Use Vectorized' radio buttons at the bottom.

Vectorized result

2020 Idea Book/Easy View

- New tool in Easy View – **the Image Editor**
 - Change artwork colors, add to layouts without the white box, Preview and Share, etc.
- For more information on how it works:
 - <https://blog.transferexpress.com/guide-to-using-the-image-editor-in-easy-view/>



New Point Of Sale Posters

- 16" x 20" size
- No Transfer Express branding
- Sold separately or set comes in Success Kit

Success Kit = Marketing Kit + Posters + 10 Unbranded Catalogs

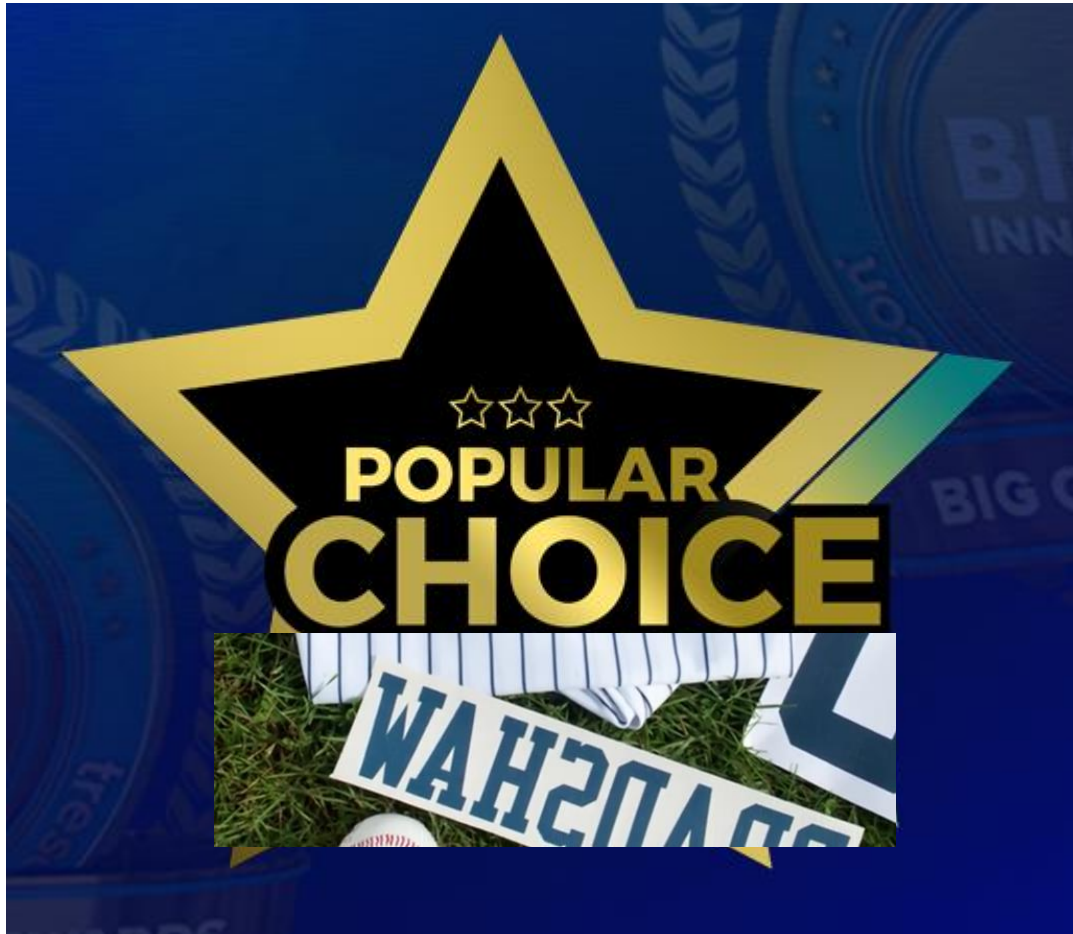


New Stock Ink Colors



- Dusty Rose
- Rubine Red
- Rust
- Maize
- Avocado
- Robin Egg Blue
- Thistle (greyish purple)

New Express Name Fonts



AVALON
HANDEL GOTHIC
ZAG BOLD
AVERTA
HOMeward BOUND
Athletic Script
Brush Script

Simbroidery

Simulated embroidery effect

Screen printed transfers (they are ink) that look like embroidery

To order - just put in order notes

Proof is recommended



Foil and Foil Adhesive

Foil Colors:

- Silver
- Gold
- Black
- Rosy Red
- Gunmetal
- MultiStripe
- Indy Pink
- Blue
- Green
- Bubblegum Pink
- Purple
- Copper

Sold by 12" x 15" sheets (packs of 10)



MultiStripe

Stretch Litho™ Matte



- Large 11.5" x 18" sheet size
- Any color or colors can be put on the sheet
- One price grid - use our art or yours!

And beginning February 1 - ships next day when ordered by 3 pm EST!

Stock Rhinestones



RS-102 WINE GLASS
RHINESTUDS
SIZE: 1.6"W X 4.5"T



RS-103 STAR
RHINESTUDS
SIZE: 4"W X 3.78"T



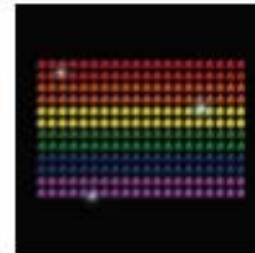
RS-104 HEART
RHINESTUDS
SIZE: 4.5"W X 4.12"T



RS-105 UNICORN
RHINESTUDS
SIZE: 3.53"W X 5"T



RS-106 CHRISTMAS TREE
RHINESTUDS
SIZE: 3.75"W X 5"T



RS-107 PRIDE FLAG
RHINESTUDS
SIZE: 3.5"W X 2.26"T



RS-108 AMERICAN FLAG
RHINESTUDS
SIZE: 3"W X 2"T



RS-109 FLIP FLOPS
RHINESTUDS
SIZE: 3"W X 4"T



RS-110 PALM TREE
RHINESTUDS
SIZE: 2.5"W X 4"T



RS-111 ANCHOR
RHINESTUDS
SIZE: 2.73"W X 4"T



RS-112 BOOT
RHINESTUDS
SIZE: 3.5"W X 4"T

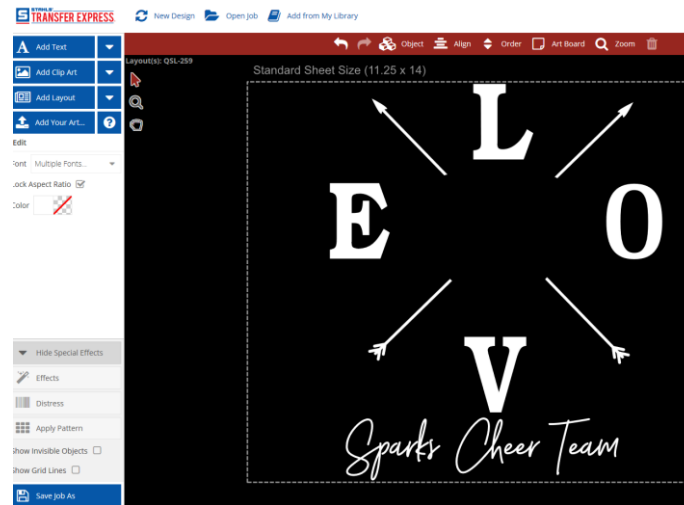
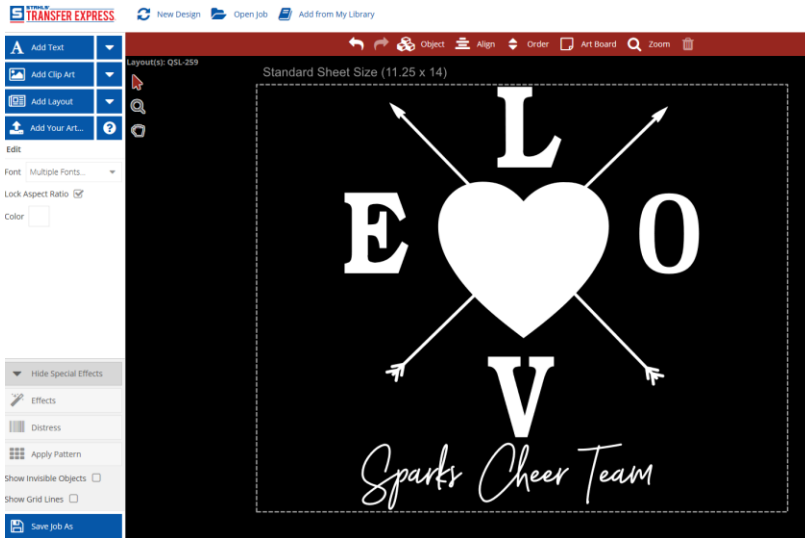


RS-113 SHAMROCK
RHINESTUDS
SIZE: 4.5"W X 4.25"T

Sold in packs of 5 for \$10

Stock Rhinestones

- Replicates Easy Prints® clip art
- Position in Easy View® using sizes
- Change color to show thru where rhinestones will go (rhinestones can not be applied to ink)
- Order rhinestones to be positioned in place



UltraColor™

Full color, cold peel transfer
- buy by the sheet or the piece

Applies to cotton, polyester,
poly/cotton blends, spandex

INTRODUCING

ultracolor™

Full Color Screen Printed Transfers

UltraColor gives you hi-def, photorealistic details with sharp, crisp edges other transfers can't deliver.

For the **ultimate** in softness, detail and durability, choose UltraColor

- Soft, matte finish customers love
- Free floating text and designs
- Hot peel
- Order by the piece or fill the sheet (11.5" x 18")

Choose from 3 transfer types:

UltraColor Soft has a very soft hand when applied to traditional cotton, polyester and cotton/poly blend apparel.

UltraColor Stretch is the answer for full color on stretchy apparel like performance wear. It won't crack or peel.

UltraColor Stretch Blocker has all the features of Stretch with an added blocker to inhibit dye migration on sublimated polyester.

LARGE SHEET SIZE 11.5" X 18"



UltraColor™ Stretch

Your full color choice for application to performance wear

Applies to polyester, lycra, spandex and nylon

Passed Industrial Laundry Specifications

Sold by the sheet or piece

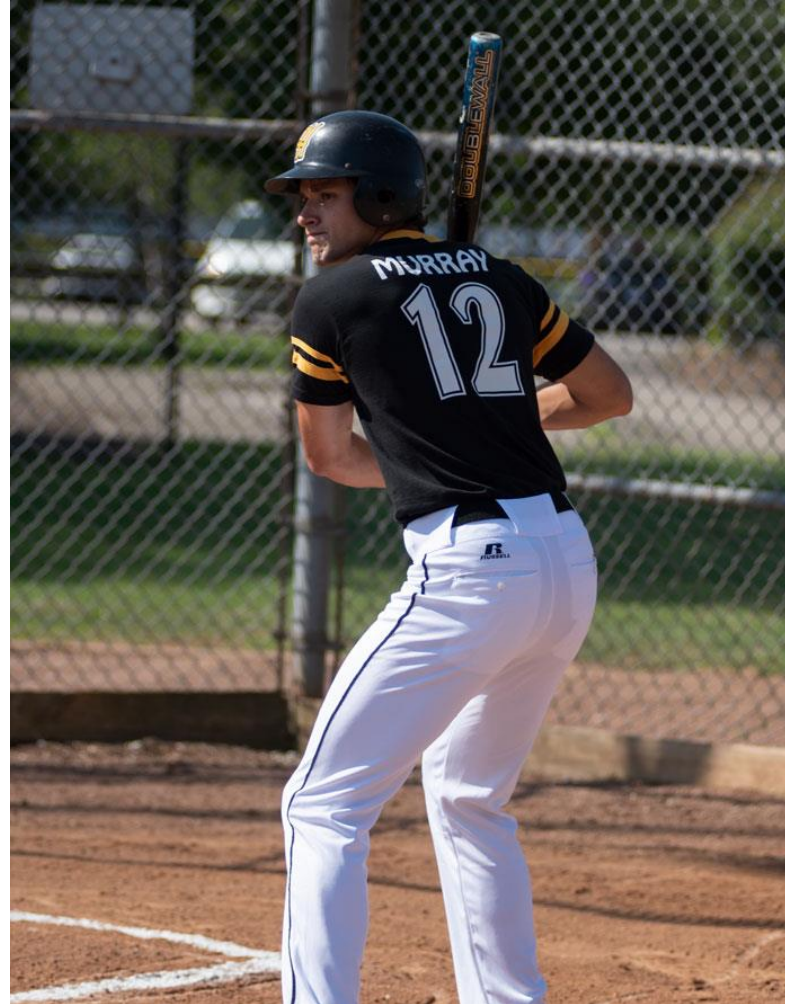
Available with Dye Block



Next Webinar

Tips and Tricks for Selling Athletic Uniforms

- Thursday, February 13
- 2:00 pm EST



Thank You For Attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – 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
- Visit us at Trade Shows
- Connect with Us on Social Media

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

Fax: 1-800-833-3877