

# CHOOSING AND PRINTING HOODIES

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# AGENDA

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- How to select wholesale hoodies
- How to design art for hoodies
- How to choose the right transfer product
- How to heat print hoodies
- How to price



# WHOLESALE HOODIES

- Popular brands (best price)
  - Gildan
  - Jerzees
  - Port & Company
  - Hanes
- Mid Priced
  - District
  - Sport Tek
- High End
  - Alternative
  - Allmade
  - Bella+Canvas
  - Comfort Colors
  - Ogio
  - New Era

				
Gildan® - Youth Heavy Blend™ Hooded Sweatshirt. 18500B	District® Youth Perfect Tri® Long Sleeve Hoodie DT139Y	Gildan® - DryBlend® Pullover Hooded Sweatshirt. 12500	Gildan® - Heavy Blend™ Hooded Sweatshirt. 18500	Gildan® - Heavy Blend™ Full-Zip Hooded Sweatshirt. 18600
XL, L, M, S, XS as low as <b>\$5.88</b>	XL, L, M, S, XS as low as <b>\$7.46</b>	2XL, XL, L, M, S, 3XL as low as <b>\$8.12</b>	5XL, 4XL, 3XL, 2XL, XL, L, M, S as low as <b>\$8.34</b>	2XL, XL, L, M, S, 5XL, 4XL, 3XL as low as <b>\$9.07</b>
				
American Apparel® Flex Fleece Zip Hoodie. F497W	Port & Company® - Core Fleece Pullover Hooded Sweatshirt. PC78H	Port & Company® - Youth Core Fleece Pullover Hooded Sweatshirt. PC90YH	Hanes® EcoSmart® - Pullover Hooded Sweatshirt. P170	JERZEES® - NuBlend® Pullover Hooded Sweatshirt. 996M
2XL, XL, L, M, S, XS as low as <b>\$10.30</b>	4XL, 3XL, 2XL, XL, L, M, S as low as <b>\$10.46</b>	XL, L, M, S, XS as low as <b>\$10.71</b>	5XL, 4XL, 2XL, XL, L, M, S, 3XL as low as <b>\$10.81</b>	2XL, XL, L, M, S, 3XL, 4XL as low as <b>\$11.34</b>

# WHOLESALE HOODIES

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- Styles
  - With Front Pocket (traditional)
  - Without Front Pocket
  - Full Zip
  - Cropped
  - Raglan Sleeve
  - Quarter Zip
  - Sleeveless
  - V-Neck



Port &  
Company  
LPC78H



Sport-Tek  
ST406



Port &  
Company  
PC78ZH



Bella-Canvas  
BC7502



District  
DT196



Sport-Tek  
ST249



Sport-Tek  
LST410



District  
DM139L

# WHOLESALE HOODIES

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- Weights
  - Range from 6.5 to 10 oz
  - Will they be layering
  - Will it replace a jacket
  - Polyester - lighter
  - Cotton - heavier



# WHOLESALE HOODIES

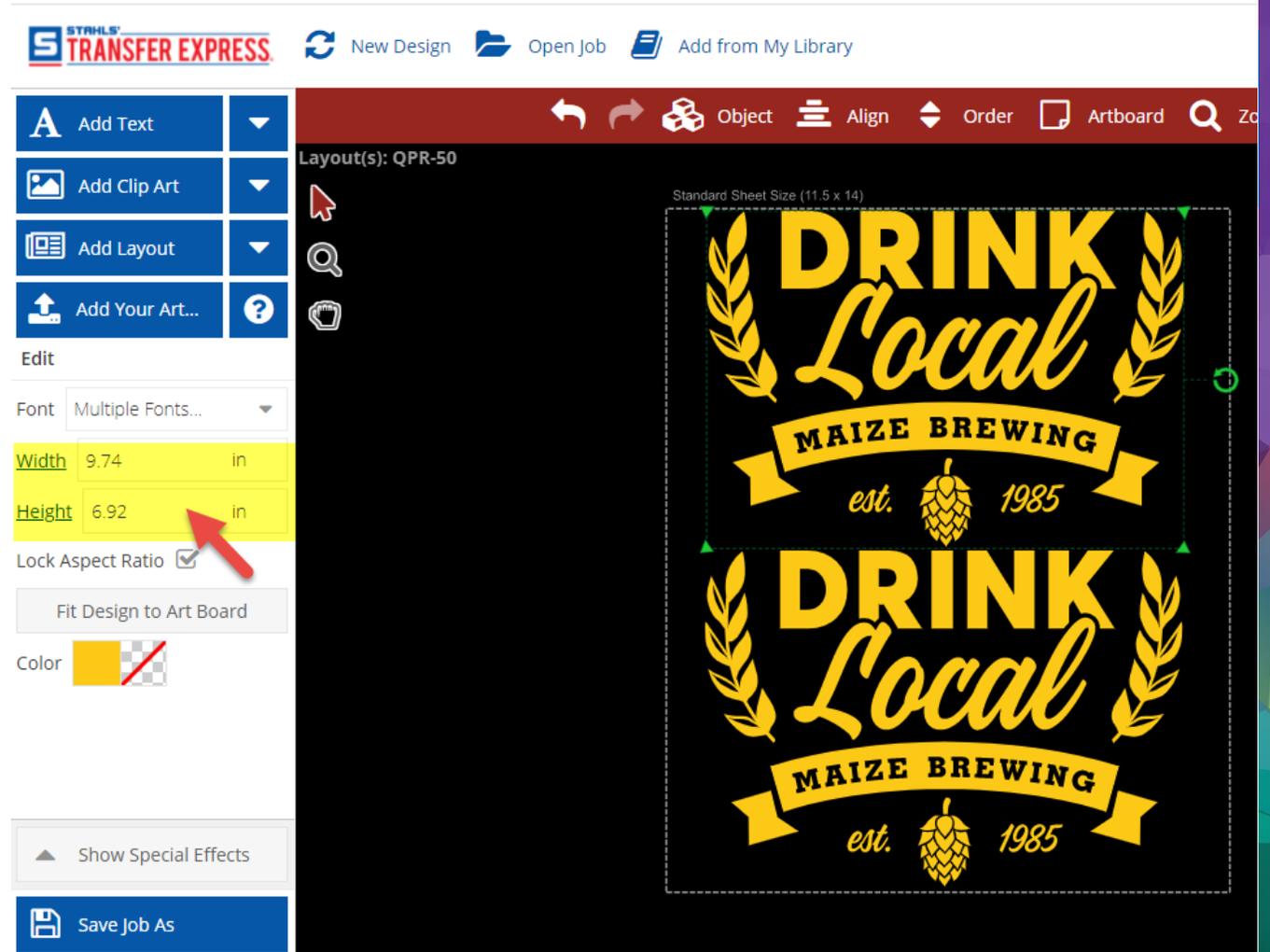
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- Weights
  - Ranges from 5.5 (lightweight) to 12.0 (heavyweight)
  - Average weight 7.0-8.0
- Fabrics
  - 100% cotton
  - Poly/cotton blends
  - 100% polyester



# DESIGNING ART FOR HOODIES

- Need to adjust size, smaller than t-shirt print due to pocket and hood
- What are you using to raise the print area---size to fit
  - Mouse Pad 9.25 x 7.75
  - Interchangeable platen 10 x 8 Tote Master
  - Print Perfect Pad 10 x 8
- Better to go with smaller size to get good pressure when applying
- Also often will be able to fit 2 prints per sheet for the win!



# DESIGNING ART FOR HOODIES

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- Also measure the print space of your smallest hoodie
- Adult small hoodie: 11" wide x 10" tall



# DESIGNING ART FOR HOODIES

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- Also measure the print space of your smallest hoodie
- Youth small hoodie: 10" wide x 8" tall



# CHOOSING THE RIGHT TRANSFER TYPE

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- 1-2 color print needed on cotton or poly/cotton hoodie
- Goof Proof



## Goof Proof

- For 100% cotton and cotton/poly blends
- Spot color - 70 stock ink colors available
- Durable retail-like feel and finish

# CHOOSING THE RIGHT TRANSFER TYPE

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- 1-2 color print needed on 100% polyester
- Elasti Prints



## Elasti Prints

- For heat-sensitive 100% polyester
- Great stretch and rebound
- Spot color - 70 stock ink colors available

# CHOOSING THE RIGHT TRANSFER TYPE

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- 3 or more colors/full color on cotton, polyester or poly/cotton blends
- UltraColor Soft

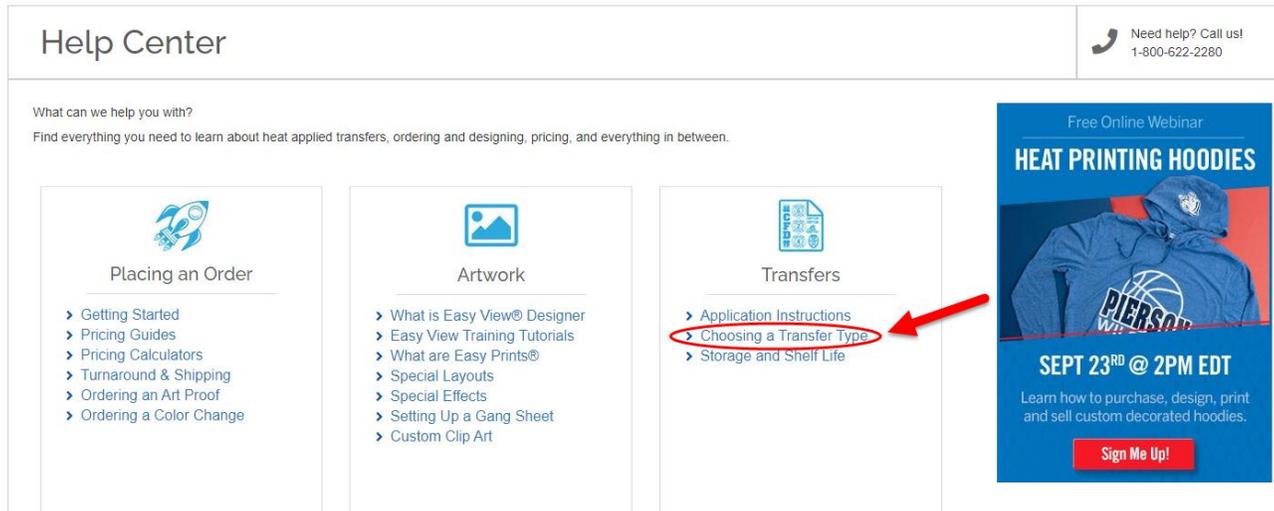


## UltraColor Soft (SLM)

- For 100% cotton, 100% polyester, cotton/poly blends
- CMYK full color spectrum
- Thin clear outline

# CHOOSING THE RIGHT TRANSFER TYPE

- Transfer Selector Tool
  - Built into upload area of the site
  - Or in the Help Center



## Transfer Selector Tool



Let's Find The Right Transfer Type For Your Project!

[Get Started](#)

press Enter ↵

# PRINTING HOODIES

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- Build up print area to prevent pressure issues from the pocket and hood



# PRINTING HOODIES

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- Solutions
  - Mouse Pad
  - Print Perfect Pad
  - Platen – 8x10 Tote Master or Tag Along™ HP (patented design of Livingston Systems)



8" x 10" (Tote Master)

## PRINTING HOODIES

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- Pull strings out from under print area



# PRINTING HOODIES

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- Back Placement
  - Hoods typically wear down so move print down so the print is not covered



# PRINTING HOODIES

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## Back Placement



## PRICING HOODIES

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24 Needed  
2 color transfer

12 sheets @ \$8.99/sheet  
(4.50 per print)

Jerzees NuBlend Hoodie  
(midweight) 996M \$12 each

Custom Ink Price \$29.07 each



# 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](mailto:info@transferexpress.com)
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
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