



# TIPS AND TRICKS FOR SELLING ATHLETIC UNIFORMS [WEBINAR]



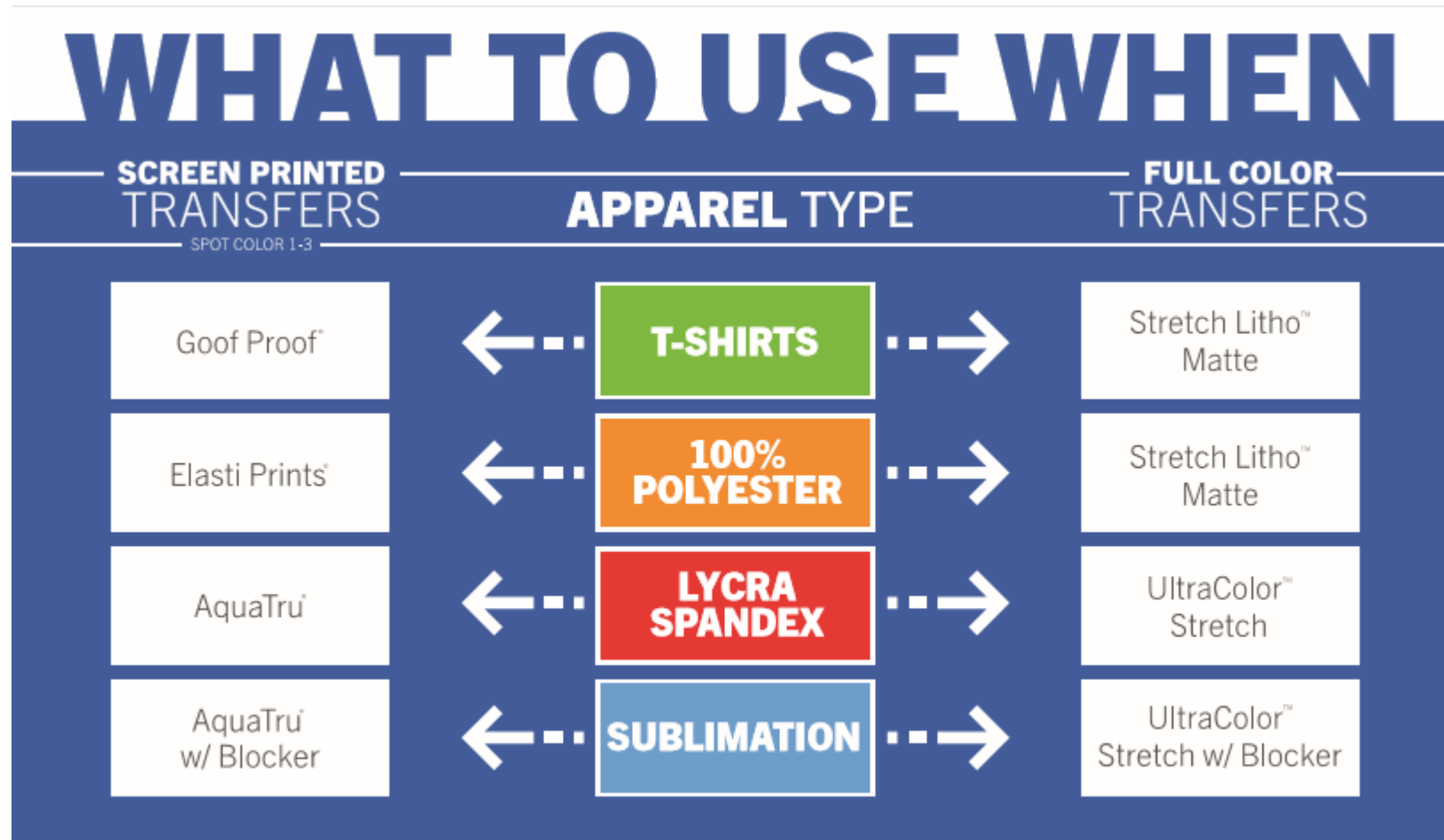
# Agenda

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- Uniform fabrics and why they matter
- All about numbers
  - What size to use
  - How to figure out what you need
  - How to apply
- Tips for league orders
- Creating art choices for teams
- Profitable add on sales



# Uniform Fabric Types - The Basic Guideline



TransferExpress.com



(800) 622-2280



# Uniform Fabric Types - The Deeper Dive



Are you ready to find out which heat transfer will work best for your current project?

Let's go!

**start**

press ENTER



It looks like **GOOF PROOF® SCREEN PRINTED TRANSFERS** are the right choice for your project.

**Start Again**

press ENTER

<https://transfereexpress.com/transfer-selector-tool>

# Color Changes

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18 Vegas Gold and White

18 Black and White

36 price break plus \$15 color change



# Numbers

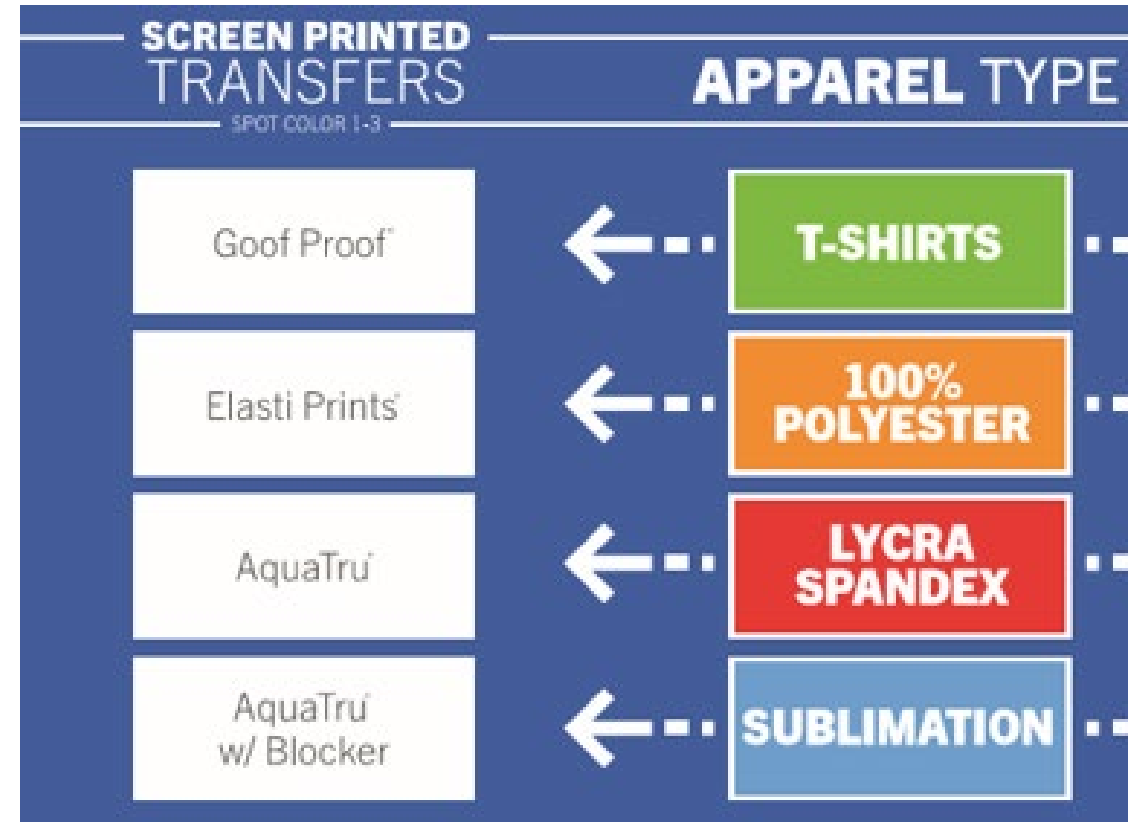
GOOF PROOF® SCREEN PRINTED  
NUMBERS



ELASTI PRINTS® SCREEN PRINTED  
NUMBERS



AQUATRU® SCREEN PRINTED  
NUMBERS



# Numbers

## INDIVIDUAL NUMBER PACK OF 5 DIGITS



A pack of five PRO-LOOK® numbers in your choice of style, size and color.

## NUMBER EXPRESS PACKS



Includes 15 of the number 1, 5 of each 0, 2, 3, 4, 5, 6, 7, 8, 9 for a total of 60.

## NUMBER KITS



Contains digits to number 15 teams 1-15. Perfect for your upcoming leagues.

# Numbers

Enter Number of Players:

Enter Each Player Number

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>		

Requirements:

- Number Style is required
- Number Size is required
- Number color is required
- The amount of players must be greater than 0.

## Team Numbers Calculator

Calculate the optimal buying options for purchasing number transfers for an individual team.  
Fill in the numbers needed for each player.  
Select the style, size, and color.

### Select Number Style

<b>1234567890</b> All Star (Goof Proof)	<b>1234567890</b> Champ - 1 color (Goof Proof)	<b>1234567890</b> Champ - 2 color (Goof Proof)	<b>1234567890</b> Soccer (Goof Proof)
<b>1234567890</b> Kingdom (Goof Proof)	<b>1234567890</b> Goal (Goof Proof)	<b>1234567890</b> Avalon (Elasti Prints)	<b>0123456789</b> Euro Pro (Elasti Prints)
<b>1234567890</b> Rex Pro (Elasti Prints)	<b>1234567890</b> Champ Pro (Elasti Prints)	<b>1234567890</b> Champ Pro - 2c (Elasti Prints)	<b>1234567890</b> Avalon (AquaTru Dye-Block)
<b>1234567890</b> Inline (AquaTru Dye-Block)	<b>1234567890</b> Champ - 1 color (AquaTru Dye-Block)		

### Select Number Size

4 inch	6 inch	8 inch	10 inch
--------	--------	--------	---------

<https://transferexpress.com/numbers/calculator>



# Numbers

Number of teams

Starting Player number

Ending Player number

Clear

#### Requirements:

- Number Of Teams is required
- Starting Player Number is required
- Ending Player Number is required
- Number Style is required
- Number Size is required
- Number color is required

✓ CALCULATE

## League Numbers Calculator

Calculate the optimal buying options for purchasing number transfers for a league where each team is sequentially numbered. Enter the number of teams and the starting and ending player numbers. Select the style, size, and color.

#### Select Number Style

<b>1234567890</b> All Star (Goof Proof)	<b>1234567890</b> Champ - 1 color (Goof Proof)	<b>1234567890</b> Champ - 2 color (Goof Proof)	<b>1234567890</b> Soccer (Goof Proof)
<b>1234567890</b> Kingdom (Goof Proof)	<b>1234567890</b> Goal (Goof Proof)	<b>1234567890</b> Avalon (Elasti Prints)	<b>0123456789</b> Euro Pro (Elasti Prints)
<b>1234567890</b> Rex Pro (Elasti Prints)	<b>1234567890</b> Champ Pro (Elasti Prints)	<b>1234567890</b> Champ Pro - 2c (Elasti Prints)	<b>1234567890</b> Avalon (AquaTru Dye-Block)
<b>1234567890</b> Inline (AquaTru Dye-Block)	<b>1234567890</b> Champ - 1 color (AquaTru Dye-Block)		

#### Select Number Size

4 inch	6 inch	8 inch	10 inch
--------	--------	--------	---------

<https://transferexpress.com/numbers/calculator>

# Number Sizes



**Adult Player**

4" Number



**Adult Player**

3" Name

8" Number

# Number Sizes



**Youth Player**

3" Number



**Youth Player**

2" Name

6" Number



# Name and Number Posters

## GET ON THE TEAM NUMBERS

9 NUMBER STYLES 50+ COLOR CHOICES

Goal Proof - For Cotton, Polyester & Cotton/Poly Blend

**CHAMP** 1 COLOR 2 COLOR

WHITE	ROYAL	VEGAS GOLD	BLACK/WHITE	ORANGE/WHITE	WHITE/BLACK	PURPLE/GOLD	BLACK/ORANGE	NAVY/VEGAS
BLACK	COLUMBIA BLUE	DARK GREEN	NAVY/GREEN	PURPLE/WHITE	RED/BLACK	ROYAL/GOLD	NAVY/ORANGE	NAVY/VEGAS
GOLD	GREY	TEXAS ORANGE	GOLD/WHITE	GREY/WHITE	BLACK/GOLD	BLACK/RED	BLACK/ROYAL	RED/NAVY
NAVY	MAROON	KELLY	YELLOW/WHITE	RED/WHITE	WHITE/GOLD	WHITE/RED	NAVY/ROYAL	NAVY/COLUMBIA
NEON LIME	ORANGE		NAVY/WHITE	ROYAL/WHITE	GREEN/GOLD	NAVY/RED	RED/ROYAL	
RED	PURPLE		NAVY/WHITE	REGAL/WHITE	NAVY/GOLD	ROYAL/RED	BLACK/VEGAS	

**ALL STAR** **KINGDOM** **GOAL** **SOCCER**

Elasti Prints® Numbers - For 100% Stretchy Polyester

**CHAMP PRO** **REX PRO** **EURO PRO** **AVALON**

Water-Based Ink - For Sublimated Apparel, Nylon & Spandex

**AQUA INLINE** **AQUA AVALON** **AQUA CHAMP**

**EASY PRINTS**  
Designs for Custom Printed Apparel

**EASY PRINTS**  
Designs for Custom Printed Apparel

## ADD YOUR NAME



**MAKE PERSONALIZATION EASY**

**FONTS**

**FULL BLOCK**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

**IMPRESS**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

**ARIAL**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

**HERCULES**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

**REX BOLD**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

**VOGUE**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

**ARCH**  
ARCARD

**VERTICAL**  
COURT

**STRAIGHT**  
COACH KROKOS

**COLORS**

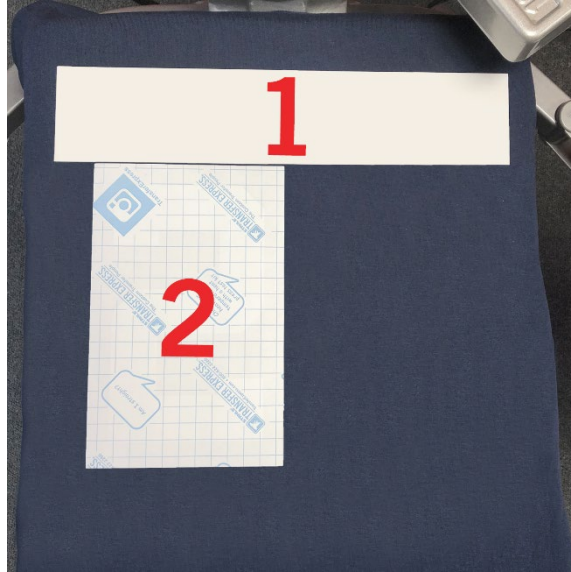
BLACK	GOLD	METALLIC SILVER	RED
WHITE	GREY	NAVY	ROYAL
ROYAL/NAVY	KELLY	NEON LIME	TEXAS ORANGE
COLUMBIA BLUE	MAROON	ORANGE	VEGAS GOLD
DARK GREEN	METALLIC GOLD	PURPLE	

**BRUSH SCRIPT**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

**HOMEWARD BOUND**  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

# Number Application

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# Numbers in Clip Art

Express Names

1 Select Express Names Options

Format and font

ANDERSON  
Straight

ANDERSON  
Arch

A  
N  
D  
Vertical

ARIAL IMPRESS VOGUE FIX HERCULES FULL BLOCK

Letter Height

1 inch 2 inch 2.5 inch 3 inch

Width

4 inch 4.5 inch 5 inch 9 inch 11 inch 14 inch

Instant Quote

Unit Price \$0.00  
Quantity 0

ORDER TOTAL: \$0.00

Excludes shipping cost.

ADD TO CART

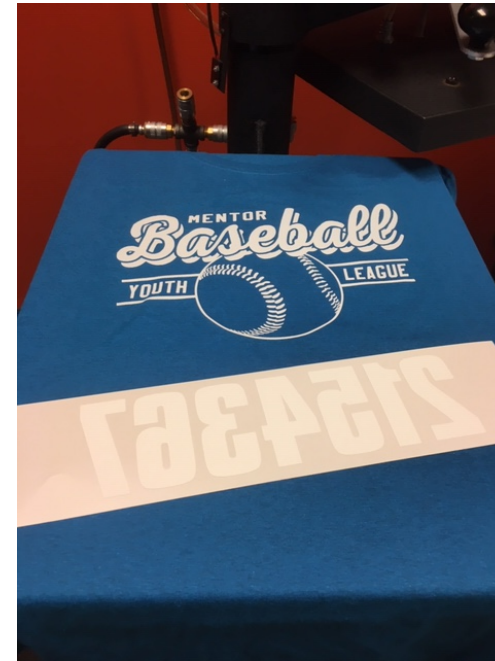
Requirements For Pricing

- Format is required
- Letter style is required
- Letter size is required
- Max Width is required
- Color is required
- At least one name is required

From here you will be able to select your font, number height, and width. For 2", 2.5", and 3" numbers, the max width is 14". For 1" numbers, use 5" width.

When entering the digits, use the maximum number you can have in a line so that they do not condense.

Size	Maximum Digits
1	8
2	12
2.5	10
3	8



# Creating Art

Easy View Design Center

Free to all Transfer Express customers

Loaded with 10500 clip art and 7K layouts

Customize by changing clip art, choosing size and colors

STAHL'S TRANSFER EXPRESS

New Design Open Job Add from My Library

Settings

Print Method Screen Print (N/A)

Transfer Type Goof Proof (N/A)

Fabric Select Fabric...

Cut Apart No (N/A)

Transfer Size 11.09 x 6.03 in

Number of Colors 1 (Black)

Background Color

Image Quantity 0

Color Changes 0 + Color Change

Order Notes







































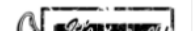

1. Quantity must be greater than zero  
2. Choose a fabric type

Total Price \$0.00 View Details

Apparel / Share Done

# Creating Art

By the number - 335 Baseball/Softball choices

 QBA-335 ☆	 QBA-334 ☆	 QBA-333 ☆	 QBA-331 ☆	 QBA-330 ☆	 QBA-328 ☆	 QBA-329 ☆	 QWN-75 ☆	 QAS-168 ☆	 QAS-174 ☆
 QBA-327 ☆	 QBA-326 ☆	 QAS-165 ☆	 QBA-323 ☆	 QBA-325 ☆	 QBA-324 ☆	 QBA-322 ☆	 QBA-321 ☆	 QBA-320 ☆	 QBA-319 ☆
 QBA-318 ☆	 QTY-80 ☆	 QBA-317 ☆	 QBA-313 ★	 QBA-306 ☆	 QAS-162 ☆	 QAS-161 ☆	 QBA-302 ☆	 QBA-304 ★	 QBA-308 ☆
									

# Creating Art

By the number - 70 Script with Tail choices

									
QAL-42	QAL-40	QAL-39	QAL-41	QAL-445	QAL-442	QAL-426	QAL-429	QAL-430	QAL-428
☆	☆	☆	☆	☆	☆	☆	☆	☆	☆
									
QAL-427	QSO-90	QAL-315	QAL-314	QAL-313	QAL-300	QAL-299	QAL-298	QAL-297	QAL-296
☆	☆	☆	☆	☆	☆	☆	☆	☆	☆
									
QBA-31	QHK-2	QSO-13	QFB-15	QBA-33	QBA-32	QBA-30	QBA-92		
☆	☆	☆	☆	☆	☆	☆	☆		



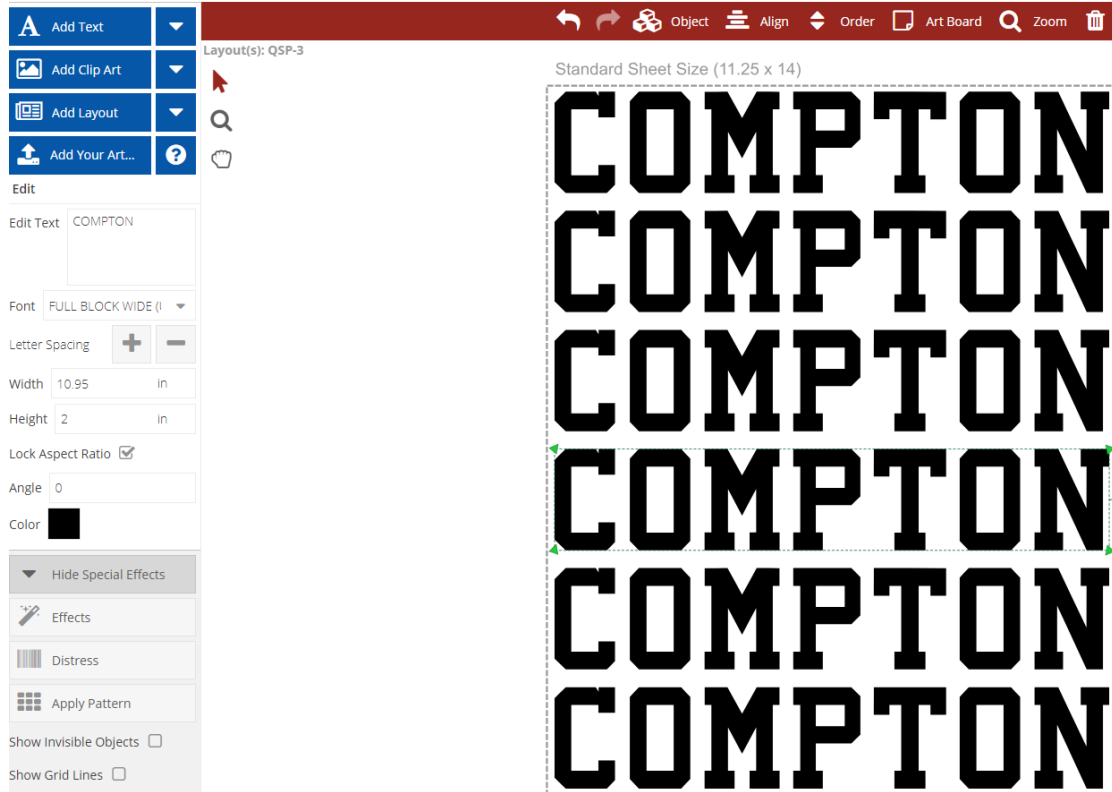
# Creating Art

By the number - 220 Soccer choices

									
QAS-170	QSO-219	QSO-220	QSO-221	QSO-222	QSO-218	QSO-217	QSO-216	QWN-73	QSO-215
☆	☆	☆	☆	☆	★	☆	☆	☆	☆
									
QSO-214	QSO-213	QSO-205	QSO-204	QSO-211	QSO-207	QSO-209	QSO-202	QSO-212	QSO-210
☆	☆	☆	☆	☆	☆	☆	☆	☆	☆
									
QSO-206	QSO-208	QSO-203	QSO-201	QSO-200	QSO-199	QWD-21	QSO-198	QSO-197	QSO-196
☆	☆	☆	☆	☆	☆	☆	☆	☆	☆
									



# League Ordering



# League Ordering

## FULL SIZE DESIGNS

1 INCH LETTERS  
11 SPONSORS

COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON

QSP-1

1.5 INCH LETTERS  
8 SPONSORS

COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON

QSP-2

2 INCH LETTERS  
6 SPONSORS

COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON

QSP-3

2 INCH HEIGHT  
6 SPONSORS  
SOME TWO LINES

COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
COMPTON  
COMPTON

QSP-4

2 INCH HEIGHT  
6 SPONSORS  
ALL TWO LINES

COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS  
COMPTON  
HEIGHTS

QSP-5

2.5 INCH LETTERS  
5 SPONSORS

COMPTON  
COMPTON  
COMPTON  
COMPTON  
COMPTON

QSP-6

3 INCH LETTERS  
4 SPONSORS

COMPTON  
COMPTON  
COMPTON  
COMPTON

QSP-7

2 PER SHEET  
SCRIPT and TAIL

Compton  
BASEBALL  
Compton  
BASEBALL

QSP-8

4 INCH LETTERS  
14 INCHES WIDE

COMPTON  
COMPTON

QSP-9

3 INCH LETTERS  
11 INCH WIDE ARCH

COMPTON  
COMPTON  
COMPTON

QSP-10

# Add Ons








# Spirit Sale

Design Theme

RESET    ✓ SAVED

General

Company Logo



CHANGE LOGO

Main Background Color

Top Header BG Color

Top Header Font Color

Secondary Background Color  
Featured and bottom section

Lower Promo Background Color


Logo Color

Logo Font Family  
Montserrat

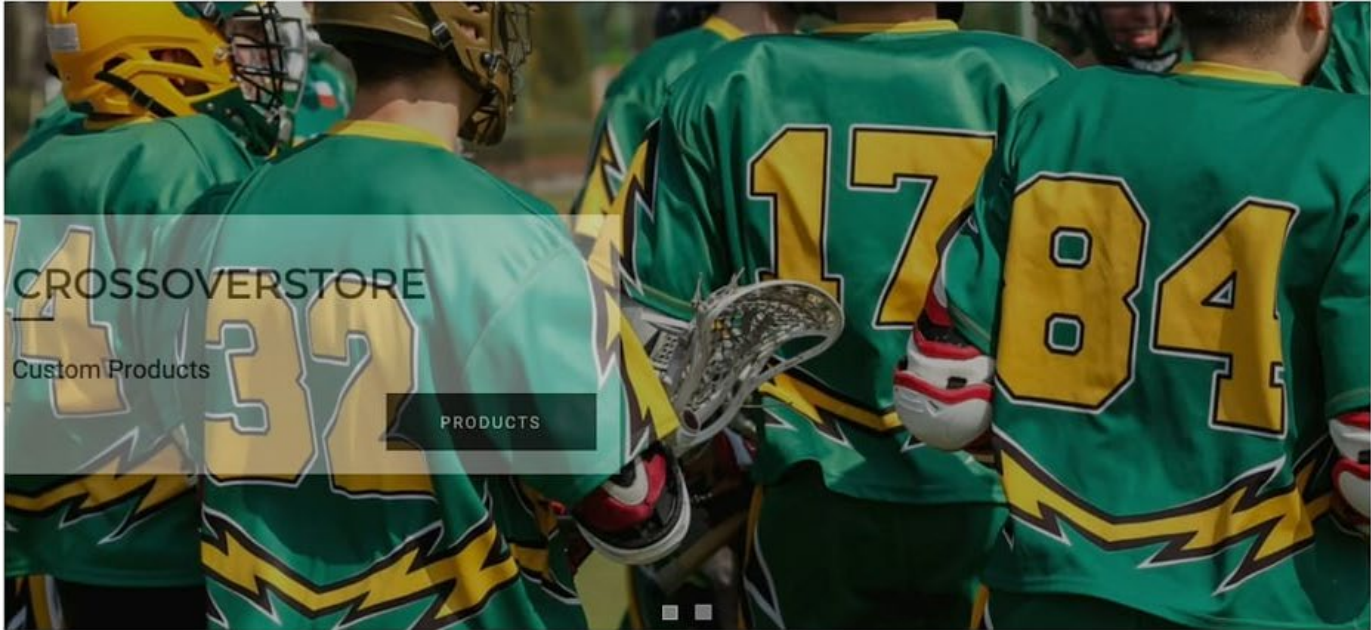
01:13

DO NOT MISS OUR SEASONAL OFFERS

CATALOG



SEARCH    CART    USER



CROSSOVERSTORE

Custom Products

PRODUCTS

FEATURED PRODUCTS



# Next Webinar

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## Choosing a Transfer Type

- Thursday, March 12
- 2:00 pm EST



# Thank You For Attending

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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/>
- Watch our videos and previous webinars – <http://www.TransferExpress.com/Webinars>
- Visit our website: [www.TransferExpress.com](http://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