



NEW T-SHIRT PRINTING TRENDS FOR 2019 [WEBINAR]



STAHL'S
TRANSFER EXPRESS

The Custom Transfer People

Agenda

- Design Ideas
- New Apparel Choices
- Hot Fonts
- New Products
- New Marketing Tools
- New Services



Hot Design Trends



- Unique Placement
- Hot Trend - printing down center back (Easy View Layout QLG-41)
- Hot Color - Mint

Hot Design Trends

- Unique Placement



Hot Design Trends



- Hot Color - Metallic Rose Gold
- New Art - QMS-158
(new dance/gymnastics category)
- New Bella Canvas cropped Tank from Transfer Express Apparel BC6682

Hot Design Trends

- Neons!
- New Shirt Style LST358 Hooded Pullover
- Made from scratch in Easy View using clip art Softball X15a-2, All Star Word x30A-14 and Stars X19b-474



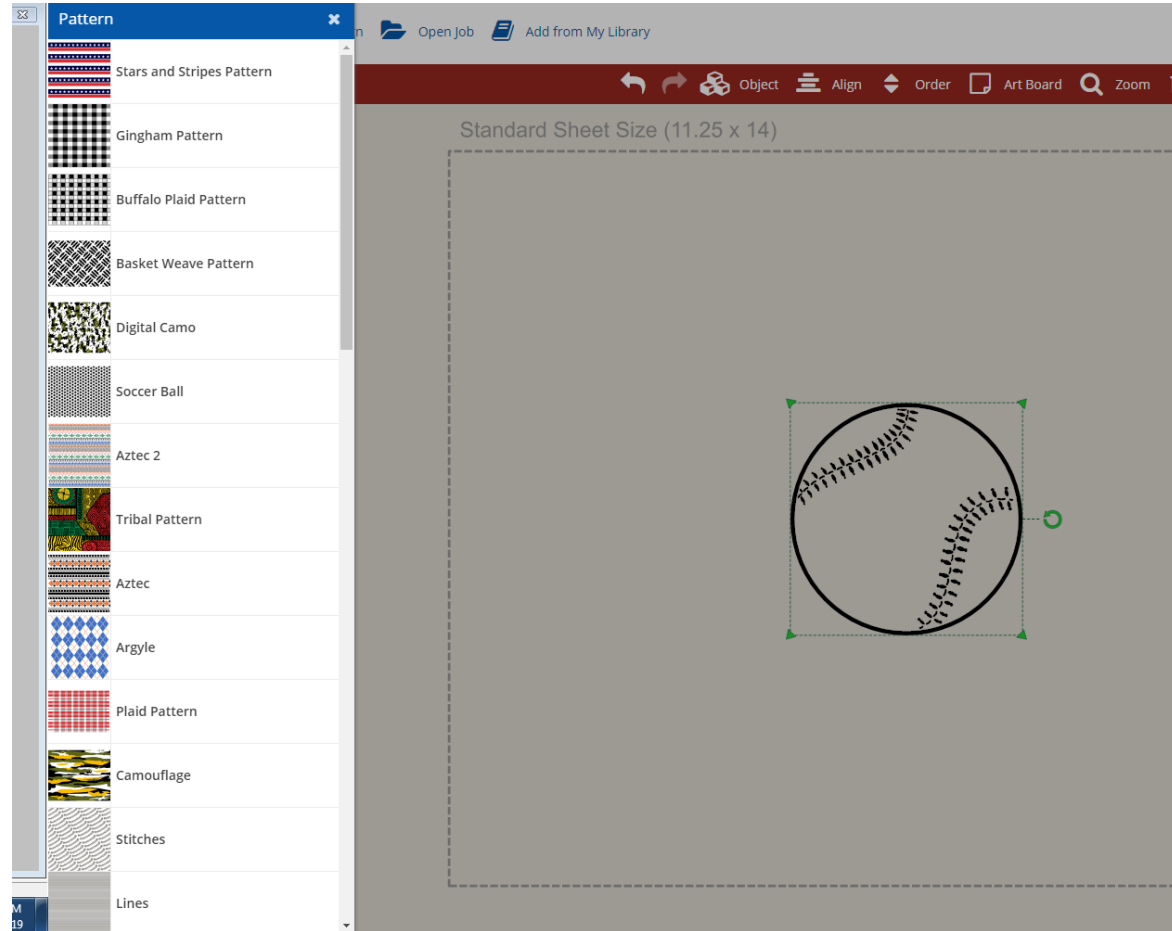
Hot Design Trends



- Patterns in Clip Art and Text
- New pattern for 2019 - Stars and Stripes
- New Layout CP-45
- Anvil 100% cotton tank 986

Hot Design Trends

- Patterns in Clip Art and Text



Hot Design Trends

- New layout from our new category for 2019 - Trending
- Layout QTR-5
- New fashion shirt from Bella Canvas BC6682 Racerback Cropped Tank



Hot Design Trends

- Front Print Joggers Reported by The Tshirt Help Desk



(photos courtesy of Tshirt Help Desk)

Hot Design Trends

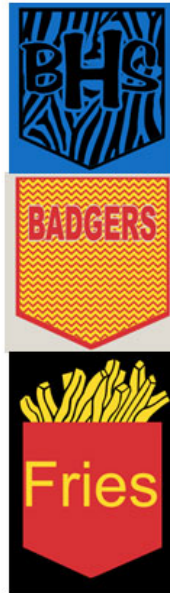
Bohemian Chic

- Relaxed, cropped hoodie for “non-conformist” personality
- Doesn’t conform to the traditional “hoodie” rules
- Over-sized look with off-the-shoulder seams
- “Grunge” effect with distressed screen print finish
(Goof Proof ink)



Hot Design Trends

- Faux Pockets

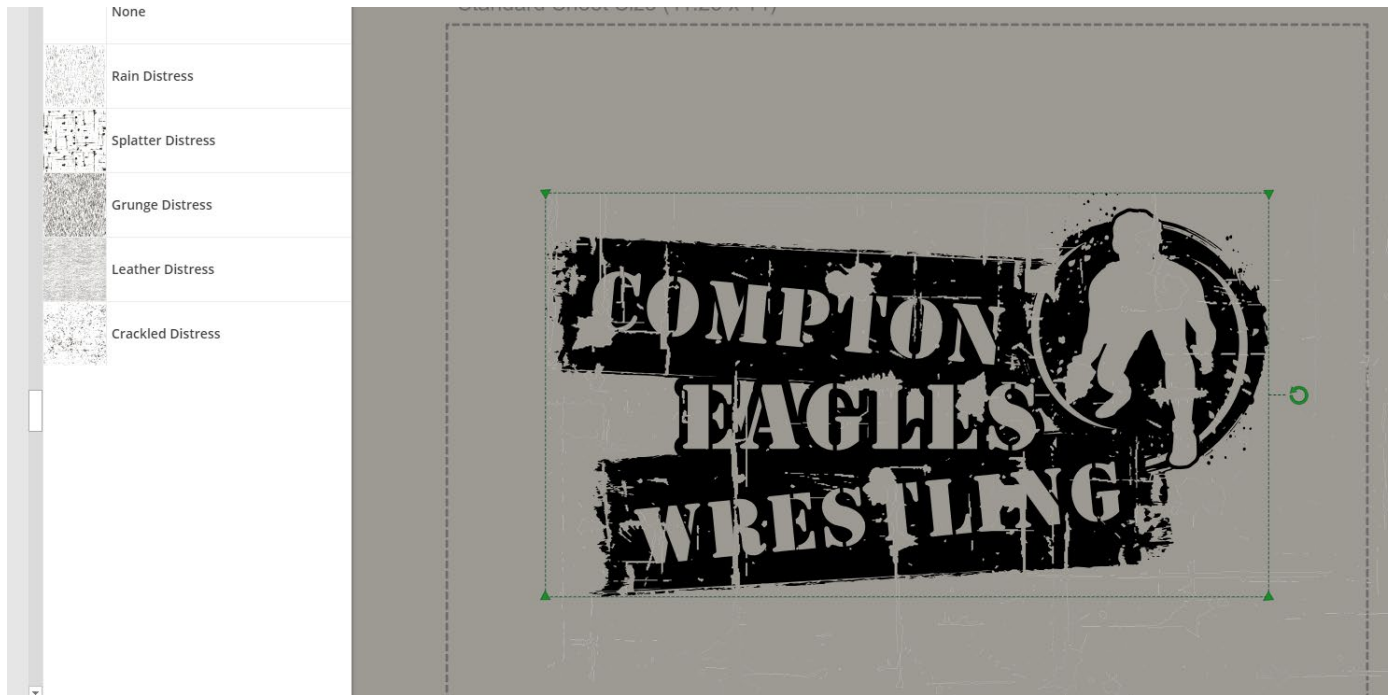


Create Faux Pocket Designs in the Transfer Express online designer! Start with pocket clip art, x17a-381



Hot Design Trends

- Distress



Product Trends

- Heat Printing on Lycra and Spandex
- AquaTru
 - Yoga Pants
 - Wrestling Singlets



- Plus Unicorns are HOT - clip art in Easy View X2H-53

Apparel Trends



- New jersey style from our Augusta line (Wembley from High Five)
- New product - Soft Opaque
- Layout 3D-419
- New AquaTru numbers - no scorch, no bleed



Apparel Trends



- New uniform style from Augusta Retro V-Neck
- New 2019 layout QBA-306
- Low temperature Elasti Prints - no scorching

Apparel Trends

- Raglan sleeves are back!



Fonts

NEW!

December Easy Print Fonts

Skurier

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-_=+{ } [] \ | ; : ' " , . < > / ? ! @ # \$ % ^ & * ()

Zooky Squash

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-_=+{ } [] \ | ; : ' " , . < > / ? ! @ # \$ % ^ & * ()

Kaili

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-_=+{ } [] \ | ; : ' " , . < > / ? ! @ # \$ % ^ & * ()

NEW!

January Easy Print Fonts

Ball Pen

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-_=+{ } [] \ | ; : ' " , . < > / ? ! @ # \$ % ^ & * ()

RIOTIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-_=+{ } [] \ | ; : ' " , . < > / ? ! @ # \$ % ^ & * ()

Tippy Tappy Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-_=+{ } [] \ | ; : ' " , . < > / ? ! @ # \$ % ^ & * ()

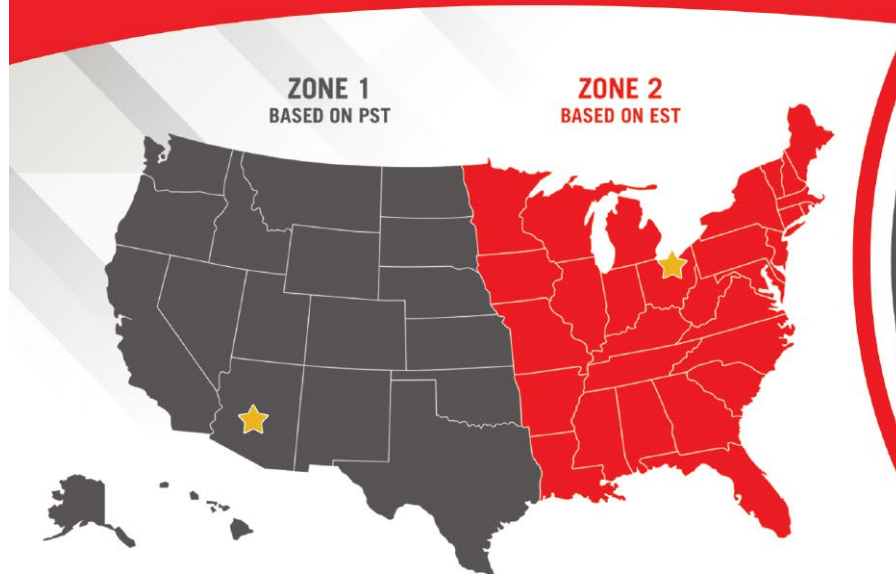
Point of Sale Marketing Tools

1. Easyprints.com - a generic online catalog showing layouts (no pricing or contact)
2. Marketing Kit



Faster Service in 2019!

ORDER BY 11AM PST FOR
SAME DAY SHIPPING!
on 1 color Easy Prints®



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Thank You for Attending

Do you have more questions?

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Next Webinar

Baseball and Softball Uniform Ideas

You will Love

- February 14
- 2:00 EST

