

How To Choose Apparel





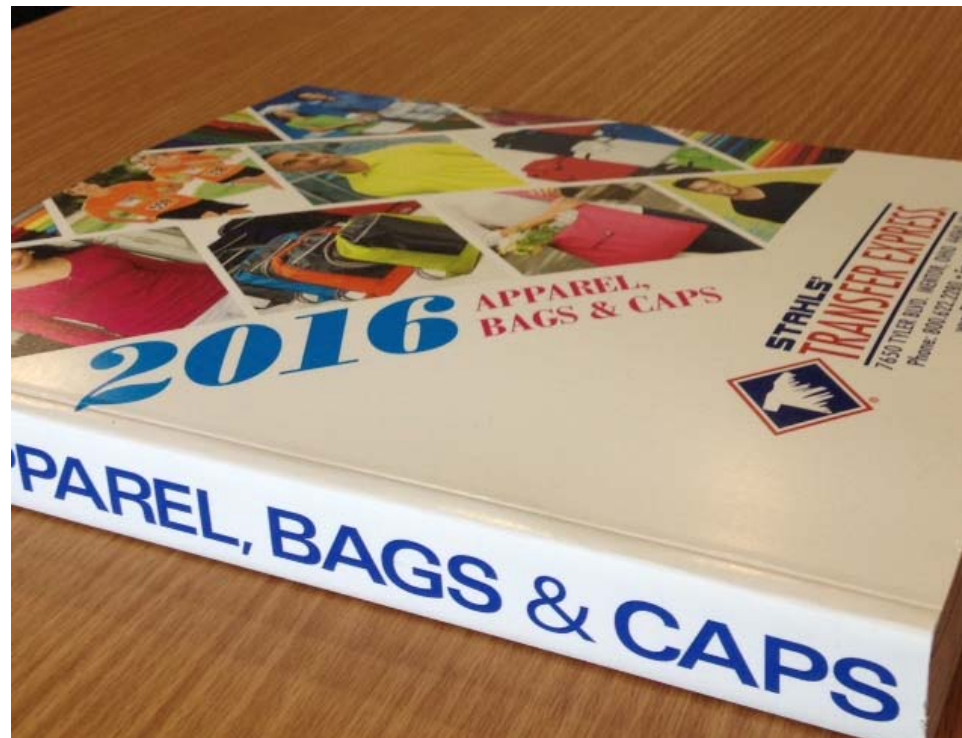
Today's Agenda

- Where to buy
- What do all those terms mean
- How do I choose a color
- Giving your customer
Good, Better, Best options





So Many Choices





So Many Choices



Buy from a wholesaler

Better quality

Good pricing

All you need is a resellers license

Warehouses - where do they ship from, these boxes are heavy so it is much more important

Watch free shipping offers - compare shirt prices and shipping costs, frequently those with “free shipping” have just added the cost to the shirts



Look At The Fabric



Sport-Tek

Sport-Tek Sport-Wick Fleece Colorblock Hooded Pullover. ST235

Bold colorblocking in the hood and on the sides make this anti-static pullover stand out from the crowd, while Sport-Wick moisture-wicking technology helps keep you cool and dry.

- 8-ounce, 100% polyester
- Three-panel hood with contrast lining
- Contrast drawcord with metal tips
- Set-in sleeves
- Front pouch pocket
- Self-fabric cuffs and hem
- *Due to the nature of 100% polyester performance fabrics, special care must be taken throughout the printing process.

- All of our transfer products will adhere to cotton, polyester and poly/cotton blends
- Some polyesters are heat sensitive, and may need a product that can be applied/printed at a low temperature
- Watch for other fabric types such as Elastane, Spandex, Lycra and Nylon which require special printing



What Does That Mean?

Moisture Wicking (Brand Names Dri-Fit, Sport Wick, Cool Mesh)
Popular in performance wear, refers to the ability of the material to absorb sweat from your skin through the apparel.



- T-shirts, hoodies, compression wear and golf shirts
- This has no effect on printing
- Look beyond term to fabric type
- Typically polyester, occasionally nylon, spandex or Lycra which changes printing completely





What Does That Mean?

Denier - unit of measurement that measures the weight of the fiber, the higher the number the heavier the weight. For example: a women's top may be 7 denier, but an awning would be 1000. This does not effect the print method, refer to the fabric. You will typically see Denier Polyester on backpacks, bags and seats, all heat transfer products will work.



600 Denier Polyester



200 Denier
Polyester

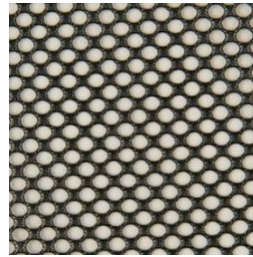


600 Denier
Polyester



What Does That Mean?

Mesh (Porthole, Mini, Micro): This simply means the shirt has holes and porthole, mini and micro describe the size of the holes. Porthole is the largest, frequently used on football jerseys. Micro has tiny holes. Reversible mesh jerseys are popular in basketball



- Look at the fabric type to choose the best printing product
- When designing, consider the size of the hole. Most prints will not adhere to the hole so don't put a detailed design on a Porthole mesh or most of it will be missing
- Use a cover sheet or platen cover and thread when using mesh so it does not go to the other side or leave you with holes of ink on your platen





What Does That Mean?

Posi-Charge - used by the Sport-Tek brand to lock in color and prevent logos from fading

No effect on printing, but they are heat sensitive polyester





What Does That Mean?

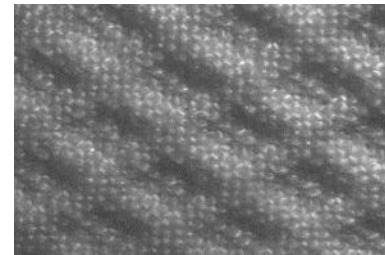
Sublimation - A process of decorating apparel that involves dying the garment with a gas process. This process causes situations with dye migration. Be sure to test before ordering your printing.





What Does That Mean?

Pique - woven fabric typically cotton, characterized by raised parallel cords or ribbing, often used on Polo or Golf Shirts



Printing tip - Screen printed transfers use Goof Proof®



What Does That Mean?



Tips when reading descriptions

- Concentrate on the fabric type
- Ask apparel manufacturer
- Glossary/Blogs at sites
- Transfer Express Dealer Services





Choosing Colors

Tips

- School and team colors are pre-determined, remember you can color match ink but not shirts so if they use an unusual color stay neutral (ash, white or black) and use the school color on the print
- Do they want to stand out (example: field trip, safety, or day care group) Go bright! (neon and safety green or yellow are popular)





Choosing Colors



Tips

- T-shirts and sweatshirts regardless of brand comes in all basic athletic colors

Royal Blue

Navy Blue

Red

Gold

Kelly Green

Black

White

- There may be slight brand variance, so try to get all sizes in the same brand

- If apparel color is critical, get a sample first, do not rely on computer screen visual



Choosing Colors

Pantone Color (PMS) - A System set up for the accurate communication of color.

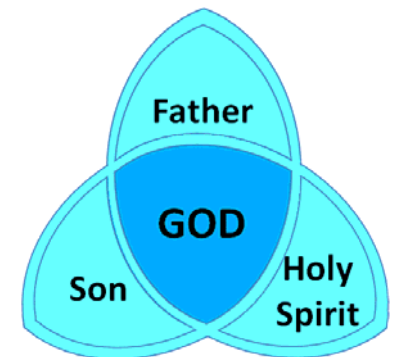




Giving Your Customer Options

The Power of 3

Customers like choice, but not too many choices





Giving Your Customer Options The Power of 3

3 Material Choices
For a T-Shirt



100% Cotton



50/50



100% Polyester



Giving Your Customer Options The Power of 3

3 Price Points for a Polo



\$5.50



\$10.50



\$18.00



Giving Your Customer Options The Power of 3

3 Blue Color Choices



Light Blue



Royal Blue



Navy Blue



Conclusion

Go to www.TransferExpress.com/Webinars for a copy of today's webinar slides.

Do you have more questions??

- Email us – info@transferexpress.com
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows
- Social Media

Contact us:

Phone: 1-800-622-2280

Fax: 1-800-833-3877

Email: info@transferexpress.com

Web: TransferExpress.com

Our Blog: <http://blog.transferexpress.com/>





Thank You for Attending

Next Transfer Express Webinar

- Custom Shirts-Turning A Hobby Into A Business
- Thursday, November 12
- 2:00 PM

What topics would you like to see covered in a Transfer Express webinar?

Email them to: info@transferexpress.com



The Custom Transfer People

www.TransferExpress.com

1-800-622-2280

