

# *What is Heat Transfer Vinyl (HTV)*

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A type of vinyl used to decorate apparel, bags and other soft goods



# What is Heat Transfer Vinyl (HTV)

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To use:

Cut with a cutter

- Graphtec
- Roland
- Cricut
- Silhouette

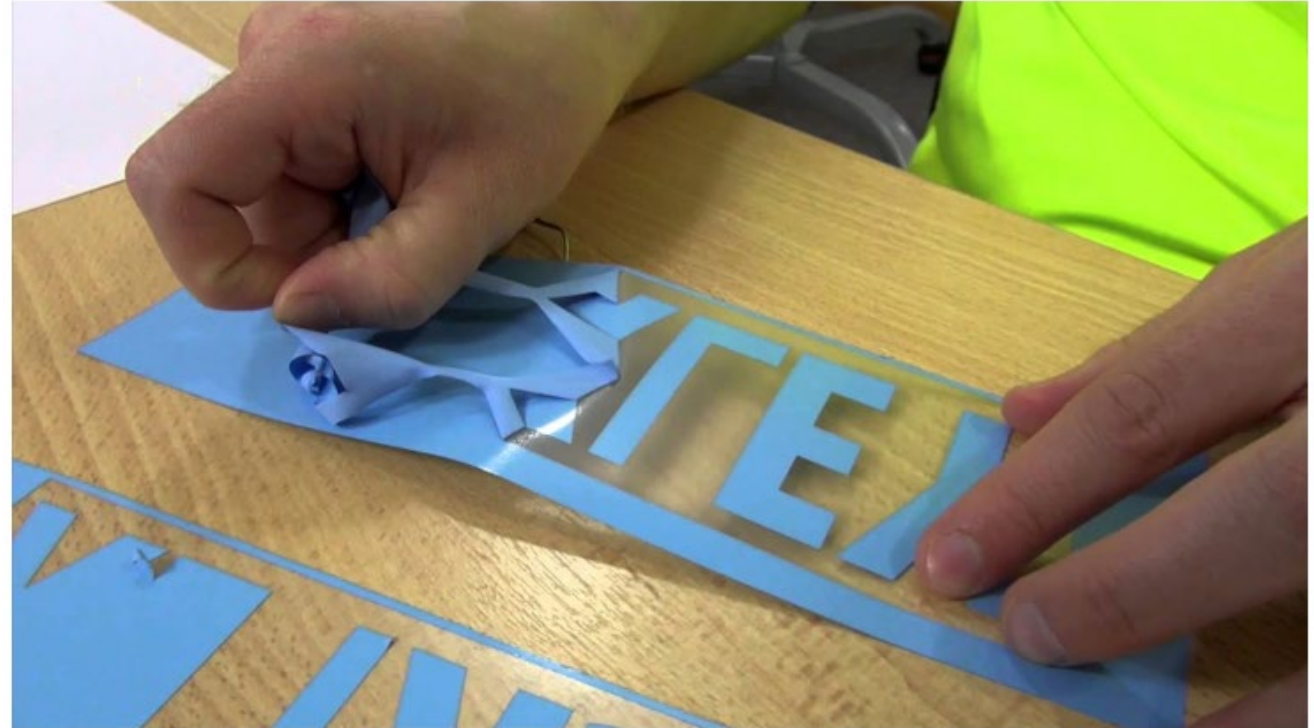


# *What is Heat Transfer Vinyl (HTV)*

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To use:

Weed out unwanted pieces



# What is Heat Transfer Vinyl (HTV)

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To use:

Heat apply to apparel



# *What is a Screen Printed Transfer*

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Plastisol ink printed through a screen onto a release paper



# What is a Screen Printed Transfer

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Comes ready to apply on its own  
release paper  
No weeding!



# When to Use HTV

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## One offs and Small Runs

- Gift
- Test the market (Example: do one to see if they like it, if the entire team wants it then switch products)
- Under 5 - definitely HTV
- 5-10 depends on the difficulty of the job





# When to Use HTV

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Instant names and numbers



# When to Use A Screen Printed Transfer

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Quantity > 10



# When to Use A Screen Printed Transfer

Detail



# When to Use A Screen Printed Transfer

More than one color

Comes as one transfer, no layering



# When to Use A Screen Printed Transfer

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Full Color

Our digital screen printed transfer  
UltraColor™ Soft



# When to Use A Screen Printed Transfer

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Bonus: Download our new E-book

<https://transferexpress.com/ultracolor-soft>



# 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!**

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- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
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