

# 5 REASONS TO HEAT PRINT EVEN IF YOU SCREEN PRINT





# Today's Agenda

- I can print that myself! When it is less to use screen printed transfers?
- Individual Names
- Numbers - seconds rather than hours
- Full color
- Hard to direct print items



# Screen Printed Transfer

- It is screen printed
- Uses plastisol ink
- Pantone color numbers are available for matching
- Applies in 4 seconds
- Durable, used by major manufacturers and professional sports teams





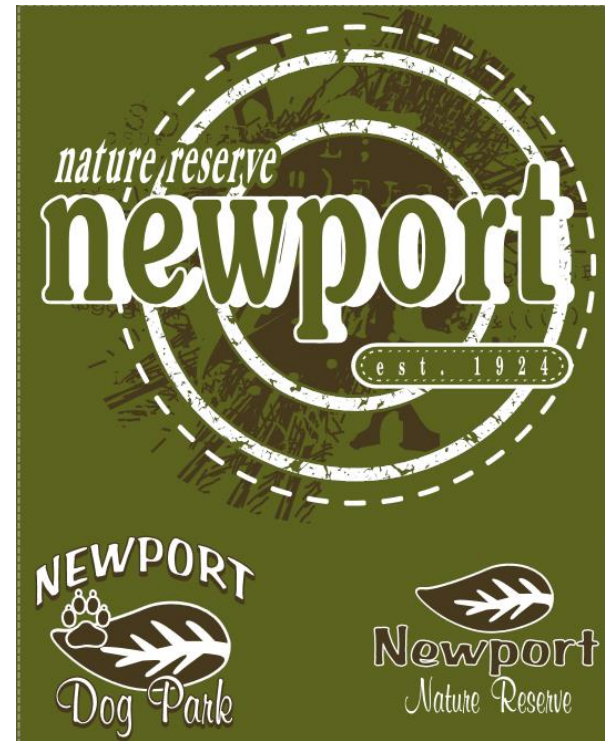
# When To Outsource?

## Custom Transfers May Save Money

When you can use the sheet pricing it will take less time and money to heat print



6 heart prints at 1 price,  
Easy Prints layout  
QSO-156



Full back, left chest and  
cap at 1 price, Easy  
Prints layout QAL-480



# When To Outsource?

## Custom Transfers May Save Money

Small runs, especially if multi-color

Example shown, team of 20 wanting two color print



Transfers would be \$3.83 each

Presses in 4 seconds

Art time included, Easy Prints Layout QTK-62

Including your and your artist time, can you do it for less?



# When To Outsource?

## Custom Transfers May Save Money

Events - where quantity is an unknown



Event is letting you sell shirts

They have 500 walkers registered,  
you know typically 25% buy

Stock 150 transfers

Print on demand

You literally don't lose your shirt if  
the weather is bad, or sales aren't  
as high as expected



# Individual Names



- \$1.75 per line
- Line can be a phrase, numbers to insert in clip art, or a name
- Order by 11 am EDT and they ship the same day
- Centered on ready to apply strip, just flip and press!



# Individual Names

Arial

ABCDEFGHIJKLMN  
OPQRSTU  
VWXYZ  
0123456789

Full Block

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Hercules

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Impress

ABCDEFGHIJKLMN  
OPQRSTU  
VWXYZ  
0123456789

Vogue

ABCDEFGHIJKLMN  
OPQRSTU  
VWXYZ  
0123456789

Rex

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

- 6 font choices
- Straight, Arch or Vertical
- 1", 2", 2.5" or 3" letter heights





# Numbers

Almost any screen printer will tell you they hate to print numbers!

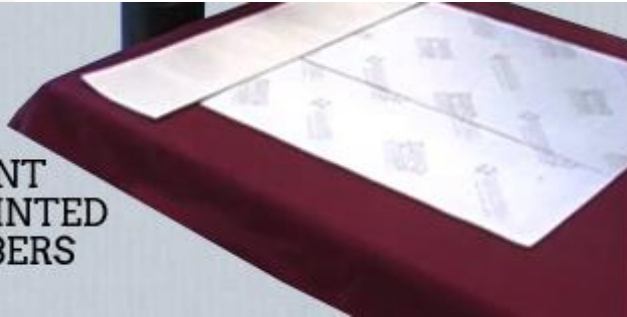




# Numbers

**PERFECT  
PAIRING**

**EASY ALIGNMENT  
FOR SCREEN PRINTED  
NAMES & NUMBERS**



- Numbers for cotton, polyester and poly/cottons with 4 second application
- Low temp styles specifically for heat sensitive polyester
- Both 1 and 2 color options, over 50 choices



# Full Color

- Digital option makes full color easy
- Have products for all fabric types including nylon, spandex/Lyrca®
- Printed in CMYK - can do photos, and other process color art





# Full Color

- New! Stretch Litho™ will be available in October
- Combination of the best of digital and screen print
  - Soft
  - No outline needed!
  - Sold by the sheet so fill it completely to optimize
  - Low temperature application, perfect for heat sensitive fabrics
  - Low minimum
  - Fast turnaround
  - High opacity
  - Environmentally friendly - no PVC chemicals
  - Number of colors does not effect cost
  - Applies to cotton, polyester and poly/cotton blends





# Hard To Print Items

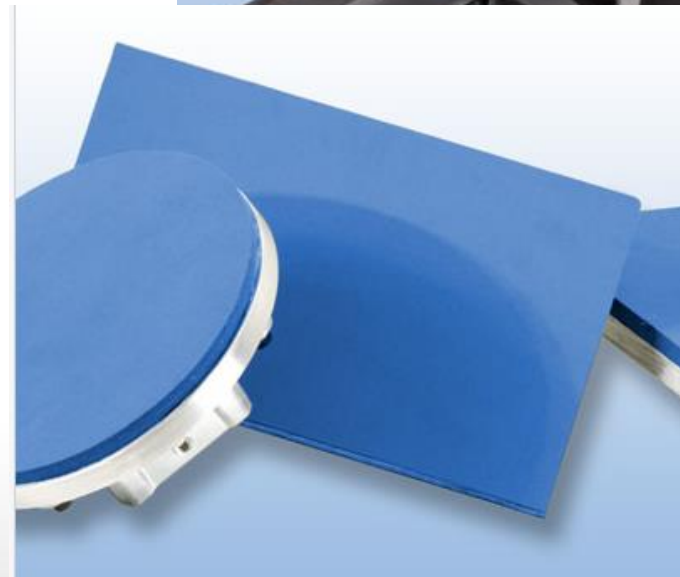
Easier with a Heat Press





# Hard To Print Items

Easier with a Heat Press



Interchangeable platens  
are available to make it all  
easy!



# Conclusion

Go to [www.TransferExpress.com/Webinars](http://www.TransferExpress.com/Webinars) for a copy of today's webinar slides.

## *Do you have more questions??*

- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows
- Social Media

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# Thank You for Attending

## Next Transfer Express Webinar

- How to Select Apparel for Heat Printing
- Thursday October 8
- 2:00 PM - 3:00 PM

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

**Email them to:** [info@transferexpress.com](mailto:info@transferexpress.com)



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