



Increase Ad Specialty Profits with Heat Printing



Presented By:





Here are the top 5 reasons to add Heat Printing



QYT-172



QRN-51



QRT-25



#5 Cost Saving Sheets



QLO-9

QBU-137

- All the same or different sizes, and images can be combined to reduce print costs
- All need to be the same color or colors
- You can combine one color prints with two color if they share a common color Ex: On a red/black sheet you can have black only
- To use, cut apart and apply, no weeding, true edge
- Cut service is available for a small fee



#4 Add Profitable Personalization!



QFD-4

Individual Names cost \$1.40-\$1.75 each

Average Selling Price \$5-8



#3 Don't Outsource Profits

Outsource



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Available Colors

California Innovations® Lunch Cooler
Open main compartment with Velcro flap closure; also has a full zipper Swing Clip™ allows attachment to backpacks or briefcases. Padded co



Item Pricing
Price includes one color and one location

Quantity	Price (2PQ2R)
60 - 149	\$10.30 US
150 - 299	\$9.88 US
300 - 449	\$8.60 US
450 - 599	\$7.55 US
600 - 1199	\$6.98 US

Blank Pricing

Quantity	Price (2PQ2R)
1 - 59	\$8.38 US
60 - 299	\$8.02 US
300 - 449	\$6.29 US
450 - 599	\$5.77 US
600 - 1199	\$5.77 US

Printing cost .99 each plus \$55 set up
 60 bags \$1.91 each
 100 bags \$1.54 each

Heat Printing with Custom Transfers

Transfer Cost

10 sheets x \$9.32/sheet = \$93.20
(120 prints)

Print 60 bags \$1.55 each

Print 100 bags\$.93 Each

For 15-30 minutes to apply:

+\$21.60 for 60

+\$61 for 100



#2 Lower Minimums

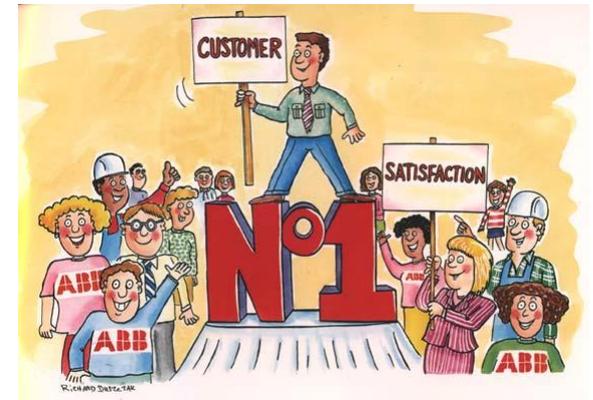
Sell to Small Business whose average order may be 5-50 items and still profit!





#1 Faster Service, Increased Customer Satisfaction

Same Day
Turnaround +



Satisfied Customers



Get Started

All You Need Is A Heat Press



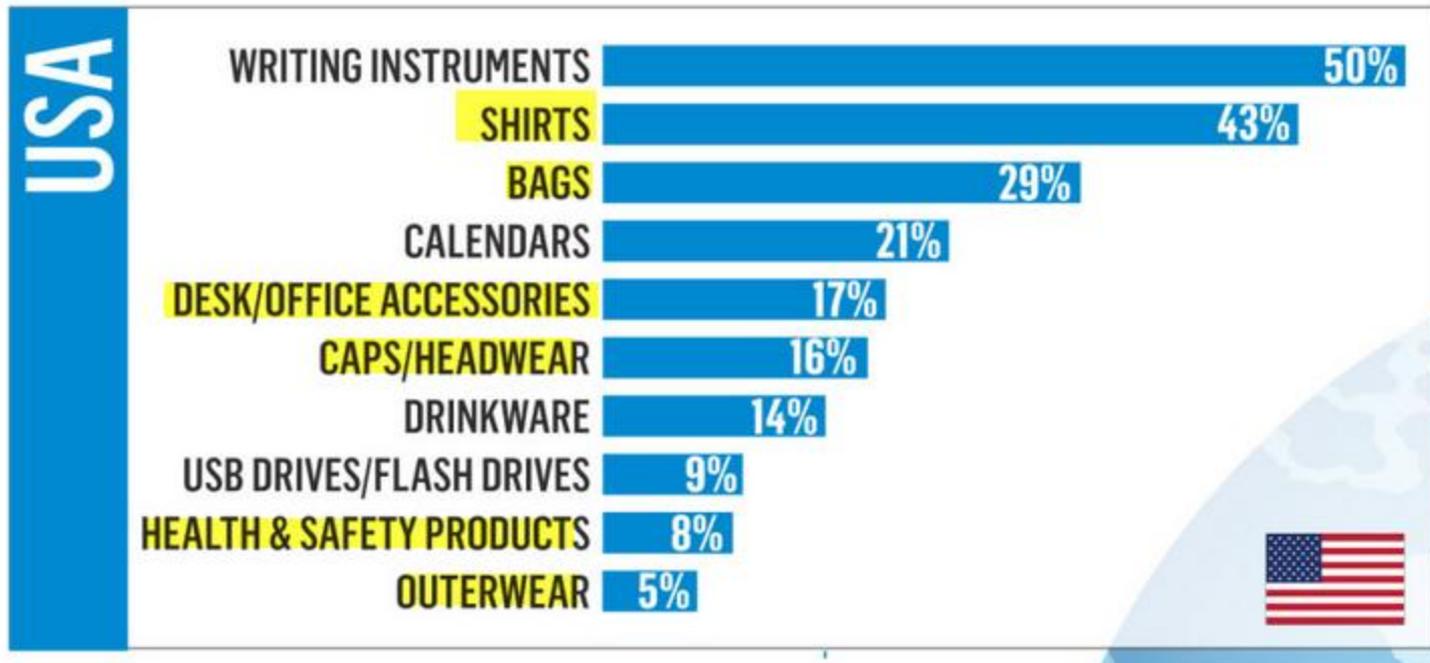
- Clam options are more portable and take up less shop space
- Easy to learn, just position and press!
- Heat press and 3 feet of counter space is all that is needed!



Get Started

What Can You Print

Most Popular Promotional Items



*Highlighted Items can be heat printed!



Get Started

What Can You Print - Apparel

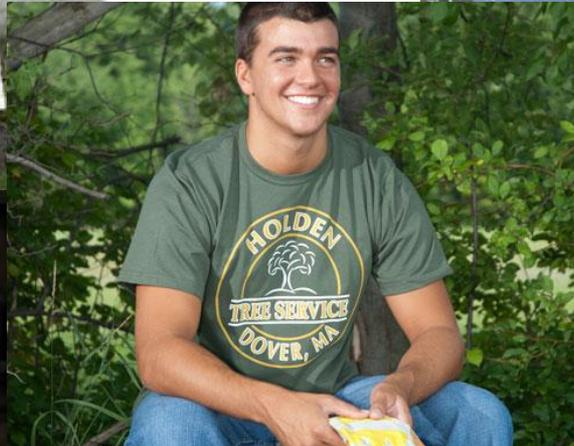
QAL-180



QAL-361



QBU-194



QLO-3



QLW-5



Get Started

What Can You Print - Bags



QBU-230

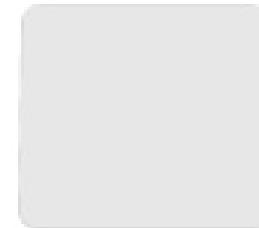


QBU-37



QBU-202

Tip: Use a foam mouse pad to raise the print area. They are inexpensive come in a variety of shapes and sizes, and can be cut for a custom fit if needed



**1/4" Thick
Mouse Pads:
9.25" x 7.75"**



Get Started

What Can You Print - Bags



Polypropylene bags need to be decorated with a low temp transfer such as Elasti Prints®



Get Started

What Can You Print - Office Accessories



QBU-202

All of our products can be applied to foam mouse pads (any color) and neoprene iPad, tablet, and phone cases



QBU-20



Get Started

What Can You Print - Health/Safety Items



Customer's invention to prevent carpal tunnel, printed with branding on one side and instructions on the back



Get Started What Can You Print - Caps



QBU-154



Hotronix® Cap Press



QHT-18



Get Started

What Can You Print - Towels/Blankets



QRT-32



QBU-37



Get Started

What Can You Print - Koozies

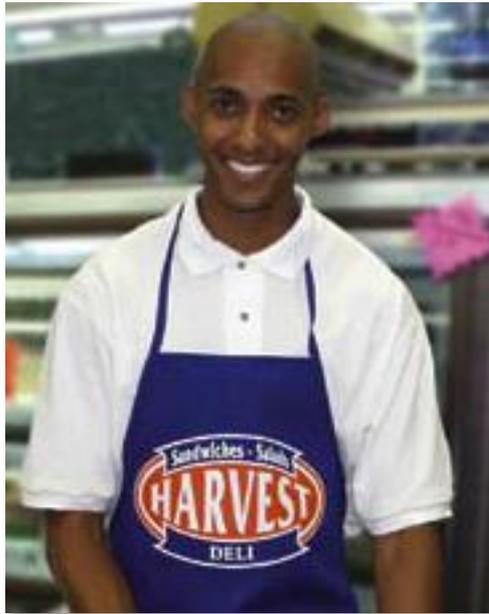


QEV-148



Get Started

What Can You Print - Aprons



QLO-55



QLO-9



Get Started

What Can You Print - Jackets



Custom



QGL-47

For nylon jackets, use digital transfers CAD-PRINTZ® Opaque.
For polyester jackets, all products will work



Get Started

What Can You Print - Shirt Tags





Easy Prints® Artwork

STAHLS TRANSFER EXPRESS
The Custom Transfer Source

Start a New Job Open from My Library

LEARN DESIGN MODE MY ACCOUNT 0 CART

1-800-622-2280 Feedback

Undo (Ctrl + Z) Redo Object Zoom Art Board Delete

Standard Sheet Size (11.25 x 14)

ADD TEXT ADD CLIP ART ADD LAYOUT

Edit All
Color Rotation

Special Effects
Effects Distress Patterns

STEVENSON INDUSTRIES
Equals Excellence

Order Summary

Print Method: Screen Print
Transfer Type: Goof Proof
Fabric: Select Fabric
Cut Apart: No
Transfer Size: 11.09 W 4.87 H
Number of Colors: 1
Background Color: (i.e. Fabric Color)
Image Qty:
Color Changes: 0 Edit
Total Image Qty: 0

Order Price

Choose a fabric type

Quantity must be greater than zero

N/A per Image
Total Price: N/A
Ship Date:

QBU-215



Or Send Us Provided Art

Ted's Blog

STAHLS' TRANSFER EXPRESS.
The Custom Transfer Source

Site SEARCH

LOG IN MY ACCOUNT 0 CART

Numbers / Letters Order within: 3 Hrs 5 Min Ships By: Today 800.622.2280

SEND US YOUR ARTWORK VIEW LAYOUTS & CLIP ART HEAT APPLIED TRANSFERS NAME & NUMBER TRANSFERS BANNERS, DECALS & MORE HEAT PRESSES MARKETING TOOLS ORDERING & PRICING HELP & EDUCATION

Print Your Own Shirts

Let's Start...

- ◆ Send us your artwork >
- ◆ View layouts >
- ◆ View clip art >

I need a design for...

- School > Sports >
- Fashion > Work >
- Occasions > Basic >

QRN-152



Application



Application Instructions

Goof Proof®

For application on cotton, polyester or cotton/poly blends.

1. PREPARE YOUR MACHINE

Allow for warm up time.

Temperature: **360° - 370°**

Time: **3-5 Seconds**

Pressure: **Med/Firm 6-8**



PREHEAT BOTTOM PAD

Before applying, lock the top platen down for 60 seconds. This helps the ink to flow properly during application.

Note:

These recommended time, temperature and pressure settings are for Stahls' Hotronix® heat seal machines. Settings on other heat presses may vary based on their inconsistencies. For heat presses other than Hotronix® use a temperature setting 10° hotter.

Goof Proof® Tip:

This product can also be applied at 340 degrees, for 10 seconds, peeling warm.

2. PREPRODUCTION

- Please check transfers carefully before applying. We provide an extra transfer for testing to your quality standards.
- Cut the transfer into 4 pieces and apply on test material until desired results are achieved. If you are unable to get desired results, please call us before starting job.



3. PREHEAT GARMENT

- Place garment on platen.
- Press for 3-5 seconds or until there is no more steam to remove wrinkles and moisture.
- Check to be sure there are no obstructions such as buttons, pockets or seams. If there are, raise the print area only with Print Perfect pad or mouse pad.



4. POSITION & PRESS

- Place the transfer face down on the garment.
- Close the machine.
- Press for 3-5 seconds.



5. PEEL HOT

- Open the machine.
- Peel off the transfer paper quickly in a smooth, even motion.



- Instructions are always included in the package
- It really is this easy!



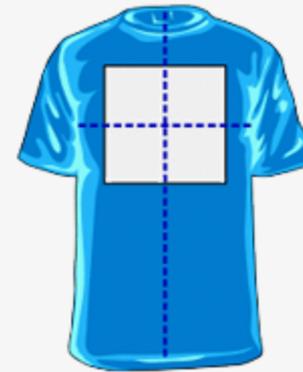
Application

Positioning

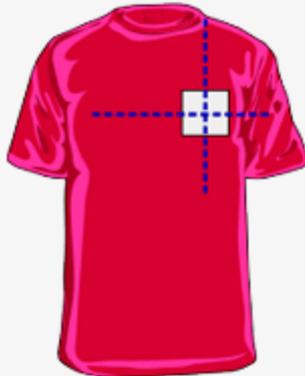
Full Front

Most full-front designs will need to be centered on the shirt. Many shirts will have a print line, a line in the shirt denoting the vertical center. The shirt tag should also be centered. The horizontal center can be found using the bottom of the arm seams.

Transfer Express transfers are centered on grid paper, making it easy to line up the center.



Left Chest



This is the hardest area in which to determine position. A common mistake is to place the design too close to the edge of the shirt, which places the design under the arm when the shirt is worn.

The vertical center will be the seam where the neck and sleeve meet. The horizontal center will be the line from the bottom of the arm seam across to the bottom of the other arm seam. If the print is particularly tall, you may wish to move it down slightly.



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

Contact us:

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Web: TransferExpress.com

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





Thank You for Attending

Next Transfer Express Webinar

- **Gift Ideas You Can Print**
- **Thursday, November 13**
- **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



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