

# Welcome



HOL-59

## Warm Up Winter Sales



QTK-57

Presented by:



STAHL'S  
**TRANSFER EXPRESS**<sup>®</sup>



# Today's Objectives

- Tips for decorating best selling hoodies, zipper hoods and jackets
- Take a look at some less common but easy heat print ideas
- Learn how gang sheets stretch your profits
- Take a cue from the cable companies—learn how to bundle to make even more money



# Top Sellers: *Hoodies*



QHK-97



MAS-104

- Try fun application on the hood, sleeves or pocket
- Add a player number or name to these areas for unique personalization
- If using youth hoods, measure before ordering as the print space is limited



HOL-65



QFB-160



QWR-42



# Top Sellers: *Zipper Hoods*



QAT-19



QBK-180

- You can apply across the zipper or stay to one side



QFB-73



QFB-122



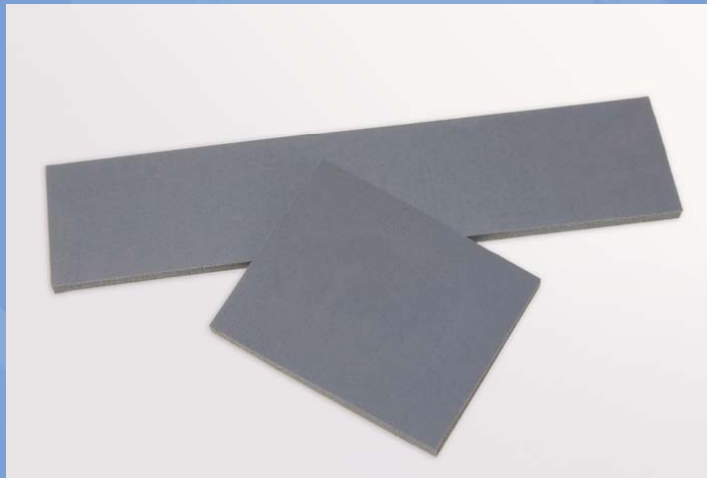
QCH-69

QLG-44





# Top Sellers: *Hoodies*



- When applying to hoodies raise print area so that the hood and pocket will not affect application or use the thread technique



Dressing a garment on a heat press will help to remove any interference with pockets, buttons & zippers.



# Top Sellers: *Zipper Hoods*

If applying across the zipper that has material covering the zipper area:



1. Keep the hood zipped
2. Position the transfer across the front and press
3. Unzip, ink will separate with the zipper, the ink does not apply to the zipper, and as long as a zipper hood from a wholesaler will not melt (if you do have a zipper hood with a plastic zipper this will not work)
4. If there was a larger seam you may need to seal the edge, leaving unzipped, cover with our cover sheet and reapply
5. Tip: Video showing process is at [TransferExpress.com](http://TransferExpress.com) under Education Videos/Product Demos



# Top Sellers: *Zipper Hoods*



If applying across the zipper that has zipper exposed

1. Keep the hood zipped
2. Cut the transfer in center
3. Position the two halves on each side of the zipper
4. Press both at the same time and peel each half



# Top Sellers: *Jackets*



- If applying to nylon, you will need the digital transfer, CAD-PRINTZ® Opaque
- With this product, the number of colors does not affect cost, so go ahead and add color!
- Price is based on quantity ordered and size, so a left chest print will be very economical





# Top Sellers: *Jackets*

## CAD-PRINTZ™ PRICE CALCULATOR

Opaque

Outline

Number of images

Width:  inches

Height:  inches

### Results:

Unit Price = \$2.24

CAD-PRINTZ Total = \$44.80

Min Surcharge = \$0.00

Art Charge = \$0.00

Setup Charge = \$0.00

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Total Price = \$44.80

Total Square Inches = 320



# New Sales: *Umbrellas*



3D-147

- Umbrellas are nylon so use the digital transfer CAD-PRINTZ Opaque
- Panel you are decorating can be put in a shirt press or cap press depending on the size of your print



# New Sales: *Shoes*



- You will need the shoe platen that can be attached to any Hotronix® press
- Product choice will be based on the material of the shoe



# New Sales: *Towels*



QGL-21



QBW-50

- Ideas: beach towels, kitchen towels, rally towels and golf towels
- All products will apply since towels are cotton



QRT-19



QAL-252



MAS-72



QRT-32



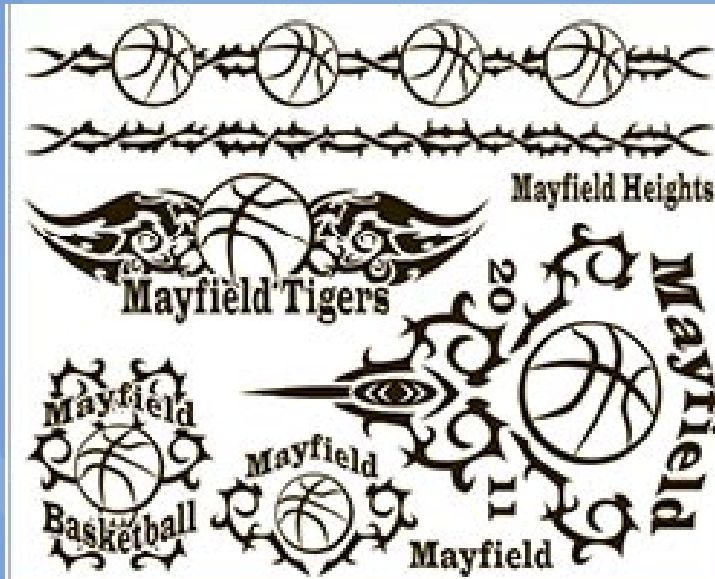


# New Sales:

## *Blankets/Scarves/Gloves*



# “Bundles”



QGS-1

- Gang Sheets start your bundle success and profits
- A gang sheet: A sheet with more than one image on it, fill the entire sheet (11.25 x 14”) for one price!
- Sheet shown would print 8 different items!



# Bundles: *The Golfer*

## Items to include:

- Cooler
- Tee Bag
- Golf Towel
- Visor
- Koozie
- Golf Shirt



3D-406

# Bundles: *Beach Bum*

## Items to include:

- Beach Bag
- Towel
- Koozie
- Beach Chair
- T-Shirt
- Plastic Glasses



QRT-19





# Bundles:

## *Baby*

### Items to include:

- Diaper Bag
- Bib
- Onsie
- Baby Blanket
- Hat

### **NOTE:**

CAD-PRINTZ are CPSIA compliant with certificate available online



CP-25



# Bundles: *Pre-Teen*

## Items to include:

- T-shirt
- Stuffed Dog with Shirt
- Matching Doll Shirt
- Tennis Shoes
- Hat
- Cinch Sack



QYT-172



# Bundles:

## *Business Person*

### Items to include:

- Briefcase
- Laptop Cover
- Mouse Pad
- Desk Coaster
- Business Card Holder



QBU-231

# Bundles: *Collegiate*

## Items to include:

- T-Shirt
- Laundry Bag
- Pillowcases
- Phone Case
- Wall Graphic
- Lounge Pants



QCU-6



# Bundles: *Tailgater*

## Items to include:

- Cooler
- Car Flag
- Rally Towel
- Koozie
- Window Decal
- Stadium Seat
- Wine Tote



QFB-117



# Bundles:

## *Kitchen Chef*

### Items to include:

- Placemat
- Potholder
- Kitchen Towel
- Apron
- Oven Mitt



Express Names™

Stock Transfer Packs:

HOL-62 (Santa)

HOL-65 (tree)



# Bundles:

## *Car Enthusiast*

**Items to include:**

- Car Seat Cover
- T-Shirt
- Cap
- Jacket
- Window Cling



# Thank You for Attending

Email us for a copy of the 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

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