

DON'T BE DUPED:

**THE TRUTH
ABOUT DTF**



AGENDA



What is DTF

When to Use DTF

What Does it Cost

Creating Artwork

How Fast Does It Ship

Application



What is DTF

- DTF Or Direct to Film Transfer.
- Digitally printed onto a heat sensitive film .
- Creates a heat applied transfer that applies to cotton, polyester, poly/cotton blends, Lycra and Spandex with a heat press.
- *Pro Tip: We have had success with can coolers, cork, leather and even wood application*



Direct to Film

STAHL'S' and Transfer Express DTF transfer is UltraColor Max.



WHAT TO USE WHEN

APPAREL QUANTITY
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



When To Use DTF

- No minimum Order just 1 piece or 1 sheet
- Low quantity single color orders (under 12).
- Full color or 2 or more spot colors under 24
- Orders using photos
- Designs with Gradients
- Heat Sensitive Fabrics (UltraColor Max applies at just 290!)

DIRECT TO FILM TRANSFERS
ULTRACOLOR[®] MAX

WE HEARD YOUR FEEDBACK
New Price Breaks on Your Favorite DTF Transfers!

PRICE BY QUANTITY

Quantity Break	Square Inch Price
1-24	\$0.060
25-49	\$0.055
50-99	\$0.050
100-249	\$0.045
250+	\$0.040

NOTE: Quantity breaks are based on the number of pieces per single image.



What Does It Cost

New Two Ways to order Single image or gang sheet

www.Stahls.com

- Individual Images
- Price Break Tier based on quantity
- Heat Sensitive Fabrics (UltraColor Max applies at just 290!)
- Free UPS Ground Shipping \$149+

SQUARE INCH & QUANTITY PRICING

Single Image Price: \$.06 per Square Inch

(Single Image Size: .25" x .25" up to 22" x 22")

Quantity Break	1-9	10-24	25+
Small Gang Sheet 12" x 22"	\$14.50	\$12.00	\$10.50
Large Gang Sheet 24" x 22"	\$29.00	\$24.00	\$21.00

(\$.055 /sq. in) (\$.045 /sq. in) (\$.04 /sq. in)

No Minimum Purchase Required!



What Does It Cost

New Two Ways to order Single image or gang sheet

www.TransferExpress.com

- Two Gang sheet options
 - 12 x 22
 - 24 x 22
- Lower price when you fill the sheet
- Gang sheet builder in Easy View Online Designer (free)
- Keep adding layouts, clip art or uploads until the sheet is full!
- Still can order single images



Creating Artwork

Free Online Designer at both Stahls' (Easy View LTE) and Transfer Express (Easy View)

- Prefilled with
 - 8K customizable layouts
 - 10K Clip art
 - 200+ fonts
- Add as many colors to design as desired
- Create Mock-Ups
- Remove white backgrounds on non-vector art
- Free automatic proof

Creating Artwork

The screenshot displays the Stahls online design tool interface. At the top, there is a navigation bar with the Stahls logo and options for New, Open, Add, and Save. Below this is a 'Review and Approve' section with a search icon. The main area shows a design of a volleyball with a tropical beach scene inside it, surrounded by the text 'COMPTON BEACH LEAGUE' and 'Volleyball' in a stylized font. The design is highlighted with a red border, indicating it is selected. On the left side, there is a sidebar with various settings: Transfer Type (Full Color), Product Type (UltraColor MAX), Size (4" W x 3.71" H Design), Quantity (1 Total), and Colors (2 (Burgundy, Vivid Orange)). Below the sidebar, there are several informational messages: a warning about highlighted areas not meeting print minimums, a section for Highlight Color Options with color swatches, a message about artist review, and a warning about thin lines. At the bottom left, the total price is \$0.90 and the cost per design is \$0.90. At the bottom right, there are fields for Transfer Type, Compatible Fabrics, Size, and Quantity, along with the price per design.

Free Online Designer at both Stahls' (Easy View LTE) and Transfer Express (Easy View)

- Quality assurance-Heat Map checked
 - Preview trouble spots
 - Prevent low DPI issues
- Possible Solutions
 - Change Fonts
 - Enlarge Size
 - Add an outline



Creating Artwork

Free Online Designer at both Stahls' (Easy View LTE) and Transfer Express (Easy View)

- New Team Builder for ordering names & numbers
 - Variable Data automatically loads into every layout
 - Name and Number Layouts for Easy Pre-Alignment
 - Add Patterns and Colors



DTF ON DEMAND

**NOW EVEN
FASTER**

**SAME-DAY
SHIPPING ON
ORDERS PLACED
BY 8AM ET**

How Fast Does It Ship

*Order by 8 am and UltraColor Max Ships the
Same Day!*

www.Stahls.com

Ships from Michigan and Pennsylvania

www.TransferExpress.com

Ships from Ohio, Arizona and Pennsylvania

*Order by 8 am and UltraColor Max Ships the
Same Day!*



Application

Low Temperature

- Applies at 290 Degrees F
- Reduces scorching on heat sensitive garments



Application

Hot Peel

- Press and Peel, no waiting
- No “leaf blower” tool needed to cool
- Single step, no cover sheet nor second application required

Don't Be Duped

- Hot Peel
- Single Step
- Low Temp. Application
- Easy Art Access
- Instant Proof
- No Banding
- Smooth Gradients

Other DTF

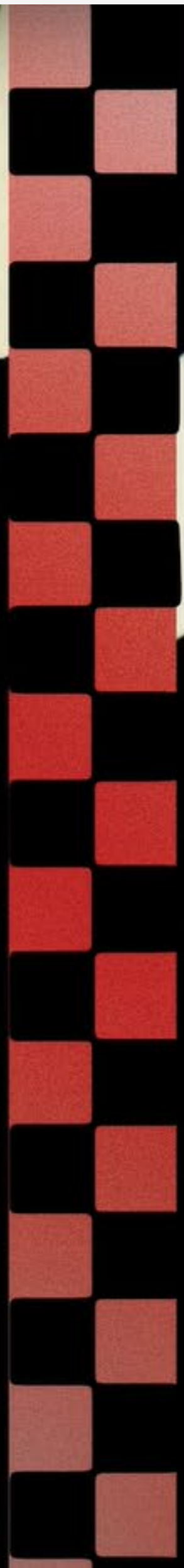


UltraColor MAX™



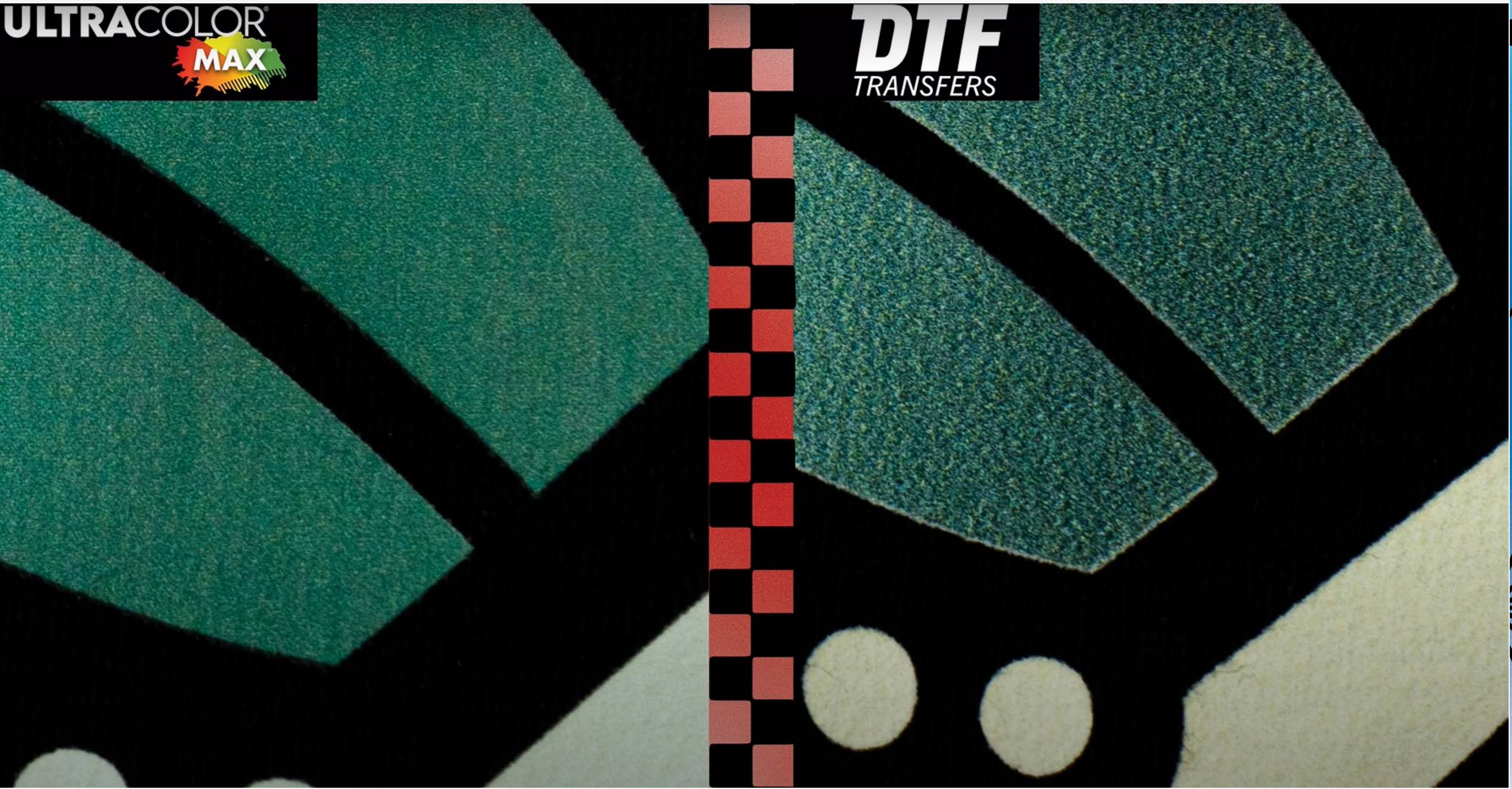
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Any Questions?



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