

8 MISTAKES TO AVOID

TO SUCCESSFULLY PRINT A T-SHIRT



STAHL'S
TRANSFER EXPRESS

The Custom Transfer People

Mistake #1 – Not Following the Recipe

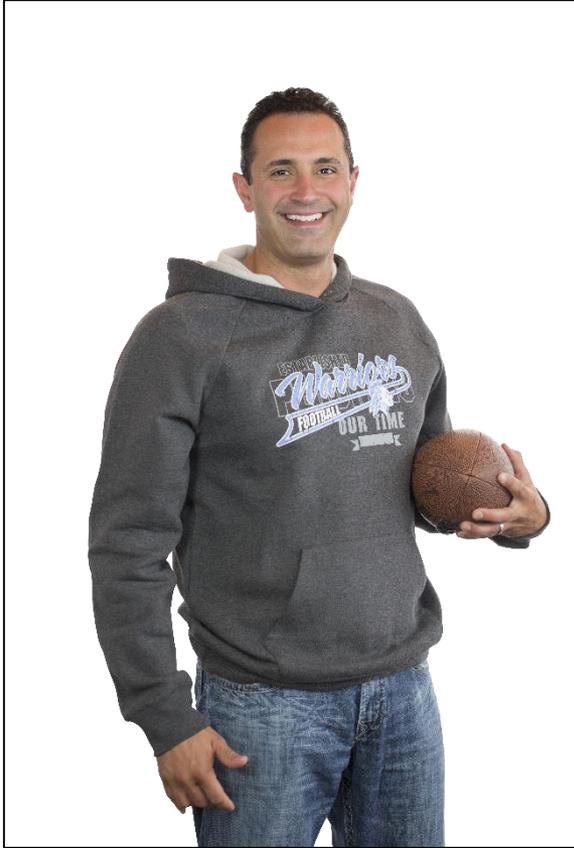


Don't Improvise the Recipe

Consider the recipe that comes with your transfer your Great Grandma's prized cake recipe that works *every single time*.



Change the Transfer Type, Not the Recipe



Take time to consider the material you're applying to when you order your transfers.

Mistake #2 – Over-accessorizing

Don't use a heat printing pillow with Transfer Express transfers.

Never, ever, ever.



Don't Cover Up

Great news! Our transfers have a built in release sheet, so no cover sheet required.

Unless...



Except for When you Should



<https://transferexpress.com/heat-presses/accessory/cover-sheets>

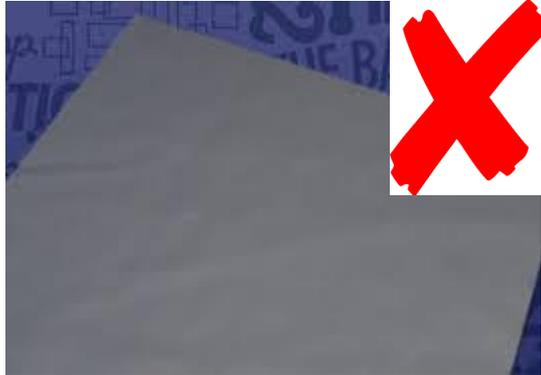


<https://www.stahls.com/kraft-paper-cover-sheet>

When you are printing over an area that's already been printed, using the RIGHT KIND of cover sheet is a must. Cover sheets can also help prevent static on a glitter transfer.

Use the Right Kind

Flexible Application Pad



<https://www.stahls.com/heat-press-flexible-application-pad>

Teflon



<https://www.stahls.com/heat-press-cover-sheet>

Never use either of these with our transfers. 10-20 degree heat loss means the heat will be blocked from the transfer.

Mistake #3 – Improper Heat Press Maintenance

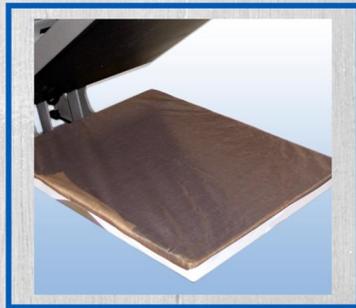


Your heat press needs a check-up every few months

Keep it Clean



- Be gentle, particularly on upper platen
- Mechanics non-abrasive hand cleaner, household iron cleaner or mild soap and water
- Use a protector




CLEAN HEAT PRESS TIP
**USE A LOWER
PLATEN PROTECTOR**
TO KEEP YOUR
HEAT PRESS CLEAN

Take Its Temperature

\$15 is a small investment
to test your press quarterly
for 2 ½ years



Check the Pressure

- Visually check the lower platen
- Place dollar bills at each corner of the press, lock it down and try to remove each piece while the machine is locked down

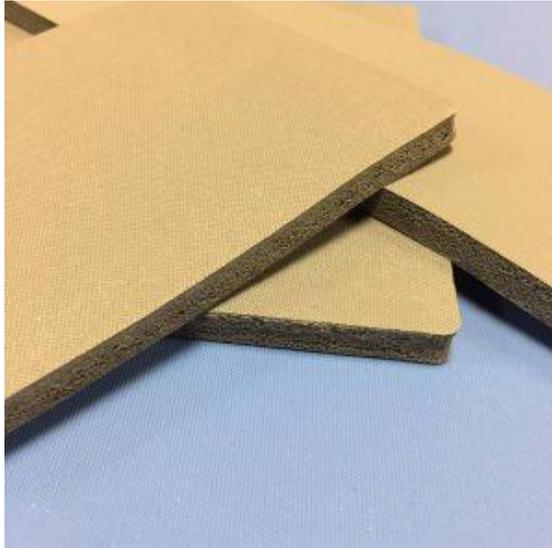


Don't Cheap Out



- Coil patterns make a difference
- Check the thickness of the platen
- This is the lifeblood of your business

Mistake #4 – Not Raising Print Area



Smooth out the lumps and bumps you encounter

Mistake #5 – Not Prepping Correctly

Goof Proof® Application Instructions

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

- 1. Set Your Heat Press**
 - If not a Hotronix® heat press, add 10°
 - Temperature:** 360° - 370°
 - Time:** 3-5 Seconds
 - Pressure:** Med/Firm 6-8 (60-80psi)
- 2. Preheat Your Apparel**
 - Place apparel on platen and press for 3-5 seconds
- 3. Position Your Transfer & Press**
 - Place the transfer image side down on the apparel
 - Close machine and press for 3-5 seconds
- 4. Peel Transfer Carrier Hot**
 - Open machine and peel off the paper backing in a smooth, even motion.

Tips:

- Do not use a pillow
- This product can also be applied at 340° degrees, for 10 seconds, peeling warm.

Resources:

- TransferExpress.com/videos
- TransferExpress.com/application-tips

Helping Your Business Grow

Join us each month for a free online class to grow your knowledge & skills in heat printing, custom transfers & your business.
TransferExpress.com/webinars

Join our social community for the latest products, services & tips!

TransferExpress.com/SocialCommunity

Storage and Shelf Life of Your Transfers

Store your transfers in a cool dry place out of extreme hot or cold temperatures or moisture. Keeping them in a sealed bag will prolong the life of the transfers.

First time?

Call us... We will walk you through!

TransferExpress.com
1-800-622-2280
info@TransferExpress.com

Monday- Friday
8am-7pm EST

The Custom Transfer People

- Remove moisture
- Provide an even surface
- Bring the press back up to temperature
- Provides a better transfer

Mistake #6 – Not Testing for Scorching

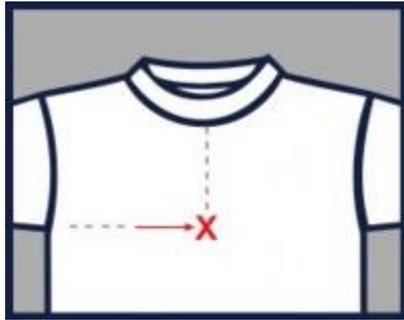
- Test your fabric BEFORE you order your transfers
- You may have to adjust placement if there are certain areas that scorch (e.g. the handles)



Mistake #7 – Not Minimizing Distractions

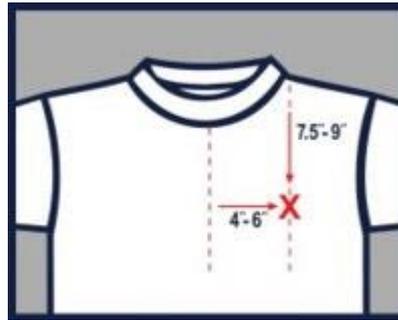


Mistake #8 – Not Using Proper Placement



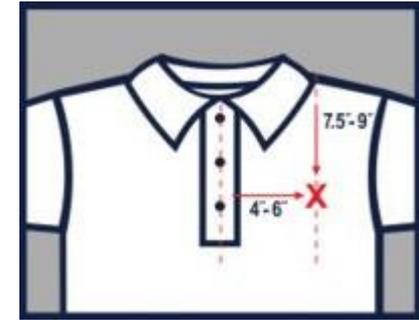
T-Shirt: Full Front

- Locate vertical center:
Follow print line in shirt.
- Locate horizontal center:
Line from bottom of one arm seam to the other.
- Make sure shirt tag is centered.



T-Shirt: Left Chest

- 7.5"-9" from shoulder's left seam and 4"-6" from the center. OR locate vertical center: Where neck and sleeve meet.
- Locate horizontal center:
Line from bottom of one arm seam to the other.

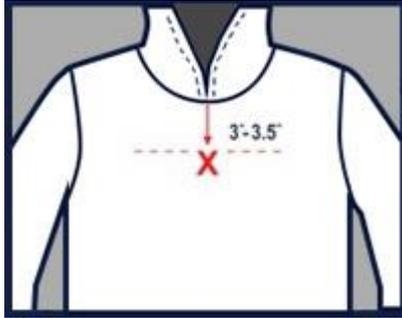


Golf Shirt

- 7.5"-9" from shoulder's left seam and 4"-6" from the center.

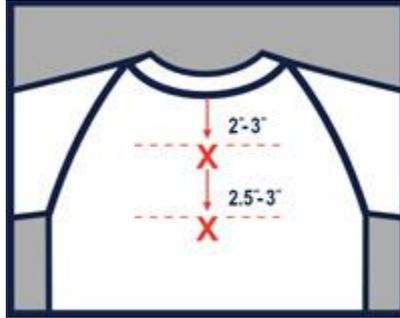
Tip: Raise the print area to avoid buttons on shirt with a [Print Perfect Pad](#)

Mistake #8 – Not Using Proper Placement



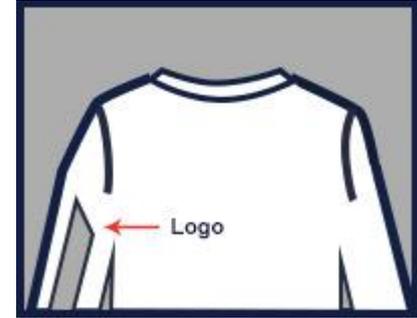
Sweatshirt

- Top of the design 3"-3.5" from the bottom of neck's edging.



Jersey

- Top of the design 2"-3" or 2.5"-3" from the bottom of the neck's edging.



Long-Sleeve Shirt

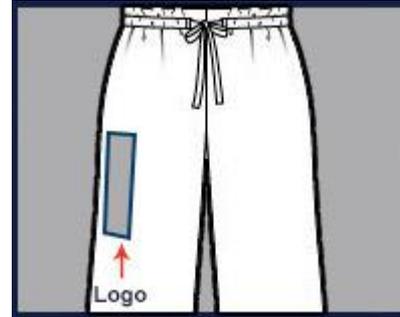
- Locate fold line along length of sleeve.
- Place edge of design as close as possible to fold.

Mistake #8 – Not Using Proper Placement



Short-Sleeve Shirt

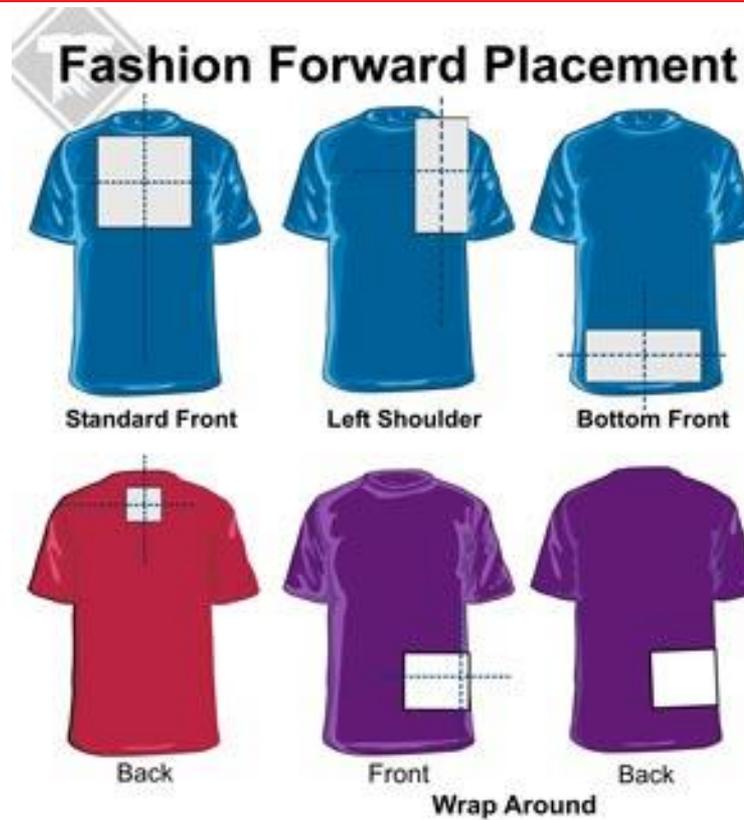
- Locate sleeve fold to use as vertical center.
- To avoid seam on reverse side, apply design with cap press or cap press platen.



Pant Leg

- Position design as close as possible to pant leg fold line.
- Although not perfectly centered, design will look properly positioned when pants are worn.

Mistake #8 – Not Using Proper Placement



Conclusion

1. Follow heat transfer application instructions
2. Using the proper tools
3. Raising your print area to avoid obstructions
4. Pre-pressing
5. Melting/scorching fabrics
6. Transfer placement
7. Eliminating distractions
8. Heat press check up



Thank You for Attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

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