

WHAT TRANSFER TO USE WHEN



AGENDA

- Types of Transfers
- Basis of Choice
- Transfer Selector Tool
- Easy View Check
- Preventing Scorching



TYPES OF TRANSFERS

Three Types of Transfers:



Screen Printed Transfers

- Goof Proof, Elasti Prints and Hot Split



Full Color Transfers

- UltraColor



Printed Heat Transfer Vinyl

- Cad-Printz

SCREEN PRINTED TRANSFERS

- Plastisol ink pushed through a screen
- Price based on number of colors printed
- Sold by the sheet
 - Standard 11.25 x 14"
 - Jumbo 12.5 x 17.5"
- Various adhesives
 - Hot Split - no adhesive
 - Goof Proof - Cotton, Poly/Cotton
 - Elasti Prints - Polyester
- Specialty inks
 - Glitter
 - Glow-in-the-Dark



SCREEN PRINTED TRANSFERS

Goof Proof is the best seller for cotton and poly/cotton blends

- Easy To Apply
- Durable
- Applies in just 4 seconds

Solution for 1-2 spot colors



SCREEN PRINTED TRANSFERS

Elasti Prints

- Same ink as Goof Proof
- Different adhesive that applies at a lower temperature

Solution for 1-2 colors for 100% Polyester



FULL COLOR TRANSFERS

- Digitally printed in CMYK
- Options - the UltraColor family)
 - UltraColor Max DTF (cotton, poly and poly/cotton)
 - UltraColor Pro Hybrid screen/digital transfer (cotton, poly and poly/cotton blends)
 - UltraColor Stretch Hybrid screen printed/digital (spandex, lycra and nylon)



FULL COLOR TRANSFERS

UltraColor Max

- Small quantities 1-24 (full size)
- Cotton, poly and cotton/poly blends
- Price is \$0.06 per square inch (no quantity price breaks)



FULL COLOR TRANSFERS

UltraColor Pro

- Larger runs 24+
- Sheet pricing (fill it up)
- Price breaks
- Cotton, polyester and poly/cotton blends



HEAT TRANSFER VINYL

Full Service

- CAD-PRINTZ Soft Opaque
- CAD-PRINTZ Express
- CAD-PRINTZ SubBlock

Cut Your Own Vinyl

- UltraWeed
- Premium Plus
- Gorilla Grip (nylon)



MAKING YOUR CHOICE

Three Variables

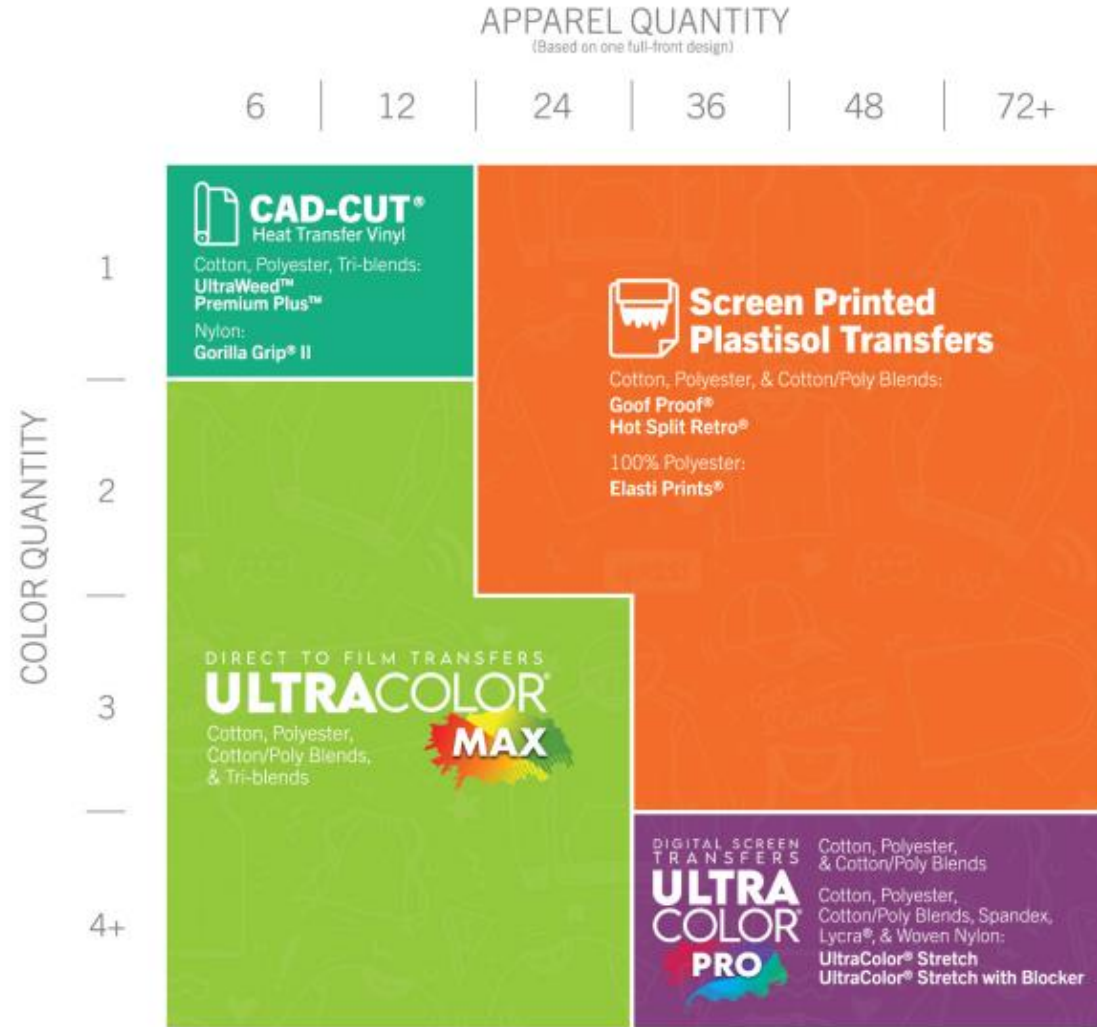
1. Material - what will it be applied to?
2. Quantity - how many do you need?
3. Size - how big is the image?



The Heat Transfer Guide: **WHAT TO USE WHEN**

MAKING YOUR CHOICE

Your easy-to-read chart for cotton, polyester and poly/cotton blend



MAKING YOUR CHOICE

For nylon, lycra, spandex and elastane

- Soft Opaque or UltraColor Stretch

Soft Opaque for smaller order

- comes with a thin, white outline (on some art can be eliminated for a fee)

UltraColor Stretch for larger quantities

- thin, clear outline



MAKING YOUR CHOICE

UltraColor Stretch with blocker

- Only needed for sublimated polyester
- Tip: If sublimated the inside will typically be white (see shirt neck area)



MAKING YOUR CHOICE

Online Transfer Selector Tool

- Help Section at www.TransferExpress.com

Help Center

What can we help you with?

Find everything you need to learn about heat applied transfers, ordering and designing, pricing, and everything in between.



Placing an Order

- › Getting Started
- › Transfer Pricing
- › Turnaround & Shipping
- › Ordering an Art Proof
- › Ordering a Color Change



Artwork

- › What is Easy View® Designer
- › Easy View Training Tutorials
- › What are Easy Prints®
- › Special Layouts
- › Special Effects
- › Setting Up a Gang Sheet
- › Custom Clip Art



Transfers

- › Application Instructions
- › Choosing a Transfer Type
- › Storage and Shelf Life

Transfer Selector Tool



Let's Find The Right Transfer Type For Your Project!

Get Started

press Enter ↵

<https://www.transferexpress.com/choose-heat-transfer-type>

MAKING YOUR CHOICE

Easy View (online designer)

- Double Check

The screenshot displays the STAHL'S TRANSFER EXPRESS online designer interface. The browser address bar shows the URL and navigation buttons (New, Open, Add, Save). The top right corner features a progress indicator with three steps: 1 Design, 2 Options, and 3 Review. The main design area shows a large graphic with the text "LEAVE IT ALL ON THE FIELD" in a green, grass-like font, and the "COMPTON EAGLES" logo below it. The left sidebar, titled "Additional Options", includes sections for "General Options" (with a toggle for "Add Simbroidery?"), "Order Notes" (with an "Add Notes" link), and "Check Fabric Type Compatibility" (with a "100% Cotton Compatible" indicator circled in green). Below this is a "Shop Blank Apparel" section with icons for Hoodies, T-Shirts, Ladies, and Youth, and a "Browse All" link.

MAKING YOUR CHOICE

Easy View (online designer)

- Double Check

Additional Options

General Options

Do you want us to cut apart?


Order Notes

Changes requested may result in additional charges. [Add Notes](#)

Add Color Change?

Same Design | Different Colors | Lower Cost [Add Color Change](#)

Check fabric Type Compatibility

Tell us what fabric you plan to apply to. [Sublimated](#)
Do Not Use 

Shop Blank Apparel

Order your apparel through Transfer Express also! [Browse All](#)



SCORCH PREVENTION

Low Temperature Transfers

Elasti Prints

UltraColor Max

UltraColor Pro



MARKETING KIT

Your T-Shirt Business In A Box

Your own real-life 'what to use when' guide with 20+ full size transfers, color selector swatch book, personalized idea book, \$10 off coupon and more!

**Webinar Special:
Only \$35 – Save \$14!**

(Normally \$49)



STILL NOT SURE?

We're Here To Help!

Customer Service 8 am-6 pm ET Monday
through Friday

Phone: 1-800-622-2280

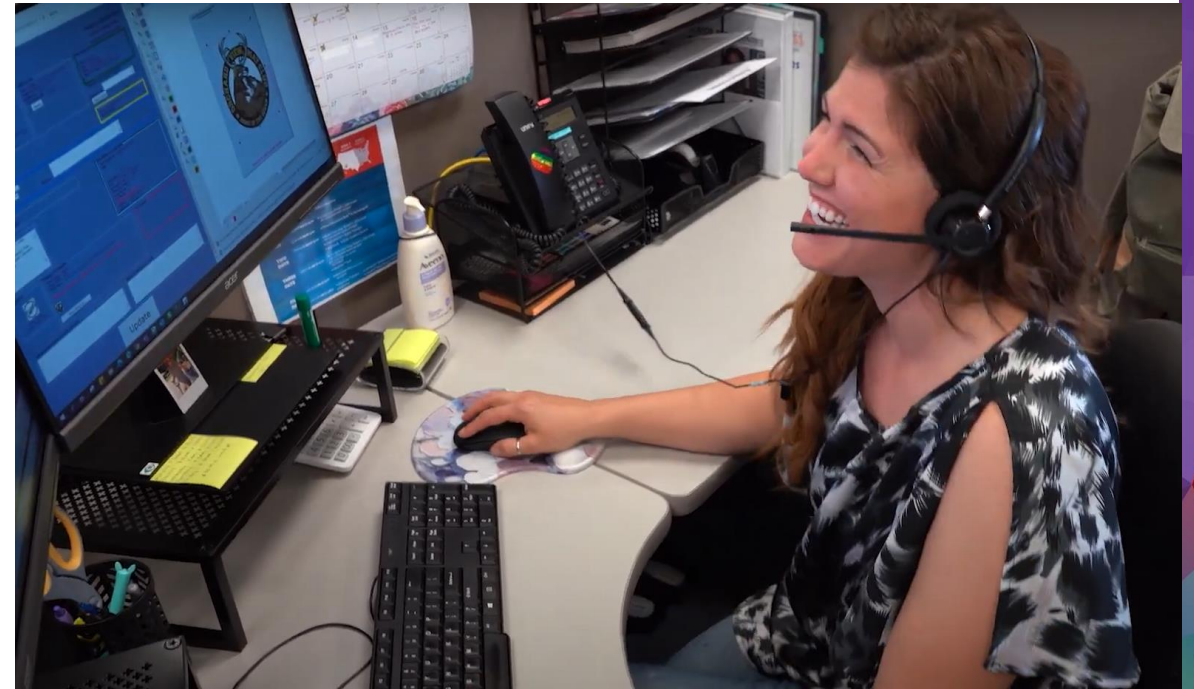
Website: Live Chat

Email: info@transferexpress.com

Social Media

Easy Prints Decorators Group

DM through Social



Thank you for attending

Do you have more questions?

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

- Email us – info@transferexpress.com
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog – blog.transferexpress.com
- Watch our videos and previous webinars – TransferExpress.com/Webinars
- Visit our website – TransferExpress.com
- Visit us at Trade Shows
- Connect with Us on Social Media
- Watch us on YouTube