

# Heat Transfer Application Tips





# AGENDA

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Trinity-Time, Temperature and Pressure

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The Importance of the Peel

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What accessories should I use

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Why your transfer choice makes a difference

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Preventing Scorching

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Application Tips





## Trinity-Time, Temperature and Pressure

- Your Heat Press Matters.
- When purchasing check
  - Pressure Adjustment
  - Heat coils
  - Platen thickness (retains heat)





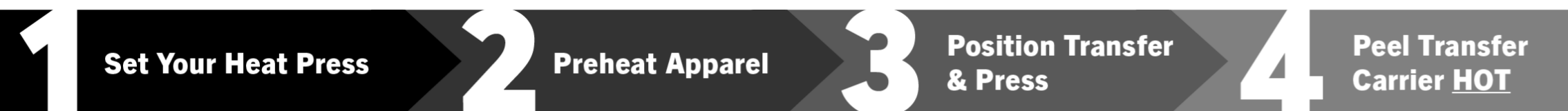
# Goof Proof®

## Application Instructions

- Applies to cotton, polyester, poly/cotton blends.
- An extra transfer is provided for testing purposes.
- Before applying, check your transfers for spelling, color placement, etc.

### Proper Transfer Storage

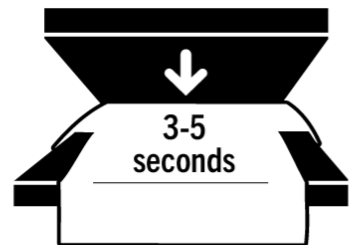
Store in a cool dry place out of extreme hot or cold temperatures or moisture. Keeping them in the provided box and bag will prolong the life of the transfers.



Determine your fabric type:

#### • 100% cotton & cotton/poly blends

Temperature	Time	Pressure
365° F	4-6 Seconds	Med/Firm 6-8 60-80 psi

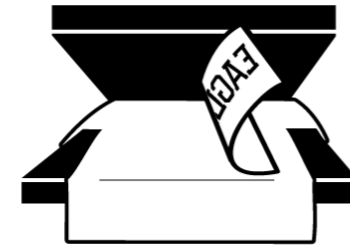


Place or thread apparel on platen and press for 3-5 seconds. This removes any moisture in the garment.

#### • 100% polyester

Temperature	Time	Pressure
325-335° F	10-12 Seconds	Med/Firm 6-8 60-80 psi

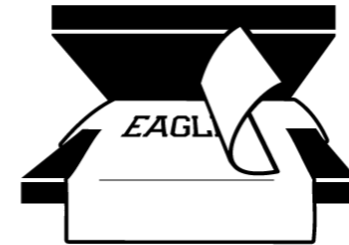
Avoid obstructions like seams, buttons, and zippers by raising the print area with a firm, flat pad. Do not use a pillow.



Place the transfer ink side down on the apparel.

Close machine and press according to your fabric type:

- 4-6 seconds 365° F  
100% cotton & cotton/poly blends
- 10-12 seconds 325-335° F  
100% polyester blends



Open machine and immediately peel off the paper backing in a smooth, even motion.

Do not use a cover sheet or upper platen cover. These can block heat from reaching the transfer.



Watch the step-by-step application video!



Scan for application troubleshooting and tips!



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# Time

- Directions are provided with every order.
- Most products have a range, ie 4-6 seconds for Goof Proof
- Adjust the range based on your press. All except Max, an extra transfer is provided with the order for testing





# Temperature

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- Know your heat press.
- Test Strips are available
- Test center and corners to verify the temperature is accurate
- Ways to test temperature
  - Test Strips
  - Heat Gun





# Pressure

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- Hotronix presses have a digital pressure readout.
- Adjust pressure using the knob at the top for Auto Clam, Craft, A to Z and Maxx presses
- Auto Clam the pressure read out is shown on the screen





# Heat Presses with no pressure adjustments

Difficult to control the pressure and provide your customer with a long-lasting product



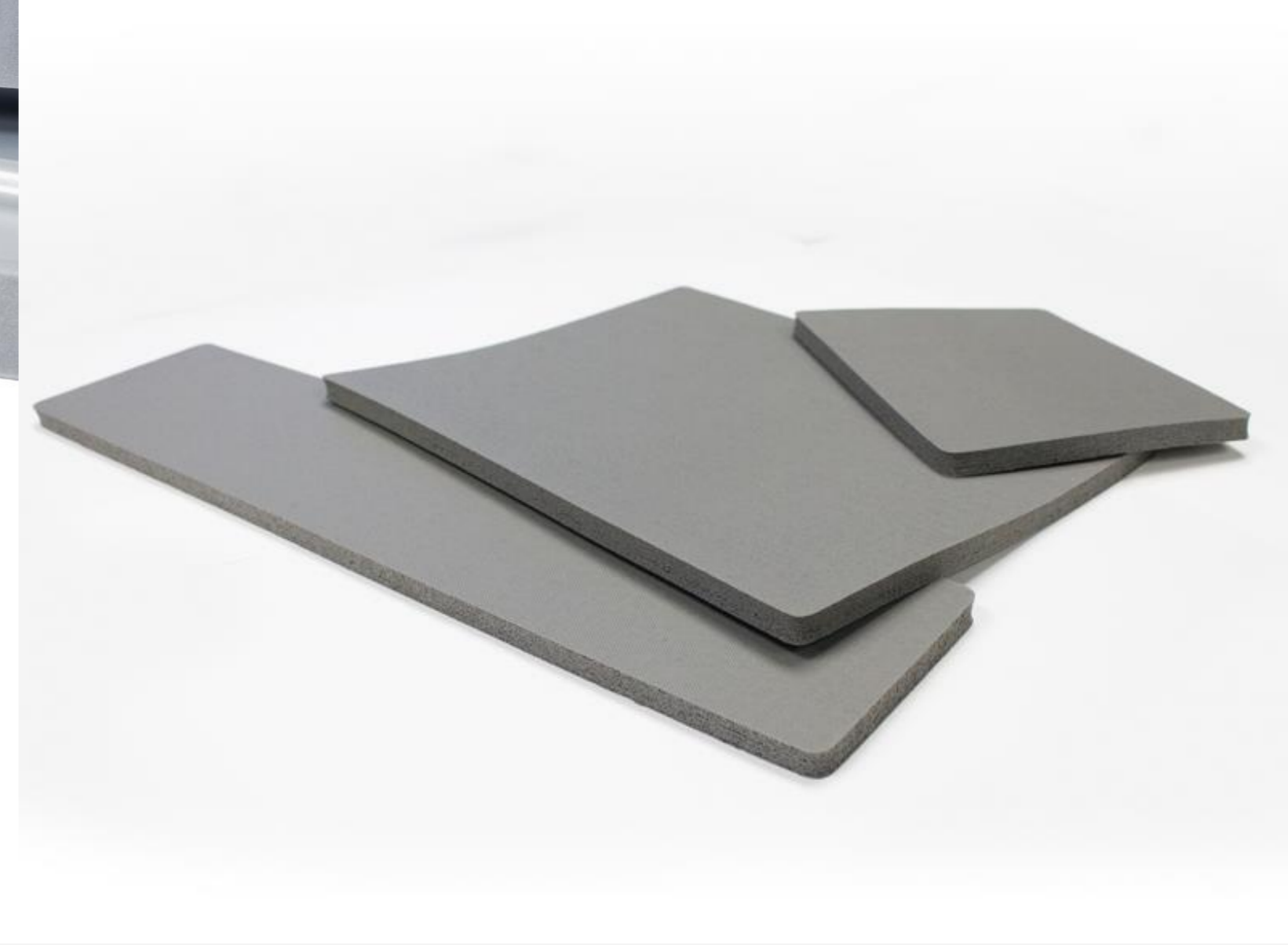


# Pressure

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- Pressing area must be firm, flat, even surface
- Hoodies will need the print area raised so the pocket and/or hood to do not create uneven surface
- Other apparel types with obstructions
  - Pockets
  - Buttons
  - Zipper
  - Hoodie Strings
  - Seams (ie back of a vneck)





# Tools to Create Firm, Even Pressure

- Mouse Pad
- Interchangeable Platen
- Silicone Pad (Print Perfect Pad)





# The Peel

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- Directions will specify Hot, Warm or Cold
- For Cold peel transfer use caution moving it off the press so the edges don't release essentially creating a hot peel
- Peel is one continuous motion from one corner diagonally across
  - Hot Peel: immediate
  - Warm: 3-5 second pause before peeling
  - Cold: completely cool to the touch



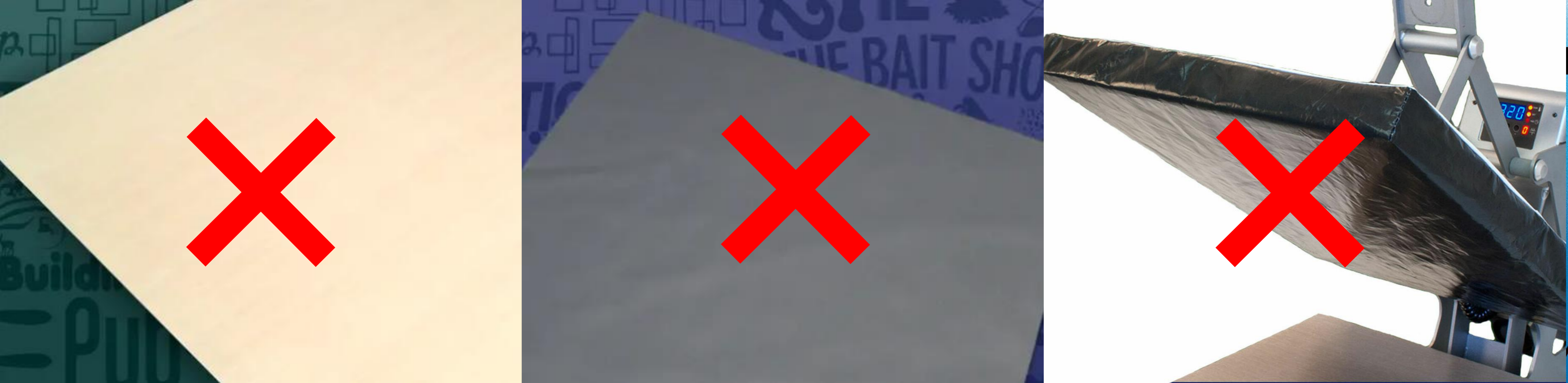


# Heat Press Accessories- Interchangeable Platens

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- Tag Along Platen
- Sleeve/Leg Platen
- 11 x 15 (Youth)
- 8 x 10 (Hoodies)
  
- Specialty Needs
  - Shoe Platen
  - Hat Bill Platen
  - Can Cooler



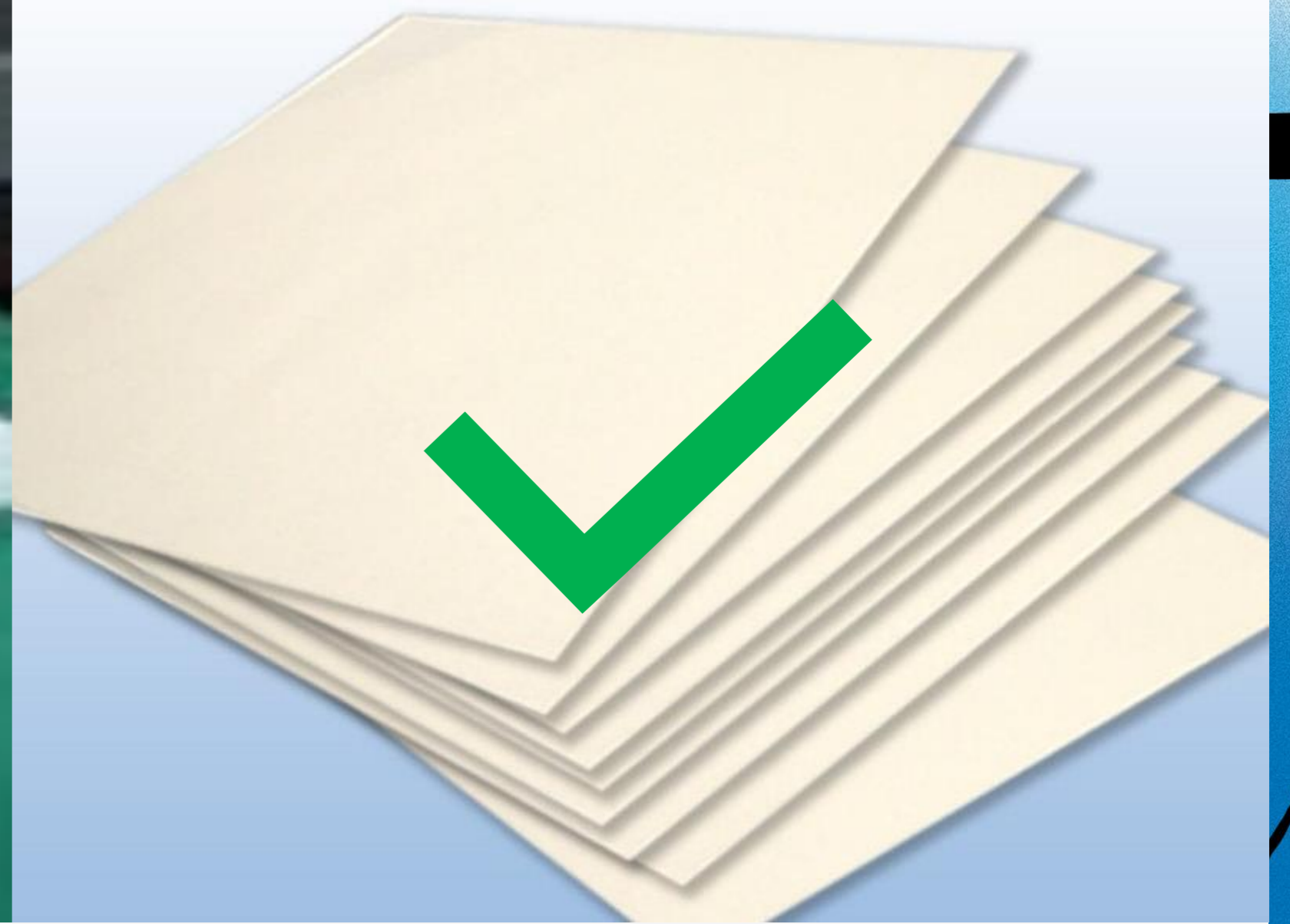


# Heat Press Accessories-Cover Sheets

Above are not recommended (block the heat)

- Teflon sheet
- Flexible Application Pad
- Upper Platen Cover





# Heat Press Accessories-Cover Sheets

Cover Sheets that can be used if needed

- Kraft Paper
- Parchment
- Transfer Paper

When a cover sheet might be needed

- Second location (one print is on the shirt)
- Mesh application (between the layers)





## Heat Press Accessories-Pillows

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- Pillows are not recommended
- Can create uneven pressure based on the “squish”





# Heat Press Accessories-Alignment

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Placement Ruler

Part of application kit

Helps with front and left chest placement





# Heat Press Accessories-Alignment

## Laser Alignment System

Compatible with any heat press brand or model

Requires 18" of table space





# Heat Press Accessories-Alignment

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Hotronix ProPlace IQ

Dual Air Fusion With Pro Place Integration  
or  
Retro Fit

HOTRONIX® DUAL AIR FUSION PROPLACE IQ™ FULLY INT



# Heat Press Accessories-Caddie Stand

Your press becomes fully threadable

Compatible with Hotronix Auto Open or Maxx

Adjustable Height





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

APPAREL QUANTITY  
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



## Applying the Right Product

Order transfers knowing apparel material

All products apply to cotton and poly/cotton blends

100% Polyester-Elasti Prints or UltraColor Max

Sublimated Polyester-Stretch with Blocker

Lycra or Spandex-UltraColor Max or UltraColor Stretch

Nylon-UltraColor Stretch





## Applying the Right Product-Scorch Prevention

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100% cotton and most poly/cotton blends will discolor with moisture removal but return to normal as moisture returns

For heat sensitive fabrics, choose a low temperature transfer (all apply at 290)

Elasti Prints

UltraColor Pro

UltraColor Max

UltraColor Stretch

**A**

Accurate Pressure

**R**

Reduced Heat

**C**

Correct Coversheet

**H**

Heated  
Lower Platen



# APPLICATION KIT

The Application Kit is the perfect set of accessories to go alongside your heat press. These tools will help you with everyday printing or when you are in a pinch.

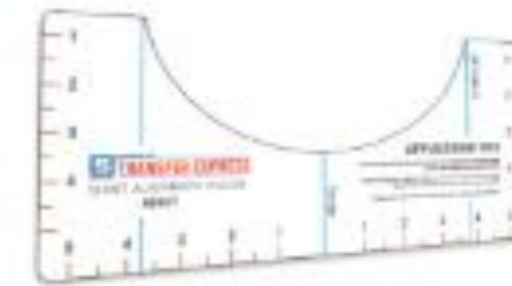
ONLY

\$35



### Sizing T-Shirt

A great sizing and placement reference to show your customers where the print will be placed.



### Application Ruler

Take the frustration out of aligning transfers with our easy to use ruler. Just match the cutout to the shirt collar, align your transfer, remove the ruler and press!



### Mousepad

Avoid those pesky buttons, zippers, and pockets by elevating your print area with this transfer friendly option.



### Chart Posters

Transfer Application chart to keep an easy reference poster near your heat press. Hang the What to Use When poster by your desk and order every transfer with confidence.



### Test Strips

Test the temperature accuracy of your heat press to ensure proper application every time.

1. Set your heat press to 360°F
2. Using a cover sheet, adhere one strip strip to each corner of the paper and one in the center.
3. Place the paper on the heat press, test strip side down.
4. Close your press for 4 seconds. The boxes will turn black if the temperature has been reached.



WATCH HOW!



### Coupon

We're excited for your custom heat transfer order, so we've included a \$10 credit to get you started!



### Cover Sheets

These reusable cover sheets are essential for full color transfers and for garments that are partially decorated.



# THANK YOU.

Any Questions?



Q&A

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