

# Welcome

Plug Into Profits!



All you need is a heat press & custom transfers

Presented by:



**STAHL'S**  
**TRANSFER EXPRESS**

We Print It. You Press It.™



STAHL'S®  
**TRANSFER EXPRESS**®

[TransferExpress.com](http://TransferExpress.com)

We manufacture screen printed and digital transfers that are heat applied to garments using a professional heat press.



Heat Press



Screen Printed  
Transfer



Screen Printed  
Apparel

# What is a heat press?

A heat press is a machine used to imprint a design onto a substrate such as t-shirts and sweatshirts using a combination of temperature, pressure and time controls.



## Manual

Manual closing of the press, Manual opening once time is complete.

## Semi-Automatic

Manual closing of the press, Automatic opening once time is complete.

## Automatic

Automatic closing of the press, Automatic opening once time is complete.

# Components of a heat press

## Upper/Top Platen

Stores the Heating Element

### Specific components to look for:

Pressure adjustment.

Heat

Teflon coating

Heating element warranty



## Lower/Bottom Platen

Even, flat surface to lay garment

### Specific components to look for:

Silicon pad (allows to press front and back of garment without print being disturbed)

Interchangeable Platens

# Time, Temperature, Pressure



## Time:

Digital  
Countdown  
Signal

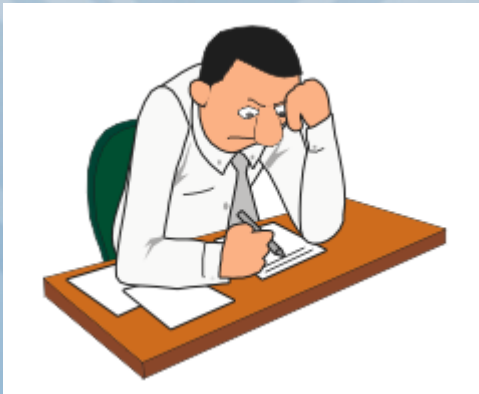
## Temperature:

Digital & Accurate  
Thermometer that reads the surface temp

## Pressure:

Center applied pressure  
Easy pressure adjustment  
Digital pressure readouts are available in some  
models of heat press.

# Warranty & Tech Support



## Choose a press that:

- Offers a quality warranty
- Has a Lifetime warranty on the heating element
- Has at least a 1 year warranty on all other parts
- Has a trained, knowledgeable tech support staff

**A heat press's warranty that was purchased off of an auction website or from a second party is null & void.**

**Parts for the machines made out of the country are hard to find & replace.**

# Using your Press for Transfers



## Features needed for applying Transfers

- Accurate time readout – since transfers apply very quickly
- Accurate Temperature
- No cold spots
- Flat surface to lay the garment
- Adequate pressure to push the ink to bond to the fibers of the fabric

## Advantages of adding a heat press & transfers

- Apply t-shirts, hoodies, pants, sleeves, jackets, uniforms, towels, mousepads, etc.
- Print On Demand for added profits
- No wasted inventory
- Travel to events, tournaments, festivals

# Before Choosing

**What type of materials will you be adding to your business?**

T-shirts

Caps

Infant clothing

Uniforms

Koozies

Mugs, Plaques

**Why did you decide to purchase a heat press?**

Just starting up a decorating business

Expanding existing business

Replacing old heat press

**What is your Budget?**

Your budget will play a major roll in the style of heat press you are able to purchase.



# Hotronix® Heat Presses

## Hotronix® Universal Quality Features:

- Platinum RTD heat sensor
- Temperature range 200°F – 400°F
- Available in 110V or 220V
- UL / ULC / CE / RoHS approved
- Made in the USA
- Quick change lower platen
- Cast-in tubular heating element every 2" (5cm), eliminating cold spots
- 3/4" (2cm) thick, Teflon® coated upper platen
- 3/8" (1cm) Silicone rubber bottom pad
- Scratch-resistant powder coat finish

**Lifetime Warranty on Heating Element**

**Free Lifetime Technical Support**

**Made in the USA**

# Stahls' Maxx Press



- Digital Time & Temperature Readout
- Patented Over-The-Center Pressure Adjustment
- Teflon Coated Heat Platen
- Quality Laser Steel Framework (increased durability)
- Smooth Shock Opening
- Compliant with UL/ULC/CE/RoHS Compliant (Consumer Safety Compliance)
- Interchangeable Lower Platens
- Manual lockdown & release

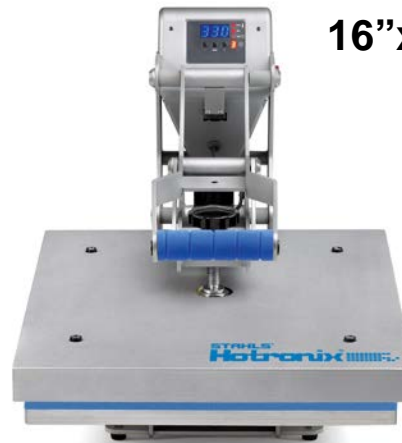
**Lifetime Warranty on Heating Element**

**1 year components & labor**

**Free lifetime technical support**

**Made in the USA**

# Hotronix® Auto Clam



- Digital Time, Temperature, Pressure Readout
- Patented Over-The-Center Pressure Adjustment
- Smooth Shock Opening
- Teflon Coated Heat Platen
- Floating top platen (helps create even pressure)

- Interchangeable Lower Platens
- **Manual lockdown & Automatic release**

**Lifetime Warranty on Heating Element**

16x16 or larger  
recommended for  
Transfer Express  
Transfers

**5 years - Framework**

**2 years – Circuit Board**

**1 year – Parts & Labor**

# Swinger/Draw Heat Press

**16"x20"  
Swinger**



**16"x20" Air  
Swinger**



**16"x20"  
Draw**



- Digital Time & Temperature Readout
- Patented Over-The-Center Pressure Adjustment
- 10 Preset Programs

- Auto On/Off settings
- Manual lockdown & release

- Tack Feature
- Two Handed Safety Buttons
- Air compressor pressure readout
- Automatic operation

**5 years - Framework**

**2 years - Circuit Board**

**1 year - Parts & Labor**

# Hotronix® Fusion



## Controller Features

- Touch Screen
- Live Digital Pressure Readout
- Dual Time settings
- Unlimited Preset programs
- Auto on/off setting
- Multi-Level Password Setting
- Energy Saving 4 hour sleep mode
- Production cycle counter

## Technical Advantages

- Swing or Draws
- Easy threadability
- Heavy, durable design

5 years - Framework

2 years – Circuit Board

1 year – Parts & Labor

# Start Profiting

Any group of 5 or more is a potential customer – Average: 20

- Schools
- Churches
- Recreation Leagues
- Businesses
- Events

## Your Cost

T Shirt - \$2.00

Transfer (25 Pieces/1 color) - \$2.40

Add additional costs (Shipping, electricity, time)

**\$5.00/shirt**

total cost to you

**\$100**



Most schools can sell a t shirt for \$10 -\$15 a piece

**\$200-\$300**

Your profits could be \$

**\$100-\$200 for 30 minutes  
of application time**

# Begin Selling!

Everything you need to increase your imprinted sportswear sales.  
And everything your customers need to choose their garment graphics

Heat Press Special

## Marketing Kit

Free with the purchase  
of any heat press



# Don't be afraid to ask for HELP

We have over 20 Dealer Services Representatives ready to help you!



- Call us – 1-800-622-2280
- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
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