



Welcome

Getting Started with Transfers



Presented by:



STAHL'S
TRANSFER EXPRESS

It's Easy...No Fear



*It's as easy
as riding a bike!*

What is a Transfer?



- + Paper
 - + Ink
 - + An Image
 - + Manufacturing Process
- = A Custom Transfer**

44 steps involved in making
our quality transfers

We Print It. You Press It.™

Types of Transfers

Our Dealer Service Team will help you order the best product for your job.



Screen Printed – “Spot Color”

- Goof Proof® – as the name implies- easiest to apply, only 4 seconds
- Hot Split – softer feel, longer application

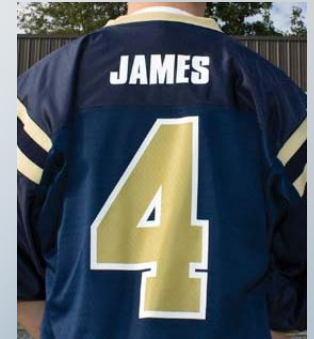


Digital – “Full Color & Photographic”

- Photo Prints – for white garments
- CAD-PRINTZ™ - for all types of garments including nylon



Why Use Transfers



1. Print on Demand – Great for Events
2. Fill-ins and Last Minute Orders are Easy
3. The Best Quality
4. Save Time and Money
5. Offer Better Customer Service



Starts with a Heat Press

The Only Investment Necessary

- Get the best machine within your budget
- The quality of your machine can make or break your business

STAHL'S
Hotronix Heat Presses
Most Technologically Advanced Presses
Lifetime warranty on heating elements!

Clam



- Requires less space
- Portable
- Budget Friendly
- Auto Open Feature (no compressor needed)

Swinger



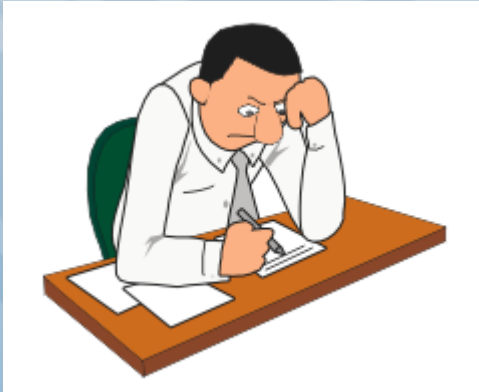
- Platen swings to left or right
- More space needed
- Allows you to work away from the heat when positioning

Draw



- Platen slides towards you like a drawer
- Combines space saving and heat friendly

Legalities



1. Check on licenses for home business
2. Get a retail tax ID – Usually through the state

Get Samples

Tip: Be sure to follow the directions – There are many types of transfers directions vary based on type!



Start Selling

Any group of 5 or more is a potential customer

- Schools
- Churches
- Recreation Leagues
- Businesses
- Events



Price for Profit

It's a simple formula – We have a webinar online

Shirt Cost



Transfer Cost



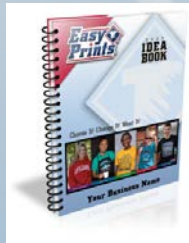
+

X 2 =

Selling Price

Idea Book™ - No Art Needed

Custom Printing with No Art – No Designer needed



Idea Book™ includes:

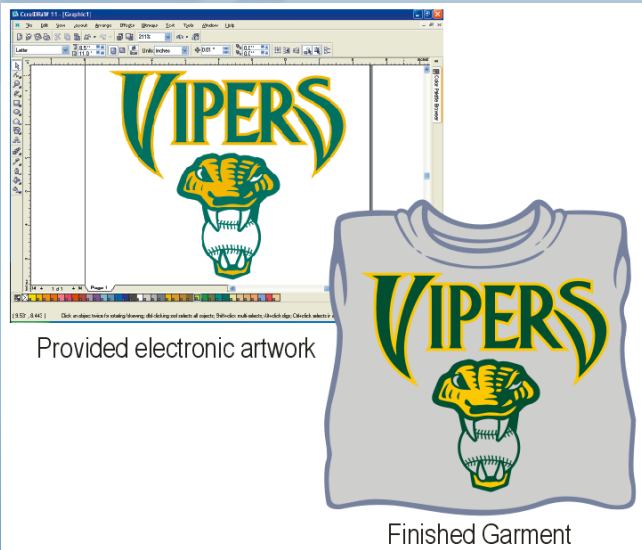
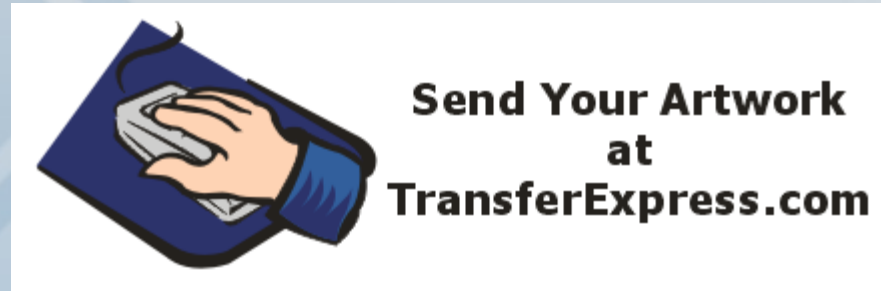
- 800+ Layouts – even more online
- Thousands of Clip Art
- 100+ Timesteps

The collage displays three pages from the Idea Book, each featuring a different sports theme and a grid of clip art.

- Page 1 (Left):** Titled "Baseball / Softball". It features a grid of 24 sports-themed layouts, including logos for "COMPTON BASEBALL", "COMPTON EAGLES", and "COMPTON SOFTBALL". A photo of a young girl in a yellow baseball uniform is shown in a larger frame.
- Page 2 (Middle):** Titled "Baseball / Softball / Basketball". It features a grid of 24 sports-themed layouts, including logos for "COMPTON EAGLES", "COMPTON BASEBALL", and "COMPTON BASKETBALL". A photo of a young boy in a red basketball uniform is shown in a larger frame.
- Page 3 (Right):** Titled "Basketball / Biking". It features a grid of 24 sports-themed layouts, including logos for "COMPTON BASKETBALL" and "COMPTON BIKING". A photo of a young boy in a red basketball uniform is shown in a larger frame.

Each page includes a "PLAY" button and a "CLIP ART" button. The bottom of each page displays the website "EASYPRINTS.COM" and the copyright year "©2009 93".

Plus – Your Provided Artwork



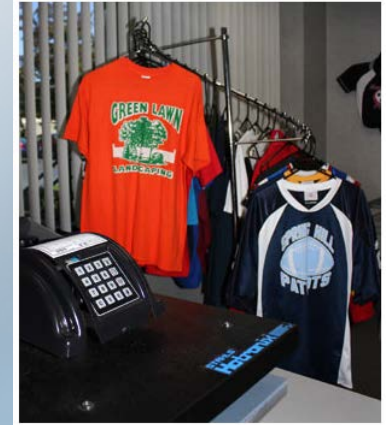
Screen printed transfers from your artwork.

Once your art is uploaded, we will call you to review it and give you a quote and/or place your order. You don't have to be a dealer to use this feature of our web site.

Tools to Help You Sell



- Marketing Kit – Only \$49
- Create In-Store Displays
- Events – Take your press with you!
- Sales Flyers & Easy View™
- EasyPrints.com



Product List
Custom Transfers
Full Color CAD-PRINTZ™
Numbers Letters
Express Names™
Heat Presses
Buy A Kit or Catalog
Flag Packs / Holiday
Tools
Image Resizer
Gang Calculator
Number Calculator
Easy View™

- Personalized Idea Book
- 30 Display Transfers
- Number, Letter & Name Samples
- Dealer Guide
- Easy Prints® Playbook
- Color Selector
- Generic Idea Book
- Easy Prints® Poster
- Retail Price List
- \$10 off coupon



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
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows



I have an order – Now What?



- We have easy account set-up
- No paperwork!
- Just call, fax or send artwork to place your first order

Phone: 1-800-622-2280 **Fax:** 1-800-833-3877 TransferExpress.com

Good Luck!

Let the profits begin!





Webinar Summary PDF

<http://www.transferexpress.com/webinarthanks>

Do you have more questions??

Contact us:

Phone: 1-800-622-2280

Email: info@transferexpress.com

Web: TransferExpress.com