

# INSIDER TRANSFER APPLICATION TIPS

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# AGENDA

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- Secret success recipe
- Temperature adjustments
- What pressure am I at?
- Dealing with obstructions
- Positioning tips
- What not to use



# SECRET SUCCESS RECIPE

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Time  
Temperature  
+ Pressure  
  
= Successful heat printing

## Recipe

**Set Your Temperature**

**Set Your Time**

**Adjust Your Pressure**

**Prepress Apparel to Remove Moisture**

**Close Your Heat Press**

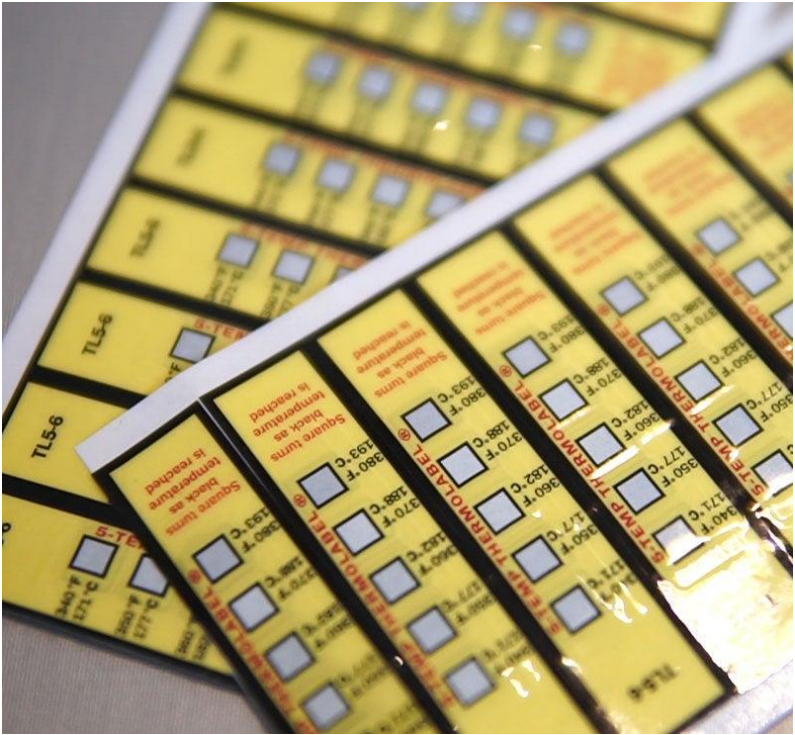
**Open At the Beep**

**Peel**



# TEMPERATURE CHECKS

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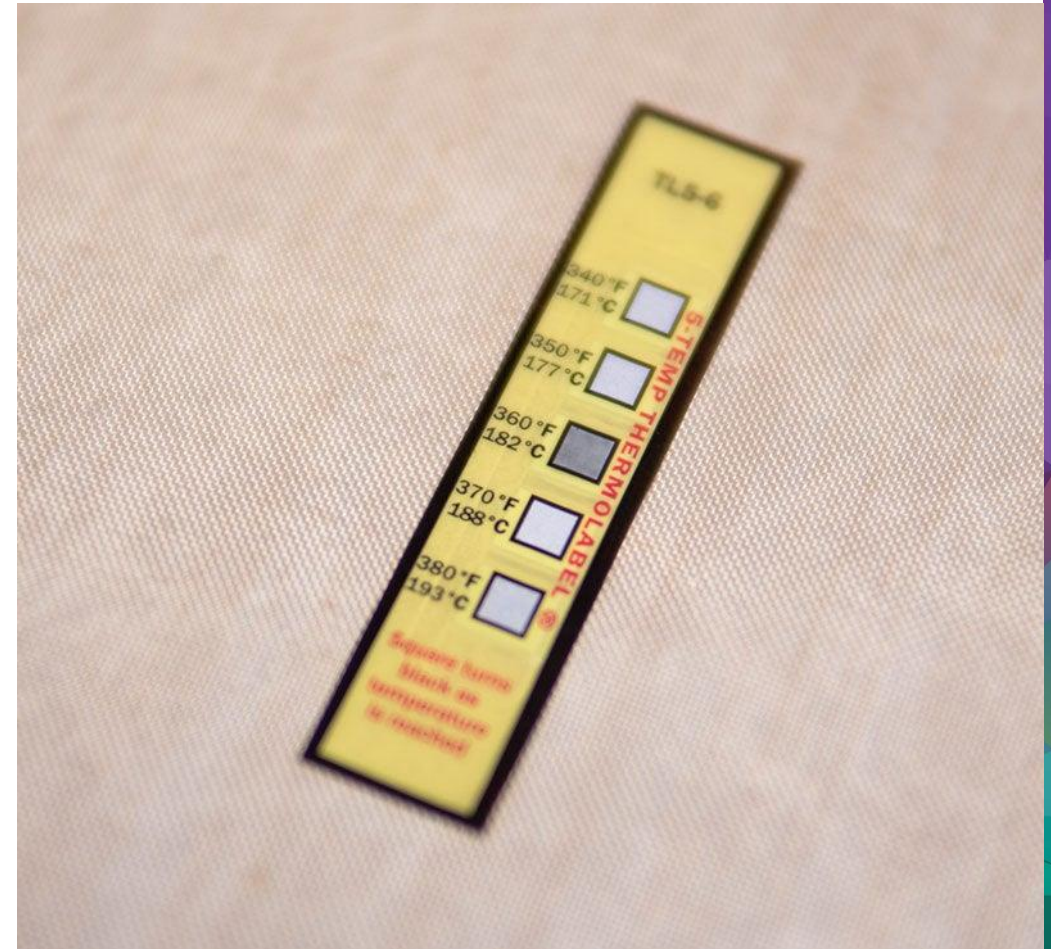


# TEMPERATURE CHECKS

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## Using Test Strips

1. Set your heat press to 360°F
2. Using a cover sheet, adhere one strip to each corner of the paper and one in the center
3. Place the paper with strips 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.



# CHECKING PRESSURE

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With Hotronix Auto Clam/Fusion Digital Read Out

1. Place your shirt on the press
2. Close to see what pressure you are at
3. With press open, turn knob to increase or decrease
4. Close press and check again



# CHECKING PRESSURE

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With Hotronix Air Fusion/Dual Air Fusion

1. Touch the pressure setting
2. Increase or decrease to desired pressure using touch screen
3. Set pressure for both 1<sup>st</sup> and 2<sup>nd</sup> press settings



# CHECKING PRESSURE

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Manual Check - if you do not have a pressure read out

1. Place your shirt on the press
2. Use four single dollar bills and place on the shirt in each corner
3. Close the press
4. Pull on each dollar, if it can be pulled out, your pressure is too light
5. Turn the pressure knob
6. Repeat check until the dollar bills stay in place





# OVERCOMING OBSTRUCTIONS

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Any of these on the press area will cause uneven pressure:

- Buttons
- Zippers
- Neck seams
- Straps
- Pocket
- Hood



# OVERCOMING OBSTRUCTIONS

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Solutions:

Interchangeable Platens



# OVERCOMING OBSTRUCTIONS

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Solutions:

Mouse Pad

- Size 9.25" x 7.75"
- Easy to cut down
- Just \$3



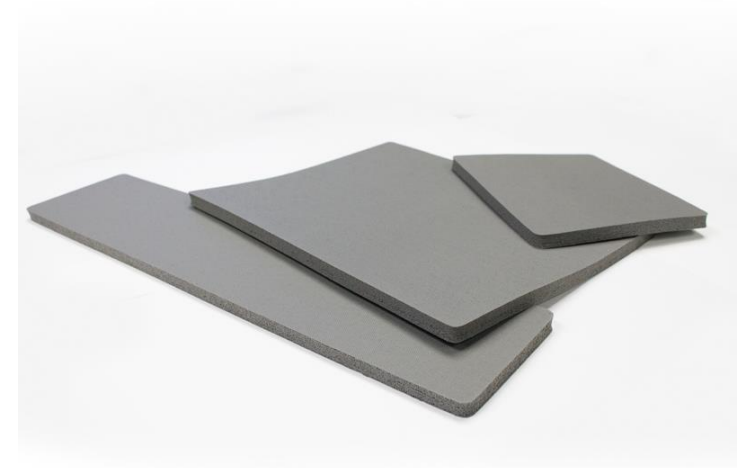
# OVERCOMING OBSTRUCTIONS

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Solutions:

## Print Perfect Pad

- Sizes: 3.5" x 15", 5" x 6" and 8" x 10"
- Like mouse pad - slide under the print area, raising only the area the heat press will hit



# POSITIONING TIPS

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Three Fingers Down Method  
1.5 – 3” Down from  
the bottom of collar

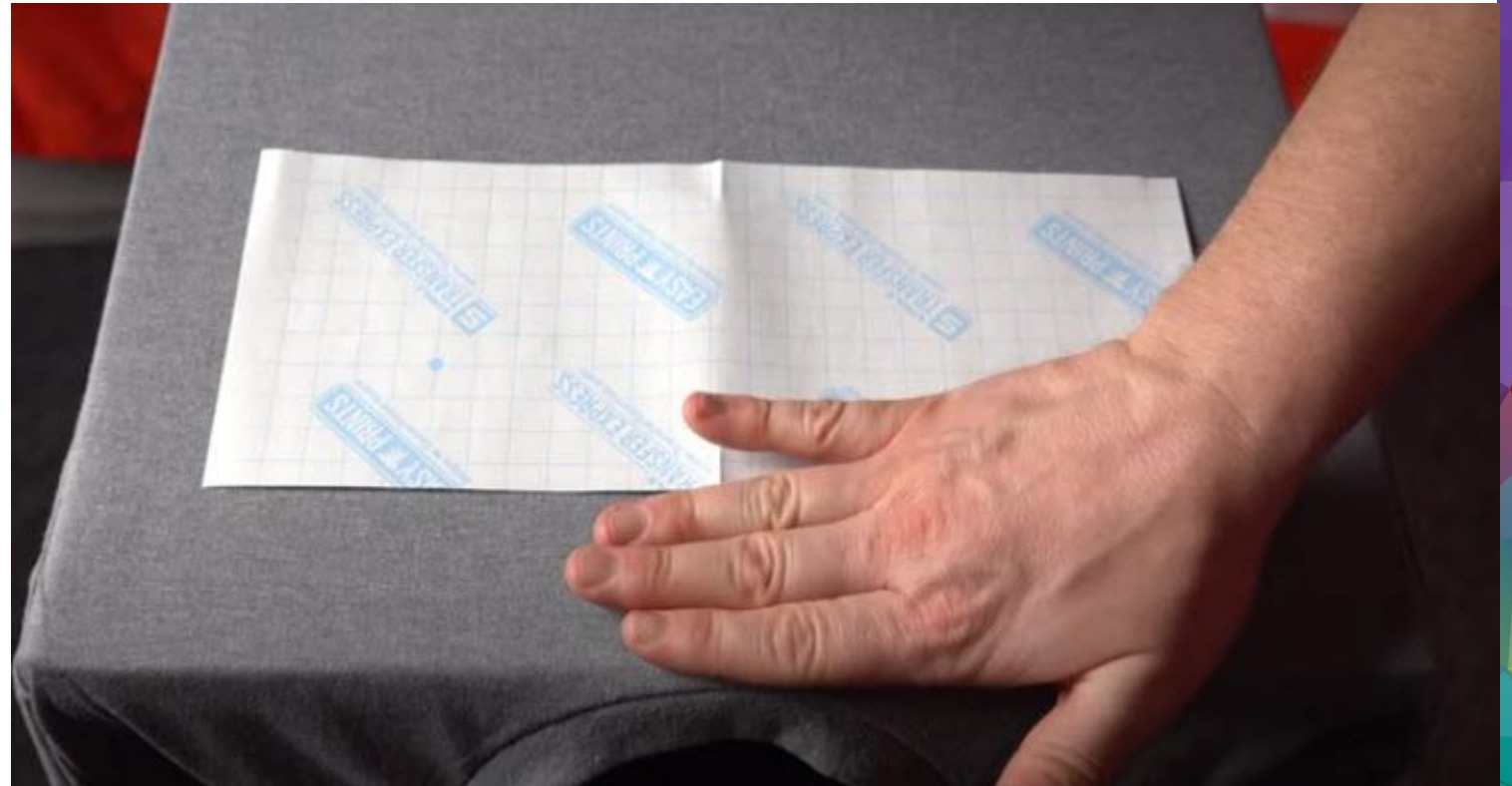
Watch on



Heat Transfer Placement & Position Guide | Stahls'...

Transfer Express

60K views • 1 year ago •

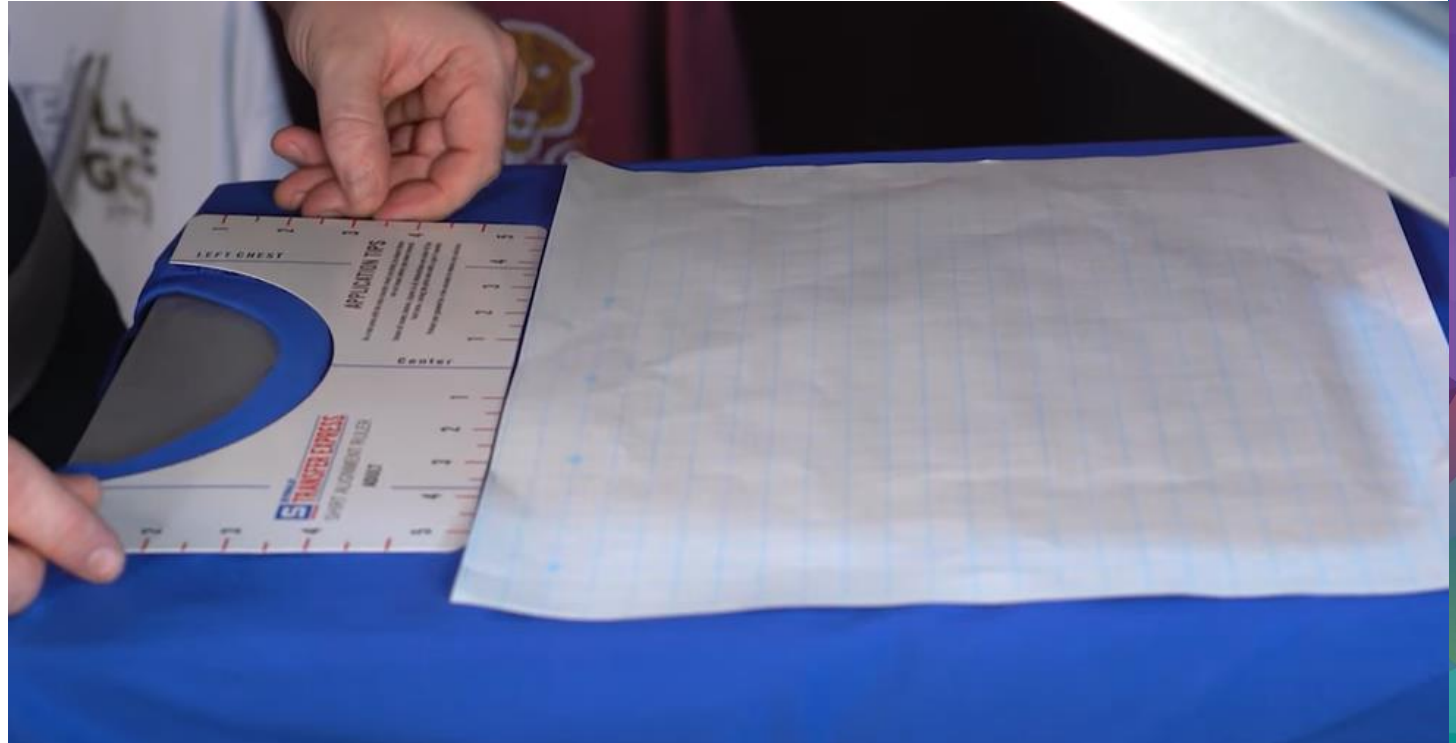


# POSITIONING TIPS

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## Positioning Ruler

- Markings for full size and left chest
- Centerline + ruler
- Remove before pressing

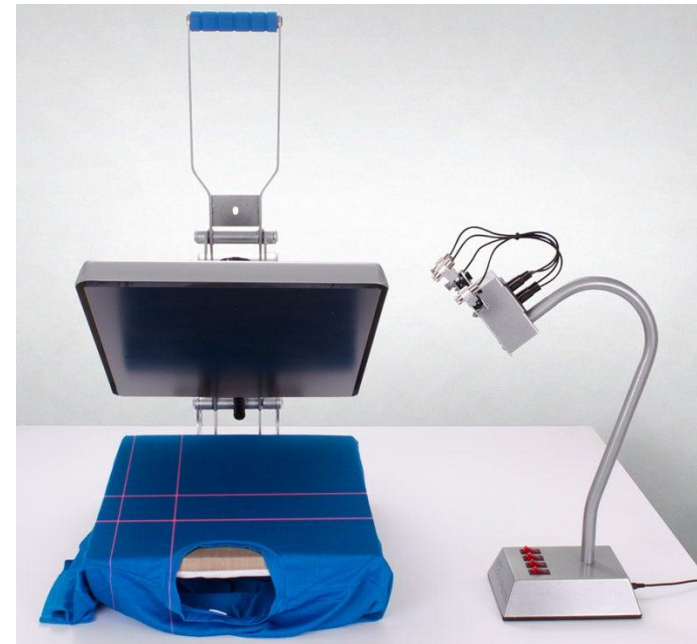


# POSITIONING TIPS

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## Laser Alignment

- Alignment wizard guide includes full front and left chest
- Requires shirt to be loaded the same way every time



# WHAT NOT TO USE

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## Cover sheets

- Teflon
- Silicone
- Paper (unless noted)





# WHAT NOT TO USE

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## Upper Platen Cover

- Blocks heat from heating element
- Heating elements have non-stick coating for easy cleaning



# WHAT NOT TO USE

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## Heat Press Pillow

- Screen print + digital transfers require firm pressure
- Use Print Perfect Pad or mouse pad for firm surface



# 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.



**T-Shirt**  
Practice your application technique with the included t-shirt and transfer.

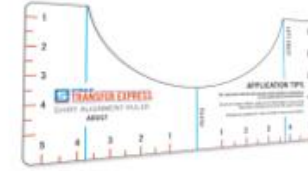


**Mousepad**  
Avoid those pesky buttons, zippers, and pockets by elevating your print area with this transfer friendly option.



**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 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.



**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!



**Application Poster**  
Keep an easy to reference poster near your heat press and press every transfer with confidence.



**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 for attending

Do you have more questions?

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

- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
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