

Welcome

Signatures, Rosters and Class Lists with Custom Transfers





STAHL'S'
TRANSFER EXPRESS®

TransferExpress.com

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



Heat Press

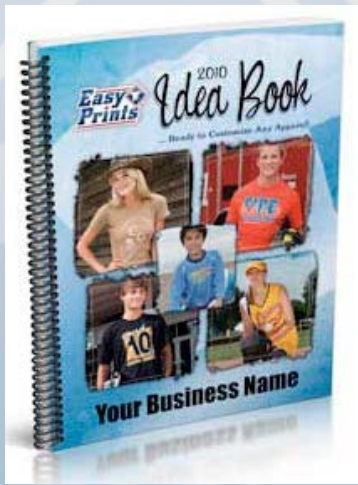


Screen Printed Transfer



Screen Printed Apparel

We Print It. You Press It.™



No Art Solution

Screen printed transfers from artwork in our Idea Book™

- No graphic designer needed
- No need to purchase a computer design program

Typesetting Designs ANYWEAR™

* Typesetting fee may apply

Clip art, headline text, and typefaces can be freely changed, but frame kits must be uppercase only and keep to 11 characters or less to be legible. If you have more than 10 characters, we suggest either reducing a font size or splitting the list for the front or back of the garment.

STD. SIZE: 11" X 11" inches
REAL SIZE: 11.25" W x 11.75" H

EASYPRINTS.COM © 2010 TD

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Idea Book™ includes:

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

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Rosters (Short lists)



- Design lists the players names or a short list of names
- Most popular during All-Star baseball season
- Can be used for any design with a list such as tour dates, tournament dates and scores, etc.

January 23-25	Long Beach, CA
February 20-22	Orlando, FL
March 13-15	Atlantic City, NJ
April 30 - May 2	Fort Worth, TX
May 28-30	Indianapolis, IN
July 12-14	Las Vegas, NV
August 27-29	Baltimore, MD
September 24-26	Tampa, FL
October 22-24	Charlotte, NC
October 27-28	Omaha, NE
November 7-8	Memphis, TN

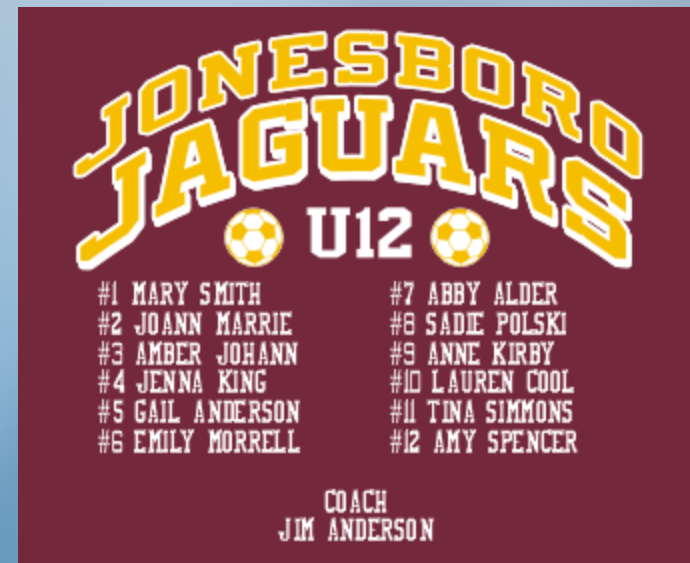
Tour Dates 2010

Layout # QTY-18

Rosters - Specifications

- Determine how many names are provided
- Works best with up to 15 names
- Choose a layout and customize
- Works best with the names in all uppercase and 17 characters or less.
- Orderable Online

Top Selling Layout # QAS-45



Class Lists (Longer Lists)

- Works great for Elementary-High School class lists
- Mainly graduating classes
- Other uses – Specific clubs such as Honor Roll students, event participants



```
Names91.txt - Notepad
File Edit Format View Help
ELIZABETH ALVAREZ
STEVEN ALVAREZ
ANDREA ANAYA
STEPHANIE BARAJAS
ARACELI BUENO
ANDRE CAROLINA
MARIA CARRANZA
JOSE CASTANEDA
MARICRUZ CAUDILLO
NEVA CHANDLER
RENE CISNEROS
JAYLEEN CLUBB
ISABEL CORRALEZ
MAGDIEL CRUZ
PAOLA DE LUNA
JOSE DELGADO
ANA ESTRADA
AMPARO FERNANDEZ
MARIO FLORES
JOSE LUIS FRANCO
YURIANA FRANCO
JOSHUA GALINATO
ARACELI GARCIA
JOSE GARCIA
JOSEPH GARCIA
LUPITA GARCIA
MAYRA GARCIA
RAMON GARCIA
ERIC GIRON
KOLTON GLASOE
EDWIN GOMEZ
MIGUEL GUERRA
JAMIE HEDGE
ARTISHA HOOKS
JESSICA HOOKS
TRIVION HOOKS
IRVIN HUERTA
OSCAR HUIZAR
ANDREA KELLY
IRIS LARA
PAULINA LEMUS
FERNANDO LEPE
JOSE LOPEZ
MARIA LOZANO
JULIAN MADRIGAL
LINDA MARROQUIN
DUSTY MARSHALL
RUBEN MATA
ASHLEY MC DONALD
STEPHANI MCPHETRIDGE
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Class Lists - Specifications

- Determine the number of names
- Compile the class list in a text document such as Word or Notepad
- Upload this .txt file
- Typesetting fee is waived if “List Guidelines” are followed



Advantages of supplying a typed list of names:

- Faster service
- Order accuracy
- Waived fees

Beauford All-Stars

Champions

Summer Slam

DOUGLAS ACKER	ROBERT BOLTWOD	ALICE CHEUNG	KIMBERLY DEMPSEY
THOMAS ADAIR	CRYSTAL BONAGURO	JESSALYN CHRISTEN	JENNA DENICOLA
SHAINA AFFATATO	JASON BOND	AMANDA CIRAULO	STEPHANIE DESANTIS
KATHRYN AKE	KEILIE ANN BOSHACK	KERRI CLARK	LAUREN DEVITA
ANDREW ALEXANDER	SUZANNE BRACCO	LINDSAY COHEN	GUILLERMO DIAZ
THOMAS AMBROGI	KATHERINE BRUGGERS	JESSE COLAMUSSI	JOHN CHRISTIAN
JESSICA ANTHONY	MOHAMMED BRYANT	JENNIFER COLAVITO	DOLAN SARA DOLCE
EVAN ARCTANDER	JESSICA BUCHER	BRITTANY CONFORTI	TINA MARIA DORAN
NIMRAH ASGHAR	VICTORIA BUCHER	DYLAN CONKLIN	WILLIAM DRINKWATER
STEVEN AVALLONE	JASON BUTLER	MEGAN CORNELIUS	JAMES EATO
BONNIE AVERBUCH	CHRISTOPHER BYRUM	LAUREN COYLE	MARION ENDSLEY
MICHAEL BACKHAUS	NAIOMI CACHO	MARISSA CRITELLI	EMANUAL FABRE
DANIEL BAHTKOW	CARA CAMPENELLI	BRIAN DADOUN	RICHARD FILONUK
NITCHEL BASTIEN	LAUREN CARRACCIOLA	KELLYE DALTON	JESSICA FINLEY
LEON BENNETT	DOMENICO	GAL DANAY	KERRY FLAHERTY
LEONARD BERKE	CARACCILO	TRACIE DAVIS	MARIA FOSELLA
MORGAN BERTASH	DINA CARLIN	KAITLIN DAYTON	MICHAEL FRANZINO
ERICA BIVONA	CHRISTINE GALALANO	DANIEL DEDORA	JACOB GALARDI
KERRI BLUM	JENNIFER	JONATHAN DEFRANCO	MATTHEW GARCIA
RYAN BODO	CHALAVOUTIS	RENEE DELOSH	CHELSEA GARDNER

Signatures

- Created using signatures signed by group members
- Makes the design even more personal
- Used mainly with individual classes or teams



Signatures

– Specifications

Step 1:

Choose a design, change text, clip art, colors, and timesteps

Step 2:

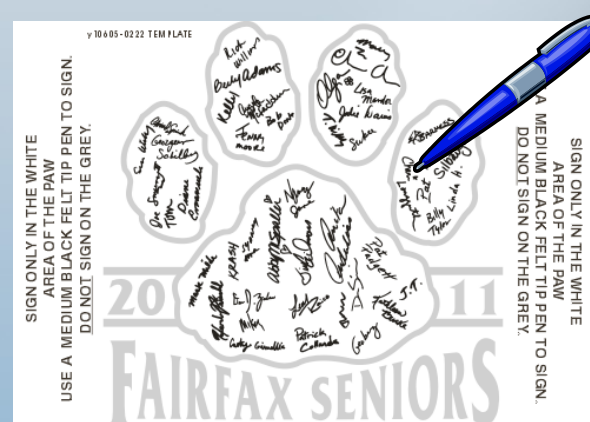
Template will be mailed to you for signing. Have all kids sign within borders with a felt tip pen.

Step 3:

Mail the template back and order the quantity needed.



**Blank
Template-
\$25**



**Signed
Template-
Mail back
to TXP**



**Finished
Transfers -
EP+ Pricing
minus \$25
original
template fee**

Pricing List and Signature Orders

- Cost Per design - \$4.23
- Shirt cost - \$1.50
- Total Material Cost - \$5.73
- Quantity – 25
- 2 colors

Don't forget to add additional costs, ie. labor, shipping, space, electricity etc.

Save \$8.75 by supplying a list of names via digital upload

Shirt can sell for \$15

Profit – approx. \$200

Less than 30 minutes of application time.



Advantages of using Transfers



- They are easy to order and apply
- Economical
- Large assortment of colors in stock
- Same day shipping (1 color Easy Prints, Numbers, Letters)
- Wearability – Lasts the life of the garment
- Multi-color design in 1 application
- Last minute reorders are possible

Review of Key Tips

- Using template designs saves time and money!
 - No designer needed
 - Faster turnaround time
- Determine how many names are needed for lists
- Ask your customer for a typed list to minimize misspellings and makes it easy to order.
- Offer your customers the Signature option. Most customers aren't aware it is possible.
- Don't forget to price your apparel by your material costs involved as well as your labor, electricity and other costs involved in being in business.



Webinar Summary PDF

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

Do you have more questions??

Contact us:

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Email: info@transferexpress.com

Web: TransferExpress.com

Our Blog: <http://blog.transferexpress.com/>