



# What's New In Baseball Uniform Printing



Presented By:





# What We Will Cover

1. The different baseball and softball organizations and how to sell to each
2. New material types and the best way to print them
3. Profitable add-on sales that can be ordered using the uniform art
4. Other Opportunities



# “Getting In” the Baseball/Softball Business

- Leagues: typically run by volunteers, you can find the name of the person running it online via the city recreation department. Very competitive, tight budgets and lowest profit
- Schools: uniform business very competitive, more opportunity for the sideline and training gear
- Travel Teams: best opportunity, typically higher budget per player and each team buys its own.
- Adult Teams: good opportunity, less spent per player—often a T-shirt and cap, but each team buys its own



# Leagues

Tips for bidding/keeping their costs low:

- Suggest common logo for league rather than one for each team



QBA-243 with color change



# Leagues

Tips for bidding/keeping their costs low:

- Use sponsor strips rather than sponsor logos





# Leagues

Tips for bidding/keeping their costs low:

- If printing caps, the full front and caps can be printed on the same sheet



QBA-116





# Leagues

Tip: Offer to pack each player individually and include a flyer about your business

**MAKE YOUR OWN  
CUSTOM T-SHIRT**  
YOUR LOGO, DESIGN, OR IDEA



ABC T-Shirts  
123 Main St  
Your City, ST  
000-000-0000  
[www.customt.com](http://www.customt.com)



# Leagues

Tip: Even if you don't get the league bid, go to the games and sell to the parents with order sheet

Flyer templates available at [TransferExpress.com](http://TransferExpress.com)

**Eagles T-Ball  
SPIRIT SALE**



Design #1



Design #2

**T-Shirts \$10.00 each & Hoodies \$20.00 each**

*Colors Available: Color here (color here print) or color here (color here print)*

*Sizes available:  
Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL*

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Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**T-Shirts - \$10.00 Each**  
 Quantity \_\_\_\_\_ Color \_\_\_\_\_ Size \_\_\_\_\_ Design# \_\_\_\_\_  
 Quantity \_\_\_\_\_ Color \_\_\_\_\_ Size \_\_\_\_\_ Design# \_\_\_\_\_  
 Quantity \_\_\_\_\_ Color \_\_\_\_\_ Size \_\_\_\_\_ Design# \_\_\_\_\_

**Hoodies - \$20.00 Each**  
 Quantity \_\_\_\_\_ Color \_\_\_\_\_ Size \_\_\_\_\_ Design# \_\_\_\_\_

**Total Enclosed:** \_\_\_\_\_

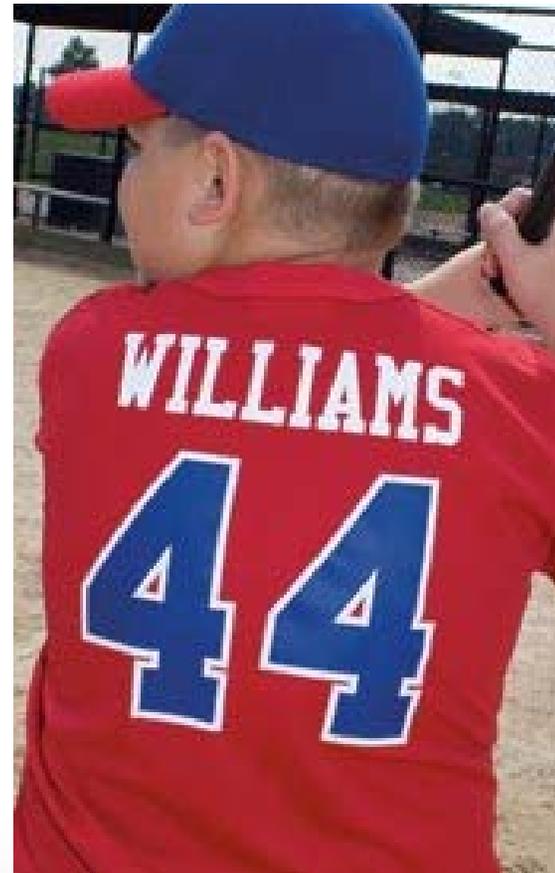
Your Business Name here • Your Phone # here



# Leagues

Tip: Most leagues do not offer names due to budget constraints, but parents will pay \$5-\$8 a shirt to let you add their child's name to the printed shirts, approach team directly

- Just use cover sheet to cover already printed number, position name and press!





# Schools

- Uniforms typically ordered by Athletic Director
- Better opportunity - contact coach about a line for players and parents to purchase. You can put this design on their choice of apparel! They pay you and give the team a kickback as a fundraiser



QBA-247





# Travel Teams

- Huge opportunity, bigger budgets, each team buys their own
- Coach is a volunteer who wants to coach, come with samples, order forms, offer to do a fitting, start early!
- Find travel leagues online - each will list the coach, a phone number and email address.



**3745 / 3746**

**ROAR PULLOVER**  
 Blue shell of mesh, polyester ribbed neck - lined with 100% polyester tuffex - rib knit V-neck collar  
 • Contrast color shoulder and side trims with contrast piping - 50% to sleeves - 1 seat pockets • Elastic cuffs • 1 open bottom with elastic drawcord adjustable through pocket.

**3745** ADULT: S-4XL  
**3746** YOUTH: S-L



**8255 / 8256**

**ATHLETIC MESH FLAT BILL CAP**  
 100% polyester athletic mesh with elastic backband • Six panels • Flat to low profile crown • Front buckle-back flat front panels • Matching apron • Flat bill • Plastic snap side adjuster

**8255** ADULT  
**8256** YOUTH



**1540 / 1541**

**BASE HIT JERSEY**  
 100% polyester wicking knit • 50% polyester/50% spandex wicking pleated mesh inserts • Front ribbed collar • 3/4" ribbed cuffs • Front and back of jersey are wicking knit • Contrast color athletic mesh sleeve and side trims for breathability • Contrast piping to sleeve and side seams • Raglan sleeves • Two-button placket • Double-headed hem med sleeves and bottom.

**1540** ADULT: S-3XL  
**1541** YOUTH: XS-L



**1476 / 1478**

**LINE DRIVE BASEBALL/SOFTBALL PANT**  
 14 ounce 100% polyester double knit • Relaxed fit • Full cut with longer inseam and open bottom • Acid-dye elastic waistband with draw cord and belt loops • Two snap closures • Draw string fly • Two side-increase welt back pockets • Reinforced double-knit 4" crotchband front and back rise and side opening • Reinforced knees • Contrast color side trims and piping • Zip-back trousers on Adult larger • Knuckled trousers.

**1476** ADULT: S-3XL  
**1478** YOUTH: S-4L



**1020 / 1021** **NEW COLORS**

**EVA SHORT SLEEVE CREW**  
 6.5% 30-ply 100% spandex wicking pleated mesh • Heat sealed label

• Short ribbed collar • 50% to sleeves with ribbed side bands

**1020** ADULT: S-3XL  
**1021** YOUTH: S-L



**1765**

**DELUXE BAT BAG**  
 100% denier polyester with durable PVC backing with velcro inserts • Large main compartment • Top pocket flap flips off for easy unbuttonment • Zippered side pocket • Separate shoe compartment • Heavy handle • Internal removable mesh shelf for bats and gear • Handle with grip for gloves • Separate tool compartment • Adjustable and detachable shoulder strap

**1765** 35x20" X 11x20" X 11x20"



TEAMS START HERE.

QAL-39

**AUGUSTA**  
SPORTSWEAR  
**THE BASE HIT PACKAGE**



# Adult Teams

- Typically self-financed
- Use online searches to find coach's name and contact information
- Needs a T-shirt or low cost shirt and a cap



QBA-30



# Uniform Application Names and Numbers

- Perfect Pairings - name and numbers applied at the same time, just touch the papers
- Two color numbers are already registered, one 4 second application





# Uniform Application Polyester/Wicking Fabric

Elasti Prints® applies to 100% polyester, made for heat sensitive fabrics because it applies at a low temperature and stretches.

- Numbers available in Champ Pro™, EuroPro™ and Avalon fonts



QFB-179



# Uniform Application Split Fronts



- Easy to do with custom transfers
- Cut transfer and apply each side
- Video and step by step instructions online at [TransferExpress.com](http://TransferExpress.com) - search Split front



# More Team Needs



Bat Bags



# More Team Needs



QBA-30



QAS-70

Banners



# More Team Needs



QAL-42

Helmet Stickers



# More Team Needs



QBA-30

Window Decals



# Other Opportunities

## Tournaments

- It is easy to print on demand at an event
- You will need your heat press, blank shirts, transfers for the event, electricity and a tent or trailer
- We recommend 1-2 transfers specific to the event and 4-5 stock transfers for the sport
- Base quantity on number of participants figure you will sell to 20%. So if there are 35 teams in the tourney with 15 players per team or 525 players, order 100 event transfers
- Be sure to have MOM, DAD, GRANDPARENT additions to increase sales
- Promote that you are there, give each coach handouts, use social media





# Other Opportunities

## All-Star Games

- Typically held at the end of the season
- A new uniform will be needed for each player
- Get the sale with a creative design



QAS-95



# Other Opportunities

## Team Roster Shirts



Layout QTY-51



Layout QTY-39



# Conclusion

Go to [www.TransferExpress.com/Webinars](http://www.TransferExpress.com/Webinars) for a copy of today's webinar slides.

## *Do you have more questions??*

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

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# Thank You for Attending

## Next Transfer Express Webinar

- How to Sell and Decorate Caps
- Thursday, March 12
- 2:00 PM - 3:00 PM

What topics would you like to see covered in a Transfer Express webinar?

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