



Welcome

It's Vacation Time

How to Create Tourist Sales



Presented by:



STAHL'S
TRANSFER EXPRESS[®]

Getting Started

All you need is a heat press!

- Minimal investment to get started
- Full line of heat presses at TransferExpress.com
 - Find a press that will fit your budget and your needs



Decorating Footwear

- Platen for decorating shoes, sandals and other specialty items.
- Quickly and easily interchange this platen with normal platen



Potential Tourist Consumers

- Tourist locations themselves
- Families
- Trip organizers (school, senior center)
- Partner with local travel agency
- Destination wedding party
- Youth groups



Advantages to Heat Printing for Tourist Sales



Layout QRT-32

- Durable screen printing
- Easy to apply - just 4 seconds!
- Print on demand - no end of season clearance sales
- Versatile – print on tees, sweats, bags, koozies, beach towels and more!
- Gang sheets – put multiple prints on the same sheet for one price
- Low minimums - order as few as 5
- New short run pricing!



Artwork to Easily Customize

Easy Prints® artwork – thousands of layouts available to customize

1. Choose it

Choose a layout in the Idea Book™ that you like.



QRT-19

2. Change it

Customize the layout with the text, fonts, colors and clip art that you want to use.



3. Press it

Using your heat press, press the customized transfer onto the apparel you want to print.



Or...upload your own artwork at
www.TransferExpress.com

SEND US YOUR
ARTWORK



Easy Prints® Artwork



- Thousands of layouts to customize within various categories
 - Don't get "stuck" in a category – customize any layout in any category for your needs!

- Customize:
 - Text
 - Clip art
 - Fonts
 - Colors
 - Size

Example:



QFB-167



QFB-167
Customized

Change text, clip art,
fonts, colors



Selling to the Resort Areas



QEV-24



QRT-19



QRT-15



QRT-32



QRT-25



Customer provided art

- High tourist areas – tourists want souvenirs!
- Popular souvenir ideas: t-shirts, koozies, hats, hoodies, bags, etc.
- Locations: any vacation spot!
 - beach resorts, mountain areas, national parks, landmarks, ski resorts, hunting lodges, etc.
- Be creative – make a unique design or saying for your area in Easy View™ to show that would sell in the area
- Sell to hotels in tourist areas
 - hotels are first location where tourists go when they arrive
 - easy sale for them: add right on to room bill
 - or suggest they give away as a free gift to guests



Adventure Areas



Layout QCO-24



Layout QSW-2

- Many have a shop – if not, suggest they implement one for add-on sales for tourists to buy at their location
- Group shirts – advertise locally that you provide custom shirts for groups going on adventure trips



Amusement Parks

- Many groups get shirts for parks – suggest a bright color shirt to keep group members visible and together while at the park
- Birthday Parties
- Math & Science days
- School groups – Senior day, marching bands, choirs, dance teams etc.
- Local recreation departments community trips



Layout QHL-39



Layout QEV-87



Layout QHL-23



Amusement Park Picnics

Company & Family Picnics

- Provide amusement parks with black & white Idea Book™
- Can create design when they book their picnic
- Shirts are ready for their picnic



City Trips

- Cities are popular vacation spots – New York, Chicago, Washington, DC, Los Angeles, Orlando, etc.
- Don't need to be near these cities or any vacation spot – people travel from all over!
 - sell to those leaving from your area to go to these cities and want a custom shirt for their trip that they can't get there!
 - include their name or name of the group, the date, etc.



Layout QFW-21



Layout QRN-58



Layout QEV-106



Trips Abroad



Layout QMU-82



Layout QHK-71



Layout QWN-42



Ideas to Find the Consumer

- Make flyers and distribute with all orders
- Make an in store “vacation” display: Have fun with it – use a model airplane, suntan lotion, and shirt ideas with a sign “Custom Shirts for Your Vacation”
- Partner with a travel agency – write a booklet on how to plan your group vacation (include your shirt ideas)
- Create ideas on Easy View™ and post on Facebook and Pinterest

Idea Book Layout: QRT-34

Easy Prints® Preview:



(2013 Idea Book Page 111)

Printable Page

Single color (1) Multi-color

Primary Color: Fuchsia

Second Color: Gold

Apparel Color: Aqua

Easy View™

facebook

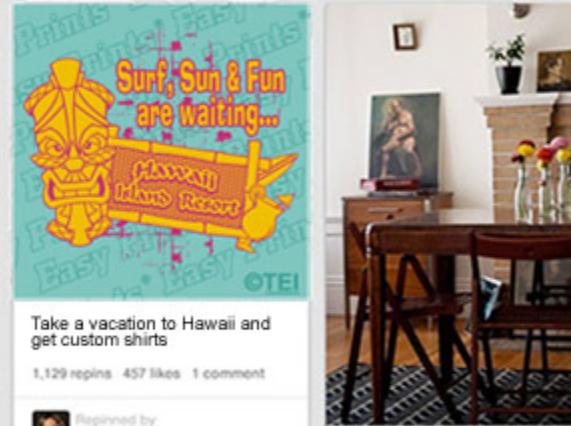
Stahls'- All Things Heat Pri... Photos

Photos of Stahls'- All Things Heat Printing



Facebook

Pinterest



Take a vacation to Hawaii and get custom shirts

1,129 repins 457 likes 1 comment

Repinning by Sarah Wilson

Repinning by Around the world

Reuse old glass bottles for simple flower vases.

1,129 repins 457 likes 1 comment

Pinterest



Easy View™

Creating Your Flyer

TransferExpress.com

Heat Presses Marketing Tools **Ordering & Pricing** Help & Education

Marketing Kit
 Idea Book
 Black & White Idea Book
 Ink Color Selector
 Window Cling
 Application Wall Chart
 Mini Sample Set
 Refresher Pack
 Retail Price List
 Decorating Calendar

Resources
Sales Flyers
 Link to Easy Prints

Shirts for Your Group's Vacation Customize for Your Trip!




Design #1 Design #2

Shirts \$10.00 each & Hoodies \$20.00 each

Available: Gold and Fuchsia or Color Here (Color Here print)

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

 Phone Number _____



10.00 Each
 Color _____ Size _____ Design# _____
 Color _____ Size _____ Design# _____
 Color _____ Size _____ Design# _____

20.00 Each
 Color _____ Size _____ Design# _____

 ABC Printing Co. • (216) 555-4567

Microsoft Word® flyer.doc
 CorelDraw® 9 or later flyer.cdr
 Illustrator® 8 or later flyer.ai
 Publisher® 2000 or later flyer.pub
 Acrobat® 5 or later flyer.pdf

Westwood High School Football Fundraiser

Design #1 Design #2

T-Shirts \$12.00 each & Hoodies \$20.00 each

Colors Available: White Ink, Orange Ink

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

Name _____ Homeroom _____

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# _____
 Quantity _____ Color _____ Size _____ Design# _____

Total Enclosed: _____ Turn's Graphic Tees • Your Phone# Here



Conclusion

- PDF of slides will be on Great Garment Graphics

Do you have more questions??

- Email us – info@transferexpress.com
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows

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



Thank You for Attending

Next GGG Webinar

- Location, Location, Location
- Thursday July 11, 2013
- 2:00 PM – 3:00 PM
- Sponsor: Stahls' ID Direct

Next Transfer Express GGG Webinar

- How to Start a Home T-shirt Business
- Thursday August 8, 2013
- 2:00 PM - 3:00 PM

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

Email them to: info@transferexpress.com



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