

HOW TO CHOOSE YOUR BEST FULL COLOR TRANSFER

S STAHL'S
TRANSFER EXPRESS



WHEN TO USE FULL COLOR TRANSFERS

- 3 or more spot colors
- Full process color
- Photographic art
- Halftones
- Gradients



CAD-PRINTZ® VS ULTRACOLOR™

- All are CPSIA certified
- All pass independent testing of 50 wash/dry cycles
- All are full color CMYK



WHAT ARE CAD-PRINTZ

- Print/cut vinyl
- Comes with a visible white outline that can be removed in some cases for an extra charge
- No minimum quantities
- Sold by the size in square inches
- Priced by the individual image
- No white only text



CAD-PRINTZ EXPRESS PRINT

- Budget friendly
- Lowest application temperature – 250°F
- Fastest application – 5 seconds
- Hot peel
- Applies to cotton, polyester and poly/cotton blends



CAD-PRINTZ SOFT OPAQUE

- Most versatile
- Applies to almost anything
- 310° F application
- Hot peel

Applies to cotton, polyester,
poly/cotton blends, nylon,
spandex and Lycra®



CAD-PRINTZ SUB BLOCK

- Applies to sublimated polyester
- Blocks dye migration





ULTRACOLOR SOFT

- Sold by the image or sheet
- Large 11.5" x 18" sheet size
- Unlimited gang sheet possibility
- Thin clear outline
- Applies to cotton, polyester and poly/cotton blends



ULTRACOLOR STRETCH

- Sold by the image or sheet
- Large 11.5" x 18" sheet size
- Unlimited gang sheet possibility
- Water-based
- Thin clear outline
- Applies to cotton, polyester and poly/cotton blends, spandex, Lycra and woven nylon
- Premium product - move up to Stretch only if any of your items are spandex, Lycra, or woven nylon



ULTRACOLOR STRETCH WITH BLOCKER

- Sold by the image or sheet
- Large 11.5" x 18" sheet size
- Unlimited gang sheet possibility
- Water-based
- Thin clear outline
- Added layer to block dye migration
- Applies to cotton, polyester and poly/cotton blends, spandex, Lycra and woven nylon
- Passed industrial/commercial laundering test

HOW TO SET UP A GANG SHEET

- Use the Easy View® design center at TransferExpress.com
- Click an “Add” button (text, layout or your art)
- Position and size on art board
- Repeat add and position steps until the sheet is filled
- Choose how many of that sheet set up you need
 - 5 sheet minimum Soft
 - 20 sheet minimum Stretch and Stretch with Blocker



A Add Text

Add Clip Art

Add Layout

Add Your Art...

Layout(s):



Add Buttons

Size of each selected item

Object Align Order Artboard Zoom

Your Artboard



GDG - UltraColor Gang Sheet Samples

Print Method Full Color (N/A)

Transfer Type UltraColor Soft (SLM) (

Fabric Select Fabric...

Size Sheet (11.5 x 18)

Number of Colors 0

Apparel Color

Image Quantity 0

Order Notes

How many of this sheet set up you need

1. Quantity must be greater than zero

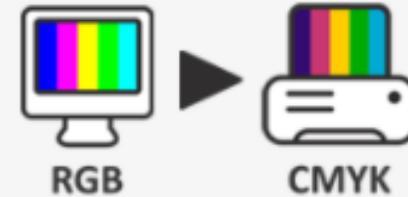
2. Choose a fabric type

Total Price \$0.00 View Details

COLOR MODE: RGB VS CMYK

- Both CAD-PRINTZ and UltraColor are printed in CMYK color mode
- If artwork is sent in RGB, we will convert it to CMYK so it can be printed
- Some colors may change between color modes

We will convert any RGB images to CMYK for printing, and certain colors will change brightness and hue



WHAT TO USE WHEN

| APPAREL TYPE | FULL COLOR TRANSFERS |
|----------------------|--------------------------------|
| COTTON & COTTON/POLY | UltraColor® Soft |
| 100% POLYESTER | UltraColor® Soft |
| LYCRA SPANDEX | UltraColor® Stretch |
| SUBLIMATION | UltraColor® Stretch w/ Blocker |

WHAT TO BUY

- Under 5 pieces
- **Product Choice:** CAD-PRINTZ



CAD-PRINTZ

- Single image
- Square inch price

www.TransferExpress.com/calculators

Calculators

Screen Print Full Color Screen Print **CAD-PRINTZ® Digital Prices** Gang Sheet Image Resizer Team Numbers League Numbers

CAD-PRINTZ® Digital Price Calculator

| | |
|------------------------|---------------|
| Media Type: | Soft Opaque ▾ |
| Cut In: | Outline ▾ |
| Number of Images: | 50 ▾ |
| Image Width (inches): | 5 ▾ |
| Image Height (inches): | 5 ▾ |

Results

| | |
|-------------------|----------|
| Unit Price: | \$2.25 |
| CAD-PRINTZ Total: | \$112.50 |
| Min Surcharge: | \$0.00 |
| Art Charge: | \$0.00 |
| Setup Charge: | \$0.00 |

Total Price: **\$112.50**

Total Square Inches: **1250**

ULTRACOLOR



Single Image Sizes



UltraColor™ Soft pricing per image

| | 20-49 | 50-99 | 100-199 | 200-299 | 300-499 | 500+ |
|---------------|--------|--------|---------|---------|---------|--------|
| X-SMALL IMAGE | \$2.25 | \$1.35 | \$0.94 | \$0.86 | \$0.71 | \$0.64 |
| SMALL IMAGE | \$2.50 | \$1.70 | \$1.30 | \$1.15 | \$0.99 | \$0.94 |
| MEDIUM IMAGE | \$3.45 | \$2.35 | \$1.65 | \$1.39 | \$1.26 | \$1.14 |
| LARGE IMAGE | \$4.20 | \$3.15 | \$2.31 | \$2.17 | \$2.12 | \$2.10 |

UltraColor™ Stretch pricing per image

| | 20-49 | 50-99 | 100-199 | 200-299 | 300-499 | 500+ |
|---------------|--------|--------|---------|---------|---------|--------|
| X-SMALL IMAGE | \$2.75 | \$1.85 | \$1.30 | \$1.10 | \$0.94 | \$0.88 |
| SMALL IMAGE | \$3.00 | \$2.20 | \$1.65 | \$1.45 | \$1.29 | \$1.23 |
| MEDIUM IMAGE | \$3.95 | \$2.85 | \$2.00 | \$1.73 | \$1.56 | \$1.44 |
| LARGE IMAGE | \$7.50 | \$4.55 | \$3.65 | \$3.45 | \$3.13 | \$2.88 |

UltraColor™ Stretch w/ Blocker pricing per image

| | 20-49 | 50-99 | 100-199 | 200-299 | 300-499 | 500+ |
|---------------|---------|--------|---------|---------|---------|--------|
| X-SMALL IMAGE | \$2.95 | \$2.05 | \$1.55 | \$1.30 | \$1.14 | \$1.08 |
| SMALL IMAGE | \$3.30 | \$2.40 | \$1.90 | \$1.65 | \$1.49 | \$1.43 |
| MEDIUM IMAGE | \$5.00 | \$3.15 | \$2.35 | \$2.00 | \$1.79 | \$1.73 |
| LARGE IMAGE | \$10.00 | \$5.70 | \$4.32 | \$3.69 | \$3.48 | \$3.16 |

Full Sheet Size 11.5" x 18"

UltraColor™ Soft pricing per sheet

| | 5-9 | 10-14 | 15-19 | 20-24 | 25-34 | 35-49 | 50-74 | 75-99 | 100-149 | 150-199 | 200-249 | 250-374 | 375-500 |
|------------|---------|---------|---------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|
| FULL SHEET | \$23.00 | \$12.65 | \$10.75 | \$8.50 | \$7.65 | \$6.30 | \$5.70 | \$4.75 | \$4.50 | \$3.99 | \$3.91 | \$3.80 | \$3.61 |

WATER BASED UltraColor™ Stretch pricing per sheet

| | 20-49 | 50-99 | 100-199 | 200-299 | 300-499 | 500-999 |
|------------|---------|--------|---------|---------|---------|---------|
| FULL SHEET | \$15.00 | \$9.10 | \$7.30 | \$6.90 | \$6.25 | \$5.75 |

WATER BASED UltraColor™ Stretch w/ Blocker pricing per sheet

| | 20-49 | 50-99 | 100-199 | 200-299 | 300-499 | 500-999 |
|------------|---------|---------|---------|---------|---------|---------|
| FULL SHEET | \$20.00 | \$11.39 | \$8.63 | \$7.38 | \$6.96 | \$6.32 |

WHAT TO BUY

Small Print:

- Under 5"x5"
- Quantity 50



CAD-PRINTZ:

- 50 Express Print 4x4 - \$2.08 each

UltraColor:

- 50 UltraColor Soft images - \$2.50 each
- 10 UltraColor Soft sheets (6 per sheet) - \$2.53 each

Product Choice:

CAD-PRINTZ Express Print (would have visible white outline)

WHAT TO BUY

Single image

- Standard adult size 11"x11"
- Quantity 50



CAD-PRINTZ:

- 50 Express Print 11x11 - \$3.47 each

UltraColor:

- 50 UltraColor Soft images - n/a
- 50 UltraColor Soft sheets - \$5.70 each

Product Choice:

CAD-PRINTZ Express Print (would have visible white outline)

WHAT TO BUY

Single image

- Standard adult size 8.75"x11"
- Quantity 50



CAD-PRINTZ:

- 50 Express Print 8.75x11 - \$6.79 each

UltraColor:

- 50 UltraColor Soft images - \$4.20 each
- 25 UltraColor Soft sheets (2 per sheet) - \$3.83 each

Product Choice:

UltraColor Soft Sheets

WHAT TO BUY

2 or more different designs that will fit in the 11.5 x 18 area

- Quantity 50



CAD-PRINTZ:

- 50 Express Print 8.75x11 - \$6.79 each plus second image, plus 3rd image, etc

UltraColor:

- 50 UltraColor Soft images - n/a
- 50 UltraColor Soft sheets - \$5.70 each

Product Choice:

UltraColor Soft Sheets

LEARN MORE... UNLEASH THE COLOR

- April 7th
- Full day of inspiration and instruction
- Recorded so you can go back into platform and watch anytime if registered
- Attend live and questions are answered in real time
- Watch for email to register



One.
Simple.
Solution.

The Answer
to Full Color
Prints on Dark
Shirts

5 Reasons
You Need
UltraColor™
Now

*This is a
game-changer*

**How to
Sell
More Shirts**

WELCOME
TO THE

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
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog - blog.transferexpress.com/
- Watch our videos and previous webinars - www.TransferExpress.com/Webinars
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