

The Heat Press Breakdown:

What to Know Before You Buy

Agenda



Lizz
Presenter

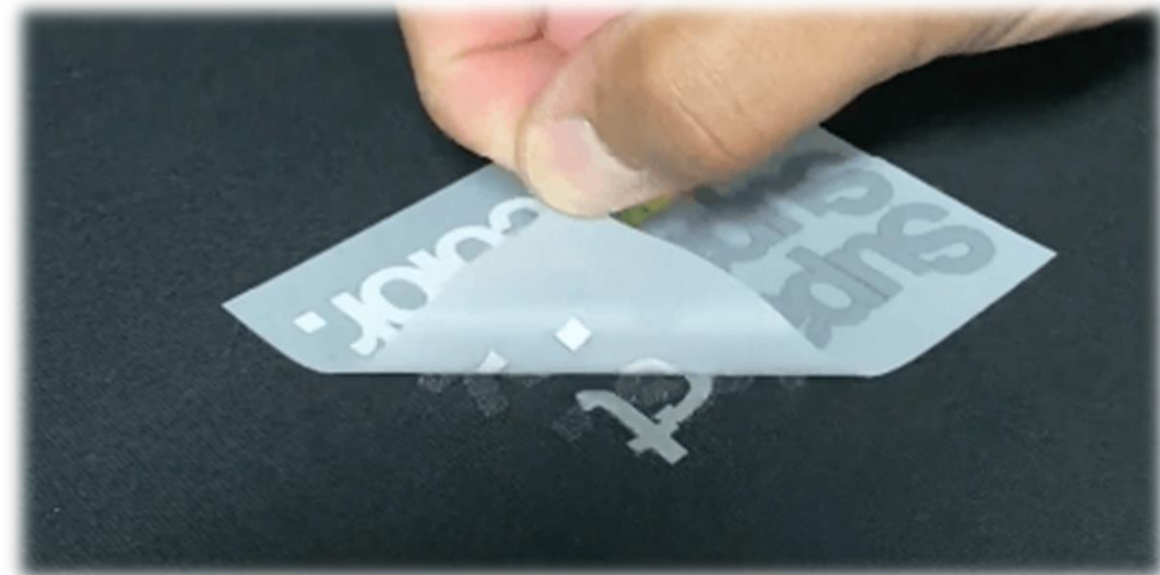
1. Why Quality Matters

2. Smart Buying Decisions

3. How To Pick The Right Press

4. Common Pitfalls to Avoid

5. Key Takeaways



The Foundation For **SUCCESS**

TIME, TEMP & PRESSURE

- Consistent Heat & Pressure
- Predictable, Durable Prints
- Confidence to Sell & Print
- Reduced Troubleshooting

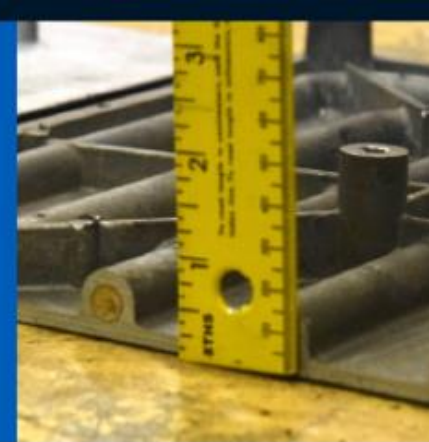


1" thick platen
with cast-in heating
maintains the heat

HEAT RETENTION

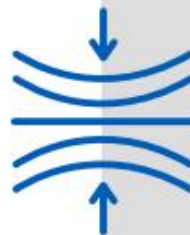


0.25" thick platen
cools down between
applications

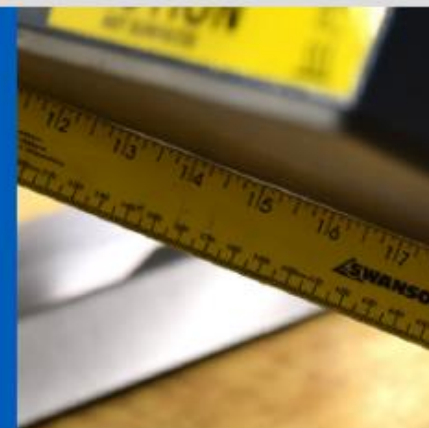


Flat upper platen
means even pressure

EVEN PRESSURE



Dented upper
platen means
uneven pressure



Even, center-applied
pressure

PRESSURE APPLICATION

Uneven pressure
caused by higher
pressure in the back



THE ANATOMY OF A GREAT PRESS

Not All Heat Presses Are The Same

1. Over The Center Pressure
2. Cast-In Heating Element
3. Digital Pressure Readout
4. Accurate Heat





Decision Making Criteria

What to Look for When Buying

- Investment vs. budget considerations
- Balancing quality, budget, and operational need
- Does your workspace support the heat press you choose.
- Planning for scalability and future business growth

Decision Making Criteria

-
- Home-based/start-up vs. high-volume shop.
 - Specialized niche markets (sportswear, headwear, corporate uniforms).
 - Mobile businesses and pop-up shops.

-
- Scaling up: When to add or upgrade presses.
 - Presses for high-volume production vs. small business needs
 - Who will be operating the heat Press?



Decision Making Criteria

- **Budget**- "What budget have you allocated for your purchase? "Focus on **value** and **ROI** rather than just cost.
- **Authority**-Who else will be involved in the decision-making process?"
- **Need**- "What challenges are you hoping to solve? Go beyond just identifying a surface need. Understand how urgent the need is and **what happens if you don't act**.
- **Timeline**- "When are you looking to implement this solution?"

What's my Best Match?

CLAM SHELL



CRAFT HEAT PRESS

SWING AWAY



A2Z™ SWING AWAY HEAT PRESS

What's my Best Match?

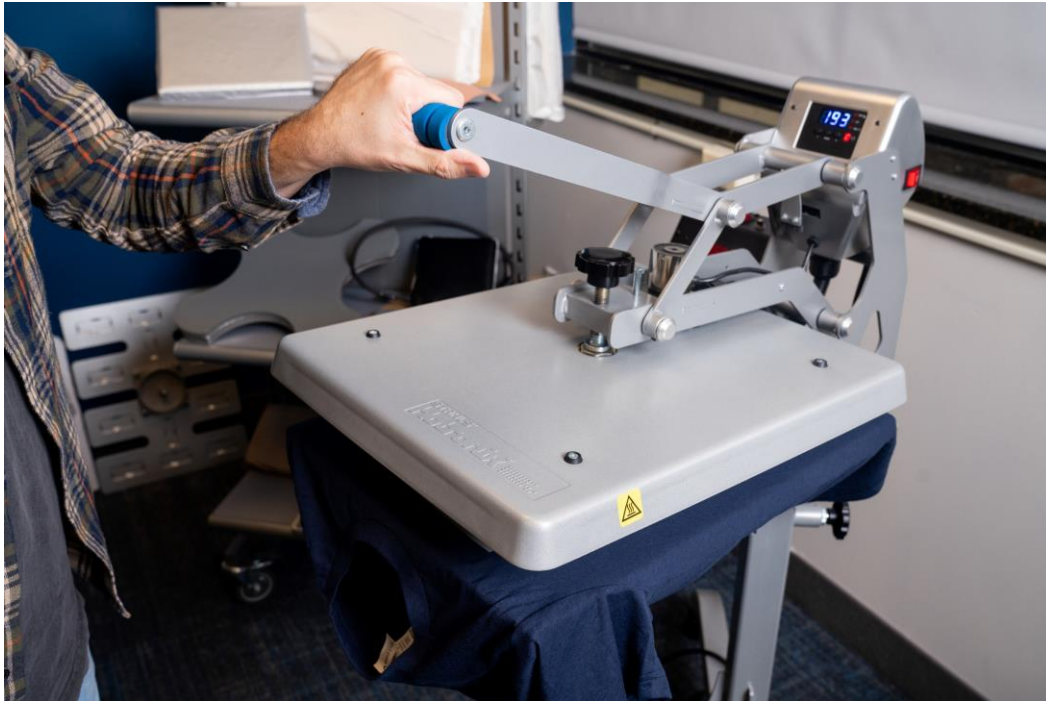


STAHL'S
MERCHMAKER™



What's my Best Match?

CLAM SHELL



HOTRONIX® AUTO OPEN CLAM

SWING AWAY



HOTRONIX® FUSION IQ

What's my Best Match?



HOTRONIX® 360 IQ HAT PRESS

What's my Best Match?



HOTRONIX® AIR FUSION®



HOTRONIX® DUAL AIR FUSION IQ® HEAT PRESS

Pitfalls to Avoid to Ensure SUCCESS

- Prioritizing Price Over Quality
- Choosing the Wrong Size or Style
- No Support or Warranty
- Not planning for Growth
- Overlooking Electrical Requirements and Workspace

Stay In Touch

Email

info@TransferExpress.com

Call us

1-800-622-2280

Join Us

Visit us at trade shows

Webinars monthly

Follow Us

Blog.TransferExpress.com

Watch us on YouTube

Connect on socials

Thanks for Attending!

Any Questions?



Lizz
Presenter