WINNING TIPS & COST SAVING TRICKS

STAHLS'
TRANSFER EXPRESS

AGENDA

Today's Agenda

STAHLS'
TRANSFER EXPRESS®

Why Transfers?

No Mess, No Inks, No Setup

Small Footprint – No Bulky Presses, Printers, Dryers
        Just Quick & Efficient T-Shirt Printing
        Short Runs or Large Quantities

Smaller Learning Curve
        Easy To Train

Quick Turn Times

Any Art: Full Color or Spot Color
        No registration or layering to worry about

Personalization Made Easy
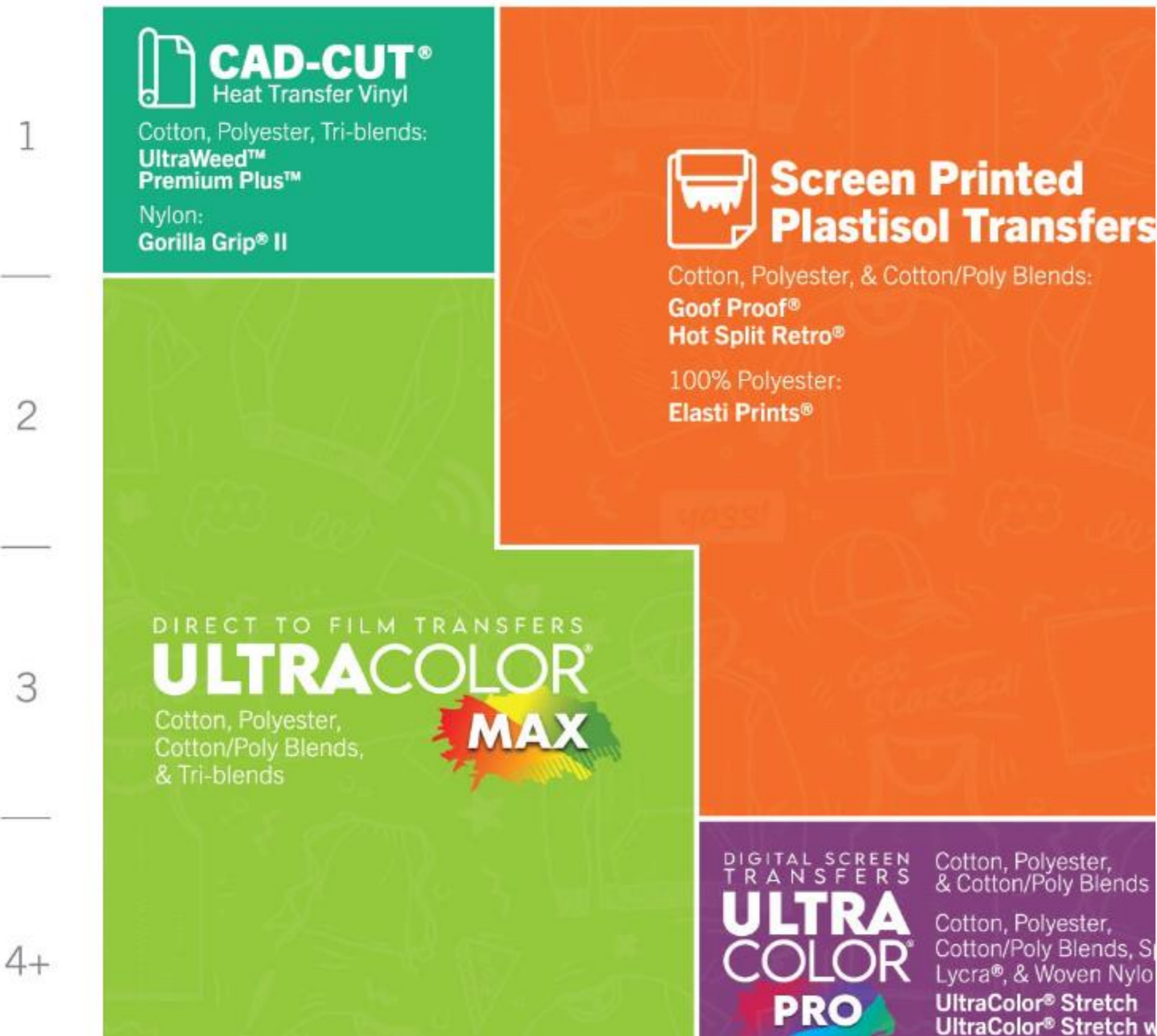
Why Transfers?

Heat Print on Demand

- Print shirt only after it is sold

- Various products hitting any quantity needed

- Shirt can be printed in just seconds!

- Small footprint - takes up very little space

- Easy to learn/train

- Print any fabric

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HEAT PRINT ON DEMAND

Choosing the Right Product

Quantity Needed

Colors In Design

Fabric Type You're Printing On

- Ensures compatibility & durability

- Saves you $$$

- Increases your profit

Choosing the Right Product

QMU-65

Same Design, Different Products

Left to right
UltraColor Max, Goof Proof, UltraColor Pro

Choosing the Right Product

If you need 50 (image is 11 x 6")

UltraColor Max
$3.78 each
$189

Goof Proof 25 sheet/2 per sheet
$3.08 each
$154.25

UltraColor Pro (3 per sheet/17 sheets)
$3.71 each
$192.61

Choosing the Right Product

QMU-65

If you need 6 (image is 11 x 6)

UltraColor Max
        $3.78 each
        $22.68

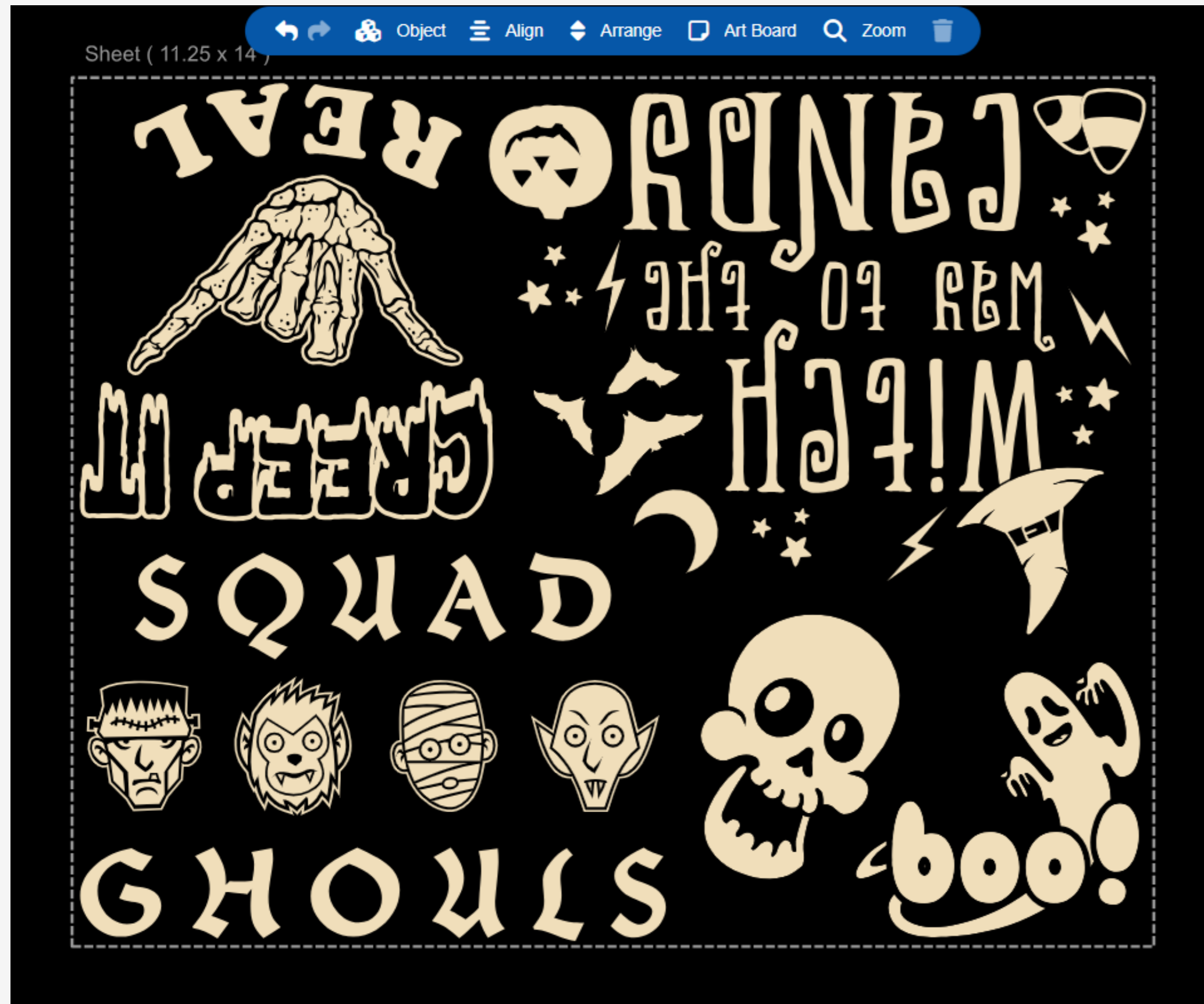Goof Proof 6 sheet/2 per sheet
        Minimum 6 sheets
        $109.14

UltraColor Pro (3 per sheet/6 sheets)
        Minimum 6 sheets
        $114.36

To Gang or Not to Gang

Gang sheet - a sheet with multiple designs on each sheet.   It can be the same design or different designs.

Dotted Lines - on artboard to show you the area. Fill up the space allowing about .5 inch between images to cut them apart.

Sheet Sizes
>Screen Printed Regular 11.25 x 14
>Screen Printed Jumbo 12.5 x 17.5
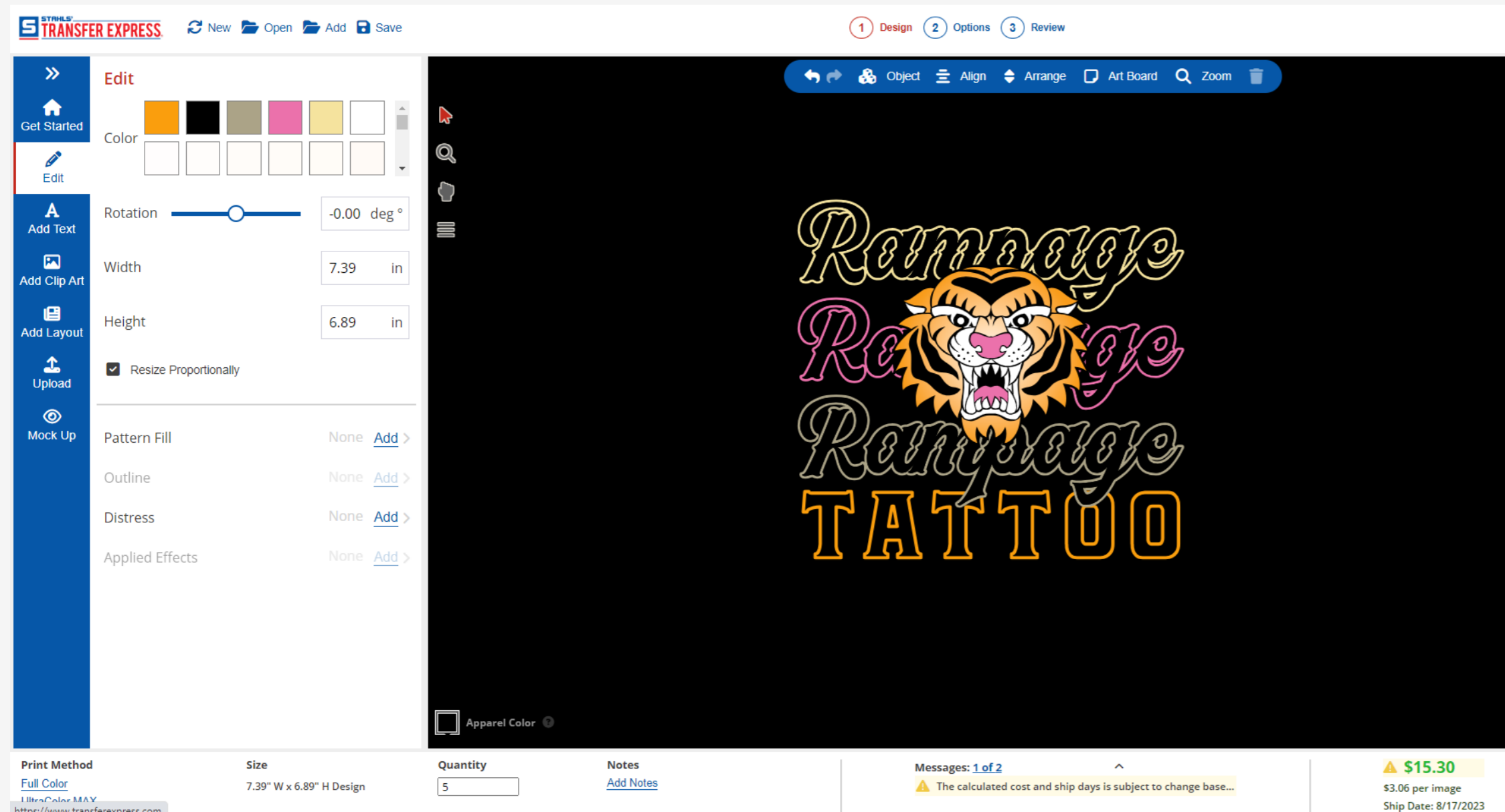>UltraColor Pro 11.5 x 18

To Gang or Not to Gang

UltraColor Max

- Square inch pricing

- If you gang you are paying for the space between the images

- It is better NOT to gang

- No dotted line appears on screen

Color Changes

A screen printing transfer tool that allows you to take advantage of price breaks.   Same design or designs, different color.

Example

       12 sheets in black ink
       12 sheets in gold ink

       Price is based on 24 sheets plus a color change fee

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Color Changes

Can be 2 colors
        (black becomes red, white remains the same)

Can have multiple changes
        10 White
        10 Black
        10 Gold
        10 Red
        10 Navy

Price based on 50 sheets plus 4 color changes

Color Changes

How to Order A Color Change

SCREEN PRINTED TRANSFERS

Goof Proof® • Hot Split Retro • Elasti Prints® • Puff • Glow-In-The-Dark

Standard Gang Sheets 11.25" x 14"

Easy Prints® (Our Layouts and Clip Art) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	$9.93	$5.37	$3.99	$3.37	$2.95	$2.39	$2.20	$2.01	$1.87	$1.72	$1.42	$1.35	$1.29
2 Color	$18.19	$9.72	$7.25	$6.17	$5.16	$4.22	$3.87	$3.52	$3.29	$3.05	$2.66	$2.52	$2.35
3 Color	$26.40	$14.10	$10.55	$8.94	$7.42	$6.03	$5.50	$5.00	$4.69	$4.38	$3.93	$3.70	$3.46
4 Color	$34.55	$18.48	$13.83	$11.70	$9.65	$7.83	$7.15	$6.48	$6.09	$5.71	$5.19	$4.87	$4.56

Vector (Your Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	$11.23	$6.07	$4.51	$3.81	$3.32	$2.71	$2.50	$2.29	$2.12	$1.95	$1.60	$1.53	$1.45
2 Color	$20.58	$11.00	$8.20	$6.97	$5.84	$4.77	$4.38	$3.99	$3.72	$3.45	$3.01	$2.84	$2.65
3 Color	$29.87	$15.97	$11.93	$10.11	$8.39	$6.82	$6.23	$5.64	$5.30	$4.95	$4.46	$4.18	$3.91
4 Color	$39.09	$20.92	$15.65	$13.24	$10.91	$8.86	$8.09	$7.32	$6.89	$6.47	$5.87	$5.52	$5.16

Non-Vector (Your Non-Vector Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	$15.74	$8.31	$6.02	$4.93	$4.22	$3.39	$3.04	$2.74	$2.47	$2.25	$1.82	$1.72	$1.60
2 Color	$27.80	$14.61	$10.60	$8.79	$7.34	$5.89	$5.27	$4.74	$4.33	$3.94	$3.39	$3.15	$2.89
3 Color	$40.69	$21.37	$15.53	$12.81	$10.64	$8.50	$7.58	$6.77	$6.20	$5.70	$5.02	$4.64	$4.30
4 Color	$52.60	$27.68	$20.16	$16.62	$13.62	$10.89	$9.71	$8.67	$7.97	$7.36	$6.55	$6.06	$5.61

Jumbo Gang Sheets 12.5" x 17.5" (For Goof Proof®, Hot Split Retro, Elasti Prints®)

Easy Prints® (Our Layouts and Clip Art) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	$11.42	$6.18	$4.59	$3.88	$3.39	$2.75	$2.53	$2.31	$2.15	$1.98	$1.63	$1.55	$1.48
2 Color	$20.92	$11.18	$8.34	$7.10	$5.93	$4.85	$4.45	$4.05	$3.78	$3.51	$3.06	$2.90	$2.70
3 Color	$30.36	$16.22	$12.13	$10.28	$8.53	$6.93	$6.33	$5.75	$5.39	$5.04	$4.52	$4.26	$3.98
4 Color	$39.73	$21.25	$15.90	$13.46	$11.10	$9.00	$8.22	$7.45	$7.00	$6.57	$5.97	$5.60	$5.24

Vector (Your Artwork) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	$12.91	$6.98	$5.19	$4.38	$3.82	$3.12	$2.88	$2.63	$2.44	$2.24	$1.84	$1.76	$1.67
2 Color	$23.67	$12.65	$9.43	$8.02	$6.72	$5.49	$5.04	$4.59	$4.28	$3.97	$3.46	$3.27	$3.05
3 Color	$34.35	$18.37	$13.72	$11.63	$9.65	$7.84	$7.16	$6.49	$6.10	$5.69	$5.13	$4.81	$4.50
4 Color	$44.95	$24.06	$18.00	$15.23	$12.55	$10.19	$9.30	$8.42	$7.92	$7.44	$6.75	$6.35	$5.93

Non-Vector (Your Non-Vector Artwork) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	$18.10	$9.56	$6.92	$5.67	$4.85	$3.90	$3.50	$3.15	$2.84	$2.59	$2.09	$1.98	$1.84
2 Color	$31.97	$16.80	$12.19	$10.11	$8.44	$6.77	$6.06	$5.45	$4.98	$4.53	$3.90	$3.62	$3.32
3 Color	$46.79	$24.58	$17.86	$14.73	$12.24	$9.78	$8.72	$7.79	$7.13	$6.56	$5.77	$5.34	$4.95
4 Color	$60.49	$31.83	$23.18	$19.11	$15.66	$12.52	$11.17	$9.97	$9.17	$8.46	$7.53	$6.97	$6.45

Price Breaks

The more you order the less you pay per sheet
Screen printed transfers and UltraColor Pro

UltraColor Max does not have price breaks

Total can be less if you go up to the next price break

Price Breaks

Example

I need 136 sheets
>> 136 x $3.05/sheet=$414.80

It is less to order at the price break 144 sheets
>> 144 x $2.66/sheet=$383.04

8 more sheets for LESS money!

It will tell you on the screen
>> Save $31.76 by increasing your order quantity to 144

When Speed Matters

The Magic of 12

UltraColor Max ships the same day when ordered by midnight ET

1 color Screen printed ships the next day when ordered by noon ET

Multi Color screen printed and Pro ships in 2 working days when ordered by noon ET

Based on a recent survey if you can deliver in 4-7 days you will deliver faster than 68% of your competition

The Art

Easy Prints - uses Easy View clip art and fonts to create your art

> 7000 customizable layouts
> 10000 clip art both single/full color
> 100+ fonts

Vector

Non-Vector

Tip: You can often create a design in Easy View and save money. Example - Customer provides text in vertical arch, rather than upload the file, just add text and type it in to save $$$

Application Tips - Hoodies

Hoodies have all kinds of obstructions that create uneven pressure (hood, pocket, and strings.

Application Tips

1. *Raise the print area using a mouse pad, smaller platen or silicone pad*

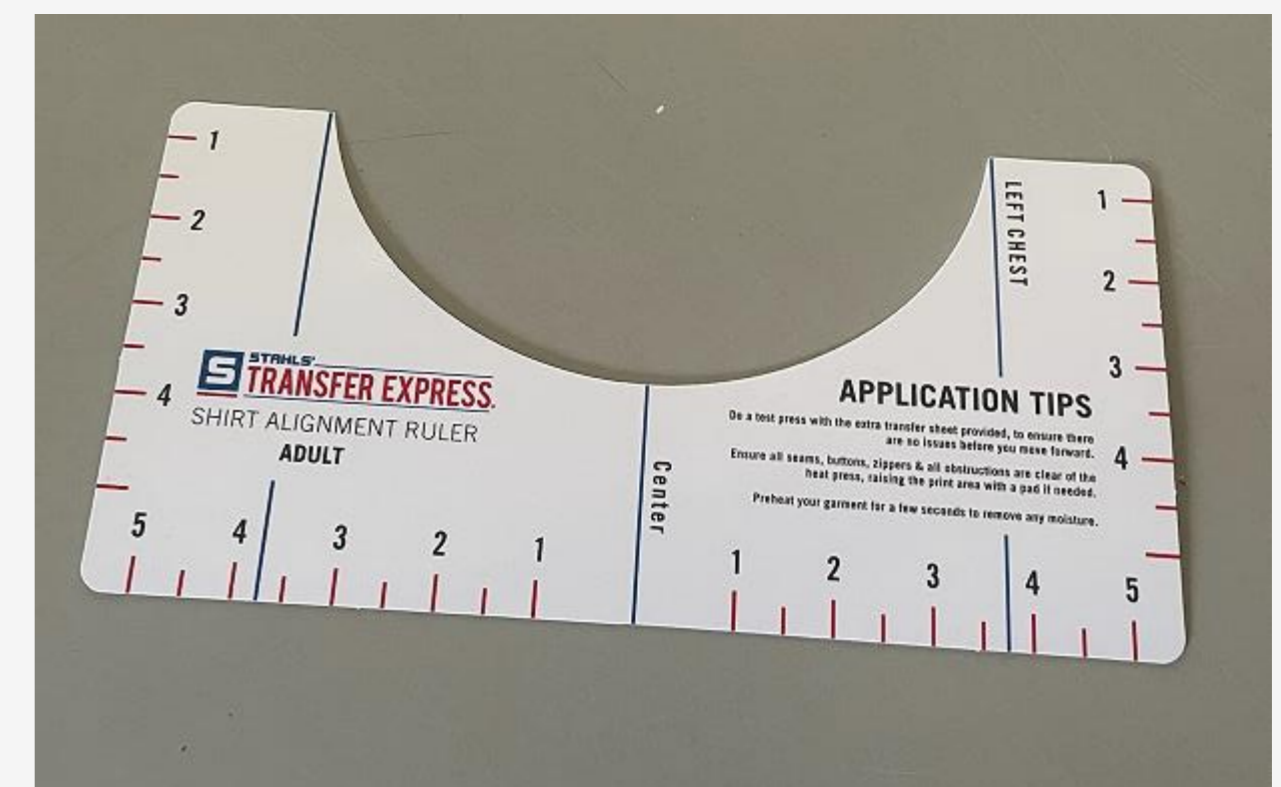2. *Make sure the hood strings are away from the print area*

Application Tips - Left Chest

Often polo shirt with buttons
Positioning can be a challenge

Application Tips

1. **Raise the print area using a mouse pad, smaller platen or silicone pad**

2. **Use a placement ruler**

THANK YOU.

Any Questions?

STAY IN TOUCH

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