



Growing Your Custom Printing Business in 2015



Presented By:



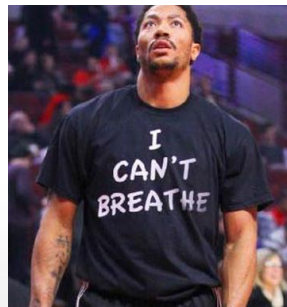


2015 A Chance To Grow

We will take a look at the top 10 trends and how you can make them work for you

Advertising and media is encouraging and recognizing groups who unite—a great way is with custom apparel

We will show you how, with just a heat press and custom transfers, you can capitalize on new trends, beating the competition.





Fashion Trend Billboard Shirts

Trend started in 2014

Great for spirit wear

Shirts do not have shoulder seam
so a large print can be placed in
the shoulder area

Try Puff print for a new look

QSH-4



QSH-1



QSH-2





Fashion Trend Billboard Shirts

<p>COMPTON EAGLES FOOTBALL</p> <p>(Customer: Please put in the notes "image width & letter height" for line 1 for the shoulder print) (Max width is on line 1 = about 23" (Max size on line 2 = about 8 x 3) (It'll will be enlarged and looks apart by our Designers to fit on the transfer sheet.) Leave this note and 1 image on the sheet for accurate pricing.)</p>	<p>COMPTON EAGLES FOOTBALL</p> <p>(Customer: Please put in the notes "image width & letter height" for line 1 for the shoulder print) (Max width is on line 1 = about 23" (Max size on line 2 = about 8 x 3) (It'll will be enlarged and looks apart by our Designers to fit on the transfer sheet.) Leave this note and 1 image on the sheet for accurate pricing.)</p>	<p>COMPTON EAGLES</p> <p>(Customer: Please put in the notes "image width & letter height" for line 1 for the shoulder print) (Max width is on line 1 = about 23" (Max size on line 2 = about 8 x 3) (It'll will be enlarged and looks apart by our Designers to fit on the transfer sheet.) Leave this note and 1 image on the sheet for accurate pricing.)</p>	<p>COMPTON EAGLES</p> <p>(Customer: Please put in notes "the width" you need for a shoulder print - max width is about 23" - our Designers will break the image apart to fit on transfer sheet.) Leave 1 image up on the sheet with this note for accurate pricing.</p>
★ favorites ⊕ view	★ favorites ⊕ view	★ favorites ⊕ view	★ favorites ⊕ view



Four layouts for easy ordering

Keep width to the size of your press 20" for easiest application



Fashion Trend Faux Pockets



Create Faux Pocket Designs in
the Transfer Express online
designer! Start with pocket
clip art, x17a-381



Fashion Trend Patterns



Chevron -Top Pattern in 2014

QCH-57



Predicted – Plaid to make a
comeback in 2015

QAL-223

Patterns can be added to any text or shape in Easy View®



Fashion Trend Slub Tee



QCU-11

Oversized

Soft “Slub” cotton

Comfortable and Easy
to Decorate



Easy Prints layout QGR-36



Fashion Trend Slub Tee

Decorating Tip:
Keep the printing light

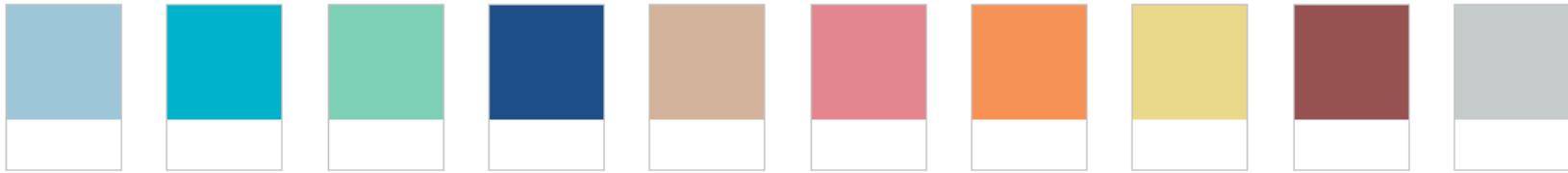




Color Trends

Spring 2015: En Plein Air

This season, cooler and softer color choices with subtle warm tones follow a minimalistic *en plein air* theme, taking a cue from nature.



Similar Transfer Express Colors

Turquoise, Midnight Blue, Tan, Watermelon, Tenn Orange, Medium Brown, Cement

Color Matches also available



Color Trends

2015 Color of the year

Marsala



Easy Prints layout QSL-223 in stock
Burgundy or
color matching available



Sport Trends

Put the name under the
number

NBA Christmas Day uniform
inspired!





Sport Trends

Inspiration from the Pros



NFL Division Champion Gear



QBU-20



Sport Trends

Inspiration from the Pros



NBA 2014-15 Practice T-shirts





Spirit Wear Trend Mixed Media

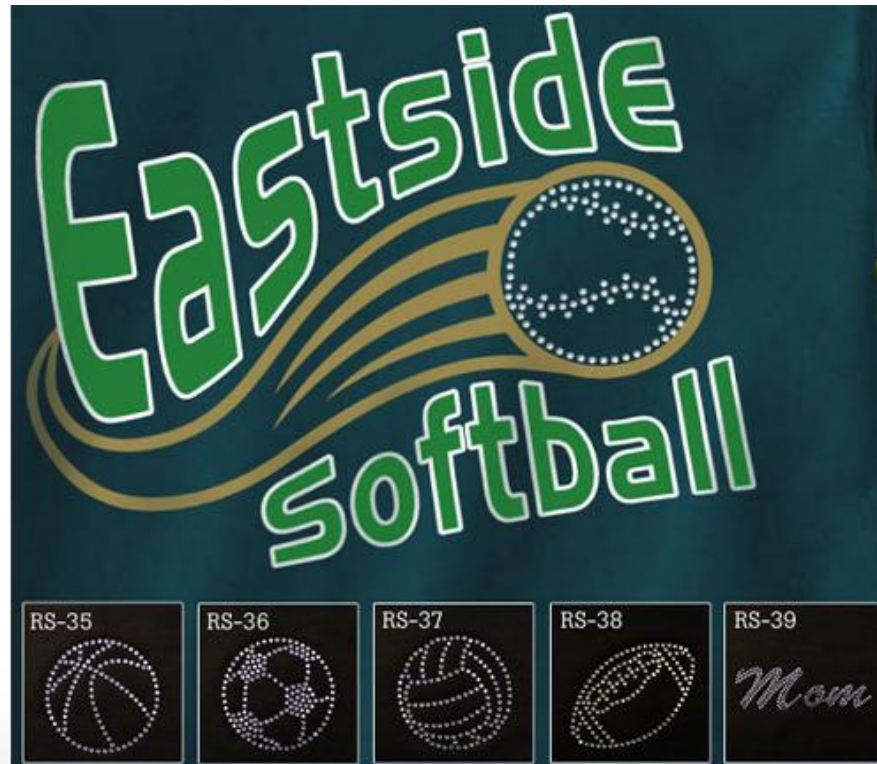
Combine Rhinestone and
Screen Printed Transfers





Spirit Wear Trend Mixed Media

Rhinestone Ready Layouts





Printing Trend

Polyester/Wicking Fabric

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





Printing Trend

Pop Culture/Current Events



Movie Inspiration Release 2015



Easy View Rendition



Watch the news/Pinterest/Google trends to capitalize on current events



Conclusion

Go to www.TransferExpress.com/Webinars for a copy of today's webinar slides.

Do you have more questions??

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

Contact us:

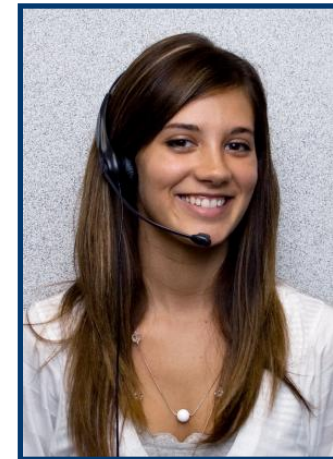
Phone: 1-800-622-2280

Fax: 1-800-833-3877

Email: info@transferexpress.com

Web: TransferExpress.com

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





Thank You for Attending

Next Transfer Express Webinar

- What's New in Baseball Uniform Printing
- Thursday February 12
- 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



STAHL'S
TRANSFER EXPRESS[®]

www.TransferExpress.com

1-800-622-2280