

# SELLING VACATION AND TRAVEL T-SHIRTS

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 **STAHL'S**  
**TRANSFER EXPRESS**





# AGENDA

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- Vacation and travel markets
- Creating the art
- Choosing the profitable product
- Promoting what you sell
- Avoiding Mickey and other licensing issues





# VACATION/TRAVEL MARKETS

Family/extended family destinations





# VACATION/TRAVEL MARKETS

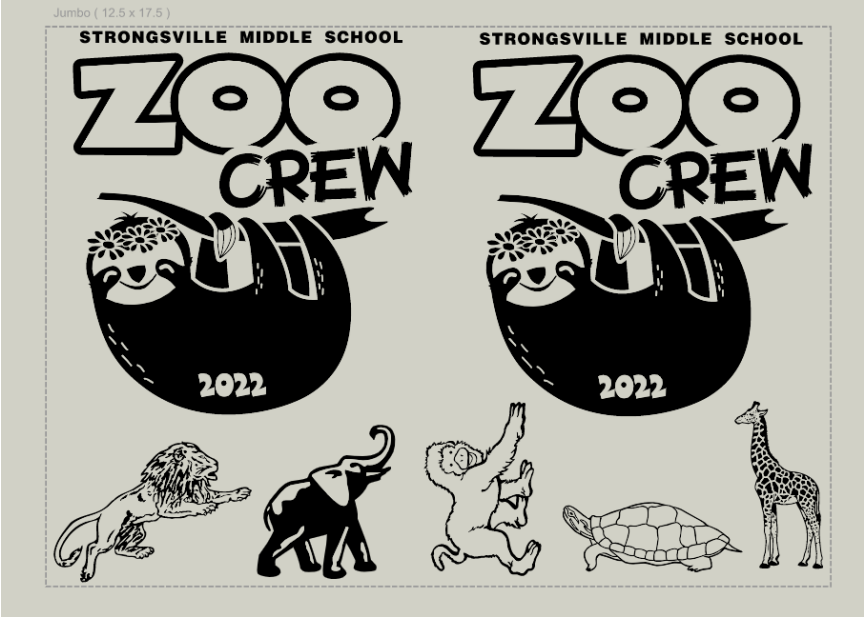
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Bachelor/bachelorette parties



# VACATION/TRAVEL MARKETS

- School groups
  - Local field trips
  - Washington DC
  - Senior trip





# VACATION/TRAVEL MARKETS

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Senior groups

- Hats
- Tote bags



# VACATION/TRAVEL MARKETS

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Travel clubs/hiking clubs





# VACATION/TRAVEL MARKETS

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## Adventure trips

- Canoeing
- Sailing
- Horseback
- Zip lining
- White water rafting





# VACATION/TRAVEL MARKETS

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General travel themes



# CREATING ART

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## STANDARD IMAGE SIZES FOR APPAREL

<b>Standard Adult</b>	11" x 11"
<b>Youth Med/Large</b>	10.5" x 10.5"
<b>Youth Small</b>	8.5" x 8.5"
<b>Toddler</b>	5.5" x 5.5"
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<b>Pocket</b>	3.5" x 3.5"
<b>Heart</b>	4.5" x 4.5"
<b>Leg</b>	2.5" x 14"
<b>Large Leg</b>	5" x 24"
<b>Sleeve</b>	2" x 11.5"
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<b>Cap</b>	4.75" x 2.75"
<b>Visor</b>	4.75" x 2"

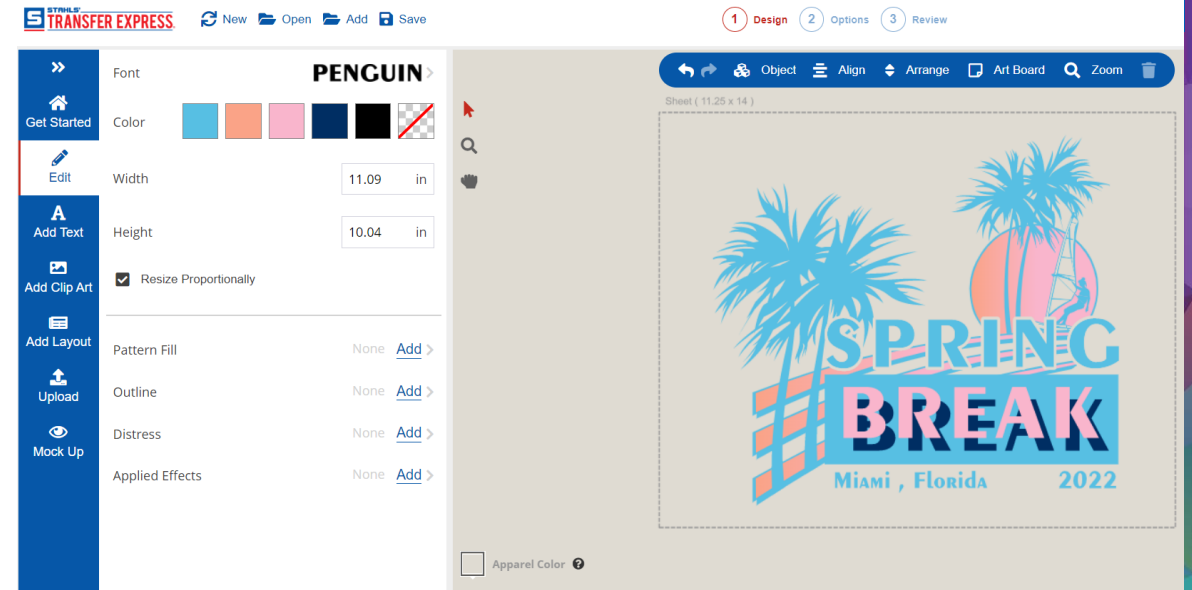




# LET'S CREATE ART

## What is Easy View?

- Online designer created for you!
- Easy to use—no art talent needed
- Preloaded with 7K customizable layouts
- Preloaded with 10K clip art
- Preloaded with 250+ fonts
- Free!



# CHOOSING THE RIGHT TRANSFER PRODUCT

- Use the Transfer Selector Tool [Choosing a Heat Transfer Type | Transfer Express](#)

Or

- It will show you in Easy View

STAHLS' TRANSFER EXPRESS [New](#) [Open](#) [Add](#) [Save](#) 1 Design 2 Options 3 Review

### Additional Options

**General Options**


Do you want us to cut apart?

Order Notes  
Changes requested may result in additional charges. [Add Notes](#)


Add Color Change?  
Same Design | Different Colors | Lower Cost [Add Color Change](#)

**Check Fabric Type Compatibility**  
Tell us what fabric you plan to apply to. [100% Cotton Compatible](#)


Shop Blank Apparel  
Order your apparel through Transfer Express also! [Browse All](#)




Hoodies



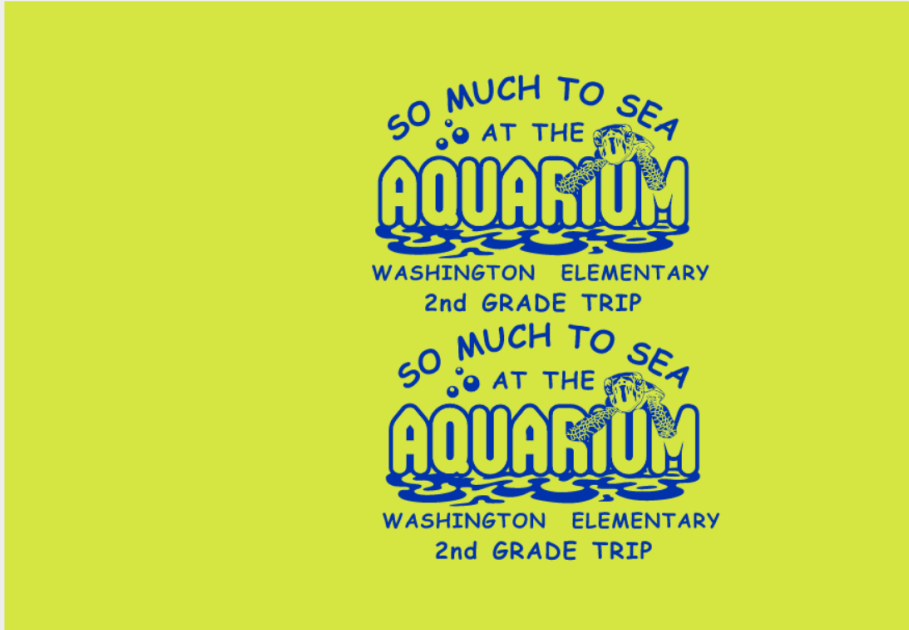
T-Shirts



Ladies



Youth



[Back](#) **Print Method** [Screen Print](#) [Goof Proof](#) **Size** [11.25 x 14 Art Board](#) [9.87 x 13.78 Design](#) **Quantity**  [0 Color Changes](#) **\$116.00** [\\$2.32 per image](#) [Ship Date: 4/26/2022](#)

1 Select Print Method

**Screen Print**  
Recommended for 1-2 color printing. Traditional screen printing process.

**Full Color**  
Ideal for artwork with 3+ colors, shading or gradients. Digital based printed process.

2 Select Screen Print Product Type

**Goof Proof**  
For 100% cotton and cotton/poly blends. Spot color - 70 stock ink colors available. Durable retail-like feel and finish

**Glitter**  
For 100% cotton, cotton/poly blends, 100% polyester. 10 stock glitter inks to choose from. Sparkles and glistens with gloss finish.

**Glow-In-The-Dark**  
For 100% cotton, cotton/poly blends, 100% polyester. Single color glow ink. Milky white in daylight; greenish in dark.

**Elasti Prints**  
For heat-sensitive 100% polyester. Great stretch and rebound. Spot color - 70 stock ink colors available

**Pearl Prints**  
For 100% cotton, cotton/poly blends, 100% polyester. Six single colors to choose from. Has a metallic finish

**Foil Adhesive**  
For 100% cotton, cotton/poly blends, 100% polyester. Clear Foil Adhesive ink acts as base layer. Second application of foil color goes on top of Foil Adhesive.

**Hot Split Retro**  
For 100% cotton and cotton/poly blends. Softest screen printed transfer. Spot color - 70 stock ink colors available

**Puff**  
For 100% cotton, cotton/poly blends; 100% polyester. Black and white puff inks. can be used with 70 other stock colors. Puff ink raises after heat applied



# PROMOTING WHAT YOU SELL

Etsy listing  
Facebook promotion  
Partnerships



FastCustomTees  
★ Star Seller | 74,112 sales | ★★★★★

Adventure TShirt, Adventure Awaits Shirt, Camping Shirts, Mountain TShirt, Hiker TShirts, Nature Lover Shirt, Camping Gift, Vacation Shirt

Bestseller

**\$8.46+** ~~\$14.10+~~ ✓ In stock  
You save \$5.64 (40%)

Style-Size  
Select an option ▾

Primary color  
Select a color ▾

Add your personalization (optional) ▾

Quantity  
1 ▾

# AVOIDING MICKEY AND OTHER LICENSING ISSUES

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# 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](mailto:info@transferexpress.com)
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog – [blog.transferexpress.com/](http://blog.transferexpress.com/)
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