

Part 2 July-December

T-SHIRT PRINTING CALENDAR

TIMING

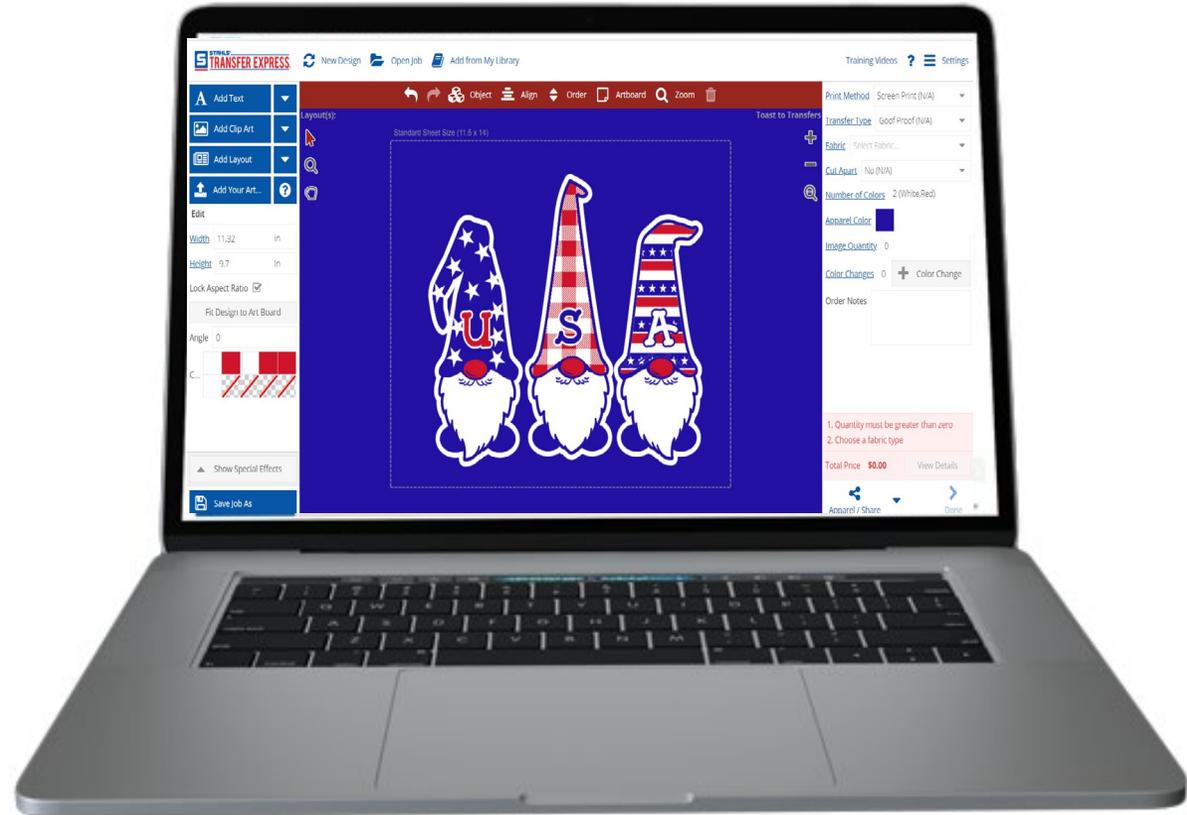
- Ideas are a month ahead so you have time to order and sell
- Start your promotions in the month listed — your Etsy store, social campaigns or use Spirit Sale store to contact your email list



timing IS
everything

EASY VIEW

- All designs were created in Easy View, your free online designer
- When you use our templates, clip art and fonts, it is a double win. The price is our lowest Easy Prints category and your order ships faster!
- Easy View advantage — this makes everyone an artist. It is easy to use and you can create design ideas in seconds.
- Tip: Create a few designs and post on social to find out what your customers might buy *before* you order your transfers.



- Add Text
- Add Clip Art
- Add Layout
- Add Your Art...

Edit

Font: Multiple Fonts...

Width: 8.36 in

Height: 11.08 in

Lock Aspect Ratio

Fit Design to Art Board

Color

Layout(s): QHL-108

Standard Sheet Size (11.5 x 14)

Object Align Order Artboard Zoom

Print Method: Screen Print (\$5.37)

Transfer Type: Goof Proof (\$5.37)

Fabric: 100% Cotton

Cut Apart: No (N/A)

Number of Colors: 2 (Red,White)

Apparel Color:

Image Quantity: 25

Color Changes: 0 [+ Color Change](#)

Order Notes

Total Price **\$134.25** [View Details](#)

[Apparel / Share](#) [Done](#)

ALL YOU NEED IS A HEAT PRESS

The Transfer Advantage

It takes 4 seconds to apply your print to a shirt, so no need to print until your shirt is sold!



JULY

Back-to-School

School Uniforms

Orientation Events

Class Of Shirts

School Spiritwear

First Day of School

SCHOOL UNIFORMS

- Gang sheets make this a profit win!
- Tip: work with your local school to set up a uniform program. Use Spirit Sale to process orders. Let the school know you can offer one day turnaround. You keep transfers and small quantity of blanks on hand. Press as the student orders.



SCHOOL UNIFORMS

Physical Education Uniforms

Tip: You can use a Sharpie to write the name in the bar using Goof Proof screen printed transfers.



ORIENTATION EVENTS

- College freshman orientation
- High school orientation
- Welcome to kindergarten events
- New student registration
- Tip: set up onsite printing with your heat press, a stock of blanks and your custom transfers ready to apply



CLASS OF SHIRTS

- Encourage beginning of school year buy so they can wear all year
- Tip: create design for each class (Freshmen, Sophomore, Junior and Senior)

Easy Prints
Layout
QCO-105



SCHOOL SPIRITWEAR

- With schools back in person this year, it will be a huge year for this niche
- Spirit Sale was built for this or go “old school” with an order form”
- Tip: use full color, UltraColor Soft, to add color and stand out from the competition

blog.transferexpress.com/creating-work-order-form/

Time to order SCHOOL Spiritwear!

Orders due by Friday, October 14, 2015

STUDENT NAME:				TEACHER:		
PARENT NAME:				PARENT PHONE NUMBER:		
				() -		
ITEM	COLOR	SIZE STYLE	SIZE RANGE	UNIT PRICE	QUANTITY	TOTAL DUE
SHORT-SLEEVE T-SHIRT	GRAY	BLOCK "T" SCOTTIES SMOOSH	CHILD: S/M/L/XL ADULT: S/M/L/XL/XXL	\$7.00 \$8.00 FOR XL		\$
HOODED SWEATSHIRT	NAVY RED	BLOCK "T" SCOTTIES SMOOSH	CHILD: S/M/L/XL ADULT: S/M/L/XL/XXL	\$20.00 \$22.00 FOR XL		\$
TOTAL AMOUNT DUE						\$



Layout QYT-261



Layouts
MAS-60
QFB-104

FIRST DAY OF SCHOOL

Parents take the photo each year—as they grow they fit into the shirt





AUGUST

FALL SPORTS

Football

Soccer

Cross Country

Volleyball

Golf

Cheer

TEAM WEAR

Create a team pack including t-shirt, practice jersey, cinch sack and shorts

Tip: teams often have motivation slogans and will need t-shirts



TEAM WEAR

Tip: don't forget Powder Puff games and hoodies for the team



TEAM WEAR

- Numbers available in sizes
 - 1"-10"
- Have both Champ for cotton and poly/cotton, and Champ Pro for 100% Polyester
- 1 and 2 color combinations
- Perfect Pairing Alignment
 - Touch sides of paper and names and numbers all applied at one time



TAILGATING

- Replica jerseys
- Coolers
- Flags
- Rally towels
- Can coolers

QFB-99



SEPTEMBER



Breast Cancer Awareness
Halloween



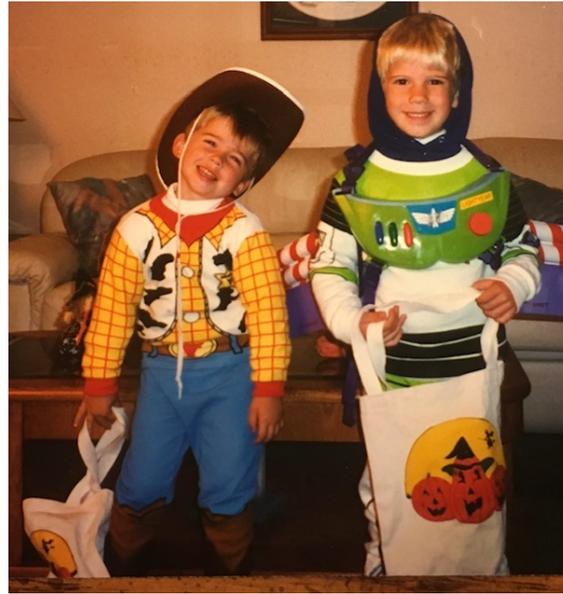
BREAST CANCER AWARENESS

- Fundraising walks
- School events
- Team events
- Tip: portion of the sale goes to the cause



HALLOWEEN

- Parties
- Haunted house
- Trick or Treat bags





OCTOBER

Thanksgiving

Veteran's Day

Outerwear

Blankets

Winter Sports

Basketball

Wrestling

Hockey

Gymnastics

OUTERWEAR/BLANKETS

- Tip - UltraColor Stretch applies to nylon jackets
- Add blankets to your team line



THANKSGIVING

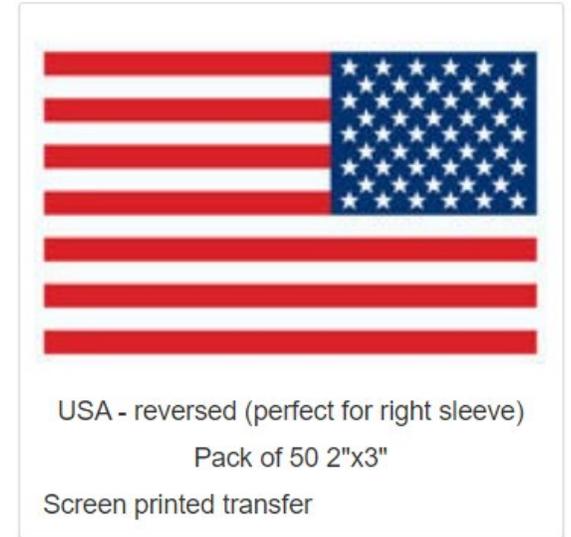
- Turkey Trot races
- Turkey Bowl
- Custom family dinnerware
 - tablecloth
 - napkins

QHL-172



VETERAN'S DAY

- Flags are reversed, but only those worn on the right shoulder. The reason has to do with proper display of the flag.
- The blue field of stars should always be in the highest position of honor.
- When viewing the flag on a wall, the highest position of honor is the upper left when displayed horizontally, and at the top (upper left) when displayed vertically.
- When displayed on a "moving object" like a person or vehicle, the highest position of honor is the front, and not the rear; so the field of blue should be displayed to the front.



WINTER SPORTS

- Tip: for reversible jerseys use a color change. Your price is based on the total of both colors plus a \$15 color change. Much less than 2 orders!
- Tip: wrestling singlets and gymnastics leotards have spandex—use UltraColor Stretch

QHK-137



QBK-148



QMS-204



QWR-74



NOVEMBER CHRISTMAS



CHRISTMAS

Free Ebook filled with 25 Ideas

[Heat Transfers for the Holidays Ebook](#)

TransferExpress.com/holiday-transfer-guide



The image shows the cover of an ebook titled 'Heat Transfers FOR THE HOLIDAYS'. The title 'Heat Transfers' is in a green cursive font, and 'FOR THE HOLIDAYS' is in a red sans-serif font. The cover features several examples of heat transfers: two wrapped gifts in brown paper with greenery, three circular ornaments with red and black plaid patterns and text like 'CHOOSE', 'Christmas', and 'Home', and a reindeer. A red banner at the bottom says '25+ INSPIRATIONAL IDEAS'. The logo for 'STAHL'S TRANSFER EXPRESS' is at the bottom, with contact information: Phone: 1-800-822-2280, Text: 440-434-3404, 7853 Tyler Blvd. Marietta, OH 44060, and Email: info@TransferExpress.com.

Heat Transfers

FOR THE HOLIDAYS

25+ INSPIRATIONAL IDEAS

 **STAHL'S**
TRANSFER EXPRESS

Phone: 1-800-822-2280 Text: 440-434-3404 7853 Tyler Blvd. Marietta, OH 44060 Email: info@TransferExpress.com



**DECEMBER
NEW YEAR'S**

NEW YEAR'S

- Fun shirts
- Tip: add sparkle with metallic ink colors
- Use window decals to customize disposable drinkware



QHL-103, QHL-104

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
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