



# CHOOSING A TRANSFER TYPE

[WEBINAR]



# What To Use - The Big 2

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When choosing a transfer type there are two deciding factors:

1. Spot color or full color?
2. What is the material it will be applied to?



# Spot Color

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- Specific color in a specific place
- Most popular spot color choice - white only
- Bag shows 2 spot colors: orange and white





# Process Color

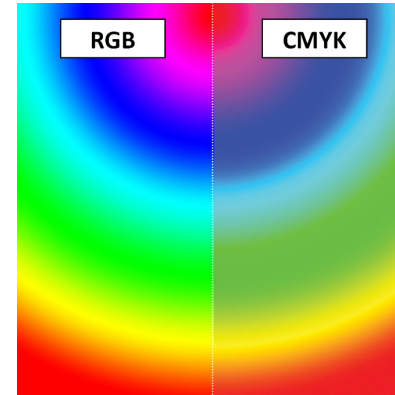
- Color variations made up from a combination of Cyan, Magenta, Yellow and Black
- Many shades of color
- Photograph is process color



# Colors – RGB vs CMYK

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- RGB uses just three colors to create colors: red, green, and blue
- RGB is used on computer monitors
- We print using CMYK
- We will convert your RGB to CMYK but there may be shade variation to your color
- We recommend converting to CMYK prior to sending your art



# Exception: 4 or more spot colors

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When using 4 or more spot colors, it will be less expensive to use a full color option





# The Second Variable - Material

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- All apparel is required to list fabric content on the shirt tag
- This information is key to your transfer choice
- Even 2% of something changes what you should use
- Ignore marketing branding—performance, dri-fit, moisture wicking and read the fabric content
- One exception is waterproofing—nothing we offer works across the board since the chemical used sometimes repels adhesion



# The Second Variable - Material



84% Polyester  
12% Viscose  
4% Elastane

Limited to Soft Opaque,  
AquaTru, or  
UltraColor Stretch



50% Poly/25% Cotton/25% Rayon  
Need to use a low temperature transfer



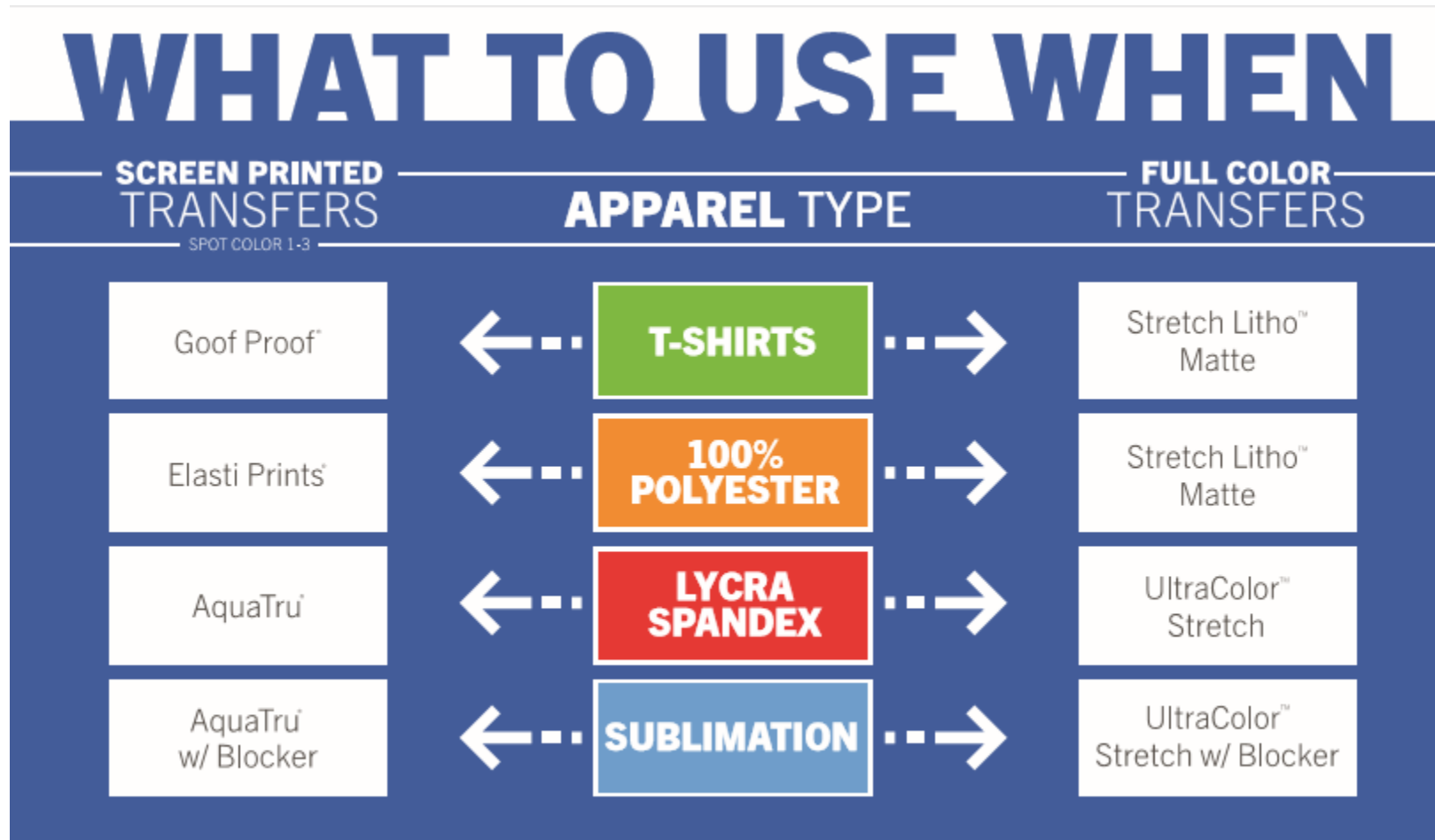
100% cotton  
Any product  
works



50/50  
Any product works



# Fabric Types - The Basic Guideline



TransferExpress.com



(800) 622-2280



# So How Do You Know?

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Are you ready to find out which heat transfer will work best for your current project?

Let's go!

**start** press ENTER

<https://transferexpress.com/transfer-selector-tool>

# Spot Color Family of Products

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GOOF PROOF® SCREEN PRINTED  
TRANSFERS



POLYTRANS SCREEN PRINTED  
TRANSFERS



HOT SPLIT SCREEN PRINTED  
TRANSFERS



Choice is really personal preference



# Spot Color Family of Products

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ELASTI PRINTS® SCREEN PRINTED  
TRANSFERS

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Low temperature application to 100% polyester

# Spot Color Family of Products

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## AQUATRU® SCREEN PRINTED TRANSFERS

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Low temperature application to Nylon,  
Lycra, Spandex, and Elastane

Stretch

Available with blocker for sublimated  
apparel

Large 12" x 19" sheet

Water based ink (environmentally  
friendly)

50 sheet minimum

# Spot Color Family of Products

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GLITTER SCREEN PRINTED TRANSFERS



PUFF SCREEN PRINTED TRANSFERS



GLOW-IN-THE-DARK SCREEN PRINTED TRANSFERS



PEARL PRINTS™ SCREEN PRINTED TRANSFERS



Specialty Ink Choices



# Full Color Family of Products

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CAD-PRINTZ® EXPRESS PRINT



CAD-PRINTZ® EXPRESS MATTE™ 250  
DIGITAL TRANSFERS



CAD-PRINTZ® SOFT OPAQUE  
DIGITAL TRANSFERS



CAD-PRINTZ® SUB BLOCK DIGITAL  
TRANSFERS



Print/Cut Products

Printed Vinyl

Great for small orders (quantity 20 or less)

# Full Color Family of Products

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ULTRACOLOR™ STRETCH TRANSFERS



STRETCH LITHO™ MATTE TRANSFERS



# Thank You For Attending

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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)
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
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