



CHOOSING THE BEST CUSTOM HEAT TRANSFER TYPE



All Transfer Types

Heat Press

- Transfers apply with a heat press
- Investment
- Do your research





Types of Heat Transfers

Vinyl

- Cut from vinyl material with a cutter
- Print/Cut Vinyl
- Available from www.stahls.com





Types of Heat Transfers

Sublimation

- Applies to 100% polyester
- Applies to white apparel and hard goods
- Investment in sublimated printer needed
- Full Color

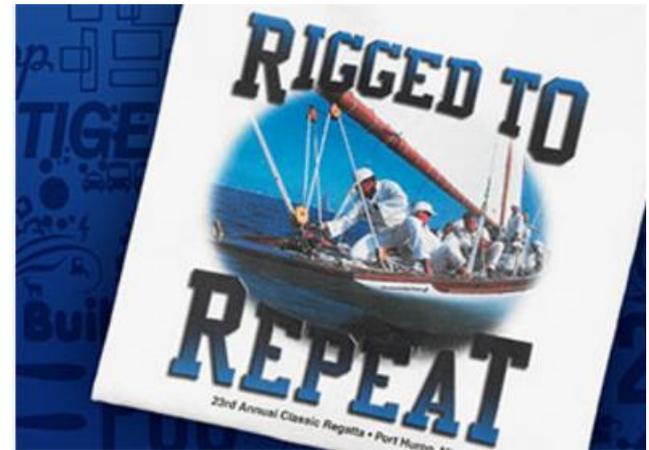




Types of Heat Transfers

Ink Jet/Laser Jet

- Full color
- Use Home printer
- Can do just one
- Perfect for gifts/hobby
- Applies to white apparel
- Entire sheet is adhesive so trimming is needed or you will see the clear square
- Paper sold at www.stahls.com





Types of Heat Transfers

Rhinestone

- Applies to cotton, polyester and poly/cotton blends
- Adds fashion bling
- Stock and custom available at Transfer Express
- www.TheWildSide.com has a large selection of stock rhinestone transfers





Types of Heat Transfers

Screen Printed

- Plastisol ink
- Most widely used
- 5 sheet minimum
- Sold by the sheet
- No weeding, ready to apply
- Multi-color prints are on one sheet, no alignment unlike vinyl. One application no matter how many colors are used.





The Screen Printed Sheet

- 11.25 x 14
- Just cut the images on release paper apart and apply ink side down
- Economizes print cost, each sheet can print multiple items





Questions that Dictate Your Choice

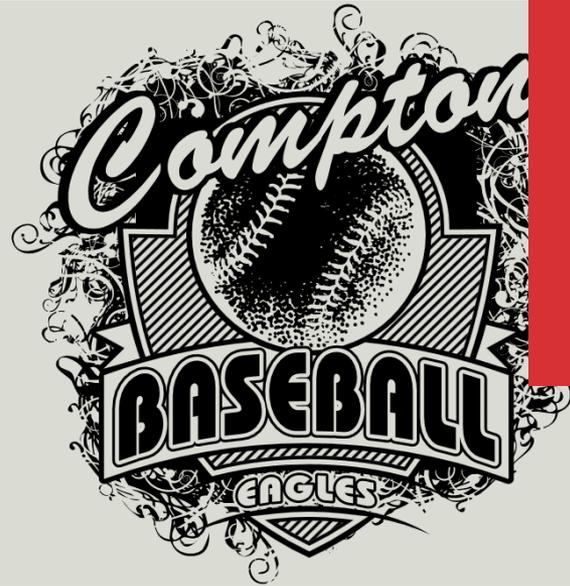
- Quantity
 - one off's
 - 1-5
 - more than 5-10





Questions that Dictate Your Choice

- Artwork
- detail





Questions that Dictate Your Choice

- Artwork
 - distress

Edit Clip Art

Clip Art: X15H-194 Swap

Size: 10.05 W 6.09 H

Rotation:

Color:

Distress

Special Effects

Effects Distress Patterns

Show invisible objects:

Show grid lines:





Questions that Dictate Your Choice

- Artwork
 - amount of colors

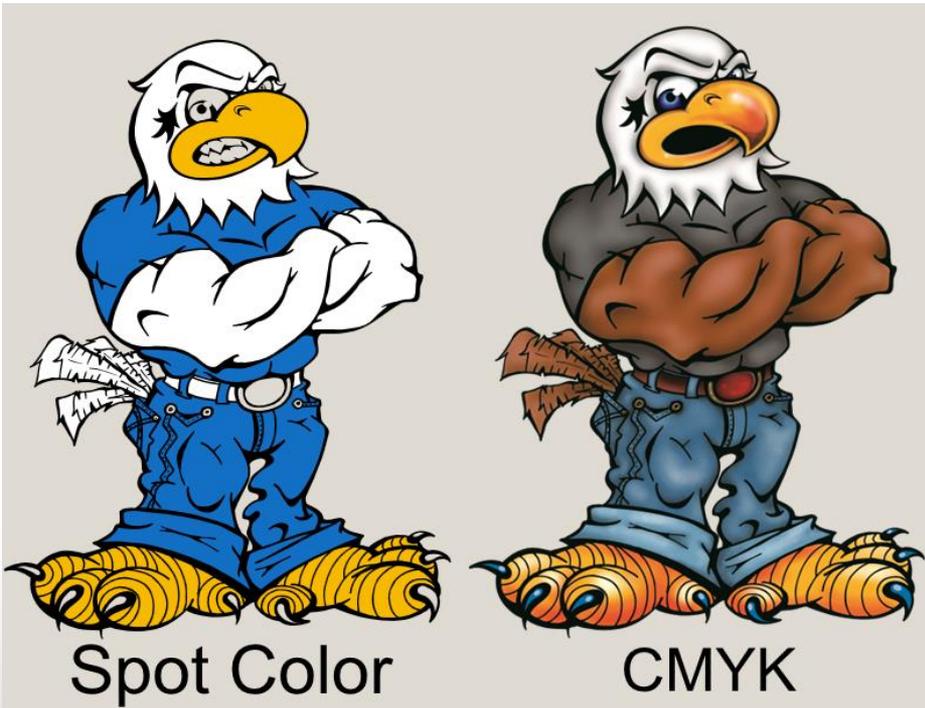
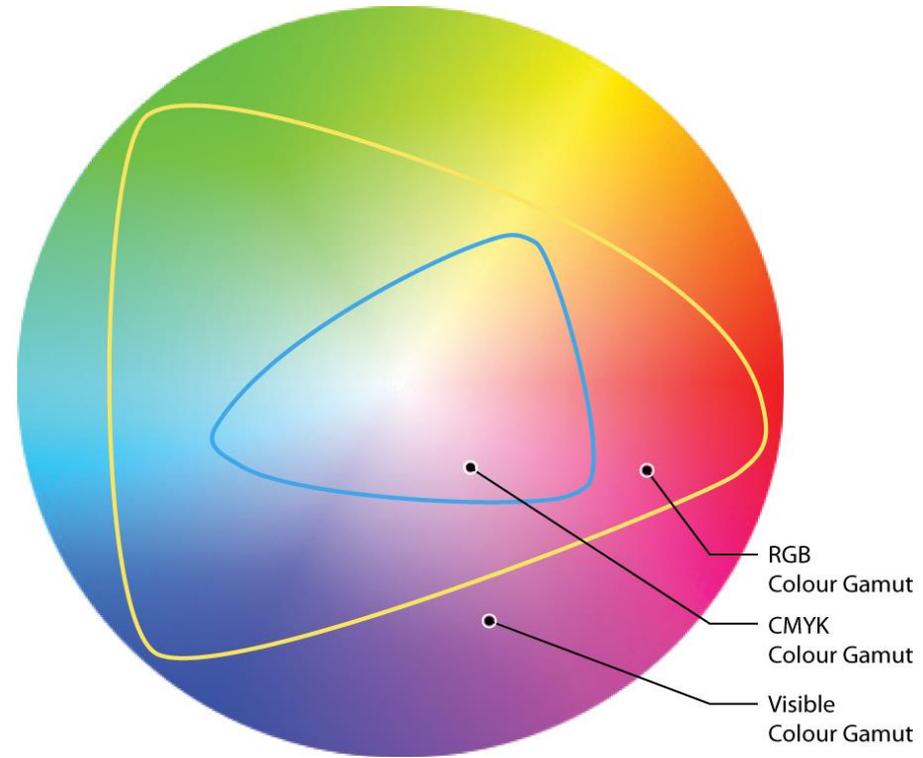




Questions that Dictate Your Choice

- **Artwork**

- colors: spot vs CMYK
- photos





Questions that Dictate Your Choice

- Fabric Content

What transfer do I use for?

- cotton
- polyester
- performance wear
- rayon
- slub tee





Screen Printed Transfer Formulas

Goof Proof®

- Best Seller!!!
- 4 Second Application
- Forgiving - best if using imported heat presses
- 1-3 Spot Colors
- Perfect for all colors of apparel
- Adheres to cotton, polyester and poly/cotton blends
- Not recommended for heat sensitive polyester
- Names and Numbers are available in Goof Proof





Screen Printed Transfer Formulas

Polytrans

- Same product as Goof Proof
- Alternative application technique for one color orders-applied at 340
- 1-3 Spot Colors
- Perfect for all colors of apparel
- Adheres to cotton, polyester and poly/cotton blends

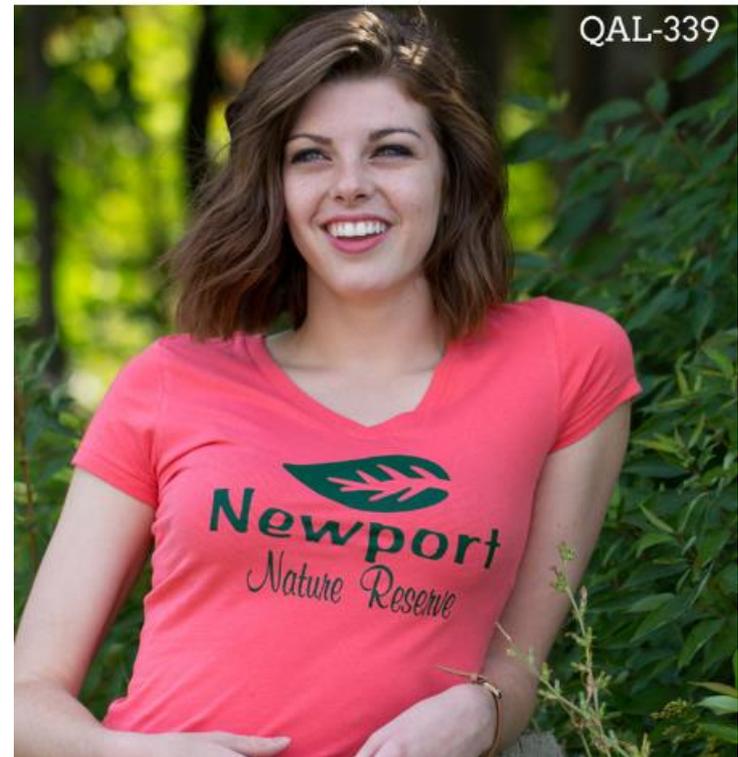




Screen Printed Transfer Formulas

Hot Split

- Softer feel, no adhesive
- Time, temperature and pressure critical, best for use with high end heat presses like Hotronix
- Best for use when the ink color is darker than the shirt color
- Not recommended when using gold or neon ink colors





Screen Printed Transfer Formulas

Elasti Prints®

- Best transfer type for heat sensitive polyester, 1-3 spot colors
- can also be applied to cotton, and poly/cotton blends
- Cold peel transfer
- Perfect for 100% Polyester dri-fit, moisture wicking performance apparel
- When using more than one color, one of the color must outline all the others
- Numbers available in Elasti Prints
- Express names can be applied at this low temperature





Screen Printed Transfer Formulas

Glitter

- Applies to polyester, cotton and poly/cotton blends
- Best with bold designs for better effect
- Limited detail
- Ideal for cheer teams, dance teams, gymnastics, and spirit wear





Screen Printed Transfer Formulas

New: Glow-in-the-Dark

- Applies to polyester, cotton and poly/cotton blends
- Works best on dark color apparel
- Frosted off white in daylight
- Needs recharged before glowing at night





Screen Printed Transfer Formulas

New: Puff

- Applies to polyester, cotton and poly/cotton blends
- Recommended for large bold art and fonts
- Not recommended for high detail
- Show thru text is not recommended





Screen Printed Transfer Formulas

New: Pearl Prints™

- Applies to polyester, cotton and poly/cotton blends
- Metallic option for red, blue, green, copper, pink, purple





Stretch Litho™

(combines digital and screen printed process)

- Printed in CMYK
- Best if using 4 or more spot colors or full color CMYK art
- Applies to cotton, polyester and poly/cotton blends
- Applies at low temp for heat sensitive 100% polyester





Sneak Peak - Coming Soon!



- Environmentally friendly water base transfers
- Aqua Tru™



Easy View® Online Designer

Free transfer designer for all customers:

- Easy to use, no art skills needed
- Over 5,000 layouts to customize using over 7,000 clip art and 130 fonts
- Preview your design on apparel
- Email your design to your customer straight from Easy View





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