

# SIZZLING SUMMER T-SHIRT SALES

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

Easy Prints  
Layout  
QVA-24





# AGENDA

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- Summer market niches
- How to create artwork
- How to upload your own art
- Onsite printing
- Selling on Social



Easy Prints  
Layout QVL-14



# SUMMER MARKETS FAMILY REUNIONS

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Pre-Covid our biggest summer  
category

Typically large orders 100+

Easy Prints  
Layout  
QBU-379



# SUMMER MARKETS FAMILY REUNIONS

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## Family Reunion Tips

- Set deadline, allow an extra day or two for procrastinators
- Help make ordering easier - create an order form or use Spirit Sale
- Use a gang sheet to create two sizes, one order to handle both youth and adult



QRN-161





# SUMMER MARKETS FESTIVALS

## Typical Summer Festivals

- Church
- Music
- City/Community
- Art
- Wine
- Theme (Strawberry)

## Staff Shirts

One design-multiple shirt offerings





# SUMMER MARKETS TOURNAMENTS

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Offer one event shirt to put on various items—t-shirt, hoodie, bag, etc

Offer a back print with tournament teams names

Offer parallel related items  
Example soccer tournament offer simple, fun soccer shirts





# SUMMER MARKETS CAMPS

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## Summer Camps

- Sport
- Day
- Overnight
- Gaming
- Church
- Band

Typically one large order before the camp starts



QYT-188



QMU-125



QSL-184



QSL-264



# SUMMER MARKETS RUNS/WALKS

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Participant shirts

Staff shirts

Specific team shirts



QAL-366



QTK-98



# SUMMER MARKETS VACATIONS

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Use UltraColor Max for the small runs 1-11

Use screen printed transfers/UltraColor Soft or Pro for larger runs 12+





# SUMMER MARKETS BACHELOR/BACHELORETTE WEDDINGS

UltraColor Max so that each shirt is unique!





# SUMMER MARKETS PATRIOTIC

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Great for Etsy store sales

Add glitter or foil for sparkle



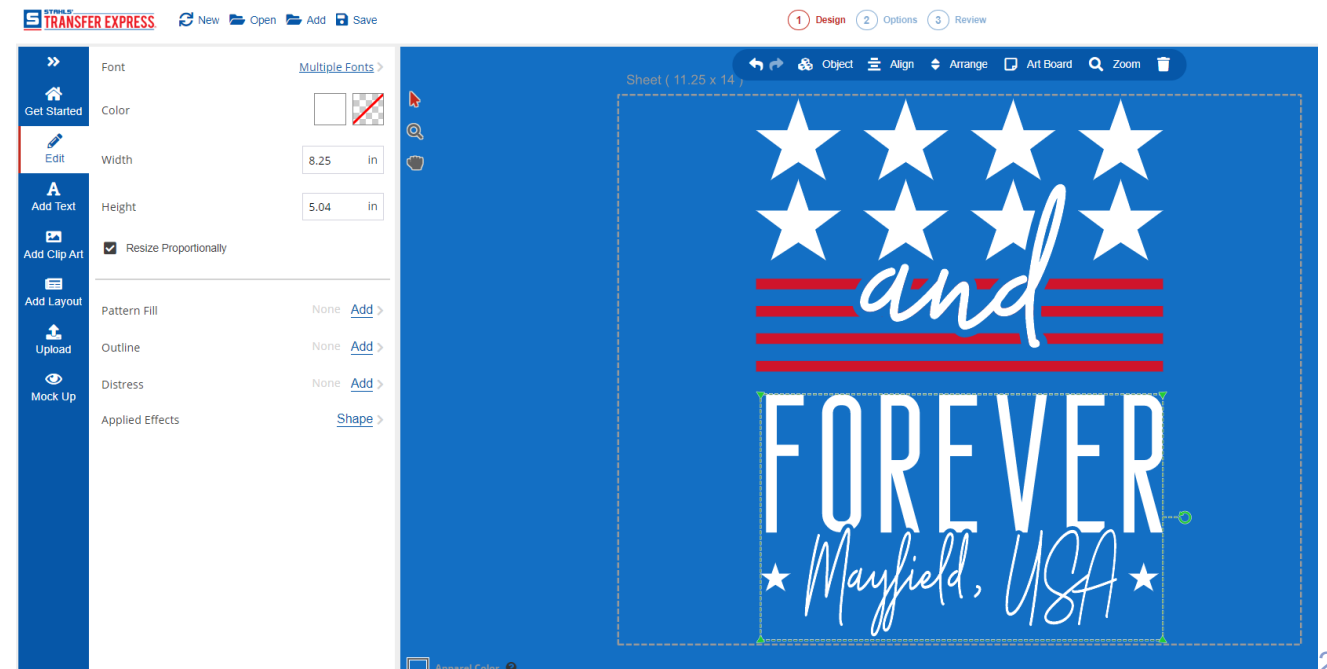
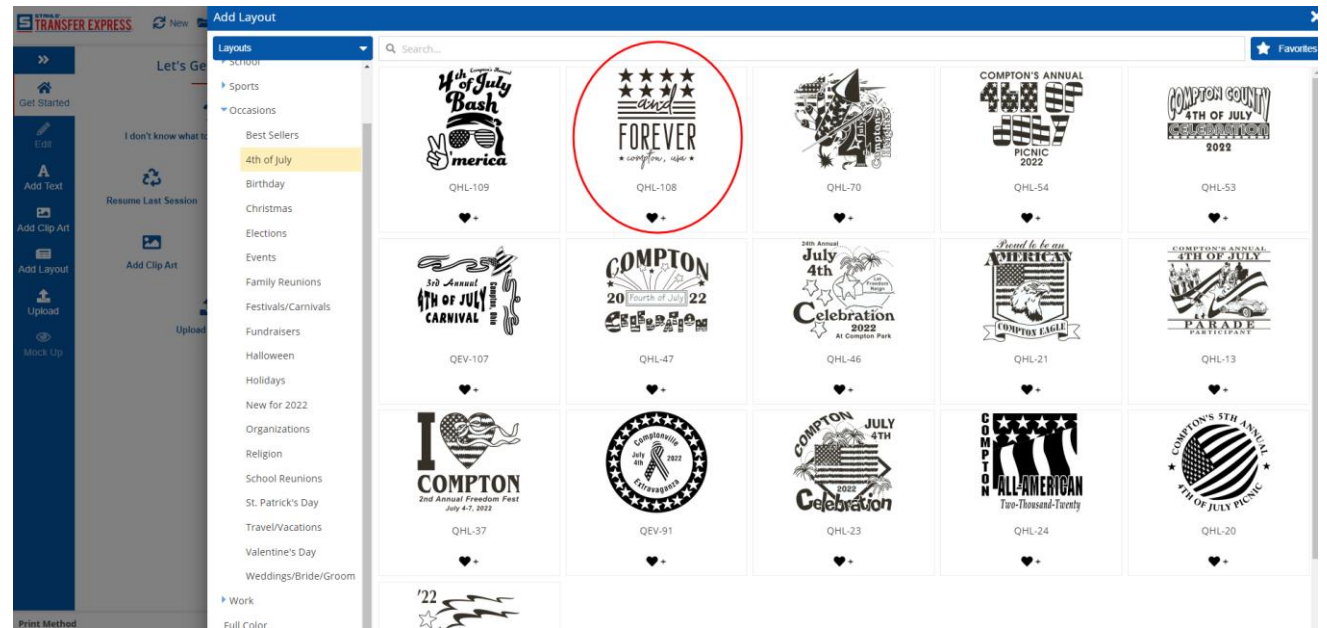
# LET'S CREATE ART

Easy View - your free designer, preloaded with thousands of clip art and customized designs

Easy to use

No art experience needed

Free mock-ups





# OR UPLOAD YOUR OWN ART

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The screenshot displays the STAHL'S TRANSFER EXPRESS software interface. At the top, the logo is on the left, and a menu bar contains 'New', 'Open', 'Add', and 'Save' options. A vertical sidebar on the left lists several functions: 'Get Started', 'Edit', 'Add Text', 'Add Clip Art', 'Add Layout', 'Upload', and 'Mock Up'. The main workspace is titled 'Let's Get Started' and features a large question mark icon with the text 'I don't know what to do. I need guidance'. Below this, there are four buttons: 'Resume Last Session', 'Open Saved Job', 'Add Clip Art', and 'Add Layout'. The 'Upload Your Art' button, which includes an upload icon, is circled in red.

# PRINTING ONSITE

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## Things to consider

- Booth size
- Electrical
- Heat press on demand
- Signage
- Blanks
- Print choices
- Payment





# SELLING ONLINE OR ON SOCIAL MEDIA

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Host reveal night

Set limited time

Include your logo

Include how to order

**Anhyzer Designs LLC**  
May 9 at 7:49 AM · 🌐

Registration is still Open for the 10th Annual SVDGOpen sponsored by Dynamic Discs (GDG \$5K/\$10K event)

Make sure to check out the post below on details to register and check out the SVDGOpen 2022 Apparel Fundraiser Shop!

QRT-75

**KC Swagger**  
May 2 · 🌐

Mother's Day is this weekend... just sayin' 😊  
<https://kcswaggershop.com/products/okayest-mom>

# 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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