

Printing Ideas For Every Season

July-December



AGENDA



What is Heat Printing?

Month by Month Ideas

New Apparel Choices

Creating Your Art

Where to Sell

Printing for Every Season



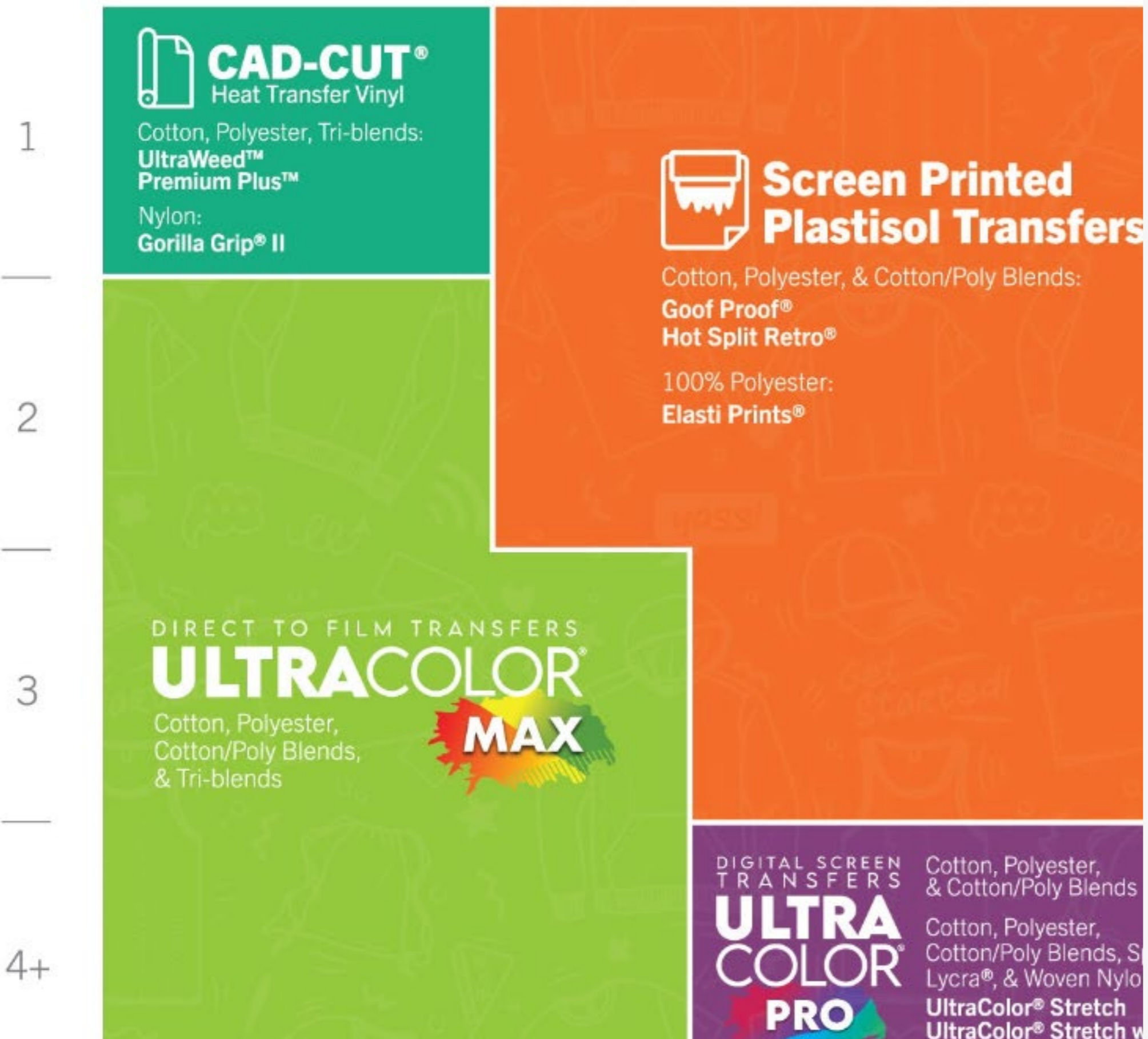
Heat Printing

- Using your heat press to print on demand
- Benefits you can offer your customers
 - Faster Turnaround
 - More custom services (names, numbers and personalization)
 - Unique print placements
- Benefits to Decorators (You)
 - Lower Financial Risk & Investment
 - Any Decoration Method
 - Any Fabric or Blank

The Heat Transfer Guide: **WHAT TO USE WHEN**

APPAREL QUANTITY
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



Heat Printing

- Know Your products—right product on the right material
- Product turn times (day it will ship)
 - Screen Printed, next business day by noon ET
 - UltraColor - 2 working days by noon
- Speedy Air-arrives in 1-2 working days anywhere in the continental US
- Tip: Saturday and Sunday are excluded both in production time and carrier delivery

Planning Tips

- Plan a month out or more (6-8 Weeks)
- Test Designs on Social
- Plan for your audience (parents, students, demographics)
- Plan how you will sell
 - Online selling
 - Craft Fairs
 - Pop-up Store

Advertise online: Social Media / Website / Paid Ads

Advertise In-Person: Displays / Banners / Posters / Flyers, Etc



July

- Back to School
 - Spirit Sale
 - School Uniforms
 - Class Of Shirts
 - Fall Sports

Tip: Grow your brand with custom shirt tags

Tip: Fall will be your busiest season as a custom printer—let's get ready now!

SCHOOL SPIRITWEAR

CHOOSE FROM OUR BEST SELLING DESIGNS!



FIND MORE AT [EASYPRINTS.COM](https://www.easyprints.com)



July

- Pro Tip: Digital Assets are available for all that purchased a 2024 Marketing Kit includes
 - Flyers
 - Flats
 - Social Images & Videos





July

- Back to School
- School Uniforms
- Physical Education
- Classroom

Pro Tip: You can write on the printed ink box with a Sharpie!

School Uniforms



July

- Welcome back Staff/First Day/Orientations



Tip: Your Heat Press can print more than just shirts!

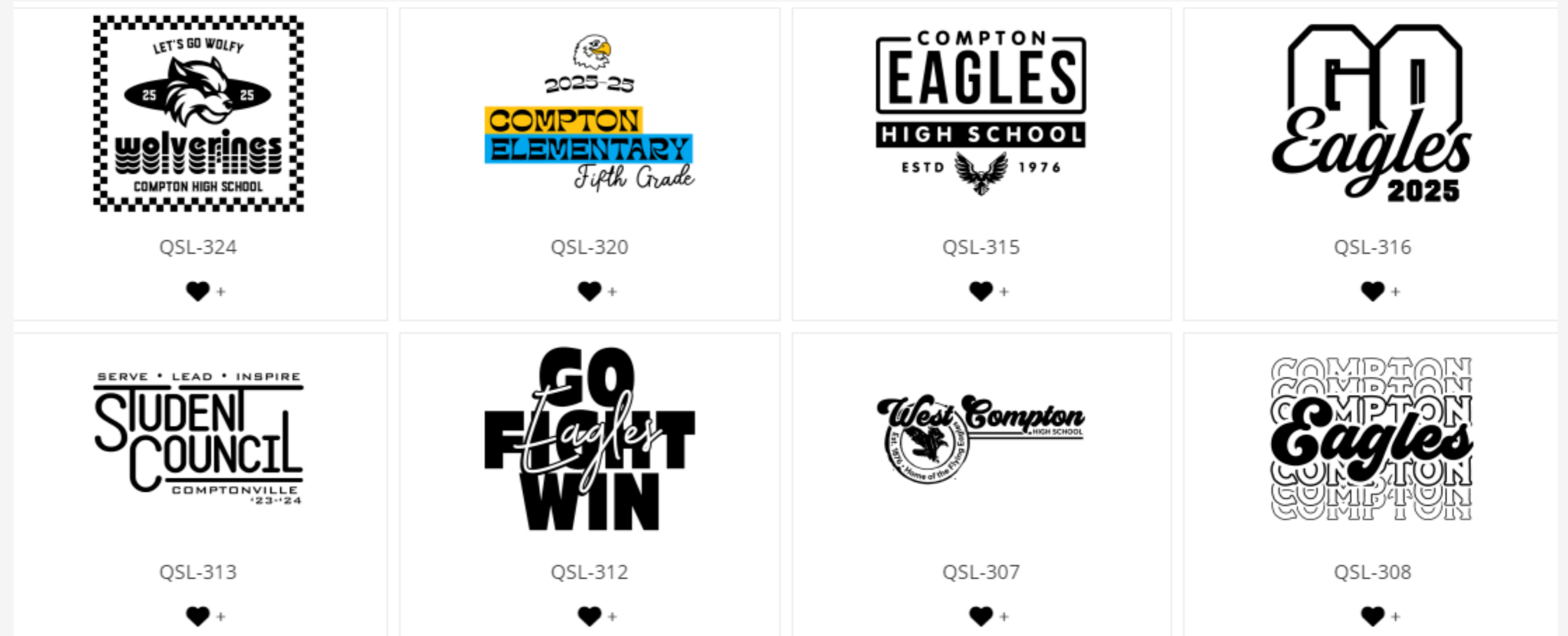




July

- Back to School
 - Class of 2025

Tip: Signature Shirts and Class Lists are two popular Class of 2025 shirts



July

- Back to School
 - School Supplies
 - Pencil Pouches
 - Backpacks
 - Cinch Sacks





July

- Fall Sports (Football, Cheer, Soccer, Volleyball, Cross Country and Golf) in OH, will vary by state
 - Put together team sets for players (t-shirt, shorts, hoodie, bag)
- Pro Tip: Use the Schools website to find out athletic director and/or coach's names to contact)
- Pro Tip 2: Replica jerseys can be a big seller and easy to print sell to parents, siblings and boyfriend/girlfriend

Fall Sports / Uniforms



Fall Sports / Uniforms





Creating Artwork

Free Online Designer at both Stahls' (Easy View LTE) and Transfer Express (Easy View)

- Use Team Builder for ordering names & numbers
- Variable Data automatically loads into every layout
- Name and Number Layouts for Easy Pre-Alignment
- Add Patterns and Colors
- Simplified & Stress Free Ordering



Fall Sports Add Ons





August

- School Clubs and Organizations
 - Contact advisor
 - Often easier way to gain school business since each club often orders their own
- Includes:
 - Music-Band/Choir
 - Science Olympiad/Robotics
 - Student Council/Government



QMU-127



QMU-125



QMU-126





August

- Fall Events
 - Marathons/Fundraising Run
 - Harvest Festivals



August

- Tailgating
 - Apparel
 - Bleacher Seats
 - Can coolers
 - Rally Towels
 - Coolers



August

- Fall Theme Shirts
- Oktoberfest
- Harvest Festivals
- Apple Picking
- Clambakes
- Pumpkin Patch
- Breweries



QEV-234



QEV-207



QFB-238





September

- Breast Cancer Awareness
 - Schools
 - Sports
 - Walks
 - Promote your ability to do small groups within the walk

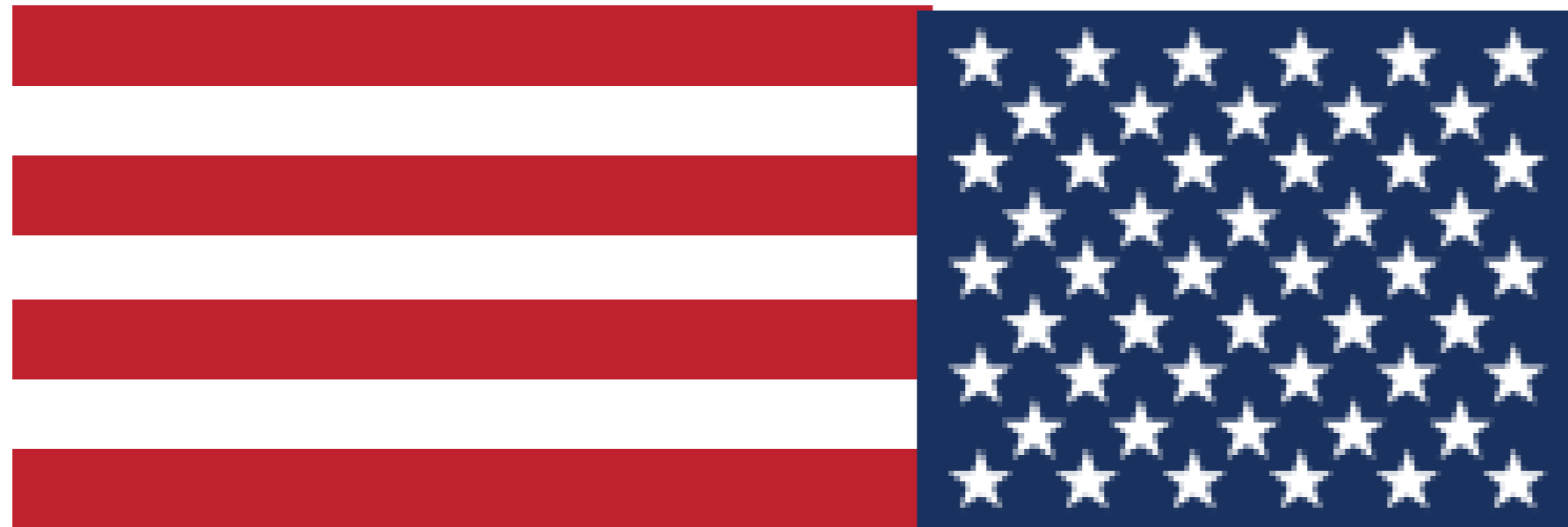
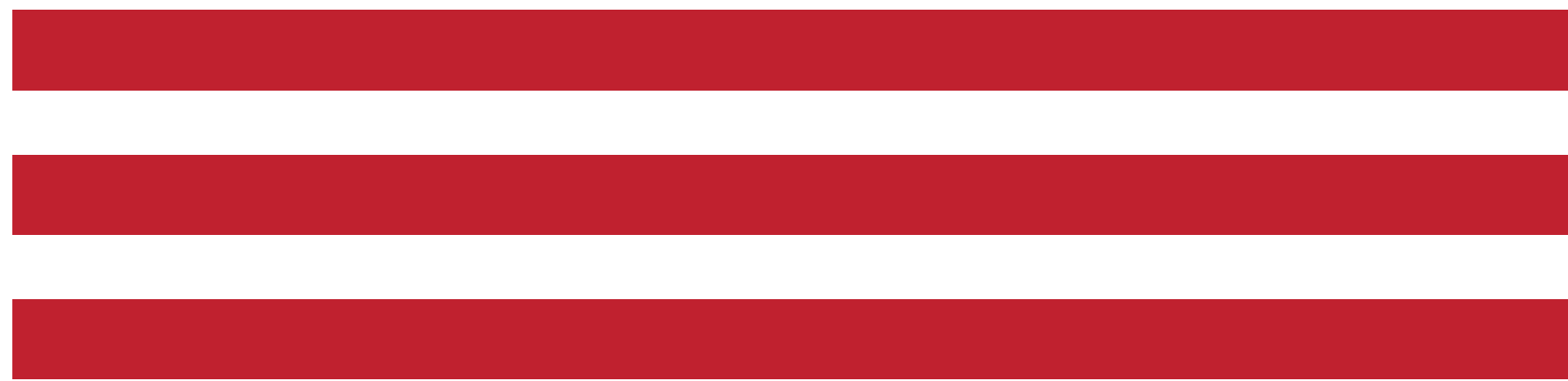
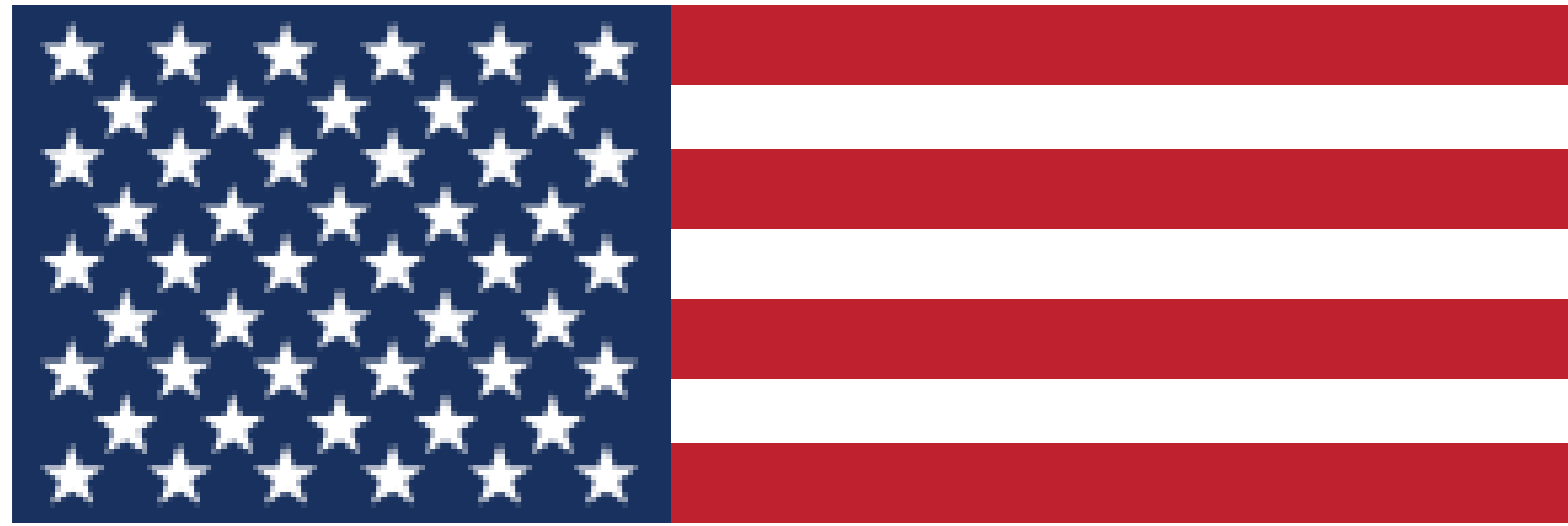


September

- Halloween
 - Events
 - Sponsored Treat bags
 - Fun Holiday Apparel

Tip: Promote Glow-in-the-Dark Apparel





October

- Veteran's Day

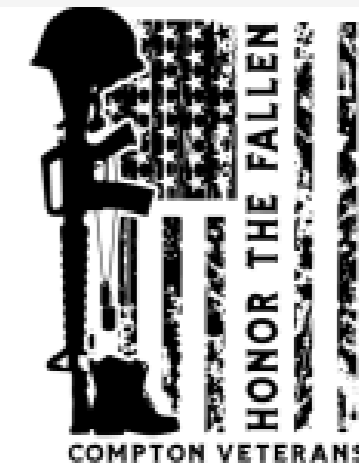
Tip: Have flags on hand to add to uniforms and other apparel on demand



QPR-49



QPR-64



QPR-42



QPR-27



QPR-28



QPR-25



October

- Thanksgiving Day
 - Fun Shirts
 - Turkey Trots
 - Parade participants



October

- Blankets
 - BP78
 - BP60
- Outerwear
 - Trades
 - Construction





November

- Winter Sports
 - Basketball
 - Hockey
 - Wrestling
 - Swimming / Diving
 - Gymnastics





Winter Holidays

- Gifts
- Decorations
- Max makes the holidays bright!









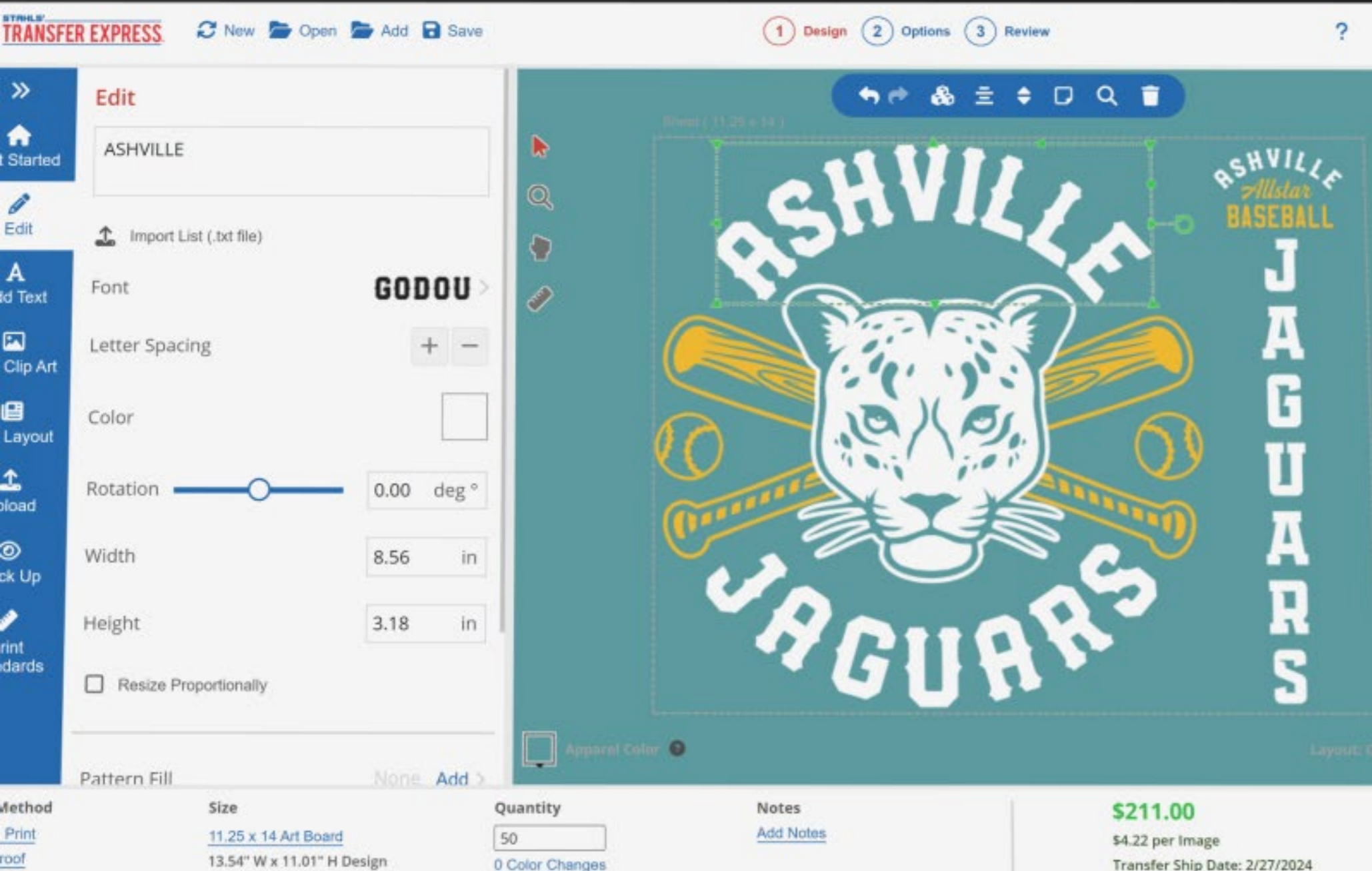
December

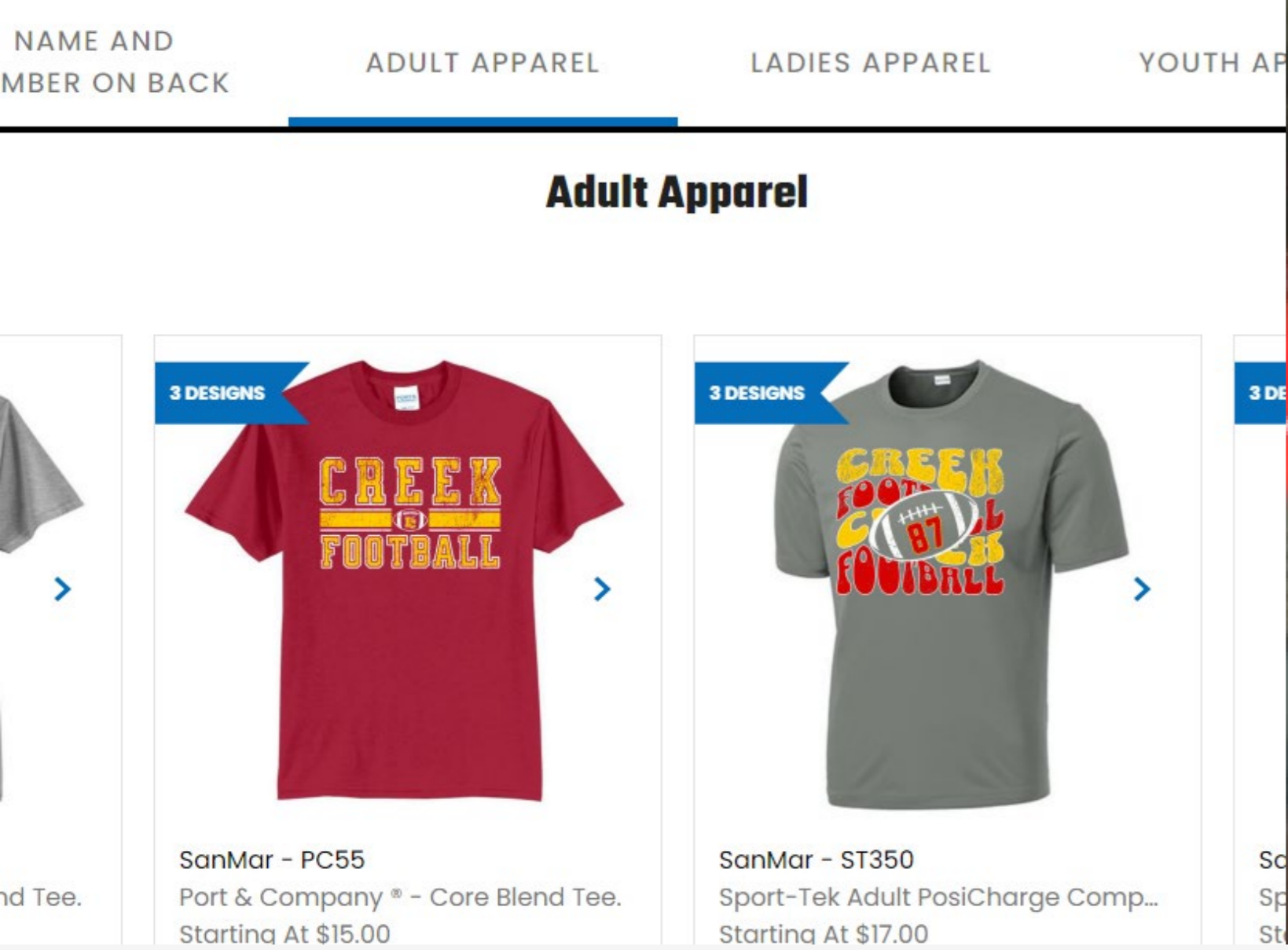
- Winter Sports Spiritwear
- New Year's
- Ice Skating/Sledding
- Skiing/Ski Trips
- MLK Day



Creating the Art

- Everything shown was created in Easy View
- Thousands of clip art and ready to customize templates
- Create mock-ups
- Show customer's instant proofs
- Build money saving gang sheets





Where to Sell

- Online Stores
- Pop Up Shops
- Retail Storefront

Webinar Marketing Kit Special

Your T-Shirt Business in A Box!

Get all of the tools you need to sell custom printed apparel. This kit is your traveling office, show room, full of t-shirt ideas, samples, and ink colors to show customers what you can print for them.

Webinar Special:
Only \$40 – Save \$15!
(Normally \$55)

\$75 Combo: Marketing + Application Kit



THANK YOU.

Any Questions?



Q&A

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