

Welcome

Transfers are Better than Screen Printing

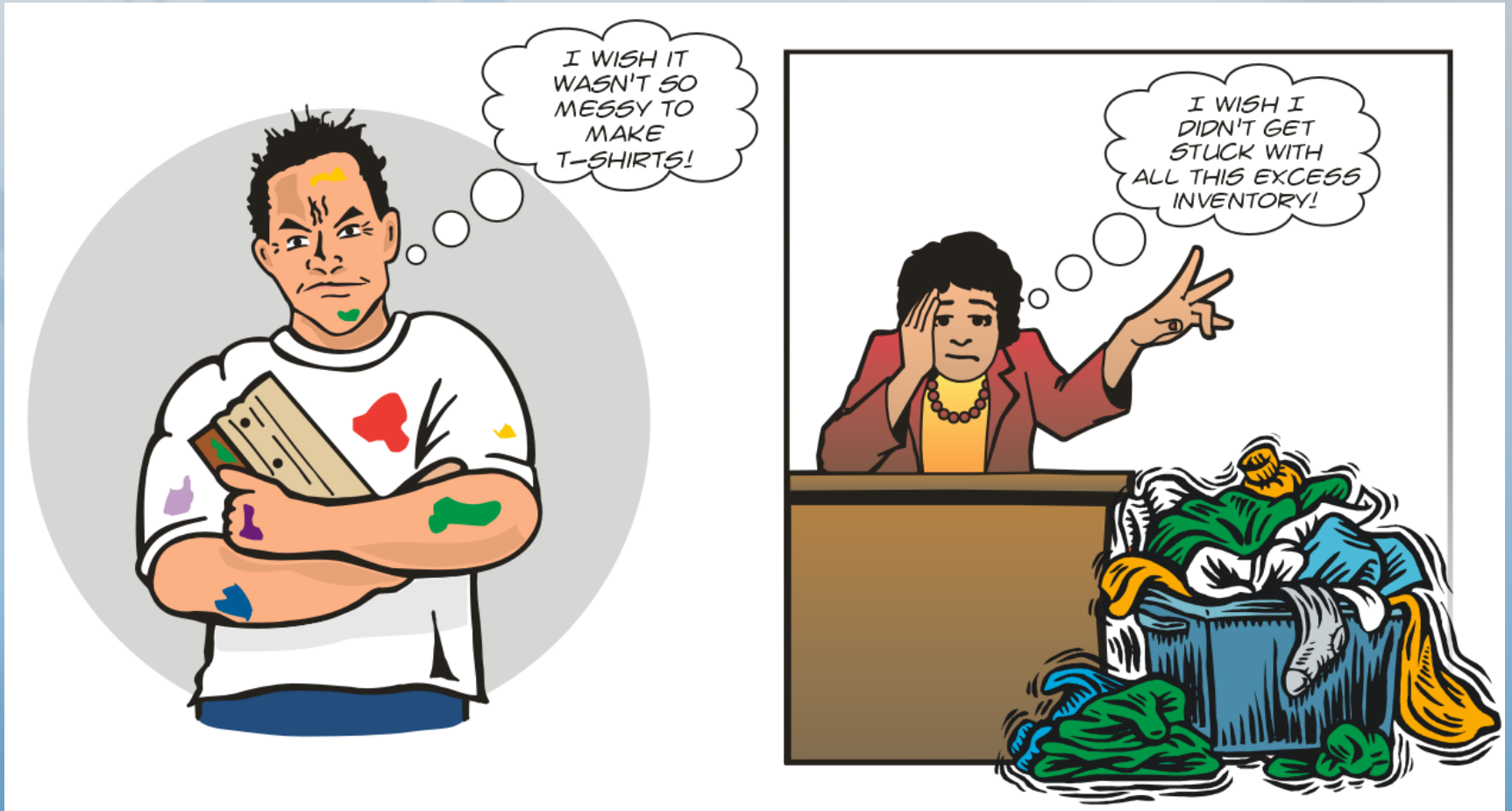


Presented by:



STAHL'S
TRANSFER EXPRESS®

Do either of these illustrations represent you?



Screen Printing is Screen Printing

Spot color image
+ Ink (Plastisol)
+ Release Paper
+ Manufacturing Process

= Screen Printed Transfer

Spot color image
+ Ink (Plastisol)
+ Garment
+ Manufacturing Process

= Screen Print

44 steps involved in making
our quality transfers

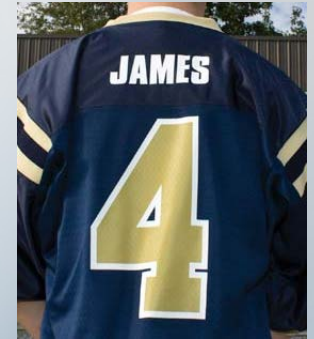
Same steps involved in direct
screen printing to the garment

Using transfers skips those 44
steps and is replaced with 5
application steps.





Why Use Transfers



1. Print on Demand – Great for Events
2. Fill-ins and Last Minute Orders are Easy
3. The Best Quality
4. Save Time and Money
5. Offer Better Customer Service



Types of Transfers

Our Dealer Service Team will help you order the best product for your job.



Screen Printed – “Spot Color”

- Goof Proof® – as the name implies- easiest to apply, only 4 seconds
- Hot Split – softer feel, longer application

We also offer,



Digital – “Full Color & Photographic”

- Photo Prints – for white garments
- CAD-PRINTZ™ - for all types of garments including nylon

Quality of Screen Printed Transfers

- Same quality as screen printing
- Durable: Will last the life of the garment
- No special washing care needed, wash in normal cycles
- No cracking, bubbling or peeling

Even Screen Printers Use Transfers

- For Names and Numbers
- For short runs, when they have larger orders taking their time
- For large orders with multiple colors that takes too much labor
- For digital transfers that a screen print cannot do

Starts with a Heat Press

The Only Investment Necessary

- Get the best machine within your budget
- The quality of your machine can make or break your business



Clam



- Requires less space
- Portable
- Budget Friendly
- Auto Open Feature (no compressor needed)
- Several sizes available

Swinger



- Platen swings to left or right
- More space needed
- Allows you to work away from the heat when positioning

Draw



- Platen slides towards you like a drawer
- Combines space saving and heat friendly

Get Samples

Tip: Be sure to follow the directions – There are many types of transfers directions vary based on type!



Start Selling

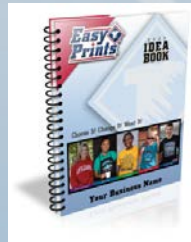
Any group of 5 or more is a potential customer

- Schools
- Churches
- Recreation Leagues
- Businesses
- Events



Idea Book™ - No Art Needed

Custom Printing with No Art – No Designer needed

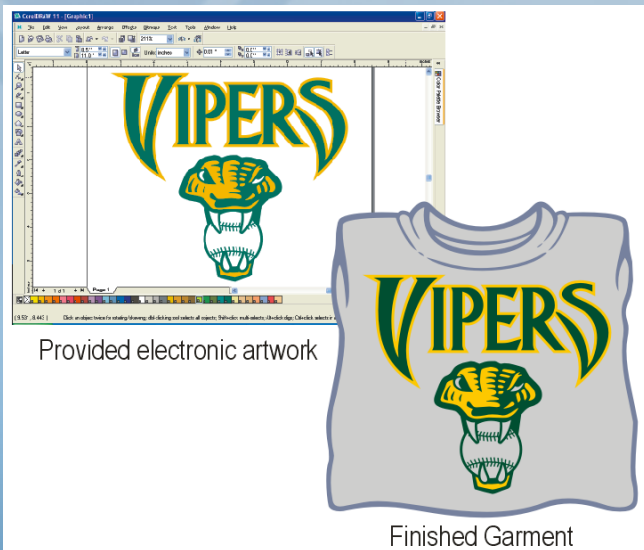
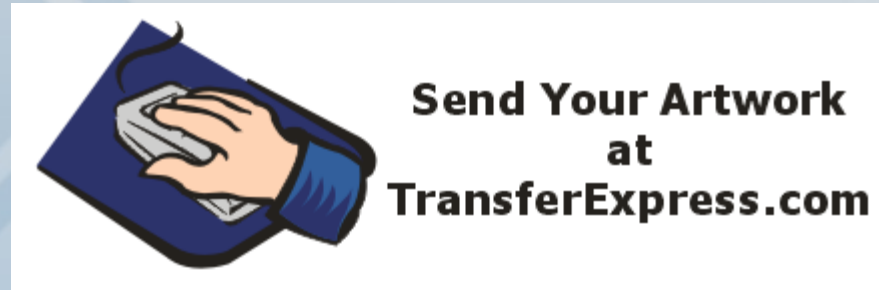


Idea Book™ includes:

- 800+ Layouts – even more online
- Thousands of Clip Art
- 100+ Typestyles



Plus – Your Provided Artwork



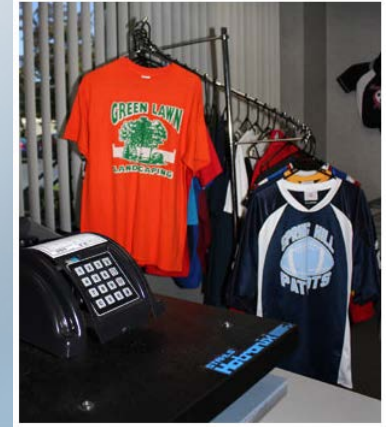
Screen printed transfers from your artwork.

Once your art is uploaded, we will call you to review it and give you a quote and/or place your order. You don't have to be a dealer to use this feature of our web site.

Tools to Help You Sell



- Marketing Kit – Only \$49
- Create In-Store Displays
- Events – Take your press with you!
- Sales Flyers & Easy View™
- EasyPrints.com



Product List

Custom Transfers
Full Color CAD-PRINTZ™
 Numbers | Letters
 Express Names™
 Heat Presses
 Buy A Kit or Catalog
 Flag Packs / Holiday

Tools

Image Resizer
 Gang Calculator
 Number Calculator
 Easy View™

- Personalized Idea Book
- 30 Display Transfers
- Number, Letter & Name Samples
- Dealer Guide
- Easy Prints® Playbook
- Color Selector
- Generic Idea Book
- Easy Prints® Poster
- Retail Price List
- \$10 off coupon



I have an order – Now What?



- We have easy account set-up
- No paperwork!
- Just call, fax or send artwork to place your first order

Phone: 1-800-622-2280 **Fax:** 1-800-833-3877 TransferExpress.com



Webinar Summary PDF

<http://www.transferexpress.com/webinarthanks>

Do you have more questions??

Contact us:

Phone: 1-800-622-2280

Email: info@transferexpress.com

Web: TransferExpress.com