



# THE BEST HEAT PRESS FOR YOUR T-SHIRT BUSINESS

[WEBINAR]



# Agenda

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- The style of heat presses - clam, swing or draw style
- Will an iron work? Do I even need a heat press?
- Platen sizes and how they can help
- Each element of a press and how different price points compare
- Threadable - what does that mean and why should I care?



# Styles of Heat Presses



## Swing Away or Swinger

Heat element swivels to the left or right just above the platen 180 degrees

## Advantages

- Heat free work space

- Easy access to work space to layout shirt and transfer

## Disadvantage

- Requires more space

- Extra step—swing then lower the platen

## Definition

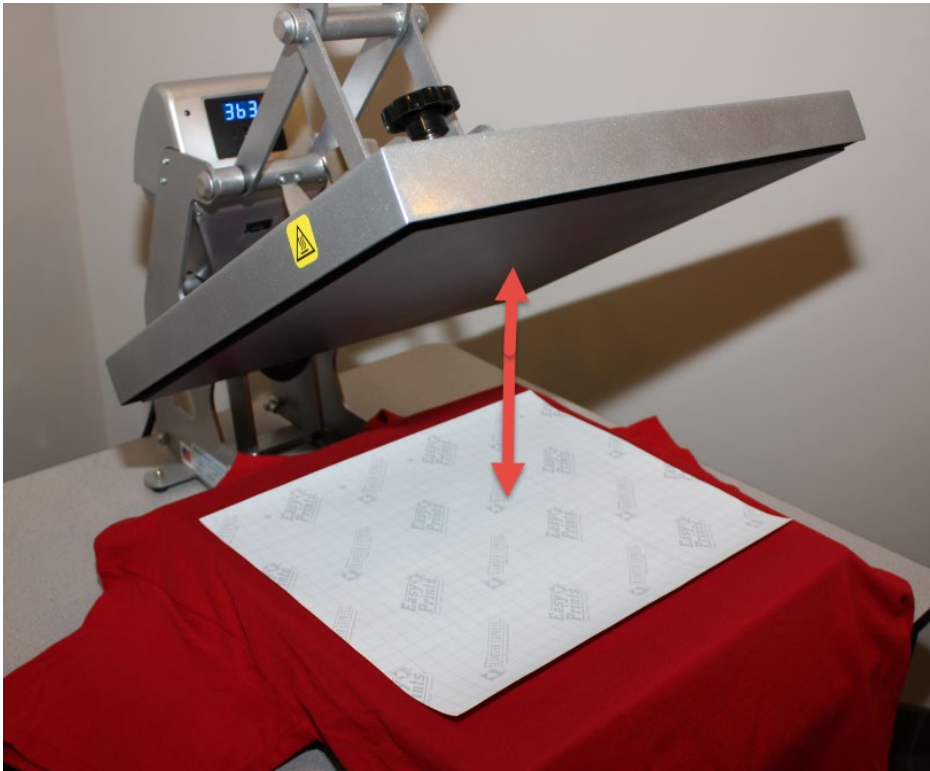
plat·en

/'platn/

The flat platform that holds the pad on the bottom of a heat press

# Styles of Heat Presses

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## Clam Shell

Heating surface moves up and down

## Advantages

Takes up less space

One step , close the press to apply

Lightweight, perfect for onsite events

## Disadvantage

Hands are close to the heat when positioning

# Heat Press Sizes

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## Most Common sizes

16 x 20

16 x 16

15 x 15

9 x 9

6 x 6



## What will you use it for?

Left chest standard 4.5 x 4.5

Adult front standard 11 x 11

Max



# Heat Press Sizes

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What will you use it for?

Shirt tags

Left chest standard 4.5 x 4.5

Adult front standard 11 x 11

Max screen printed paper size 11.25 x 14

Max AquaTru® size 12 x 19

Shoulder prints 20" wide



# Heat Press Sizes

## Add Versatility with Interchangeable Platens

Top platen must be the same size or larger

Add versatility to print shoes, bags, can coolers, youth, etc.

Change in just seconds

1. 11" x 15" MVP



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2. 7" Bagger for duffle bags



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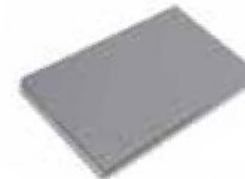
3. 6" x 10" Shortstop for sleeves, legs, youth garments



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4. 8" x 10" Tote Master



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5. Shoe Platen



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# Cap Press

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Curved platens to fit cap





# Will An Iron Work?

Heat pressing involves three variables:



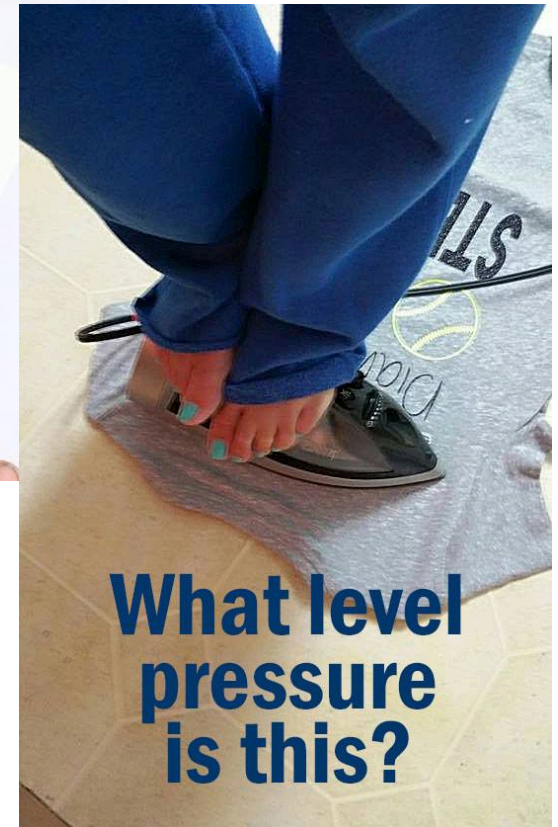
Time



Temperature



Pressure



# Comparison Checklist - Warranty

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Hotronix® Heat Presses:

- 5 years on the framework
- 2 years on the circuit board
- 1-year parts and labor
- Free lifetime Technical support



Or...

“I don't think that any kind of warranty info was included with the machine”

# Comparison Checklist - Help

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If help is needed:

Who is selling? (Amazon vs Manufacturer)

Who do you call? Is there a phone number, website?

What hours are they reachable?

Can parts be ordered, or if something goes wrong, do you need an entire press?



*I am a small business owner, who works out of my home. I have used your customer support team several times in the past 6 years. Problems have ranged from a simple question regarding the machine to the tech walking me through, step by step, replacing the entire circuit board. I was having an issue with my Hotronix STX 16, the platen kept coming loose from the adjustment spindle. I researched things online and called Tom this morning to order either a new adjustment spindle, the heat platen cover, or possibly replacing the machine if it couldn't be fixed. After a five minute conversation, me explaining the problem, (which I am sure was confusing enough not knowing exactly what I was talking about), Tom explained to me exactly what was happening and why, told me what tools I needed and how to fix it. It took me less than 10 minutes to fix.*

*Shawna Campbell, Owner Gotcha Covered Custom Apparel*

# Comparison Checklist - Even Pressure

Make sure there are no gaps on the upper platen that will cause uneven pressure





# Comparison Checklist - Even Pressure

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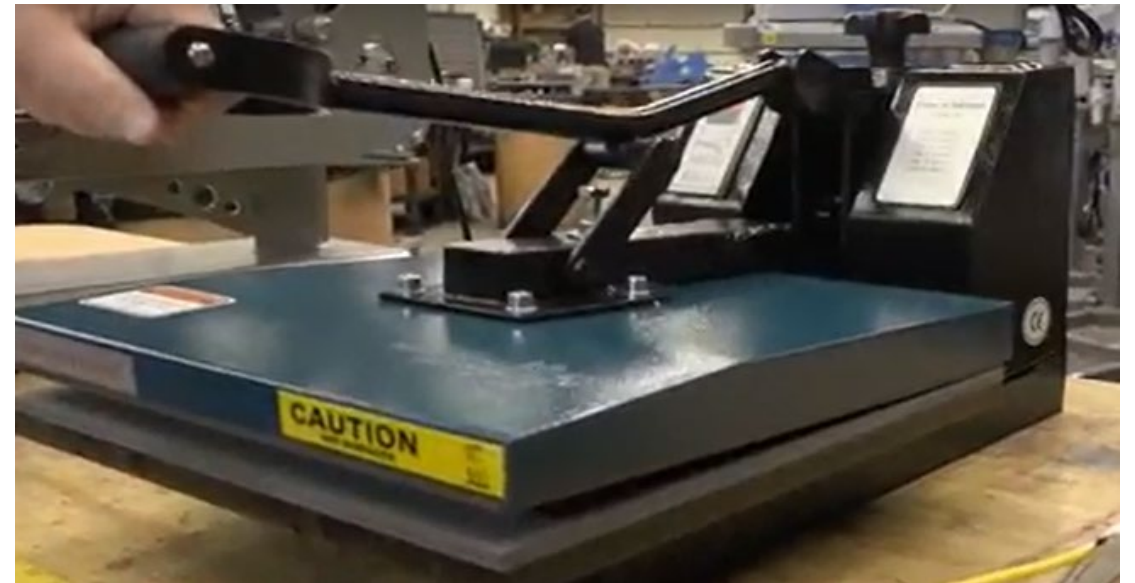
How does the press close?

Where is the pressure coming from?



- Makes contact evenly
- Pressure comes from top center of platen

- Pinching
- Pressure comes from rear





# Comparison Checklist - Temperature Accuracy

- Check for consistent temperatures from various points on the platen (example: center and all four corners)
- What is the actual temperature vs. what the press is reading?



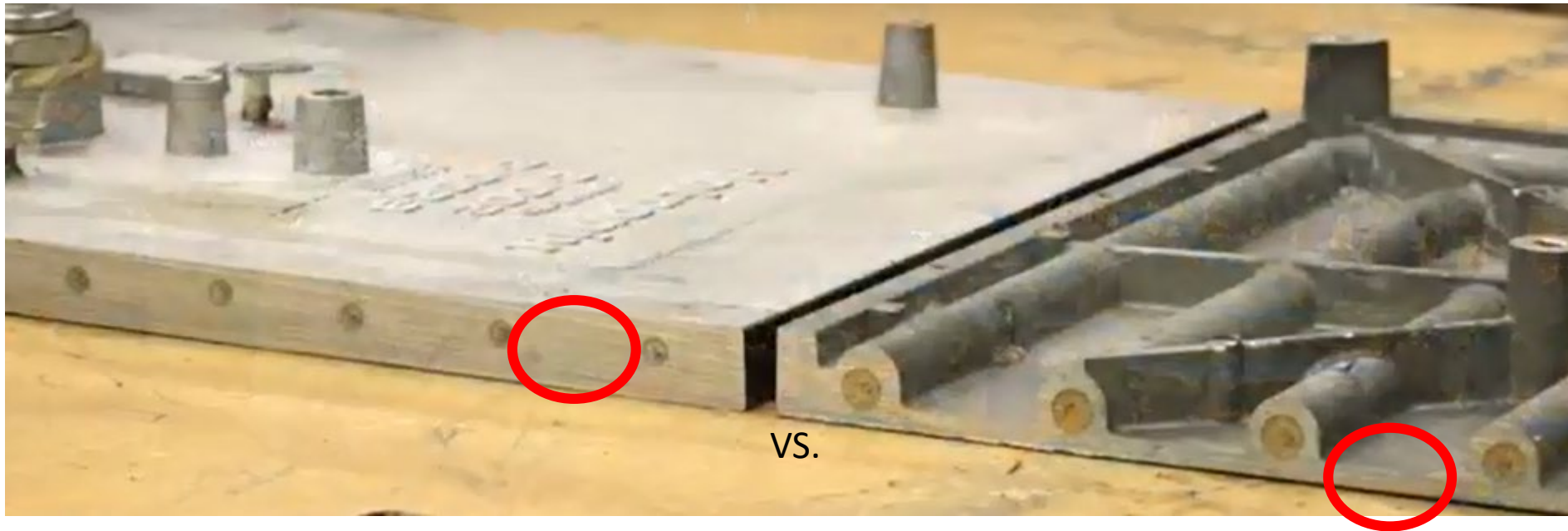
Hotronix® Heat Press  
Heat element accuracy  
of within 3 to 5 degrees  
of set temperature



# Comparison Checklist - Retain Heat

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- Platen thickness



# Comparison Checklist - Heat Coils

- Heat coil shape – how far apart is the element?  
Larger gaps create cold spots



S Coil vs X Coil





# Comparison Checklist - Heat Element

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- How is the temperature measured?
- Is it accurate?



# Comparison Checklist - Threadability



- Allows for a single layer of the shirt to be pressed, to avoid seams, and other obstructions
- Increases productivity for easy front and back decoration



## **Threadability™**

**Allows you to load your garment onto the press and decorate the front, back or side without removing it from the platen**



# Hotronix Heat Press Comparison

Hotronix® Heat Presses								
NAME	MAXX® CAP	MAXX® CLAM	AUTO CAP	6X6 CLAM	AUTO OPEN CLAM	FUSION IQ®	AIR FUSION IQ®	DUAL AIR FUSION IQ®
USE	Economical, easy to use option for decorating all sizes/styles caps with interchangeable cap platens available for pressing on different hat styles. Designed to be lightweight and portable, for mobile heat printing.	High-quality, portable press on a budget provides a maximum value for start-up or home based businesses. A great option as an extra press. With simple use and sturdy construction, this is the most reliable choice for the price.	Add on sales and decorate caps of all sizes/styles its auto-open feature allows you to multi-task without risking over application. Interchangeable cap platens are available for heat pressing on different hat styles.	Multi task heat printing labels, left-chest, logos, sleeves, and other small areas. With the ability to open automatically offers protection from over-application and scorching. Perfect for on-site garment customization.	Space-saving heat press with the ability to open automatically offers protection from over-application and scorching. Just set the timer, press the lever down, and as soon as the timer is up, the press will release.	The smartest heat press in the industry operates as a draw press and a swing press. It has a touch screen and the ability to collect data – tracking for productivity, application errors, to help you make business decisions.	The best heat press using an air compressor, increases efficiency and reduces operator fatigue. When the timer goes off, its hands-free auto-swing moves the heat off the garment, creating a heat-free work space. <b>*AIR COMPRESSOR NOT INCLUDED</b>	Doubles efficiency with two heat printing stations. This means you can press one garment at one station while you thread and layout your design on another. It's perfect for high-volume operations. <b>*AIR COMPRESSOR NOT INCLUDED</b>
OPEN	Clam Open	Clam Open	Auto Open Clam	Auto Open Clam	Auto Open Clam	Patented Open Draw/Swing	Auto Open Swing	Auto Open Swing
VOLT	110v or 220v	110v or 220v	110v or 220v	110v or 220v	110v or 220v	110v or 220v	110v or 220v	220v
PRESSURE	Manual Adjusts	Manual Adjusts	Manual Adjusts	Manual Adjusts	Manual Adjusts	Manual Adjusts	Touchscreen Auto-Adjusts	Touchscreen Auto-Adjusts
DISPLAY	Digital Time & Temperature	Digital Time & Temperature	Digital Time, Temperature & Pressure	Digital Time, Temperature & Pressure	Digital Time, Temperature & Pressure	Touchscreen with Live Digital Time, Temperature & Pressure	Touchscreen with Live Digital Time, Temperature & Pressure	Touchscreen with Live Digital Time, Temperature & Pressure
CADDIE	X	Caddie	X	X	Caddie	Caddie	Caddie	Caddie
PRINT VOLUME	Low/Start-Up Business	Low/Start-Up Business	Medium/Small Business	Medium/Small Business	Medium/Small Business	High/Large Business	High/Large Business	High/Mass Business
PALTENS	Platens	Platens	Platens	X	Platens	Platens	Platens	Platens
PLATEN SIZE	3.5 X 6 = \$750.00	*16X20 = \$1,250.00 15X15 = \$1,000.00 11X15 = \$750.00 <i>*Info shown in chart</i>	3.5 X 6 = \$900.00	6 X 6 = \$900.00	*16X20 = \$1,675.00 15X15 = \$1,400.00 11X15 = \$1,000.00 <i>*Info shown in chart</i>	16X20 = \$2,250.00	Stand 16X20 = \$4,400.00 Table Top 16X20 = \$4,000.00	16X20 (2) = \$7,300.00

# Next Webinar

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Marketing Your T-Shirt Business  
Thursday, August 8  
2:00 pm ET

# 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)
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