



SCREEN PRINTED VS DIGITAL TRANSFERS

[WEBINAR]



Agenda



- What is a screen printed and digital transfer
- What type of fabrics each applies to
- When to choose one over the other
- How to use tools making your choice easier

What Is A Screen Printed Transfer



A heat applied transfer created by pushing plastisol ink through a screen onto a release paper

What Is A Digital Transfer



A heat transfer art printed with a digital printer using toner onto a thin vinyl, then cut and weeded for you

When to Use: Screen Printed Transfer



Applying to cotton
polyester or polyester/cotton blends

When to Use: Screen Printed Transfer



You will be using 1-3 spot colors

What is spot color? Specific individual colors are placed in certain areas. There is no blending of colors to make another

When to Use: Screen Printed Transfer



You need 5 or more of the same print

When to Use: Screen Printed Transfer

You can optimize Gang Sheets

The screenshot shows the Transfer Express design tool interface. On the left, there are navigation buttons for 'ADD TEXT', 'ADD CLIP ART', and 'ADD LAYOUT'. Below these are 'Edit All' and 'Special Effects' options. The main workspace displays a 'Standard Sheet Size (11.25 x 14)' with a blue background. The design includes the text 'RUNNING Through LIFE', 'W-I-N-N-I-N-G', 'Lake Gyra 5K', 'Train to gain STRENGTH Practice to achieve SPEED Run to show SKILL', and 'We are runners! Lake Gyra 5K'. There are also decorative elements like footprints and a '5K' logo. On the right, an 'Order Summary' panel shows settings for 'Screen Print', 'Goof Proof', and 'Fabric'. It also displays 'Order Price' as 'N/A per Image' and 'Total Price: N/A'. At the bottom, there are buttons for 'Order Notes', 'Preview & Share', and 'Review Order and Add To Cart'.



Front



Back



When to Use: Digital Transfer



Using blended CMYK colors

When to Use: Digital Transfer

Using a photograph as art



When to Use: Digital Transfer



Applying to Nylon, Lycra or Spandex

When to Use: Digital Transfer

You need less than 5 prints



Both Apply With A Heat Press



Helpful Tool: Transfer Selector

Transfer Selector Tool



Are you ready to find out which heat transfer will work best for your current project?

Let's go!

start

press ENTER

Transfer Selector Tool

1 → What fabric will your transfer being going on? *

Four fabric options are displayed in a grid:

- A** Cotton: A blue t-shirt.
- B** Polyester: A red t-shirt with white accents on the sleeves.
- C** Nylon: A black hooded jacket.
- D** Cotton/Poly Blend: A red t-shirt.

A fifth option, a blue jacket, is partially visible below the first row.

0% completed



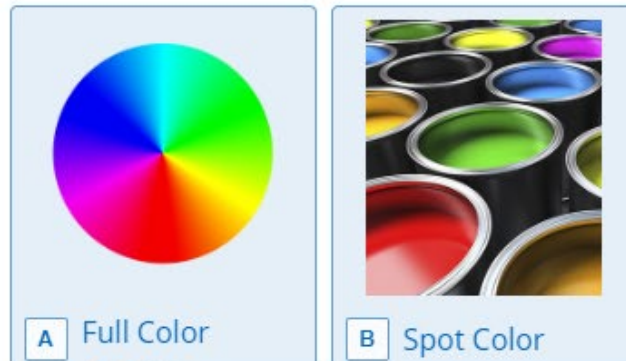
Chose cotton

Transfer Selector Tool

2 → How would you like your artwork printed?

Full Color printing uses a combination of cyan, magenta, yellow and black to create a full color spectrum.

With spot color, you pick a specific, individual color (or multiple individual colors).



50% completed



Chose spot color

Transfer Selector Tool

3 → Do you need a specialty ink or standard ink?



A I need it puffy, glowy, glittery or pearly



B Regular, standard ink is just what I need

67% completed



Chose Regular Ink

Transfer Selector Tool



It looks like **GOOF PROOF® SCREEN PRINTED TRANSFERS** are the right choice for your project.

[Take Me to Easy View!](#)

press ENTER

powered by [Typeform](#)

Helpful Tool: Comparison Chart

Heat Transfer Comparison Chart

- Helps to quickly compare which transfer type will work for your job
- <https://transferexpress.com/help/documentchart-library/heat-transfer-type-comparison-chart>

CUSTOM HEAT APPLIED TRANSFERS THE EASIEST & QUICKEST WAY TO DECORATE T-SHIRTS					
HEAT TRANSFER TYPE & DESCRIPTION	FABRICS & USE	INK COLORS	HEAT TRANSFER TYPE & DESCRIPTION	FABRICS & USE	INK COLORS
GOOF PROOF® Screen Print Transfer Heat settable - The fastest and easiest screen printed transfer applies in just 4 seconds.	Heat application on athletic apparel • Cotton • Polyester • Cotton/poly blends	63 STOCK COLORS	PUFF Screen Print Transfer Gives the design a unique 3-D raised look and feel.	Cheer, spirit, and fashion wear • Cotton • Polyester • Cotton/poly blends	2 STOCK COLORS
POLYTRANS Screen Print Transfer The same ink formula as Goof Proof® but applies at a lower temperature.	Heat sensitive fabrics, like rayon and acrylic • Cotton • Polyester • Cotton/poly blends	63 STOCK COLORS	EXPRESS NAMES Screen Print Transfer Personalize garments with pre-spaced individual names. 4 fonts to choose from.	Heat application on athletic apparel • Cotton • Polyester • Cotton/poly blends	22 STOCK COLORS
HOT SPLIT Screen Print Transfer Ink melts into fabric giving the softest feel of our product line.	This material, such as for heat-1 shirts • Cotton • Polyester • Cotton/poly blends	63 STOCK COLORS	EXPRESS NUMBERS Screen Print Transfer Add these to team uniforms, offered in 3 transfer types and 9 different fonts.	Heat application on athletic apparel • Cotton • Polyester • Cotton/poly blends	52 STOCK COLORS
ELASTI PRINTS® Screen Print Transfer Designed to apply at low heat for use on performance fabrics.	Heat sensitive, stretchable polyester fabrics • Cotton • Polyester • Cotton/poly blends	63 STOCK COLORS	STRETCH LITHO™ Screen Print Transfer Full color digitally printed graphics with a soft feel, clean edges, and a thin clear outline.	Heat sensitive, stretchable polyester fabrics • Cotton • Polyester • Cotton/poly blends	CMYK COLOR PALETTE
AQUATRU™ Screen Print Transfer Water-based, screen print transfer that has superior stretch and rebound, with a low temperature application.	Decorate performance wear and sublimated garments • Spandex • Lycra • Woven nylon • Cotton • Polyester • Cotton/poly blends	63 STOCK COLORS	EXPRESS PRINT Screen Print Transfer The most economical full color digital transfer that is lightweight, soft, with a matte finish.	Heat application on athletic apparel • Cotton • Polyester • Cotton/poly blends	CMYK COLOR PALETTE
GLITTER Screen Print Transfer The latest trend in screen printing. Add sparkle to your design.	Cheer, spirit, and fashion wear • Cotton • Polyester • Cotton/poly blends	10 STOCK COLORS	EXPRESS-MATTE™ 250 Screen Print Transfer The hottest full color transfer that applies at a low temperature without scorching.	Heat application on athletic apparel • Cotton • Polyester • Cotton/poly blends	CMYK COLOR PALETTE
PEARL PRINTS™ Screen Print Transfer Add a soft and shiny luster to designs with a metallic sheen.	Sport wear, dance, cheer, and holidays • Cotton • Polyester • Cotton/poly blends	6 STOCK COLORS	SOFT OPAQUE Screen Print Transfer The most versatile full color transfer with great stretch and rebound.	Heat sensitive fabrics, like rayon and acrylic • Spandex / Lycra • Woven nylon • Cotton • Polyester • Cotton/poly blends	CMYK COLOR PALETTE
GLOW-IN-THE-DARK Screen Print Transfer Turn the lights out and illuminate the room with the glow of these custom screen print transfers.	Halloween, birthday parties, and banquets • Cotton • Polyester • Cotton/poly blends	1 STOCK COLORS	SUB BLOCK Screen Print Transfer Designed for blocking dye migration and applies to any color sublimated polyester materials.	Decorate performance wear and sublimated garments • Spandex / Lycra • Nylon • Cotton • Polyester • Cotton/poly blends	CMYK COLOR PALETTE

Next Webinar

What Will Work on This?

A Discussion on Fabric Types
Thursday, May 9 - 2:00 pm ET



Thank You For Attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

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