



STAHL'S

TRANSFER EXPRESS[®]

The Custom Transfer People

Heat Transfer Placement and Position



4 Correctable Mishaps

1. Putting a full size print too low or a “belly print”



Incorrect



CORRECT

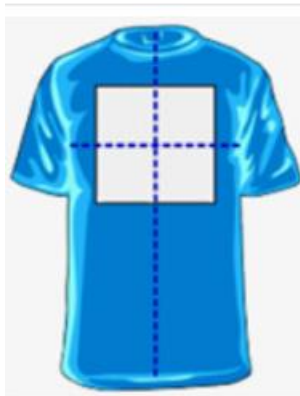
QBA-277



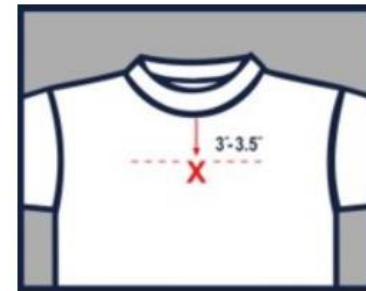
4 Correctable Mishaps

Two Techniques for Full Front Placement

Note: Techniques work best for a square design, slight adjustments will need to be made if rectangular



From tag find vertical center, intersect with the imaginary line from the bottom of arm seam to arm seam and center



Measure or use three fingers from neck seam



4 Correctable Mishaps

2. Going too far left



Incorrect



CORRECT

QWN-41

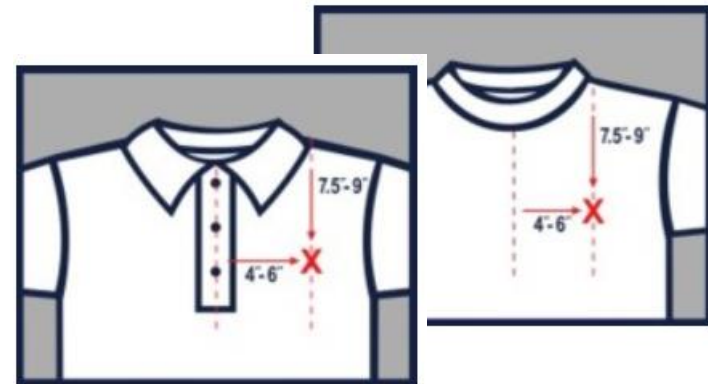


4 Correctable Mishaps

Two techniques for a left chest Print



Center on the intersection of the imaginary line between bottom arm seams and a line drawn down from the edge of the collar



Measure 7.5-9" from shoulder seam and 4-6" from center or button center



4 Correctable Mishaps

3. The Tucked-In Number



Incorrect



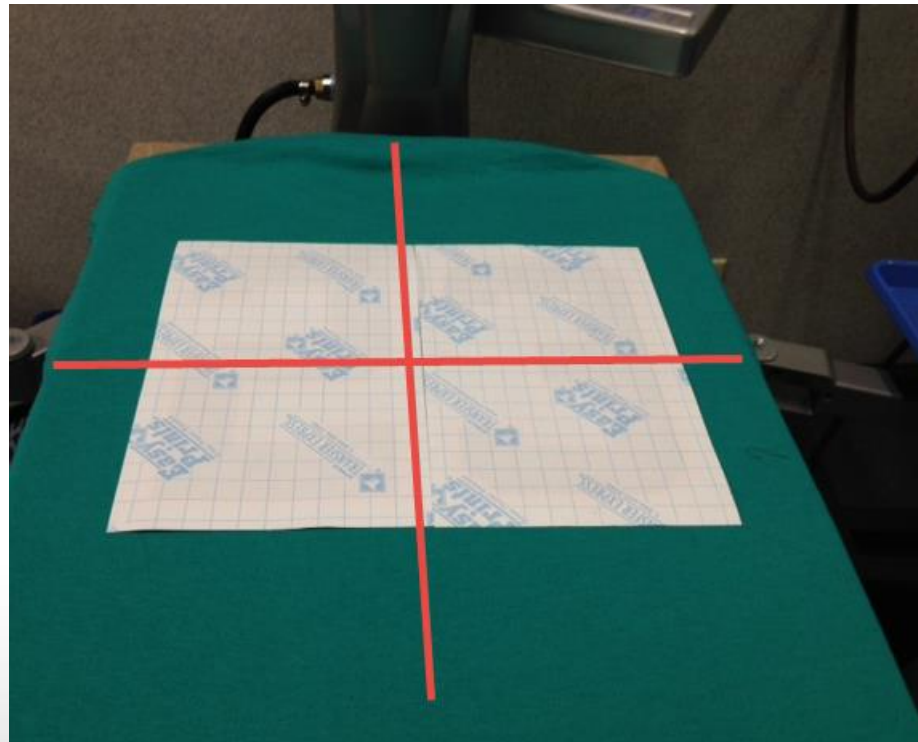
CORRECT

Champ 8"



4 Correctable Mishaps

Use same technique as the front looking at two digits or two digits and name as a single image





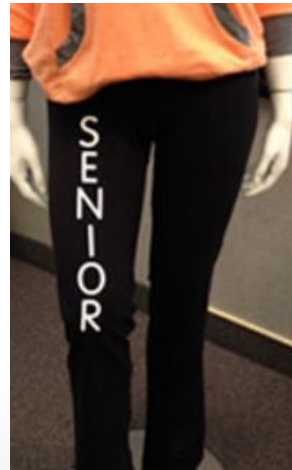
4 Correctable Mishaps

4. The Crooked Shorts Print





Unique Transfer Placement





Placements to Increase Sales

T-shirts





Placements to Increase Sales

Sweatpants





Placements to Increase Sales

Hoodies





Placements to Increase Sales

Hoodies





Placements to Increase Sales

Hoodies





Placements to Increase Sales

Hoodies





Placements to Increase Sales

Caps

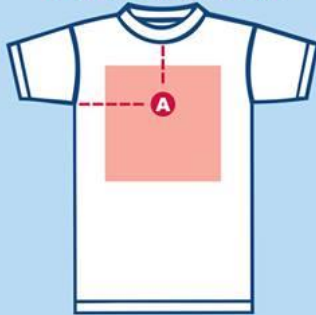




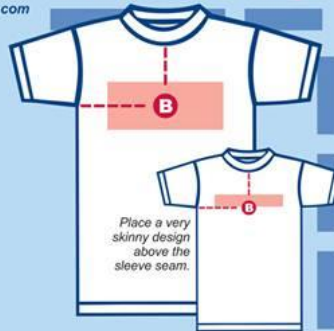
CUSTOM TRANSFER PLACEMENT TIPS

Tip: These are guideline placements. All placements depend on the size of each design. Adjust as needed. To watch application videos, visit www.TransferExpress.com

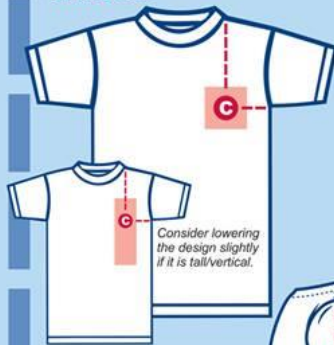
A. Full Front: Square Design



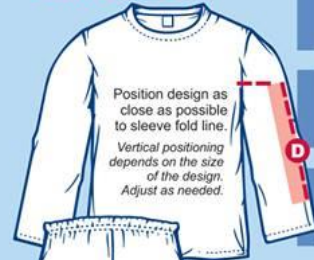
B. Full Front: Horizontal Design



C. Left Chest



D. Long-Sleeve Shirt



E. Short-Sleeve Shirt

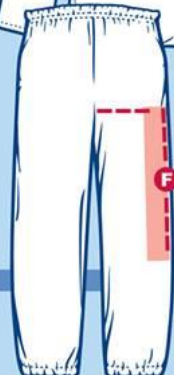
To avoid seams, use a Print Perfect Pad when pressing.



F. Pant Leg

Position design as close as possible to pant leg fold line.

Although not perfectly centered, design will look properly positioned when pants are worn.



Infographic on Placement will be sent to those attending



Conclusion

Go to www.TransferExpress.com/Webinars for a copy of today's webinar slides.

Do you have more questions??

- Email us – info@transferexpress.com
- Read our Blog
- Watch our videos and previous webinars
- Trade Shows
- Social Media

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Web: TransferExpress.com

Our Blog: <http://blog.transferexpress.com/>





Thank You for Attending

Next Transfer Express Webinar

- Photography for Your T-Shirt Business
- Thursday, April 14
- 2:00 PM

What topics would you like to see covered in a Transfer Express webinar?

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