

# HOW MUCH WILL MY TRANSFERS COST?

---

**S** STAHL'S  
**TRANSFER EXPRESS**



# AGENDA

---

Where to Find Pricing

Easy Prints vs Vector vs Non-Vector

Choosing the right transfer

Cost Saving Tips

Avoiding Art Charges



# WHERE TO FIND THE PRICE (INSTANT QUOTES)

---

Pricing is based on:

- Quantity needed
- Size
- Number of colors
- Fabric to be used\*

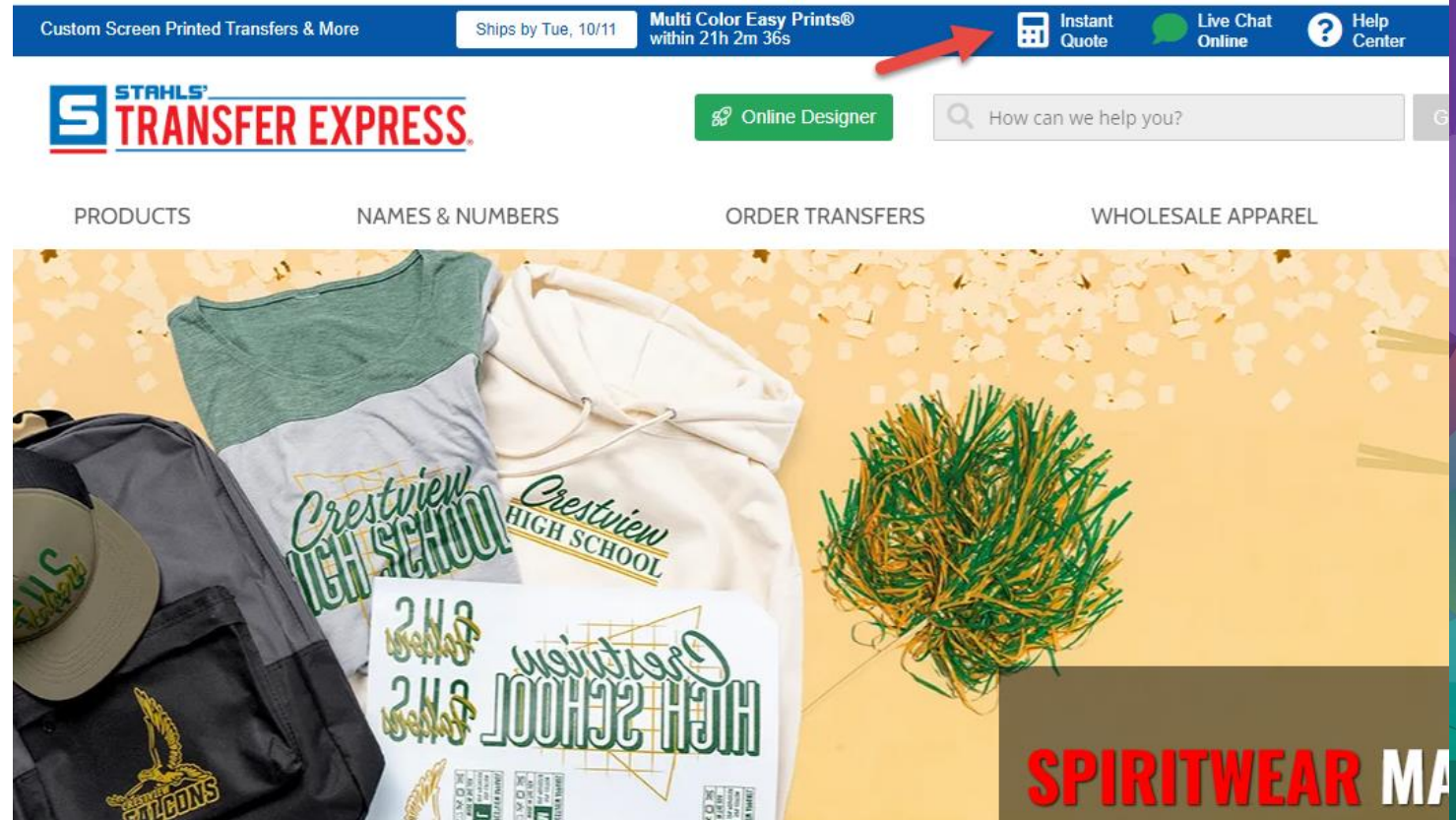


\*Affects which transfer type



# WHERE TO FIND THE PRICE (INSTANT QUOTES)

Instant Quote Button at the top Of [www.TransferExpress.com](http://www.TransferExpress.com)



# WHERE TO FIND THE PRICE (INSTANT QUOTES)

## Pricing Calculators

Use the calculators to help with pricing and setting up your transfer sheets.

Screen Print

Full Color

Gang Sheet

Image Resizer

Team Numbers

League Numbers

### Screen Print Price Calculator

Transfer Type:

Goof Proof ▾

Sheet Size:

Sheet (11.25x14) ▾

Number of Sheets:

50 ⇅

Number of Colors:

1 ⇅

Art Source:

Easy Prints ▾ ⓘ

✓ Calculate

### Sheet Pricing Info

Unit Price: \$2.32  
Quantity: 50

**TOTAL: \$116.00**

Order By: 10/7/2022 11:00 AM  
Ships On: Monday, October 10, 2022

Save \$0.18 per sheet by ordering 10 more.  
Next Qty Break: **60**  
Next Qty Break (unit price): **\$2.14**

# WHERE TO FIND THE PRICE (INSTANT QUOTES)

Price Guide

Online  
Or  
Printed Version

[www.transferexpress.com/marketing-tools/free-samples](http://www.transferexpress.com/marketing-tools/free-samples)

## SCREEN PRINTED TRANSFERS

• Goof Proof® • Hot Split Retro • Elasti Prints® • Glitter • Puff • Glow-In-The-Dark • Pearl Prints™ • Foil Adhesive

### Standard Gang Sheets 11.25" x 14"

Easy Prints® (Our Layouts and Clip Art) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$9.64	\$5.21	\$3.87	\$3.27	\$2.86	\$2.32	\$2.14	\$1.95	\$1.82	\$1.67	\$1.38	\$1.31	\$1.25
2 Color	\$17.66	\$9.44	\$7.04	\$5.99	\$5.01	\$4.10	\$3.76	\$3.42	\$3.19	\$2.96	\$2.58	\$2.45	\$2.28
3 Color	\$25.63	\$13.69	\$10.24	\$8.68	\$7.20	\$5.85	\$5.34	\$4.85	\$4.55	\$4.25	\$3.82	\$3.59	\$3.36
4 Color	\$33.54	\$17.94	\$13.43	\$11.36	\$9.37	\$7.60	\$6.94	\$6.29	\$5.91	\$5.54	\$5.04	\$4.73	\$4.43

Vector (Your Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$10.90	\$5.89	\$4.38	\$3.70	\$3.22	\$2.63	\$2.43	\$2.22	\$2.06	\$1.89	\$1.55	\$1.49	\$1.41
2 Color	\$19.98	\$10.68	\$7.96	\$6.77	\$5.67	\$4.63	\$4.25	\$3.87	\$3.61	\$3.35	\$2.92	\$2.76	\$2.57
3 Color	\$29.00	\$15.50	\$11.58	\$9.82	\$8.15	\$6.62	\$6.05	\$5.48	\$5.15	\$4.81	\$4.33	\$4.06	\$3.80
4 Color	\$37.95	\$20.31	\$15.19	\$12.85	\$10.59	\$8.60	\$7.85	\$7.11	\$6.69	\$6.28	\$5.70	\$5.36	\$5.01

Non-Vector (Your Non-Vector Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$15.28	\$8.07	\$5.84	\$4.79	\$4.10	\$3.29	\$2.95	\$2.66	\$2.40	\$2.18	\$1.77	\$1.67	\$1.55
2 Color	\$26.99	\$14.18	\$10.29	\$8.53	\$7.13	\$5.72	\$5.12	\$4.60	\$4.20	\$3.83	\$3.29	\$3.06	\$2.81
3 Color	\$39.50	\$20.75	\$15.08	\$12.44	\$10.33	\$8.25	\$7.36	\$6.57	\$6.02	\$5.53	\$4.87	\$4.50	\$4.17
4 Color	\$51.07	\$26.87	\$19.57	\$16.14	\$13.22	\$10.57	\$9.43	\$8.42	\$7.74	\$7.15	\$6.36	\$5.88	\$5.45

### Jumbo Gang Sheets 12.5" x 17.5" (For Goof Proof®, Hot Split Retro, Elasti Prints®)

Easy Prints® (Our Layouts and Clip Art) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$10.60	\$5.73	\$4.26	\$3.60	\$3.15	\$2.55	\$2.35	\$2.15	\$2.00	\$1.84	\$1.52	\$1.44	\$1.38
2 Color	\$19.43	\$10.38	\$7.74	\$6.59	\$5.51	\$4.51	\$4.14	\$3.76	\$3.51	\$3.26	\$2.84	\$2.70	\$2.51
3 Color	\$28.19	\$15.06	\$11.26	\$9.55	\$7.92	\$6.44	\$5.87	\$5.34	\$5.01	\$4.68	\$4.20	\$3.95	\$3.70
4 Color	\$36.89	\$19.73	\$14.77	\$12.50	\$10.31	\$8.36	\$7.63	\$6.92	\$6.50	\$6.09	\$5.54	\$5.20	\$4.87

Vector (Your Artwork) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$11.99	\$6.48	\$4.82	\$4.07	\$3.54	\$2.89	\$2.67	\$2.44	\$2.27	\$2.08	\$1.71	\$1.64	\$1.55
2 Color	\$21.98	\$11.75	\$8.76	\$7.45	\$6.24	\$5.09	\$4.68	\$4.26	\$3.97	\$3.69	\$3.21	\$3.04	\$2.83
3 Color	\$31.90	\$17.05	\$12.74	\$10.80	\$8.97	\$7.28	\$6.66	\$6.03	\$5.67	\$5.29	\$4.76	\$4.47	\$4.18
4 Color	\$41.75	\$22.34	\$16.71	\$14.14	\$11.65	\$9.46	\$8.64	\$7.82	\$7.36	\$6.91	\$6.27	\$5.90	\$5.51

Non-Vector (Your Non-Vector Artwork) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$16.81	\$8.88	\$6.42	\$5.27	\$4.51	\$3.62	\$3.25	\$2.93	\$2.64	\$2.40	\$1.95	\$1.84	\$1.71
2 Color	\$29.69	\$15.60	\$11.32	\$9.38	\$7.84	\$6.29	\$5.63	\$5.06	\$4.62	\$4.21	\$3.62	\$3.37	\$3.09
3 Color	\$43.45	\$22.83	\$16.59	\$13.68	\$11.36	\$9.08	\$8.10	\$7.23	\$6.62	\$6.08	\$5.36	\$4.95	\$4.59
4 Color	\$56.18	\$29.56	\$21.53	\$17.75	\$14.54	\$11.63	\$10.37	\$9.26	\$8.51	\$7.87	\$7.00	\$6.47	\$6.00

# WHERE TO FIND THE PRICE (INSTANT QUOTES)

## Online Designer, Easy View

The screenshot displays the STAHLS TRANSFER EXPRESS online designer interface. The main workspace shows a design on a green background with the text "Merry AND Bright" in a red circle and "Baby Santa" in large, colorful letters. The interface includes a top navigation bar with "Design", "Options", and "Review" steps. A left sidebar contains various tools like "Add Text", "Add Clip Art", and "Upload". A bottom status bar provides details on print method, size, quantity, and pricing.

Print Method	Size	Quantity	Notes	Price
Full Color UltraColor Pro	11.5 x 18 Art Board 17.54 x 11 Design	48	<a href="#">Add Notes</a>	<b>\$288.00</b> \$6.00 per image

The calculated cost and ship days is subject to change based on evaluation of the artwork provided.

Ship Date: 10/11/2022



# SCREEN PRINTED EASY PRINTS

- Best Pricing for 1-2 color prints
- Created in Easy View using our layouts, fonts, and clip art



## Standard Gang Sheets 11.25" x 14"

Easy Prints® (Our Layouts and Clip Art) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215
1 Color	\$9.64	\$5.21	\$3.87	\$3.27	\$2.86	\$2.32	\$2.14	\$1.95	\$1.82	\$1.67	\$1.38	\$1.38
2 Color	\$17.66	\$9.44	\$7.04	\$5.99	\$5.01	\$4.10	\$3.76	\$3.42	\$3.19	\$2.96	\$2.58	\$2.58
3 Color	\$25.63	\$13.69	\$10.24	\$8.68	\$7.20	\$5.85	\$5.34	\$4.85	\$4.55	\$4.25	\$3.82	\$3.59
4 Color	\$33.54	\$17.94	\$13.43	\$11.36	\$9.37	\$7.60	\$6.94	\$6.29	\$5.91	\$5.54	\$5.04	\$4.73





# SCREEN PRINTED VECTOR

- Upload Your Art
- Identified as Vector
- No set-up fees



*When zoomed in on vector artwork, lines and curves are smooth.*

**Vector (Your Artwork)** pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$10.90	\$5.89	\$4.38	\$3.70	\$3.22	\$2.63	\$2.43	\$2.22	\$2.06	\$1.89	\$1.55	\$1.49	\$1.41
2 Color	\$19.98	\$10.68	\$7.96	\$6.77	\$5.67	\$4.63	\$4.25	\$3.87	\$3.61	\$3.35	\$2.92	\$2.76	\$2.57
3 Color	\$29.00	\$15.50	\$11.58	\$9.82	\$8.15	\$6.62	\$6.05	\$5.48	\$5.15	\$4.81	\$4.33	\$4.06	\$3.80
4 Color	\$37.95	\$20.31	\$15.19	\$12.85	\$10.59	\$8.60	\$7.85	\$7.11	\$6.69	\$6.28	\$5.70	\$5.36	\$5.01

# SCREEN PRINTED NON-VECTOR

- Upload Your Art
- Includes art found on internet
- No set-up fees
- No Art Charges
- If you need designers help, use order notes to let us know



*When zoomed in on raster artwork, you can see the pixels that create the image.*

## Non-Vector (Your Non-Vector Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$15.28	\$8.07	\$5.84	\$4.79	\$4.10	\$3.29	\$2.95	\$2.66	\$2.40	\$2.18	\$1.77	\$1.67	\$1.55
2 Color	\$26.99	\$14.18	\$10.29	\$8.53	\$7.13	\$5.72	\$5.12	\$4.60	\$4.20	\$3.83	\$3.29	\$3.06	\$2.81
3 Color	\$39.50	\$20.75	\$15.08	\$12.44	\$10.33	\$8.25	\$7.36	\$6.57	\$6.02	\$5.53	\$4.87	\$4.50	\$4.17
4 Color	\$51.07	\$26.87	\$19.57	\$16.14	\$13.22	\$10.57	\$9.43	\$8.42	\$7.74	\$7.15	\$6.36	\$5.88	\$5.45

# CHOOSING THE RIGHT PRODUCT

Right Product=Best Price

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



# CHOOSING THE RIGHT PRODUCT

---

## Cost Comparison

- 24 Quantity
- 1 color transfers
- Size 6 x 11

### Screen Printed

Fit 2 per sheet

12 x \$5.21=\$62.52

(\$2.61 each)

### UltraColor Max

66 sq in x .06=\$3.96 each

\$95.04





# CHOOSING THE RIGHT PRODUCT

UltraColor Max - \$0.06 / Sq Inch

Live Pricing in Easy View  
(No Gang Sheet)

The screenshot displays the STAHL'S TRANSFER EXPRESS design tool interface. The top navigation bar includes 'New', 'Open', 'Add', and 'Save' buttons, along with a progress indicator showing '1 Design', '2 Options', and '3 Review' steps. The left sidebar contains navigation options: 'Get Started', 'Edit', 'Add Text', 'Add Clip Art', 'Add Layout', 'Upload', and 'Mock Up'. The main workspace shows a design for 'hello fall' with a circular graphic of boots and an American flag. The design is surrounded by autumn-themed illustrations like leaves and acorns. The text 'hello fall' is written in a large, stylized font, and 'Compton Fall Festival' is written below it. The 'Edit' panel on the left shows the design's dimensions: Width 10.44 in and Height 9.83 in, both circled in red. The 'Print Method' section at the bottom left shows 'Full Color' and 'UltraColor MAX'. The 'Size' section at the bottom center shows '15.46 x 11.3 Design', also circled in red. The 'Quantity' section at the bottom right shows '4'. The 'Notes' section at the bottom right shows '\$42.00' in green, with '\$10.50 per image' and 'Ship Date: 10/14/2022' below it, all circled in red. A 'Next' button is visible at the bottom right.

# COST SAVING TIPS

---

Screen Printed Transfers  
Color Changes

You need  
24 black ink  
48 white ink

Your price is based on the total 72  
Giving you a better price break



# COST SAVING TIPS

Screen Printed Transfers  
Color Changes

The screenshot displays the STAHLS TRANSFER EXPRESS interface. The top navigation bar includes 'New', 'Open', 'Add', and 'Save' buttons, along with a progress indicator showing '1 Design', '2 Options', and '3 Review'. The 'Additional Options' sidebar on the left contains the following sections:

- General Options:** 'Do you want us to cut apart?' with a toggle switch.
- Order Notes:** 'Changes requested may result in additional charges.' with an 'Add Notes' link.
- Add Color Change?** 'Same Design | Different Colors | Lower Cost' with an 'Add Color Change' link. This section is circled in green.
- Check Fabric type Compatibility:** 'Tell us what fabric you plan to apply to.' with a '100% Cotton Compatible' indicator.
- Shop Blank Apparel:** 'Order your apparel through Transfer Express also!' with a 'Browse All' link and four apparel categories: Hoodies, T-Shirts, Ladies, and Youth.

The main content area features a large orange background with a white graphic design. The design includes the text 'WHEELER ELEMENTARY' in a cloud shape at the top, and 'Field Day' in a large, stylized font below it, surrounded by various icons like a sun, stars, and a tiger head. Two smaller versions of the 'Field Day' graphic are positioned at the bottom of the orange area.

# COST SAVING TIPS

Screen Printed Transfers  
Color Changes

**Color Changes** Order Options

Add different colors of the same design and save big [Add Color Change](#)

Base design

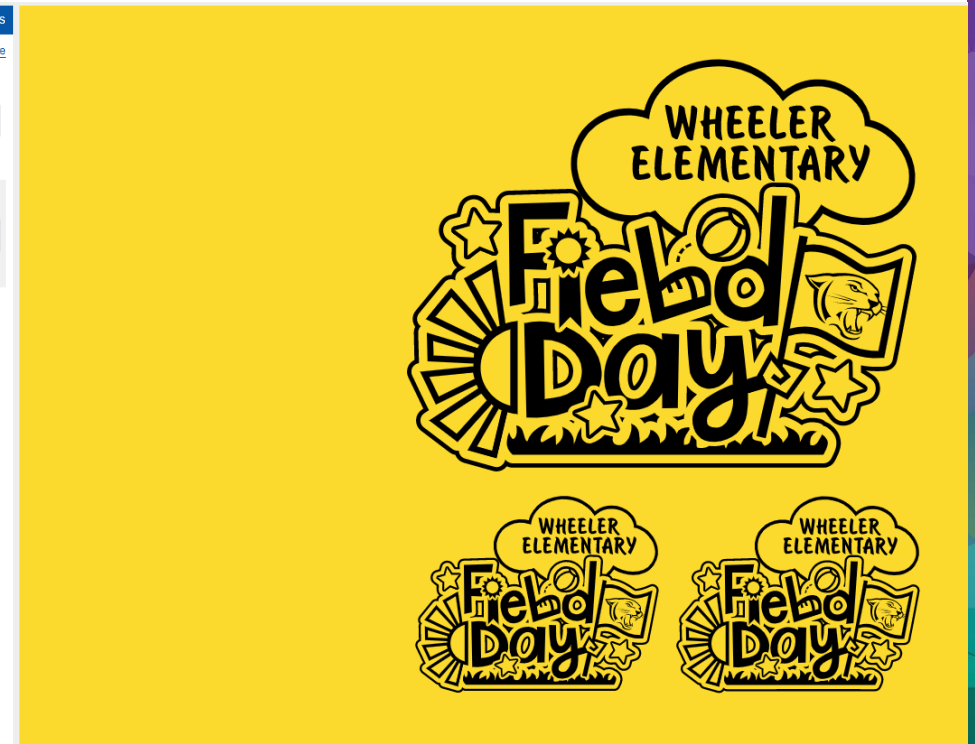
Background Color: ■ Qty:

Colors:

Color Change 1 Ⓞ 🗑️

Background Color: ■ Qty:

Colors:





# COST SAVING TIPS

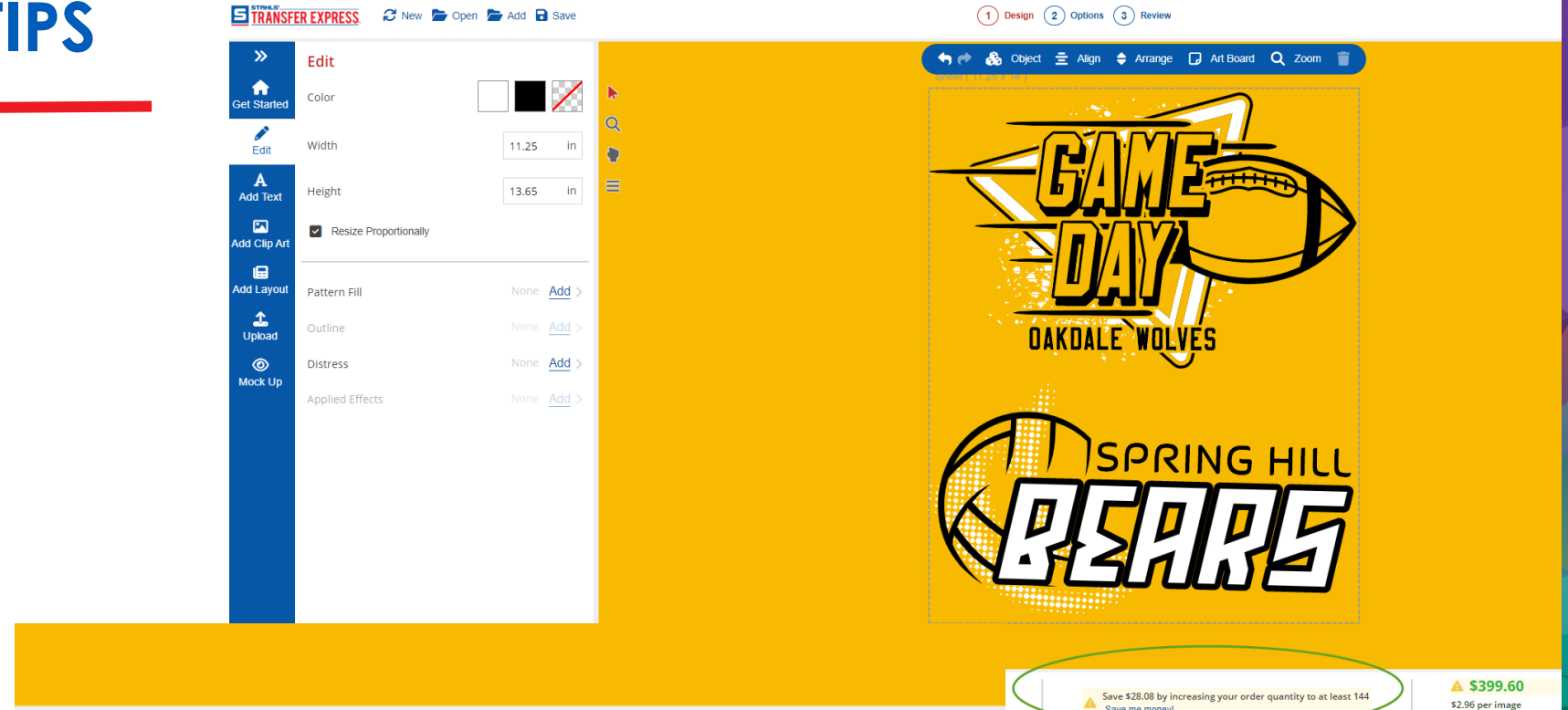
Price Breaks


Follow Easy View Prompts

135=\$399.60

144=\$371.52

9 more for \$28.08 less!



 Save \$28.08 by increasing your order quantity to at least 144  
Save me money!

# COST SAVING TIPS

## Gang Sheets

You are buying the sheet, fill it up!

- A** **Left Chest Print**  
4.5 x 2.3" Print Size 90¢ ea  
TWO prints per sheet
- B** **Full Back Print**  
11 x 6" Print Size 90¢ ea  
TWO prints per sheet
- C** **Inside Tag Print**  
Branding Added for FREE  
Available space on Gang Sheet
- D** **Jumbo Gang Sheet**  
3 print locations + Additional  
3.9 x 2.2" Cap Print \$3.60/sheet



\$1.80 Print Cost | 3 Print Locations | 1 Gang sheet | Priced For 50 Total Shirts (25 Sheets)

# COST SAVING TIPS

---

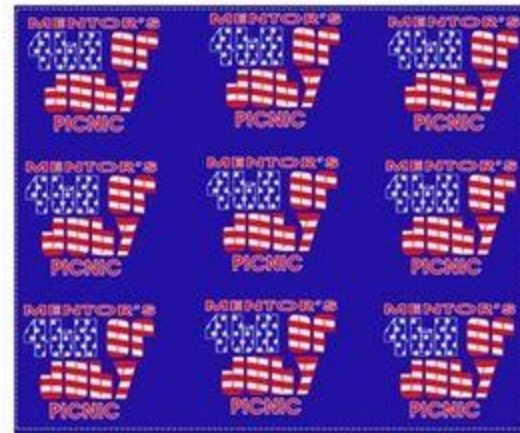
Gang Sheets

One Larger Order vs Several Smaller Orders

NEED: 100 Small Logos + 50 Large  
**\$456 Cost vs. \$292 Cost**

12 Sheets = \$13.69 Each  
100 Total = \$164

50 Sheets = \$5.85 Each  
100 Total = \$292



50 Sheets = \$5.85 Each  
100 Total = \$292

# AVOIDING ART CHARGES

---

- No art charges on screen printed transfer orders
- No art charges on UltraColor Pro and Stretch
- Use order notes to let us know what needs to be done

The screenshot displays the Transfer Express software interface. At the top, the logo 'STAHL'S TRANSFER EXPRESS' is visible alongside navigation icons for 'New', 'Open', 'Add', and 'Save'. A progress bar at the top right indicates the current step: '1 Design', '2 Options', and '3 Review'. The main interface is divided into sections: 'Additional Options' with toggle switches for 'Do you want us to cut apart?' and 'Add Simbroidery?'; 'Order Notes' with a warning that changes may result in additional charges and an 'Add Notes' button; 'Check Fabric Type Compatibility' with a text input field; and 'Shop Blank Apparel' featuring icons for 'Hoodies' and 'T-Shirts'. An 'Order Notes' dialog box is open in the foreground, containing the text 'Change turquoise to Orange' and an 'Add note' button. To the right, a design preview shows a sunset over water with the text 'MIAMI MARINA' at the top and 'COME SAIL WITH US' at the bottom, all enclosed in a blue, hand-drawn style frame.



# AVOIDING ART CHARGES

- Only products with art charge options, if requested

UltraColor Max  
CAD-PRINTZ

- Example using low res art from the internet
- Warning given that it is low res
- Art time \$22 quoted
- Depending on how many you need it may be less to use a product that includes art time

Rotation: 0.00 deg°  
Width: 7 in  
Height: 4.03 in  
Launch Image Editor  
 Resize Proportionally  
Pattern Fill: None Add >  
Outline: None Add >  
Distress: None Add >  
Applied Effects: None Add >  
Apparel Color:

Print Method: Full Color  
Size: 7.000 x 4.031  
Quantity: 10  
Notes: Art Notes

Messages: 1 of 3  
Your image is less than 300 dots per inch, which will produce a lower quality result. Based on the DPI of the

▲ \$25.00  
\$2.50 per image  
Ship Date: 10/10/2022

Quantity: 10  
Order as Digital Proof?  
Order proof to confirm art is OK  
 Add Digital Proof to Cart

▲ \$22.00  
Proof Price  
Ship Date: 10/10/2022

Can print "as is"   
Needs artist help

Approve "as is"  
Approve for artist

# EASY PRINTS MARKETING KIT

## Your T-Shirt Business In A Box

Sell more custom apparel with a personalized Idea Book, 20+ full size transfers, color selector swatch book, \$10 off coupon and more!

**Webinar Special:**  
**Only \$35 – Save \$14!**

(Normally \$49)



# TOAST TO TRANSFERS SCHOOL EDITION

---

# \$35

FREE SHIPPING

- Transfers (Goof Proof / Pro / Pearl Prints)
- T-Shirt, Crewneck Sweater, Stocking
- Placement Ruler
- Event: Thursday, **NOV 10<sup>th</sup>**, 7PM ET

Print along with us!





# Thank you for attending

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)
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog – [blog.transferexpress.com](http://blog.transferexpress.com)
- Watch our videos and previous webinars – [TransferExpress.com/Webinars](http://TransferExpress.com/Webinars)
- Visit our website: [TransferExpress.com](http://TransferExpress.com)
- Visit us at Trade Shows
- Connect with Us on Social Media
- Watch us on YouTube