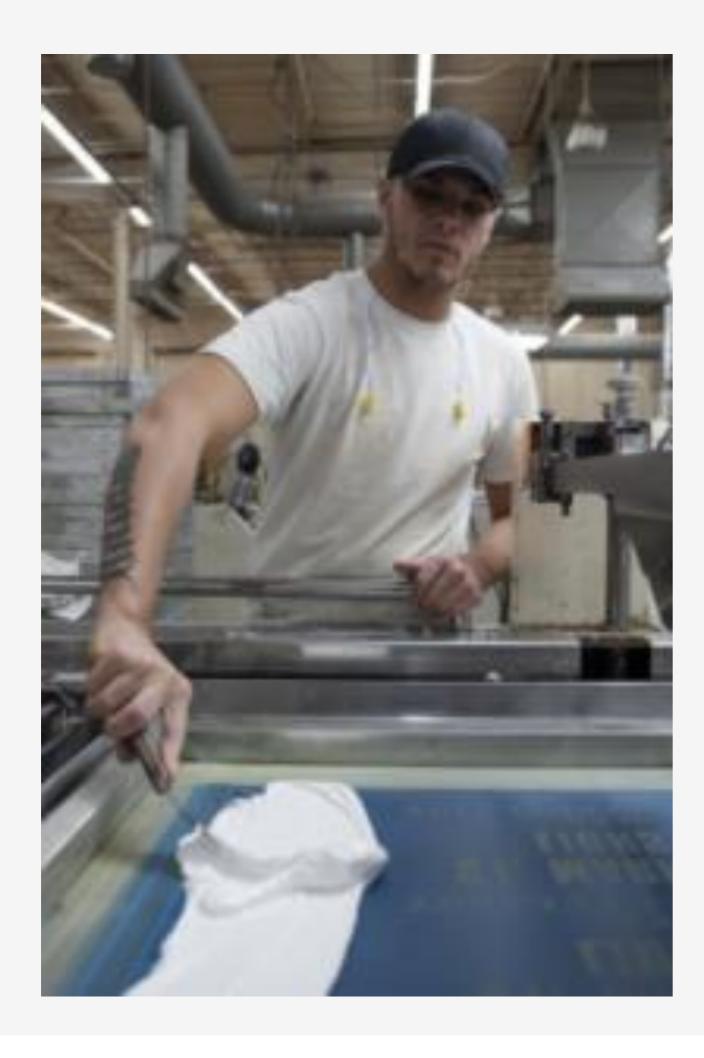
HERTTRINSFER DIRECT TO FILM ISSCREEN PRINT TRASFERS

TRANSFER EXPRESS.



AGENDA



What is DTF?

What is a Screen Printed Transfer?

Similarities

Differences

When To Choose What Product

Showdown Time

Today's Agenda

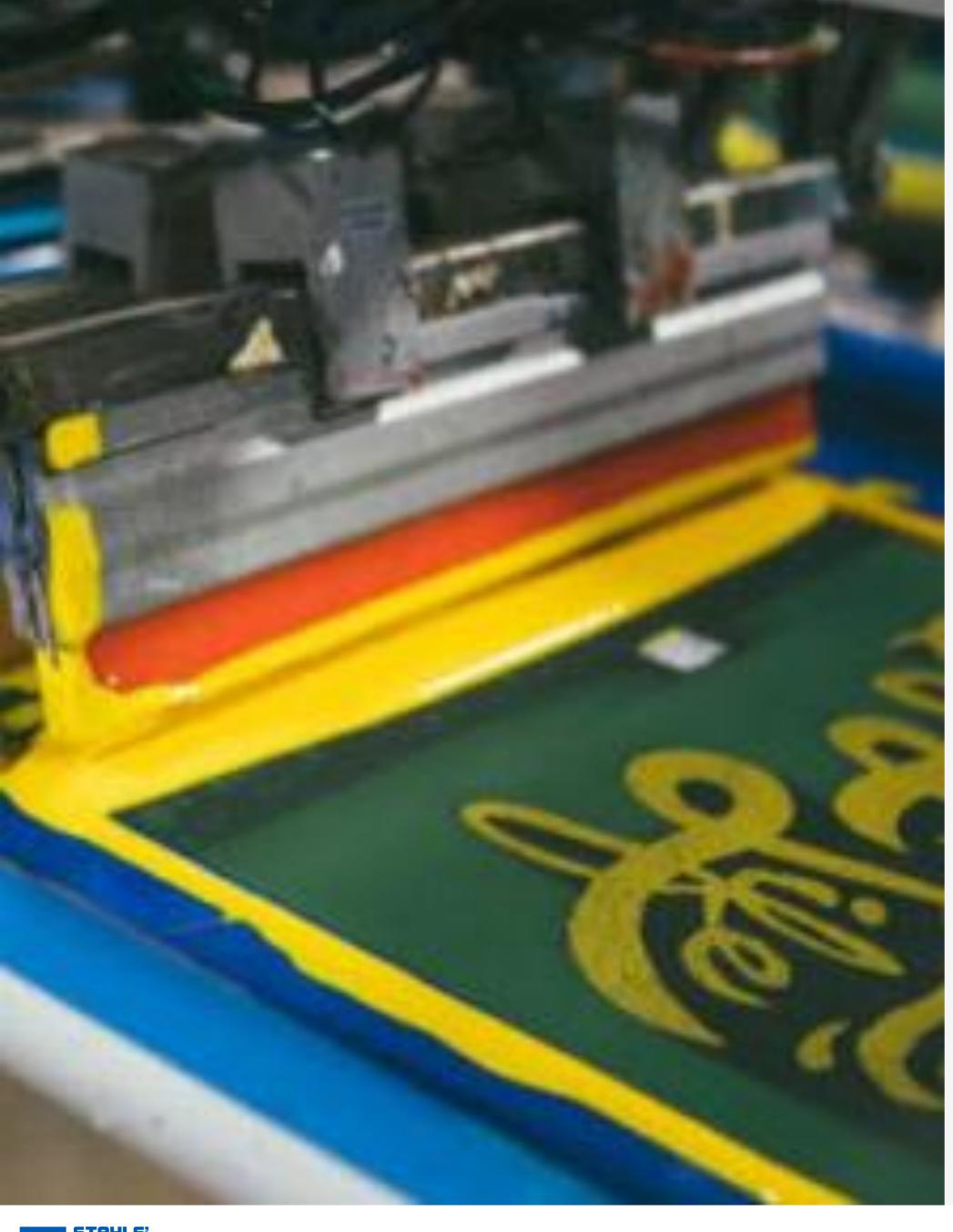




What are DTF (Direct to Film) Transfers

- Digitally printed CMYK + W Inks onto a transparent plastic film
- Uses water-based ink
- Printed on a roll
- Process color (CMYK)





What are Screen Printed Transfers?

- Plastisol ink pushed through a screen
- Each color requires a separate screen
- Printed on paper carrier sheets
- Spot color





Similarities-Heat Applied

Both require a heat press for application

Good Application combines accurate time, temperature and pressure





Similarities-One Step Application

At Transfer Express both screen printed transfers and direct to film transfer are "one hit wonders"

No second application needed

Apply, peel and ready to wear





Similarities-Hot Peel

Both our best selling Goof Proof screen printed transfers and our DTF UltraColor Max are hot peel

Increases Efficiency

Reduces Application Errors

Easy To Use





Similarities

Gang sheets are available

What is a gang sheet: multiple images on one sheet, can be multiple of the same or different images

Goof Proof

Standard 11.25 x 14 Jumbo 12.5 x 17.5

UltraColor Max
Up to 22 x 22
or Single Images





Similarities

Free standing text, shapes & elements with no outlines

Crisp, sharp edge

No clear adhesive border

Bright Colors





Similarities-Finish

Matte print finish

(Screen Printed slightly more matte)



Differences-Minimum Order Quantity



UltraColor Max (DTF)
no minimum quantity

Goof Proof Screen Printed transfers 6 sheet minimum





Differences-Turnaround Time

UltraColor Max

Next Business Day when ordered by midnight

\$600.00 - \$1,199.99 = 1 additional day \$1,200.00 - \$1,799.99 = 2 additional days \$1,800.00 - \$2,499.99 = 3 additional days \$2,500.00 - \$2,999.99 = 4 additional days \$3,000.00 - \$3,499.99 = 5 additional days \$3,500.00 or More = 6 additional days

Goof Proof

Next Business Day-1 color Easy Prints 2 Business Days-Orders less than 250 Quantity (Vector / Non- Vector)



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"x14" 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	\$9.93	\$5.37	\$3.99	\$3.37	\$2.95	\$2.39	\$2.20	\$2.01	\$1.87	\$1.72	\$1.42	\$1.35	\$1.29
2 Calor	\$18.19	\$9.72	\$7.25	\$6.17	\$5.16	\$4.22	\$3.87	\$3.52	\$3.29	\$3.05	\$2.66	\$2.52	\$2.35
3 Color	\$26.40	\$14.10	\$10.55	\$8.94	\$7.42	\$6.03	\$5.50	\$5.00	\$4.69	\$4.38	\$3.93	\$3.70	\$3.46
4 Color	\$34.55	\$18.48	\$13.83	\$11.70	\$9.65	\$7.83	\$7.15	\$6.48	\$6.09	\$5.71	\$5.19	\$4.87	\$4.56

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	\$11.23	\$6.07	\$4.51	\$3.81	\$3.32	\$2.71	\$2.50	\$2.29	\$2.12	\$1.95	\$1.60	\$1.53	\$1.45
2 Color	\$20.58	\$11.00	\$8.20	\$6.97	\$5.84	\$4.77	\$4.38	\$3.99	\$3.72	\$3.45	\$3.01	\$2.84	\$2.65
3 Color	\$29.87	\$15.97	\$11.93	\$10.11	\$8.39	\$6,82	\$6.23	\$5.64	\$5.30	\$4.95	\$4.46	\$4.18	\$3.91
4 Color	\$39.09	\$20.92	\$15.65	\$13.24	\$10.91	\$8.86	\$8.09	47 32	\$6.89	\$5.47	\$5.87	45.52	\$5.16

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	\$15.74	\$8.31	\$6.02	\$4.93	\$4.22	\$3,39	\$3.04	\$2.74	\$2.47	\$2.25	\$1.82	\$1,72	\$1.60
2 Color	\$27.80	\$14.61	\$10.60	\$8.79	\$7.34	\$5.89	\$5.27	\$4.74	\$4.33	\$3.94	\$3.39	\$3.15	\$2.89
3 Color	\$40.69	\$21.37	\$15.53	\$12.81	\$10.64	\$8.50	\$7.58	\$6.77	\$6.20	\$5.70	\$5.02	\$4.64	\$4.30
4 Color	\$52.60	\$27.68	\$20.16	\$16.62	\$13.62	\$10.89	\$9.71	\$8.67	\$7.97	\$7.36	\$6.55	\$6.06	\$5.61

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	106-143	144-179	180-215	216-251
1 Color	\$11.42	\$6.18	\$4.59	\$3.88	\$3.39	\$2.75	\$2.53	\$2.31	\$2.15	\$1.98	\$1.63	\$1.55	\$1.48
2 Color	\$20.92	\$11.18	\$8.34	\$7.10	\$5.93	\$4.85	\$4.45	\$4.05	\$3.78	\$3.51	\$3.06	\$2.90	\$2.70
3 Color	\$30,36	\$16.22	\$12.13	\$10.28	\$8.53	\$6.93	\$6.33	\$5.75	\$5.39	\$5.04	\$4.52	\$4.26	\$3.98
4 Color	\$39.73	\$21.25	\$15.90	\$13.46	\$11.10	\$9.00	\$8.22	\$7.45	\$7.00	\$6.57	\$5.97	\$5.60	\$5.24

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	\$12.91	\$6.98	\$5.19	\$4.38	\$3,82	\$3.12	\$2.88	\$2.63	\$2.44	\$2.24	\$1.84	\$1.76	\$1.67
2 Color	\$23.67	\$12.65	\$9.43	\$8.02	\$6.72	\$5.49	\$5.04	\$4.59	\$4.28	\$3.97	\$3.46	\$3.27	\$3.05
3 Color	\$34.35	\$18.37	\$13.72	\$11.63	\$9.65	\$7.84	\$7.16	\$6.49	\$6.10	\$5.69	\$5.13	\$4.81	\$4.50
A Color	\$44.05	\$24.06	\$18.00	\$15.23	\$12.55	\$10.19	59.30	18.42	\$7.92	37.44	\$6.75	\$6.35	\$5.93

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	106-143	144-179	180-215	216-251
1 Color	\$18.10	\$9.56	\$6.92	\$5.67	\$4.85	\$3.90	\$3.50	\$3,15	\$2.84	\$2.59	\$2.09	\$1.98	\$1.84
2 Color	\$31.97	\$16.80	\$12.19	\$10.11	\$8.44	\$6.77	\$6.06	\$5,45	\$4.98	\$4.53	\$3.90	\$3,62	\$3.32
3 Cotor	\$46.79	\$24.58	\$17.86	\$14.73	\$12.24	\$9.78	\$8.72	\$7.79	\$7.13	\$6.56	\$5.77	\$5.34	\$4.95
4 Cotor	\$60.49	\$31.83	\$23.18	\$19.11	\$15.66	\$12.52	\$11.17	\$9.97	\$9.17	\$8.46	\$7.53	\$6.97	\$6.45

Differences-Price Breaks

UltraColor Max
.06 per square inch

Goof Proof

Price breaks

6-12-18-24-36-48-60-72-90-108-144-180 etc

The more you order, the less the cost per sheet

Screen Print Pricing Depends on Colors In Artwork

Rush Fee: \$25 (per color, per order) | Color Match: \$30 (per color, per order) | Cut Charge: \$0.20 (per image) | Color Change: \$15 (per color, per order)





Differences-Application

UltraColor Max 290°F / 12 seconds

Goof Proof

365°F / 4 seconds for cotton and blends 325°F / 12 seconds for polyester





Differences-Material Application

Both apply to cotton, polyester and poly/cotton blends

UltraColor Max can also be applied to Lycra, Spandex and Elastane





Differences-Specialty Inks & Effects

Screen Printed Transfers Available in:

Puff

Glow-in-the-Dark

Reflective

Elasti Prints (for 100% polyester)



The Heat Transfer Guide: == WHAT TO USE WHEN

APPAREL QUANTITY (Based on one full-front design)

6 | 12 | 24 | 36 | 48



What to Use When

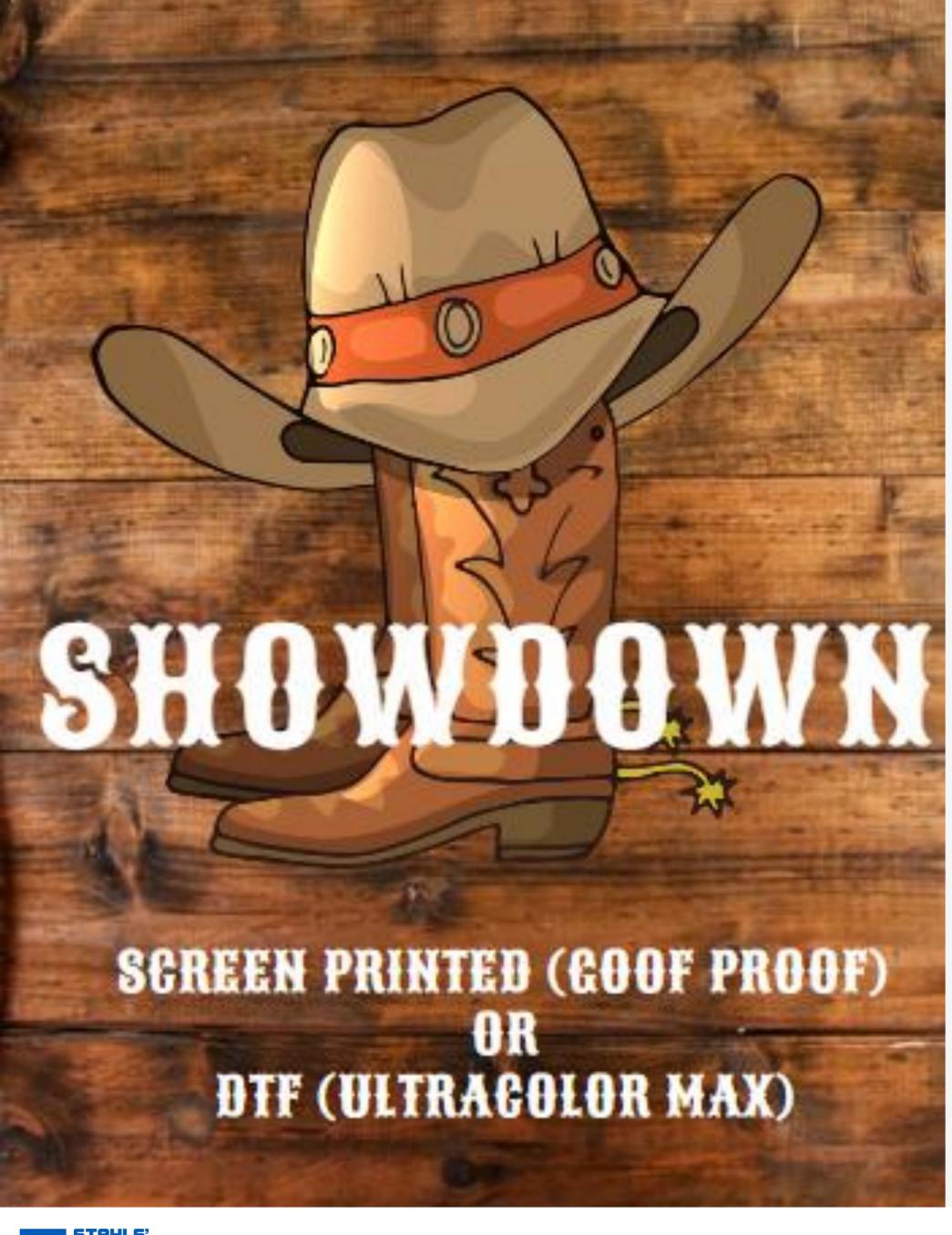
Based on

How Many You Need?

How Many Colors in Artwork?

What Fabric is it Printing On?





Number of colors 1, White

Quantity Needed 20

Apparel 100% Cotton T-shirts

Size 11x 11





Goof Proof

 $20 \times 3.99 = 75.80

UltraColor Max

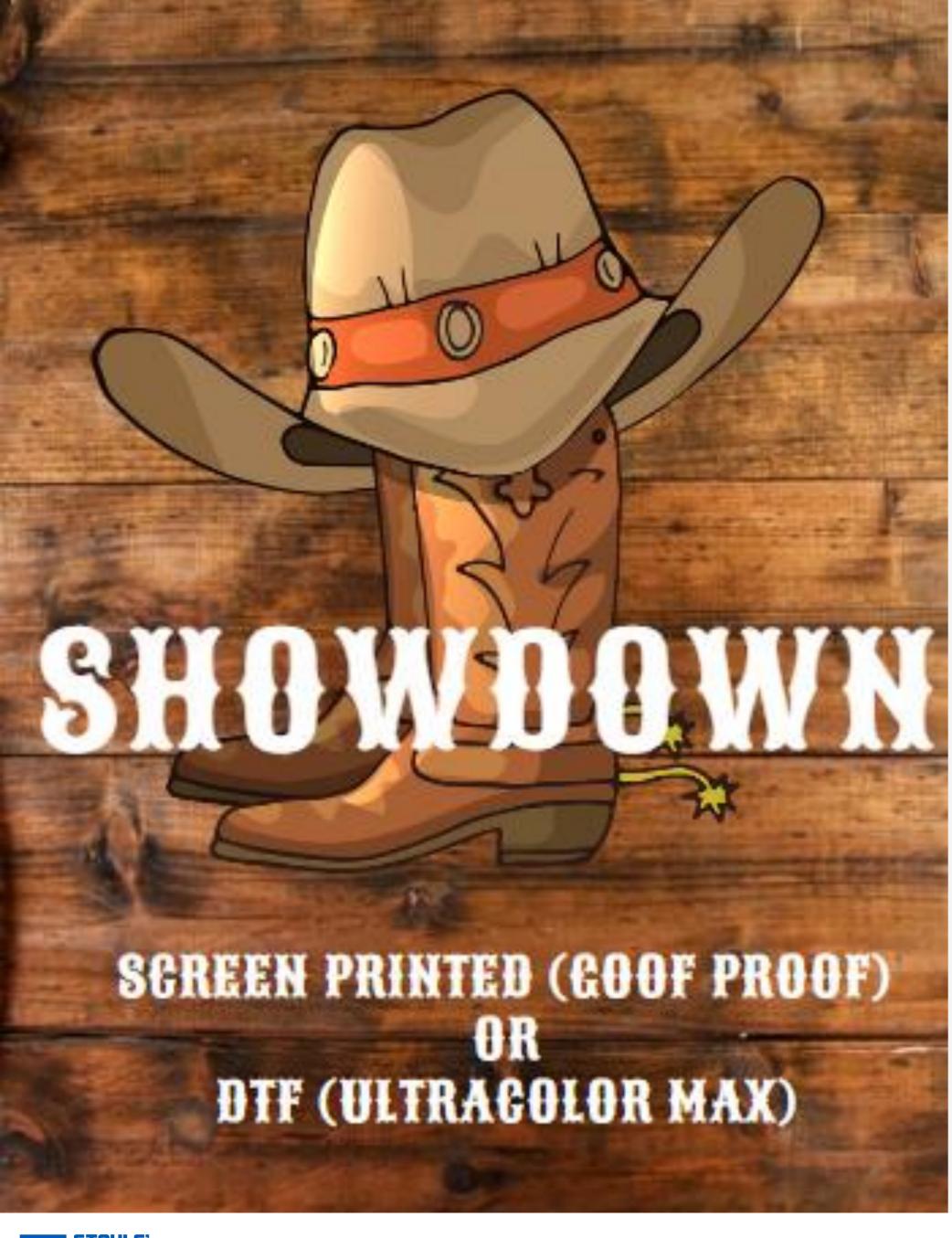
11 x 11= 121 square inches

 $121 \times .06 = 7.26 each

20 x \$7.26=\$145.20

Goof Proof Cost Savings \$69.40





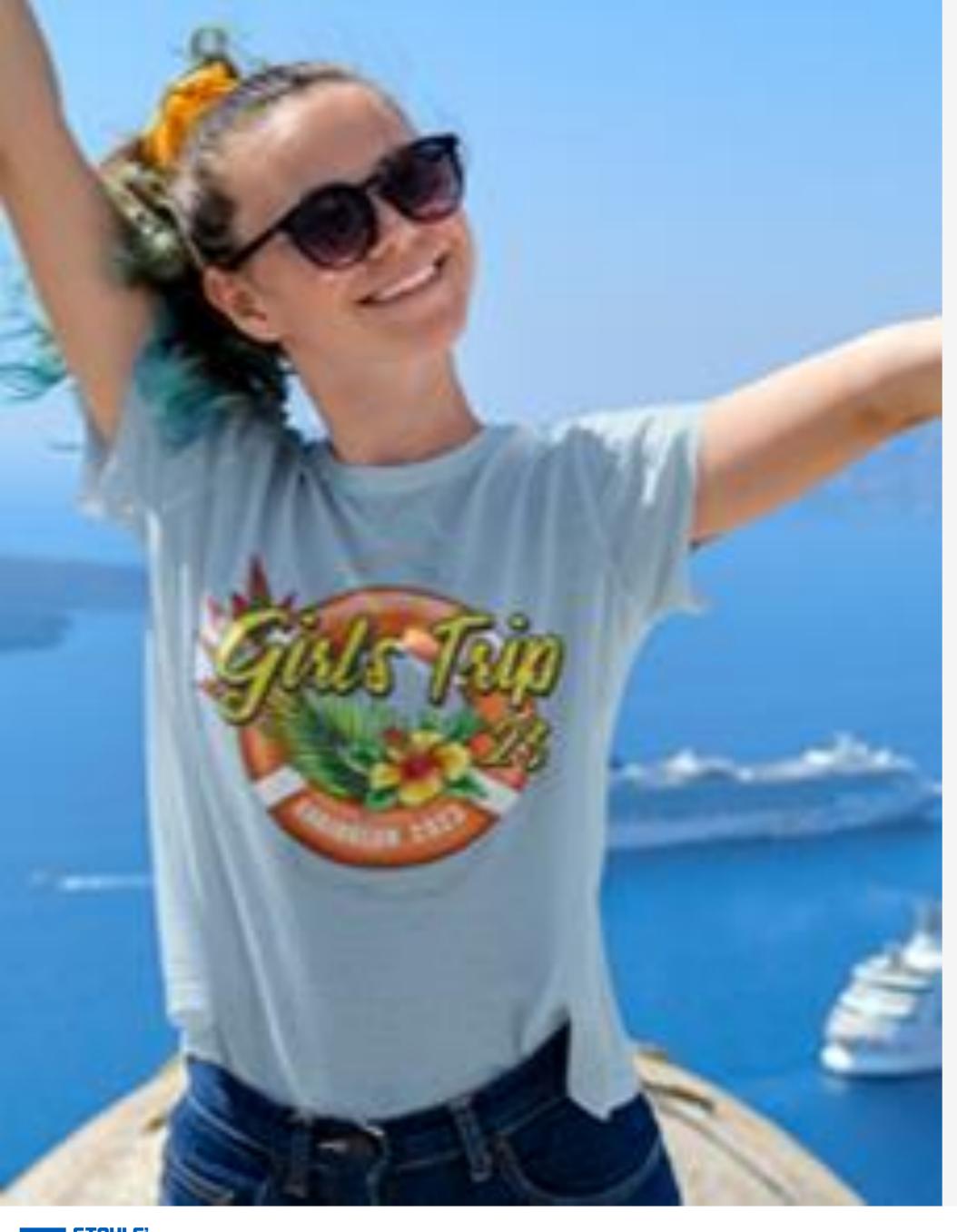
Number of colors Full Color

Quantity Needed 10

Apparel Poly/cotton blend

Size 9x9





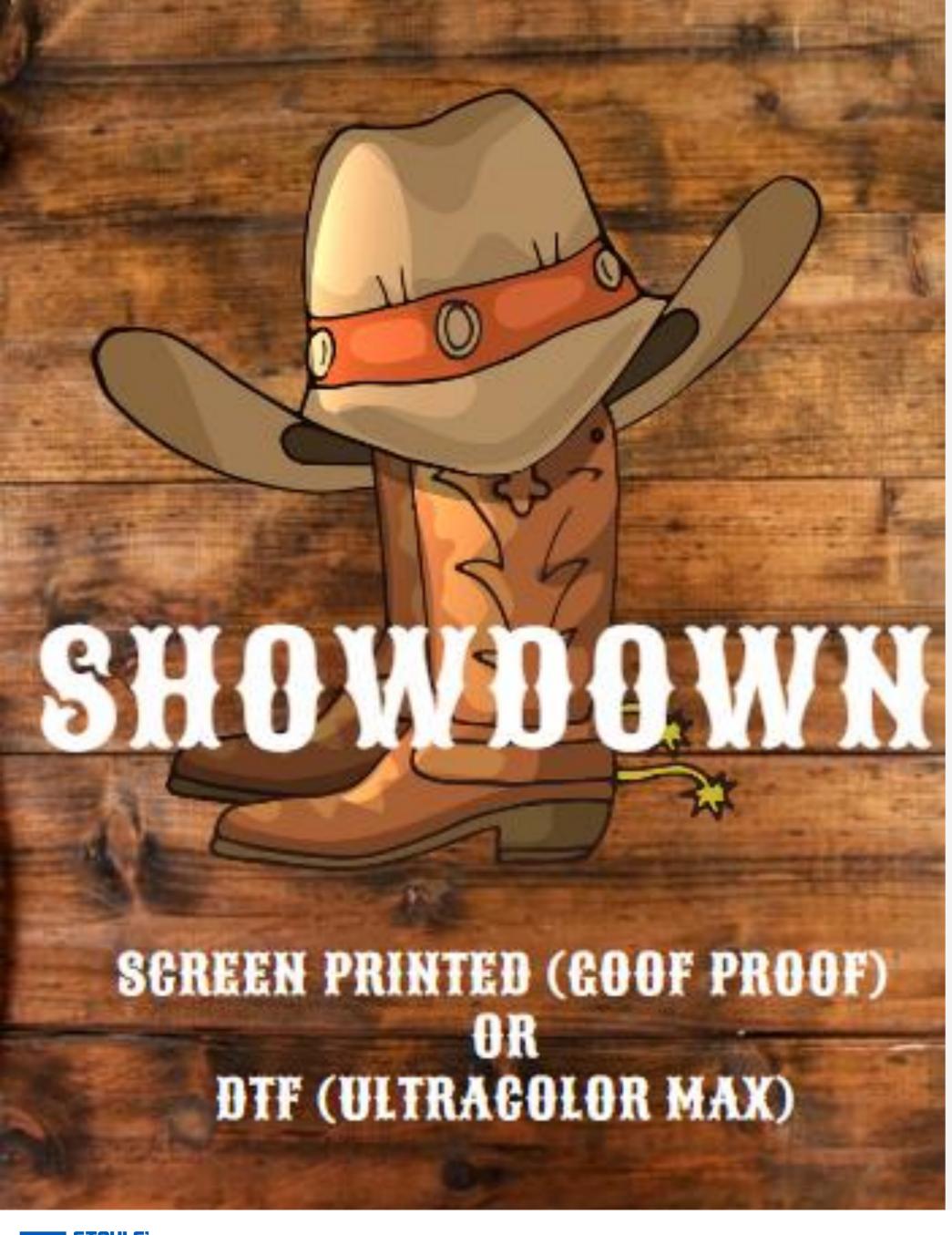
Goof Proof

Not possible

UltraColor Max

9x9=81 81 x .06=\$4.86 each 10 x 4.86=\$48.60





Number of colors 3

Quantity Needed 200 Adult, 100 Youth, 20 Infant

Apparel 100% Poly/Cotton Blends

Size

Adult 11 x 9 Youth 9 x 7 Infant 4 x 3.5





Goof Proof

Each sheet has all three images sizes 200 x \$3.70=\$740.00

UltraColor Max

200 11 x 9

99 x .06=\$5.94

5.94 x 200=\$1188

100 9x7

63 x .06=\$3.78

 $3.78 \times 100 = 378.00

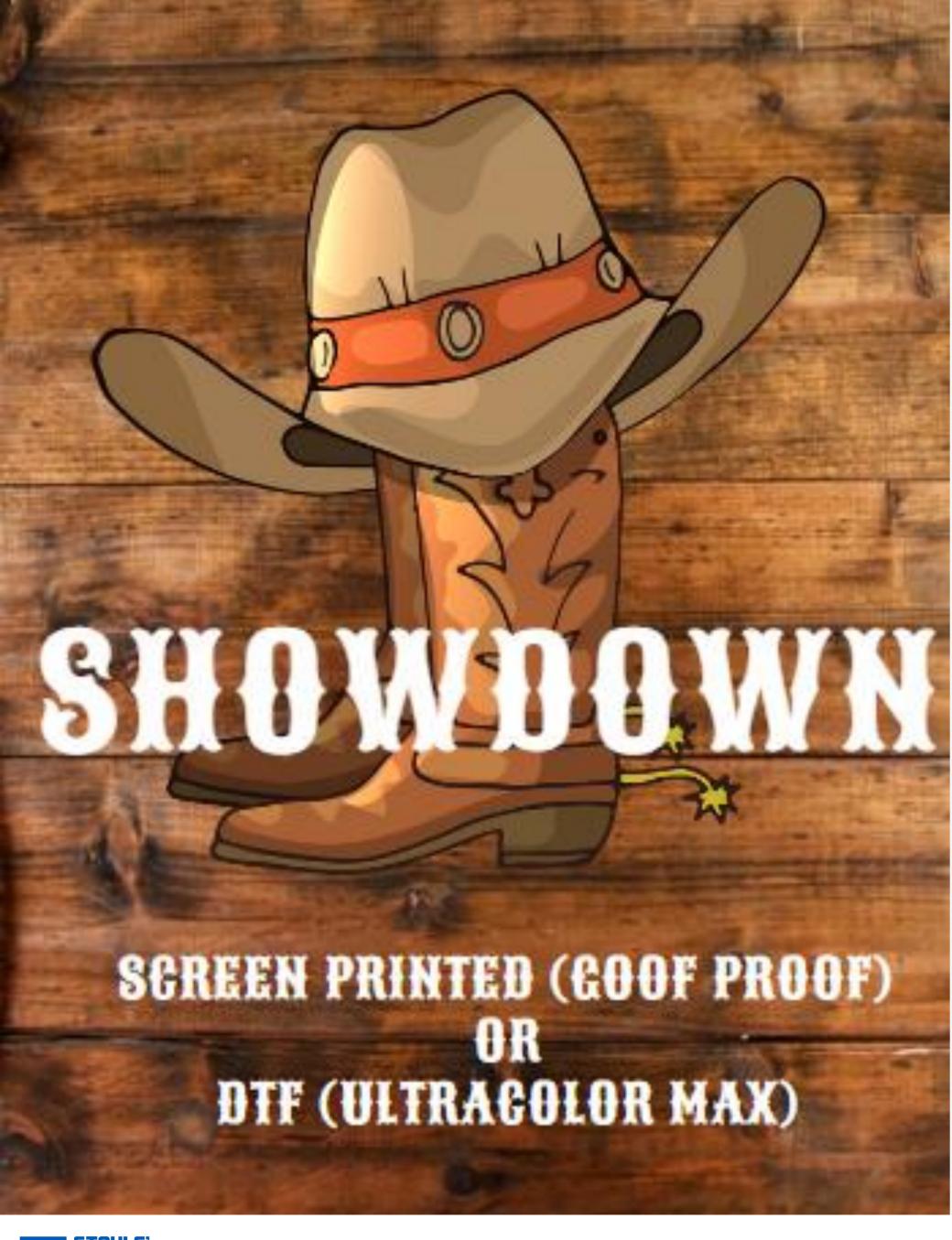
20 4 x 3.5

16 x .06=.96

 $.96 \times 20 = 19.20

Total all three \$1585.20





Number of colors 1

Quantity Needed: 4

Apparel 100% Cotton

Size

Left Chest 2 x 4.5 Back 5 x 10.5





Goof Proof

6 sheets x \$9.93=\$59.58

UltraColor Max

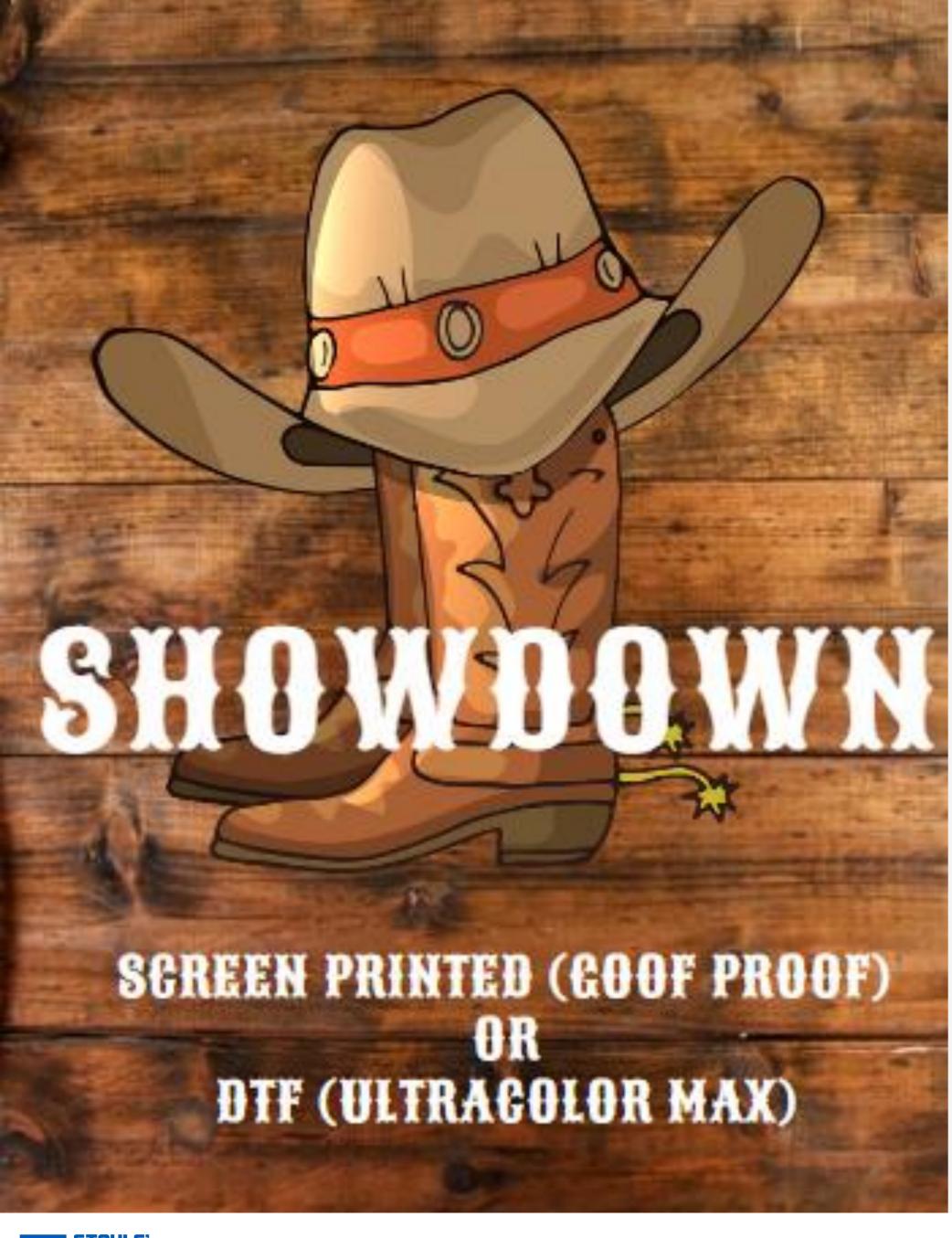
Left Chest 2x5=10x.06= \$.60 Back

5 x 11=55x.06= \$3.30

4 shirts @ \$3.90 each=\$15.60

UltraColor Max Savings \$42.98





Number of Colors 4

Quantity Needed: 200

Apparel 100% Cotton

Size 9x8





Goof Proof

100 Jumbo Sheets x \$7.00=\$700 (2 images per sheet)

UltraColor Max

9 x 8 = 72 x .06 = \$4.32 200 x \$4.32 = \$864.00

UltraColor Pro 100 sheets x \$4.64=\$464.00 (2 images per sheet)

Trick Question Winner UltraColor Pro



Screen Printed Transfer

Direct To Film

Bulk Runs 12-24+ (Min 6)

Spot Color Artwork

Efficient Printing (4 Second Press)

Quantity Break Pricing

1-2 Day Shipping (11am Cutoff)

Specialty Effects

Only Gang Sheet (2 Sizes)

Small Quantities / Single Images / No Minimum

Photographs or High Color Images

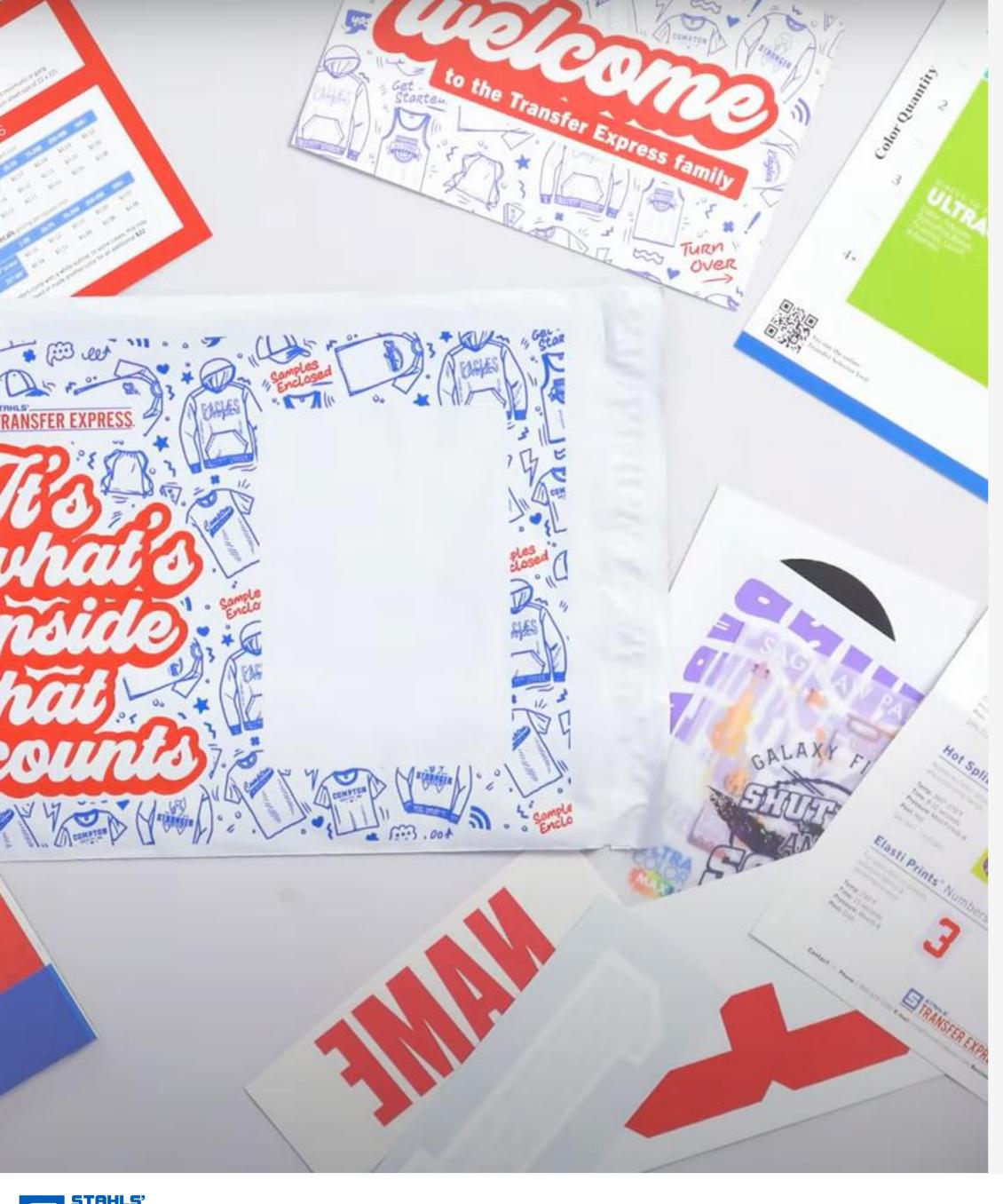
Heat Sensitive Fabrics + Spandex

Fixed 6 cents per square inch pricing

Ships Next Day if Ordered Before Midnight (ET)

Gang sheets or Single Images





Try It Yourself

GET YOUR FREE SAMPLE PACK TODAY

Screen Printed Transfers

Goof Proof

ElastiPrints

Hot Split

Digital Transfers

UltraColor Max Direct To Film UltraColor Pro Digital Screen Print

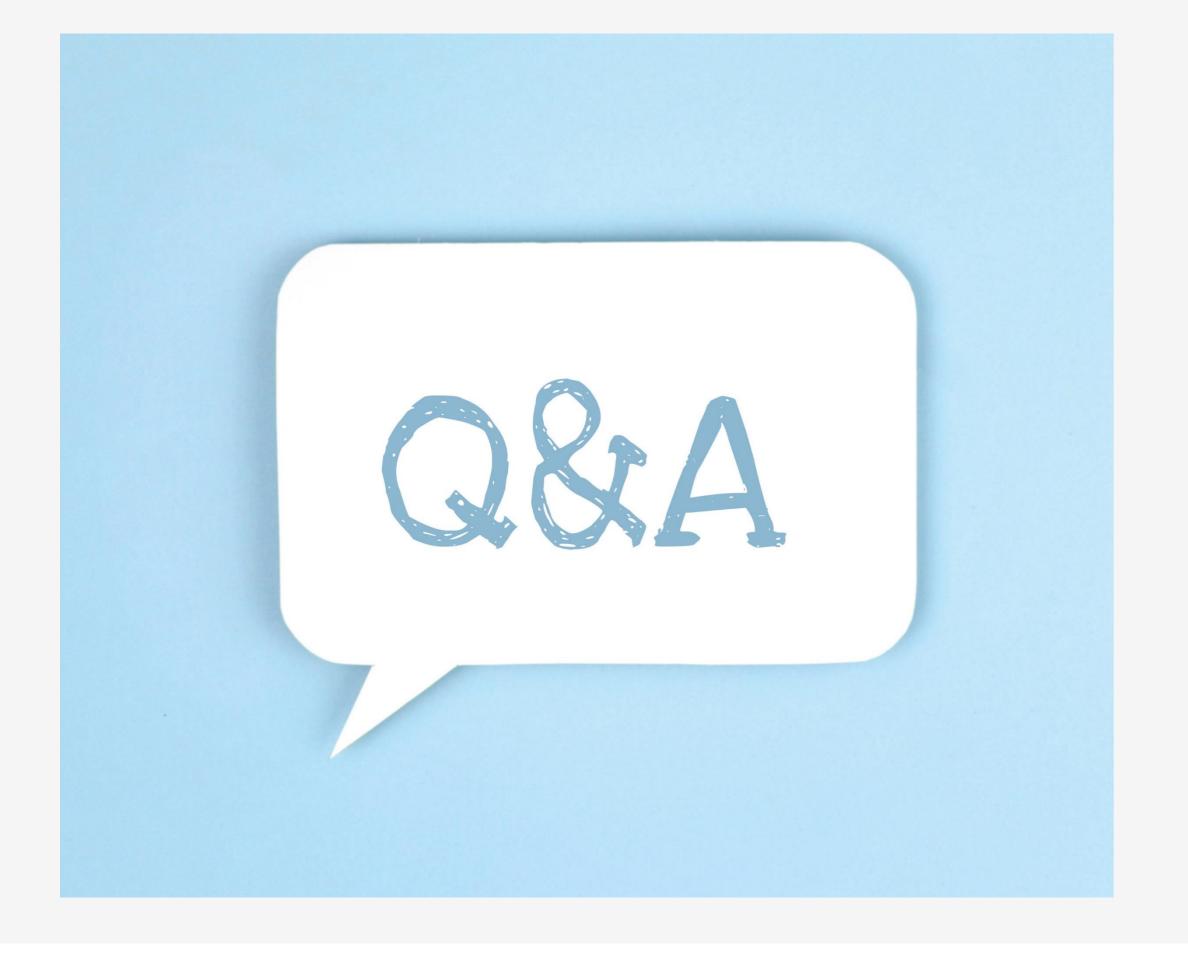
What To Use When Guide

Pricing Guide



THANK YOU.

Any Questions?



STAY IN TOUCH

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