

# PERFECT PRINT PLACEMENTS

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





# AGENDA

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- Let's look at some placement tools and how they work
- The basics - best position for full front and left chest
- Other placements - sleeve and back
- Printing over a seam
- Unique placement ideas



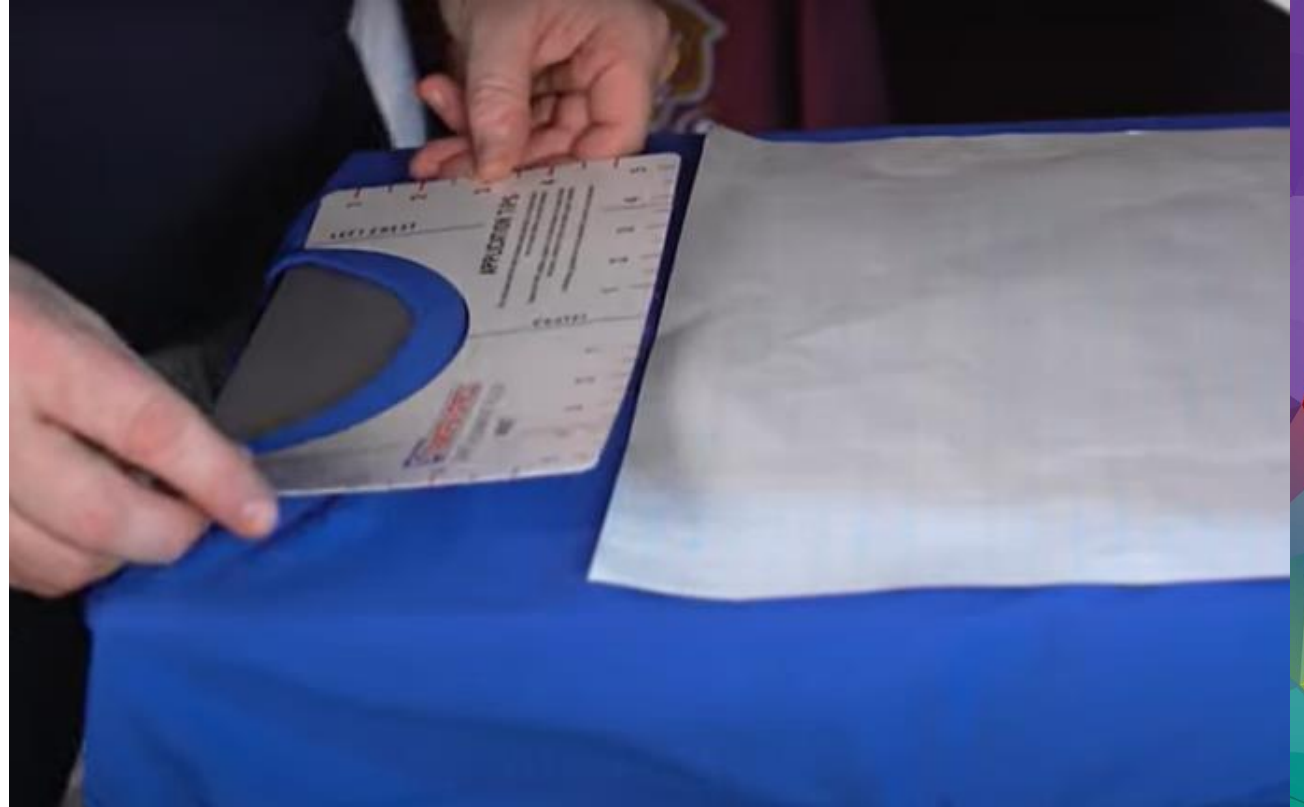
# PLACEMENT TOOLS -PLACEMENT RULER

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- Ours sold as part of Application Kit
- Others can be found on Amazon

Customer review:

“I use them for custom clothing with my heat press and they make SUCH a difference. It’s so much easier to make sure that the transfer is aligned and straight”



# PLACEMENT TOOLS -T-SQUARE

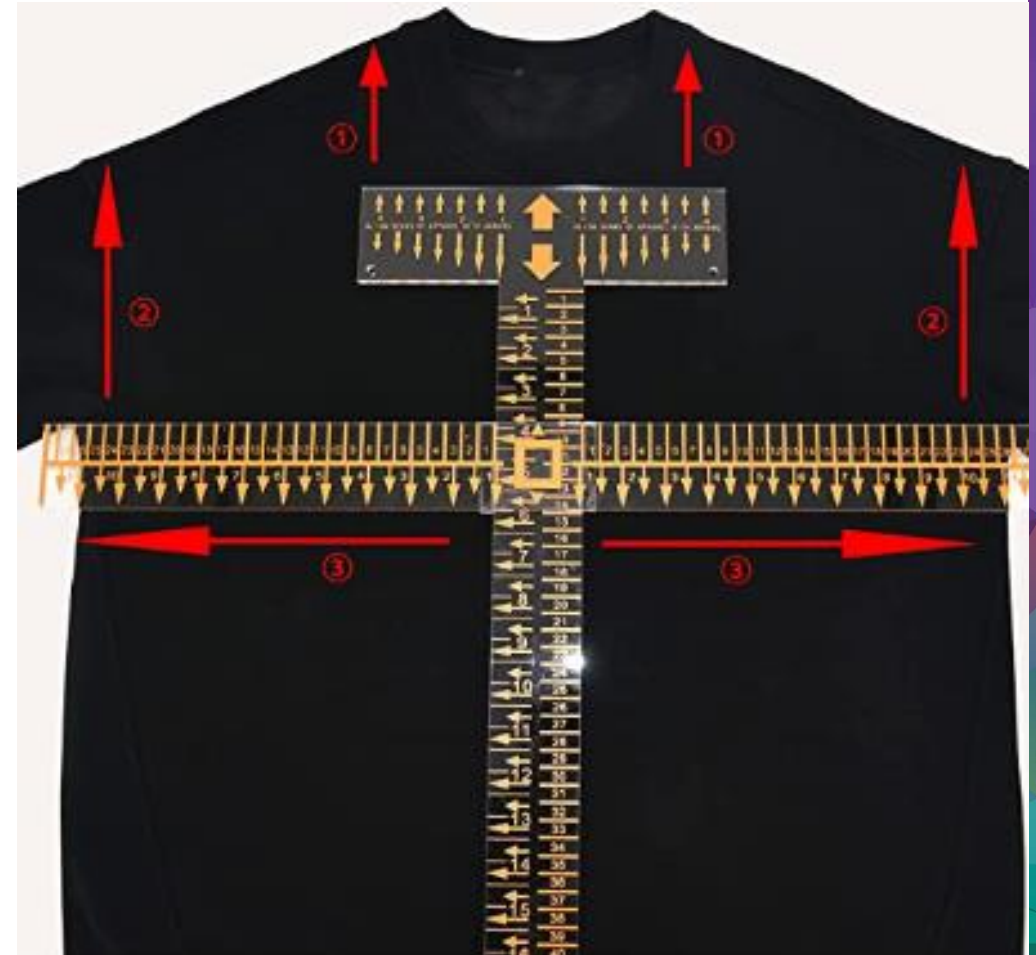
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- A little more cumbersome
- Can go on top of your transfer

Mixed reviews:

“this tool is not as simple to use as it should be. It would often slide when trying to make small adjustments to the transfer, causing me to have to do a complete lineup again.”

“Works exactly as described. Keep all of your designs perfectly straight and centered”





# PLACEMENT TOOLS -LASER ALIGNMENT

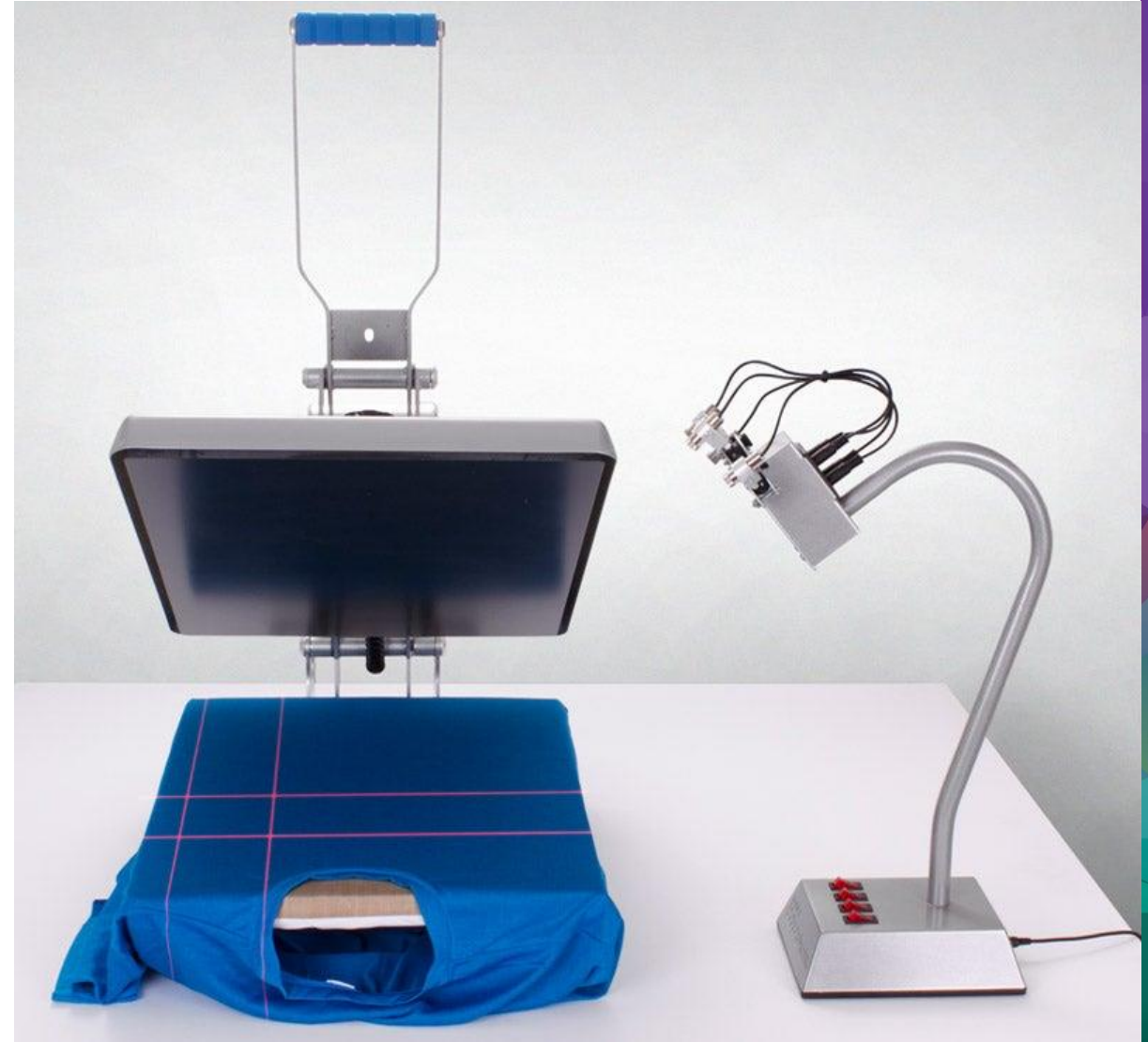
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- Compatible with any heat press, any platen size
- Requires 18" of table space
- Keeps consistency from shirt to shirt

## Reviews

"I love it! Made things go faster and more accurate"

"I have 2 and use it then all the time. I try to do jobs with 24 - 200 items. Makes positioning the transfers easy. If you are doing lots of small jobs with different placements then it probably isn't the best investment. I would stick to the smaller plastic rulers."

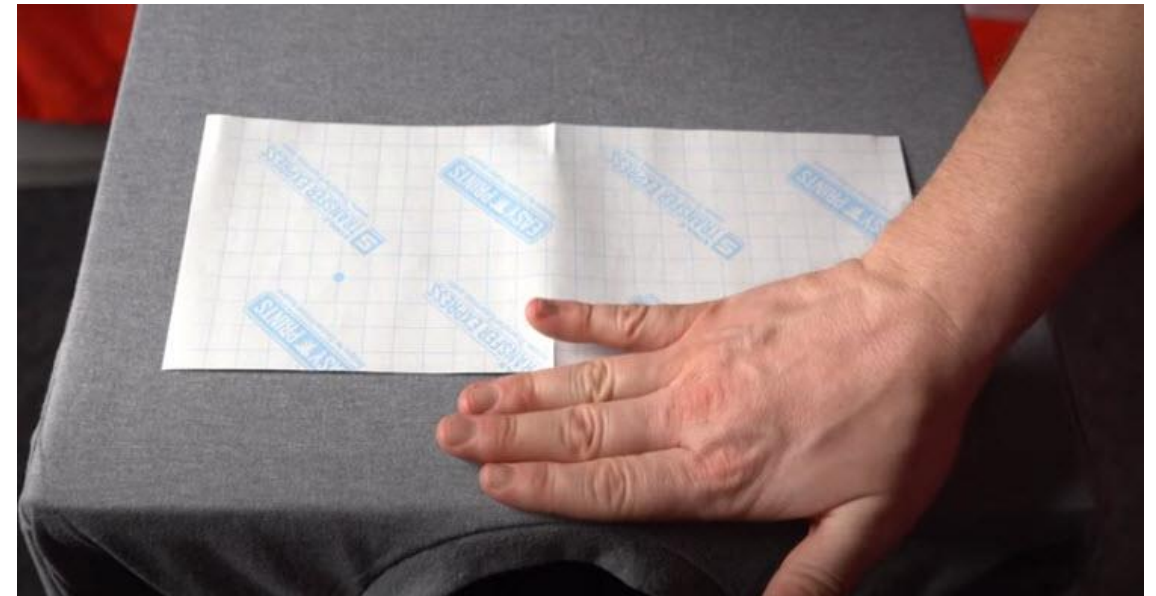
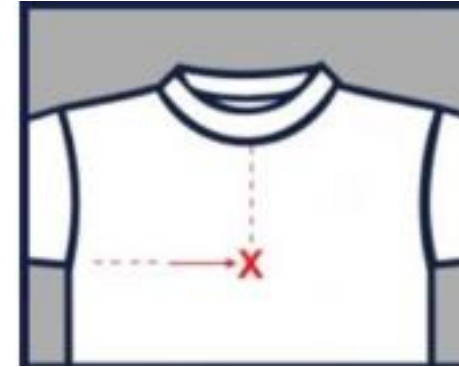


# PLACEMENT TOOLS -VISUALS

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Three or four finger rule

- Cross hairs between arm seams and shirt tag
- Fold and press shirt in half to see center



# PLACEMENT TOOLS -VISUALS

## T-Shirt Placement Visual Quick Guide



# THE BASICS- FULL FRONT

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## Centered Design Placement

- Adult: 3–3.5" *down from the collar*
- Youth: 2–3" *down from the collar*
- Toddler: 2" *down from the collar*

## Centered Design Size

- Adult: 11" x 11"
- Youth (med/lg): 10.5" x 10.5"
- Youth (small): 8.5" x 8.5"
- Toddler: 5.5" x 5.5"





# THE BASICS- LEFT CHEST

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Left chest/pocket design placement

- 5.5–8" down from the shoulder's left seam
- 4–6" over from the center

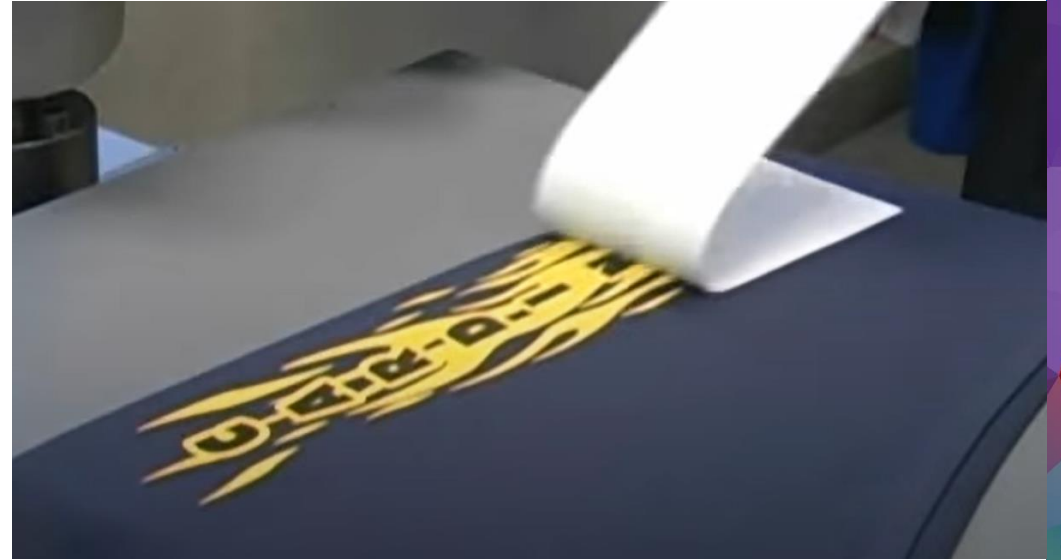


## OTHER PLACEMENTS SLEEVES

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Sleeve tips:

- Use the fold
- Put closer to the hand to keep more visible

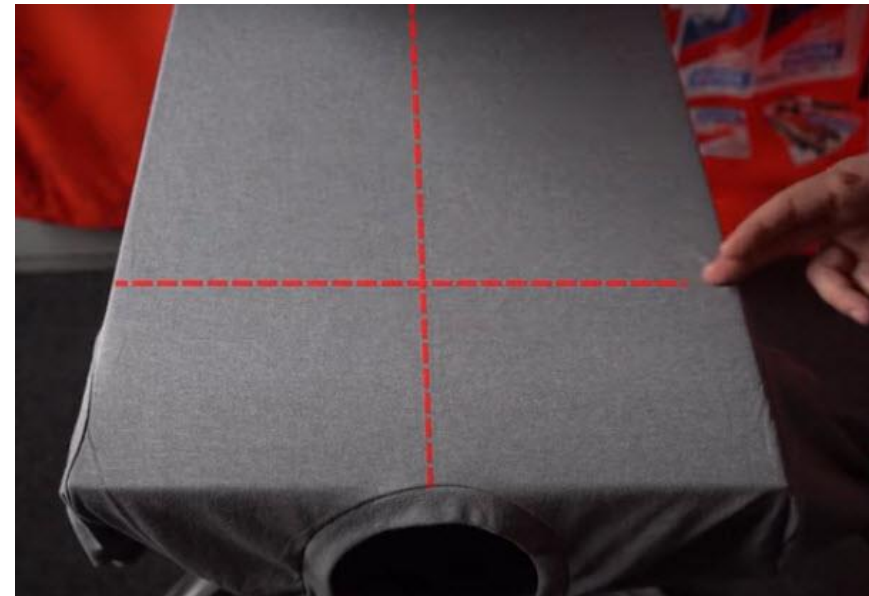


## OTHER PLACEMENTS BACK

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### Back print tips:

- Back name placement (jersey)
  - 2-3" down from collar
- Hoodie Back
  - Be aware of hood reducing visibility, lower slightly
  - 5-6" down from hood seam





# PRINTING OVER A SEAM

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Very product dependent

- Cad-Printz covers seam
- Screen printed inks you will see the seam
- UltraColor products good coverage

Pressure will need to be turned up to compensate for the raised seam





# UNIQUE PLACEMENT SIDE PRINT

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# UNIQUE PLACEMENT CENTER BACK

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# UNIQUE PLACEMENT VERTICAL CENTER FRONT

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# UNIQUE PLACEMENT MINIMALIST SLEEVE

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# UNIQUE PLACEMENT INSIDE SHIRT

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# UNIQUE PLACEMENT CONTINUOUS STRING

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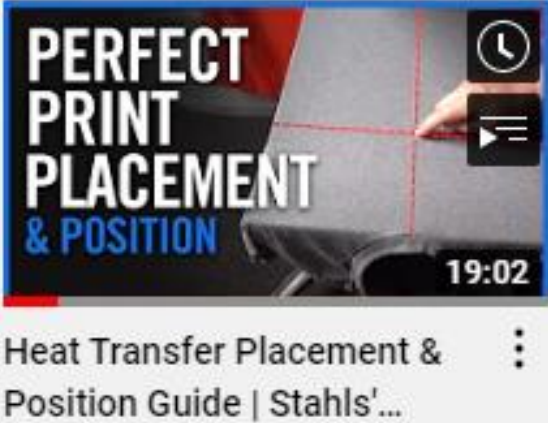


# FOR MORE INFORMATION: PLACEMENT E-BOOK & VIDEO

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[TransferExpress.com/ebooks](https://TransferExpress.com/ebooks)



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# APPLICATION KIT

- The Application Kit is the perfect set of accessories to go alongside your heat press. These tools will help you with everyday printing or when you are in a pinch.

ONLY  
**\$35**



## T-Shirt

Practice your application technique with the included t-shirt and transfer.



## Mousepad

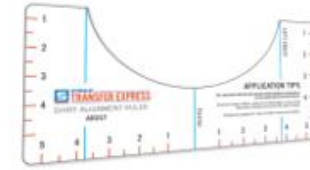
Avoid those pesky buttons, zippers, and pockets by elevating your print area with this transfer friendly option.



## Test Strips

Test the temperature accuracy of your heat press to ensure proper application every time.

1. Set your heat press to 360 (F)
2. Using a cover sheet, adhere one strip strip to each corner of the paper and one in the center.
3. Place the paper on the heat press, test strip side down.
- 4 Close your press for 4 seconds. The boxes will turn black if the temperature has been reached.



## Application Ruler

Take the frustration out of aligning transfers with our easy to use ruler. Just match the cutout to the shirt collar, align your transfer, remove the ruler and press!



## Application Poster

Keep an easy to reference poster near your heat press and press every transfer with confidence.



## Coupon

We're excited for your custom heat transfer order, so we've included a \$10 credit to get you started!



## Cover Sheets

These reusable cover sheets are essential for full color transfers and for garments that are partially decorated.



# 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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