



STAHL'S
TRANSFER EXPRESS[®]

The Custom Transfer People

25 T-SHIRT
PACKAGING &
DISPLAY IDEAS





The Importance of Packaging

Packaging drives purchase decisions

Packaging drives purchase more so than TV ads, online reviews and recommendations from friends.



PACKAGING



ONLINE



RECOMMENDATIONS



TELEVISION

64%

of consumers will sometimes buy a product off a shelf without prior knowledge of it.



The Importance of Packaging



“There could be anything in there! ...It could be a bowling alley!” “How are they going to deliver a bowling alley?” – A Christmas Story



1. Packaging Idea



- Add a custom sticker
- Individually pack per player
- Add a flyer for other custom business



2. Packaging Idea



Insert in a coffee cup



3. Packaging Idea



Add a hang tag



4. Packaging Idea



Can it in a mason jar



5. Packaging Idea



Foil pan from the dollar store



6. Packaging Idea



Image created with Pishmall.net

Takeout



7. Packaging Idea



- Printed box, or order blanks from Uline
- Add a sticker



8. Packaging Idea



Bag It





9. Packaging Idea



Printed paper
wrapped like a burrito



10. Packaging Idea



Cardboard Sleeve



11. Packaging Idea



The Popsicle



12. Packaging Idea



The Roll



13. Packing Idea



Custom Folder

- These are on sale this time of year
- Add a sticker to the front
- Great for school sales, stand out from the crowd



14. Packaging Idea



The Hanger



15. Packaging Idea



The Mailing Tube



16. Packaging Idea



Upsell-Water Bottle/T-shirt combo
Great for Team Sales



17. Packaging Idea





18. Display Idea



- White pellon, or cut away backing from AllStitch.net, style c-030
- 12 x 12 scrapbook page style frame
- Custom transfers (use the extras from past orders)



19. Display Idea





20. Display Idea



Onsite Selection

Tip: number each one so they can come to have you press on demand



21. Display Idea



On the Go Display

- 7 youth extra small [t-shirts](#) approx. – \$2.50/piece
 - 7 Sample transfer included in the Transfer Express Mini Sample Pack – FREE
 - 1 – Carabiner clip or similar ring – \$1
 - 1 – Grommet Tool Kit – approx. \$10 (can be purchased at your local craft store or online)
 - 1 – Hammer (needed for the grommet tool kit)



22. Display Idea



Cube system using Styrofoam Boxes to hold the display

Lets the shirt do the selling without extra signage





23. Display Idea



T-shirt boards



24. Display Idea



Use A Towel Rack!



25. Display Idea





Conclusion

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