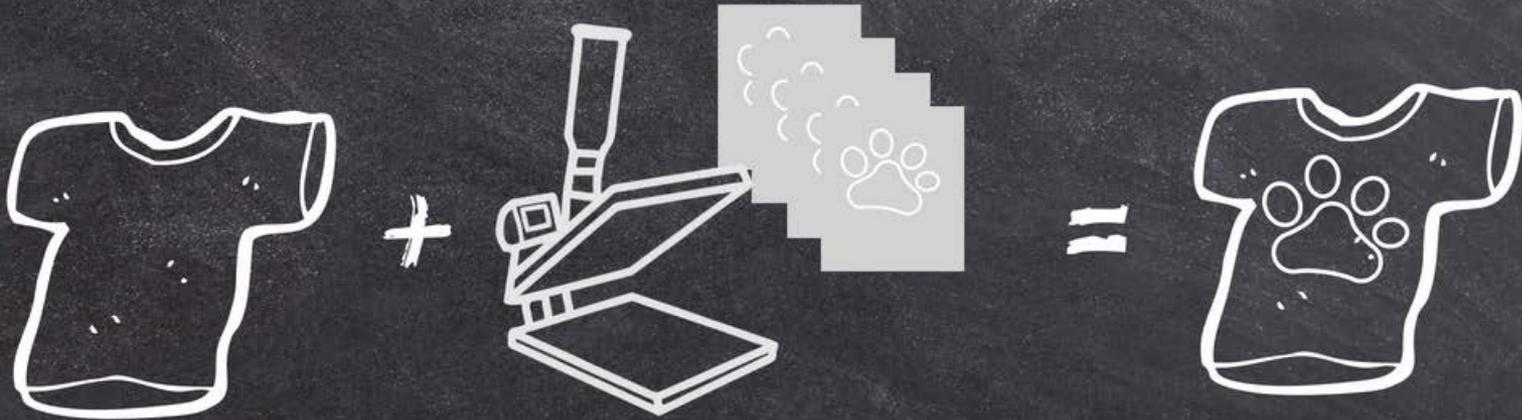


# SELLING APPAREL TO SCHOOLS

## EASY AS 1,2,3



# Types of School Apparel

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# Types of School Apparel

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# Types of School Apparel

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# Types of School Apparel

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QMU-55



QSL-259



QFB-166



QCH-152

# Types of School Apparel

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## Clubs, Groups and Athletics



# Types of School Apparel

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## Athletic Uniforms



# Types of School Apparel

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## School Uniforms



# Types of School Apparel

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## School Events



QYT-222



QWN-46



QFB-205

# Types of School Apparel

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## School Events



# Types of School Apparel

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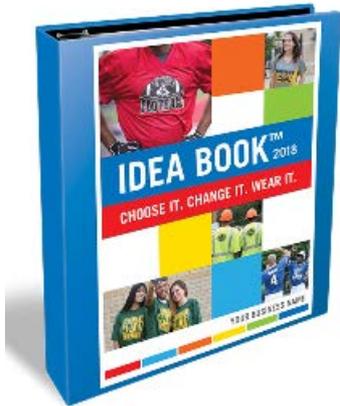
## School Events



# As Easy As 1, 2, 3

1

Find A Layout You Like



# As Easy As 1, 2, 3

2

Customize It!



The screenshot displays the STAHL'S TRANSFER EXPRESS software interface. The main workspace shows a design titled 'Dublin Panthers BLEED BLACK & GOLD' on a 'Standard Sheet Size (11.25 x 14)'. The design features a yellow and black color scheme with a panther head logo and a dripping paint effect. The interface includes a top navigation bar with options like 'New Design', 'Open Job', and 'Add from My Library'. On the left, there is a 'Edit' panel with options for 'Add Text', 'Add Clip Art', 'Add Layout', and 'Add Your Art...'. On the right, a settings panel allows for customization of 'Print Method', 'Transfer Type', 'Fabric', 'Cut Apart', 'Transfer Size', 'Number of Colors', and 'Background Color'. A 'Total Price' of \$0.00 is displayed at the bottom right, along with a 'View Details' link and a 'Done' button.

# As Easy As 1, 2, 3

2

Customize It!

The screenshot displays the STAHL'S TRANSFER EXPRESS customization interface. At the top, there's a navigation bar with icons for Watermark, Download, Email, and Print. The main area features a central preview of a grey hoodie with a custom graphic that reads "Bleed Black & Gold" with a bee logo. To the left, a sidebar titled "Select Apparel to Preview" lists various apparel items like PC64Y, 8000, 8000L, 8400B, KP65, LKP155, PC78H, PC80YH, and 18500, along with a color palette. To the right, another sidebar titled "Add Blank Apparel" shows a "Fleece Pullover Hooded Sweatshirt: PC78H" with size selection options (S, M, L, XL, 2XL, 3XL, 4XL) and a "Total Apparel Items: 0" summary.

# As Easy As 1, 2, 3

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3

Heat Press It!



# School Contacts

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## Elementary Schools

Principal

Group Advisor

PTA/PTU (Parent-Teacher Group)

Parent of one of the students

## Jr. High/High School

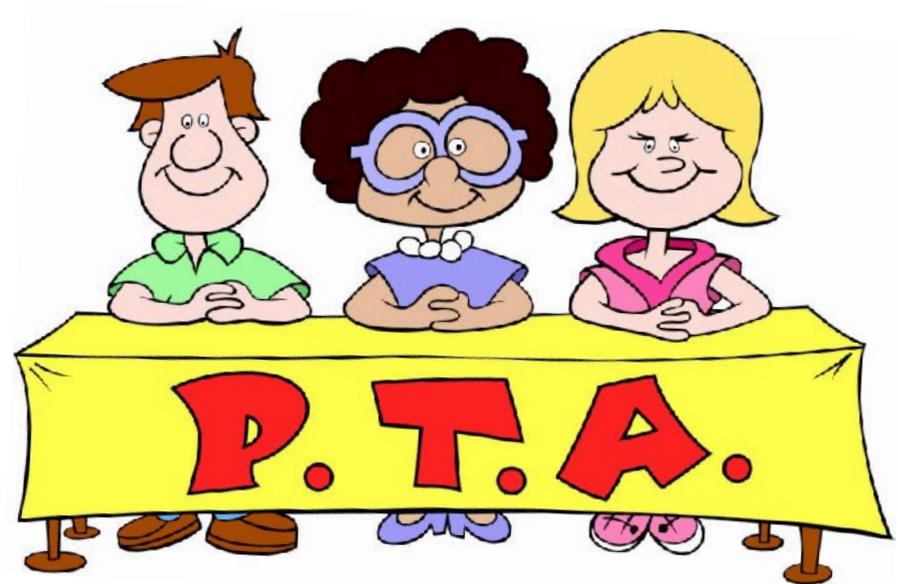
Group Advisor

Booster Club

Team Coach

Student in one of the groups

Parent of one of the students



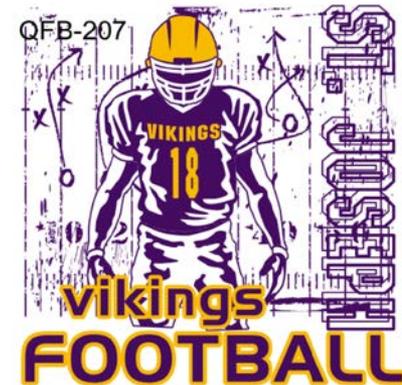
# The Extras to Win the Sale

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Tip 1: Use Easy View to Win the Sale with Customized Choices at your first meeting



VS.



Who are you buying from?

# The Extras to Win the Sale

Tip 2: Make it easy-offer to print order flyers

**Westwood High School  
Football Fundraiser**



Design #1



Design #2

**T-Shirts \$12.00 each & Hoodies \$20.00 each**

Colors Available: White Ink, Orange Ink

Sizes available:  
Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL

Name \_\_\_\_\_ Homeroom \_\_\_\_\_

**T-Shirts - \$10.00 Each**

Quantity _____	Color _____	Size _____	Design# _____
Quantity _____	Color _____	Size _____	Design# _____
Quantity _____	Color _____	Size _____	Design# _____

**Hoodies - \$20.00 Each**

Quantity _____	Color _____	Size _____	Design# _____
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Total Enclosed: \_\_\_\_\_ Tom's Graphic Tees • Your Phone# Here

Ridge Tigers

**SPIRIT SALE**



Items Available: Tees, Hoodies, Tote Bags and Sweatpants

**T-Shirts \$10.00 each Hoodies \$20.00 each  
Tote Bags \$6.00 Each, Sweatpants \$12.00 each**

Colors Available: Red, Royal or White  
Print will be white on red and royal shirts, red on white shirts  
Checks payable to Ridge PTA  
Orders Due September 2, Apparel Delivered September 12

Sizes available:  
Youth Small, Youth Medium, Youth Large, Adult Small, Adult Medium, Adult Large, Adult XL

Name: \_\_\_\_\_ Homeroom: \_\_\_\_\_

Item _____	Quantity _____	Color _____	Size _____	Design# _____
Item _____	Quantity _____	Color _____	Size _____	Design# _____
Item _____	Quantity _____	Color _____	Size _____	Design# _____

Your Business Name here • Your Phone # here

# The Extras to Win the Sale

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## Tip 3: Offer more than just t-shirts

- The more you order the less you pay per print (reduces your printing cost)
- Optimize your gang sheets (free printing space)
- Offer the same print on:

Mouse Pad

Lunch Bags

Book Bags

Rally Towels

Hoodies

Jackets

Yoga/Sweatpants

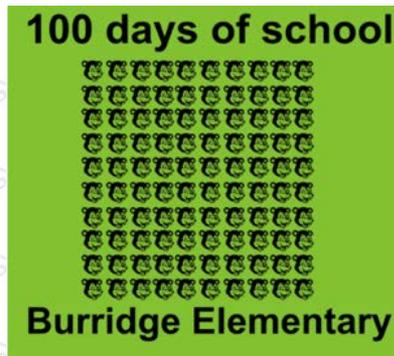
Polo shirts



# The Extras to Win the Sale

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Tip 4: Don't be afraid to "create" the event

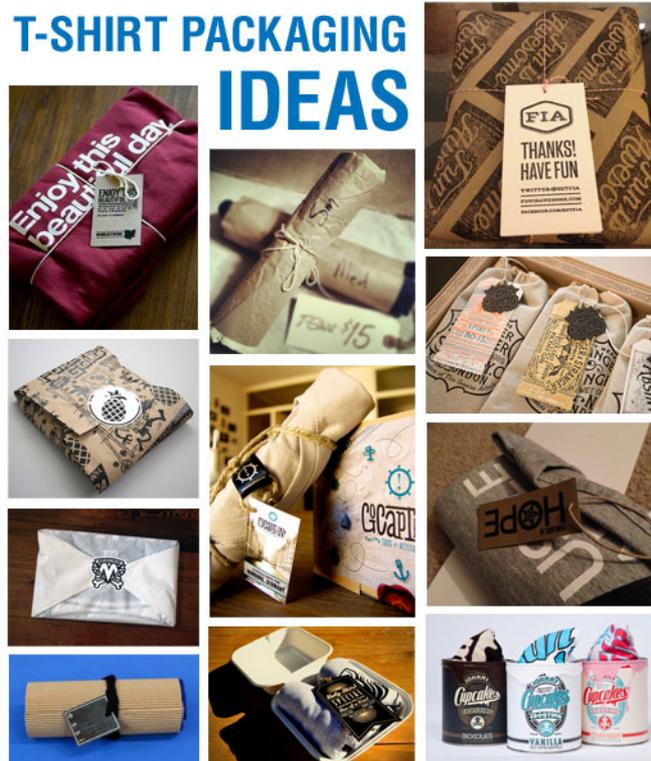


# The Extras to Win the Sale

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Tip 4: Package the order/Thank You Gift to Organizer

## T-SHIRT PACKAGING IDEAS



# School Checklist



[https://d1u2h7cezylrld.cloudfront.net/assets/pdf/TransferExpress\\_SchoolApparelChecklist\\_Infographic.pdf](https://d1u2h7cezylrld.cloudfront.net/assets/pdf/TransferExpress_SchoolApparelChecklist_Infographic.pdf)

# Thank You for Attending

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

Contact us: Phone: 1-800-622-2280

Fax: 1-800-833-3877

# Next Webinar

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**How to Position Transfers**  
**Thursday, August 9**  
2:00 pm EST

