



WHAT IS MY PRINTING COST? [WEBINAR]



STAHL'S
TRANSFER EXPRESS

The Custom Transfer People

Agenda



- Importance of Cost in Your Pricing
- Reading the Price Lists
- How to get Instant Quotes
- Optimize Gang Sheets
 - Gang Sheet Calculator
 - Image Resizer
- Comparing number costs with Number Calculator

Cost Based Pricing



Cost based pricing is the easiest way to calculate what a product should be priced at. This appears in two forms: **full cost pricing** and **direct-cost pricing**.

Full cost pricing takes into consideration both variable, fixed costs and a % markup.

Direct-cost pricing is variable costs plus a % markup.

Cost-plus pricing is a pricing method used by companies to maximize their profits

(source: Lumen Learning)

Cost Based Pricing

$(\text{Printing Cost} + \text{Shirt Cost}) \times \text{Markup} = \text{Selling Price}$

Overhead Costs (various formulas) if you want to add that to the Price

Utilities

Rent

Shipping

Printing Costs - Published Price Grids

Standard Screen Printed Transfer Types

Goof Proof®, Hot Split, Polytrans

Easy Prints® Pricing

	5-9	10-14	15-19	20-24	25-34	35-49	50-74	75-99	100-149	150-199	200-249	250-374	375-499
1 COLOR	\$7.19	\$4.41	\$3.90	\$3.20	\$2.78	\$2.34	\$2.03	\$1.73	\$1.58	\$1.44	\$1.25	\$1.06	\$0.94
2 COLOR	\$13.35	\$8.14	\$7.12	\$5.77	\$4.97	\$4.12	\$3.52	\$2.96	\$2.67	\$2.39	\$2.08	\$1.78	\$1.55
3 COLOR	\$19.51	\$11.83	\$10.30	\$8.32	\$7.13	\$5.89	\$4.99	\$4.16	\$3.74	\$3.33	\$2.90	\$2.48	\$2.16
4 COLOR	\$25.68	\$15.53	\$13.48	\$10.86	\$9.29	\$7.65	\$6.47	\$5.37	\$4.82	\$4.27	\$3.73	\$3.18	\$2.77

- Available online - search for “pricing”

- Set up a sheet - price based on how many of that sheet you are ordering and the number of ink colors on each sheet

- No price increase in ‘19

- “Easy” - uses our art/fonts
“Plus” - your art

- No art charges - what you see is the price per sheet

Your Artwork- Easy Prints® Plus Pricing *Save up to 30% New lower pricing for custom artwork*

	5-9	10-14	15-19	20-24	25-34	35-49	50-74	75-99	100-149	150-199	200-249	250-374	375-499
1 COLOR	\$12.19	\$6.91	\$5.57	\$4.45	\$3.78	\$3.05	\$2.53	\$2.06	\$1.83	\$1.61	\$1.38	\$1.16	\$1.01
2 COLOR	\$18.35	\$10.64	\$8.79	\$7.02	\$5.97	\$4.83	\$4.02	\$3.29	\$2.92	\$2.56	\$2.21	\$1.88	\$1.62
3 COLOR	\$24.51	\$14.33	\$11.97	\$9.57	\$8.13	\$6.60	\$5.49	\$4.49	\$3.99	\$3.50	\$3.03	\$2.58	\$2.23
4 COLOR	\$30.68	\$18.03	\$15.15	\$12.11	\$10.29	\$8.36	\$6.97	\$5.70	\$5.07	\$4.44	\$3.86	\$3.28	\$2.84

Priced per 11.25" x 14" sheet

Printing Costs - Price Calculators

In the Header, click Help Center...

Custom Screen Print Transfers & More... Same Day Turnaround, and 2-Day shipping | Ships by Thursday | Order Numbers / Letters within 4h 38m 8s | **Help Center** | Live Chat Online | Login/Register



How can we help you? Go!



TRANSFERS

NAMES & NUMBERS

DESIGN CENTER

UPLOAD ARTWORK

WHOLESALE APPAREL

HEAT PRESSES

Once in the Help Center...

Help Center

- Customer Support
 - Transfer Storage
 - Canadian Dealers
 - Shipping and Delivery
 - Connect With Us
 - Financing
 - CPSIA
 - Apparel Guidelines
 - Payment Terms
 - Contact Us
 - Educational Webinars
 - Return Policy
 - Ordering
 - Pricing
- Getting Started
 - How to Position Transfers
 - Gang Sheet Tips
 - Glossary
 - Compare Heat Presses
 - Design Sizes
 - Wholesale Suppliers
 - Compare Heat Transfer Types
 - How to Choose a Heat Press
 - Start a T-Shirt Business
 - Placement Tips
- Printing Ideas and Techniques
 - Decorating Football Apparel
 - Decorating Breast Cancer Awareness Apparel
 - Decorating Split Fronts
 - Decorating Sweatshirts
 - Decorating School Apparel
 - Decorating Basketball Apparel
 - Decorating Baseball Apparel
- Calculators
 - Screen Print Price Numbers
 - CAD-PRINTZ Digital Prices
 - Gang Sheet Calculator
 - Rhinestone Prices
 - Image Resizer
- Easy Prints Plus (Your Artwork)
 - AquaTru Artwork Guidelines
 - Digital Artwork Guidelines
 - Custom Clip Art
 - Proofs
 - Screen Printed Artwork Guidelines
- Easy Prints (Our Artwork)
 - Color Change Advantage
 - Easy Prints Special Effects
 - Easy Prints Leagues and Sponsors
 - Ink Color Chart
 - Font Guide
 - Easy Prints Special Layouts
 - Easy View Training
 - Proofs
 - Greek Letter Guide
- Video Library
 - Creating Artwork
 - Transfer Application
 - Easy View Tutorials
 - Ordering Tips
 - Promotional Webinars
- Marketing
 - EasyPrints.com
 - Idea Book Bonus Pages
 - Order Forms
 - Sales Flyers
 - Retail Price List
- Document/Chart Library
 - Full Color Transfer Comparison Chart
 - Heat Press Manuals
 - Transfer Selector Tool
 - Ebook Library
 - Application Instructions
 - Heat Press Comparison



Printing Costs - Screen Print Transfer Price Calculators

<https://transferexpress.com/education/calculators#print-price-container>

Screen Print Price Calculator

Number of Sheets:

Number of Colors:

Ink Formula:

Easy or Plus:

Sheet Pricing Info

Unit Price: \$ 0.00
Quantity: 0

TOTAL: \$ 0.00

Order By: -
Ships On: -

Save \$ 0.00 per sheet by ordering 0 more.
Next Qty Break: 0
Next Qty Break (unit price): \$0.00

✓ CALCULATE

Sheet Pricing Info

Unit Price: \$ 1.83
Quantity: 100

TOTAL: \$ 183.00

Order By: 10/31/2018 3:00 PM
Ships On: 11/2/2018

Save \$ 0.22 per sheet by ordering 50 more.
Next Qty Break: 150
Next Qty Break (unit price): \$ 1.61

Printing Costs - Digital Transfer Price Calculators

<https://transferexpress.com/education/calculators#cad-printz-container>

CAD-PRINTZ® Digital Price Calculator

Soft Opaque
Outline
Number of Images:
Image Width: inches
Image Height: inches

Results

Unit Price:	\$ 0.00
CAD-PRINTZ Total:	\$ 0.00
Min Surcharge:	\$ 0.00
Art Charge:	\$ 0.00
Setup Charge:	\$ 0.00

Total Price: **\$ 0.00**
Total Square Inches: **0**

Requirements For Pricing:
• Height is required

Results

Unit Price:	\$ 2.25
CAD-PRINTZ Total:	\$ 112.50
Min Surcharge:	\$ 0.00
Art Charge:	\$ 0.00
Setup Charge:	\$ 0.00

Total Price: **\$ 112.50**
Total Square Inches: **1250**

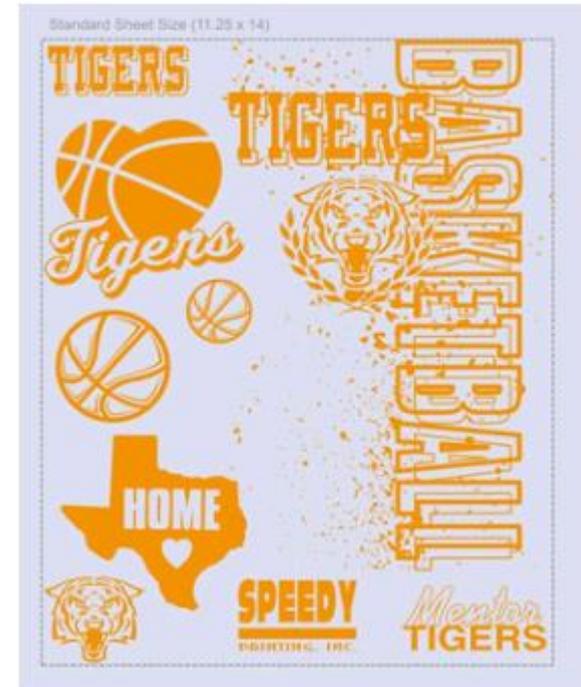
Optimize Cost with Gang Sheets

What is a gang sheet?

A screen printed transfer sheet that you can fill with multiple images.

Sheet Sizes

- Screen Printed Transfers 11.25 x 14
- AquaTru Water Based Transfers 12 x 19
- Digital Transfers No Gang Sheets

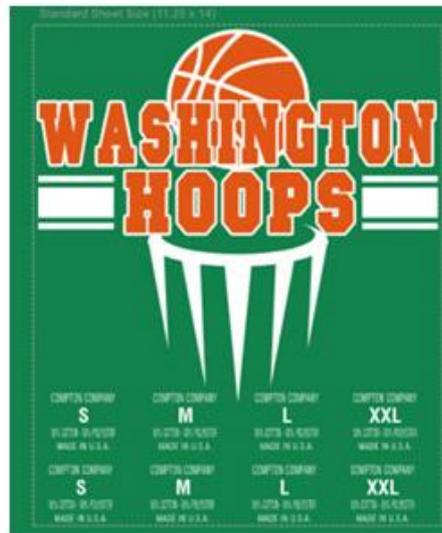


Optimize Cost with Gang Sheets

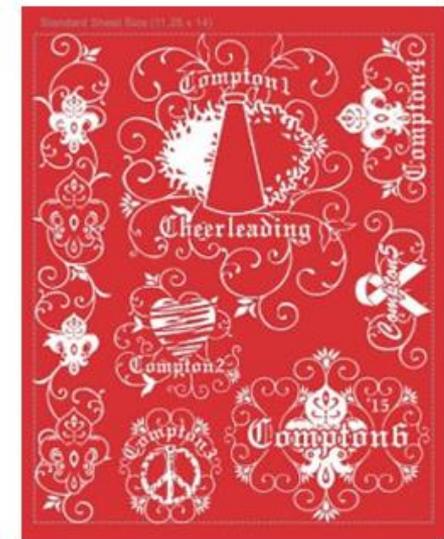
- Set up Sheet (Don't Leave Free Space)
- Can be all the same art, or different
- For best optimization should be all the same color(s)



Sheet filled with full size QHK-115 and sleeve print QL-G-19



You can use extra space by filling it up with custom shirt tags to advertise your company on each shirt!



With QGS-3, you can print 7 items!

Optimize Cost with Gang Sheets

What will fit on a sheet?

The screenshot displays the STAHL'S TRANSFER EXPRESS design software interface. The central workspace shows a 'Standard Sheet Size (11.25 x 14)' layout with the word 'knights' in a stylized, dotted font at the top and bottom. Between the text are four identical knight helmet icons arranged horizontally. The interface includes a top navigation bar with 'New Design', 'Open Job', and 'Add from My Library' options. On the left, there is a sidebar with 'Add Text', 'Add Clip Art', 'Add Layout', and 'Add Your Art...' buttons, along with an 'Edit' panel showing dimensions (Width: 11.08 in, Height: 13.88 in) and a 'Save Job As' button. On the right, a settings panel includes options for 'Print Method' (Screen Print), 'Transfer Type' (Goof Proof), 'Fabric', 'Cut Apart', 'Transfer Size', 'Number of Colors', 'Background Color', 'Image Quantity', and 'Color Changes'. A 'Total Price \$0.00' is displayed at the bottom right of the settings panel.

Optimize Cost with Gang Sheets

What will fit on a sheet?

<https://transferexpress.com/education/calculators#gang-sheet-container>

Gang Sheet Calculator

1. Measure your image as precisely as possible.
2. Enter the width and height of your image. All sizes are in inches.
3. Click the calculate button to see how many times your image will fit on one gang sheet.

Image Width: inches

Image Height: inches

Maximum image size is 11.25"×14".

Results: Number of Images on a Gang Sheet

"Up" amount indicates how many images will fit on a gang sheet. For example, "0 UP" means that an image is too large to fit on a gang sheet; "2 UP" means that two images will fit on a gang sheet.

Screen Printed Transfers	6 UP
Stretch Litho Transfers	6 UP
AquaTru Transfers	8 UP

Calculations are approximate, if size changes slightly it could change the amount that fit up

Optimize Cost with Gang Sheets

1.

Help Center

- Customer Support
 - Transfer Storage
 - Canadian Dealers
 - Shipping and Delivery
 - Connect With Us
 - Financing
- Getting Started
 - How to Position Transfers
 - Gang Sheet Tips**
 - Glossary
 - Compare Heat Presses
 - Design Sizes
- Printing Ideas and Techniques
 - Decorating Football Apparel
 - Decorating Breast Cancer Awareness Apparel
 - Decorating Split Fronts
- Video Library
 - Creating Artwork
 - Transfer Application
 - Easy View Tutorials
- Marketing
 - EasyPrints.com
 - Idea Book Bonus Pages
 - Order Forms

Easy Prints Plus (Your Artwork)

- AquaTru Artwork Guidelines
- Digital Artwork Guidelines
- Custom Clip Art

Easy Prints (Our Artwork)

- Color Change Advantage
- Easy Prints Special Effects
- Easy Prints Leagues and Sponsors
- Ink Color Chart
- Font Guide

Wholesale Suppliers

- Compare Heat Transfer Types
- How to Choose a Heat Press
- Start a T-Shirt Business
- Placement Tips

Proofs

- Screen Printed Artwork Guidelines

Easy Prints Special Layouts

- Easy View Training
- Proofs
- Greek Letter Guide

Ordering Tips

- Promotional
- Webinars

Sales Flyers

- Retail Price List

2.

Gang Sheet Tips

Need Help? Call us!
1-800-622-2280

Getting the Most from Your Transfer Sheets

Our pricing structure is simplified to "Sheet Pricing".

This means you are able to put multiple images on a sheet of paper without incurring any additional fees. You simply pay per sheet, regardless of how many of the same or different images you put on that sheet.

Then, just cut out each image on the sheet for separate applications.

- Prices are per sheet - add as much as you can fit on a sheet
- Our standard sheet size is 11.25" x 14"
- All screen printed transfers can be ganged
- Images/art should be the same color(s)
- We offer a cut apart charge for single images at \$0.20 per image — great for cap and heart-sized designs in large volumes
- See the **Gang Sheet Images Chart** for general sizes and how many images fit on one sheet. If you are not sure of the best way to group your orders, our Dealer Services Representatives will help you find the most cost effective way to place your order.

Use the [Gang Sheet Calculator](#) to determine how many designs fit on a sheet.

So next time you place an order for a single adult sized image (approximately 11" x 11" on average) make sure you add some clip art, left chest images, logos, or [T-shirt tags](#), because they won't cost you a single penny extra.

Or split that sheet up and fill up half the sheet with one design, and the other half of the sheet with another design.

Fill up the space as much or as little as you like – it's your sheet, your way!

[Design your sheet now in Easy View.](#)



Optimize Cost with Gang Sheets

What will fit on a sheet?

https://d1u2h7cezylrld.cloudfront.net/assets/pdf/Gang_Chart.pdf

Inches	1	1.25	1.5	1.75	2	2.25	2.5	2.75	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5	11
1	63	56	52	45	41	36	31	31	28	24	21	20	18	15	15	15	11	11	11	10	10	10	9	9	9
1.25	56	48	47	40	37	32	28	28	24	22	19	18	16	14	14	12	10	10	9	9	9	9	8	8	8
1.5	52	47	35	35	29	28	25	25	21	17	17	14	14	11	11	11	9	8	8	8	8	7	7	7	7
1.75	45	40	35	30	25	25	23	20	20	17	15	14	12	11	10	10	8	7	7	7	7	7	6	6	6
2	41	37	29	25	20	20	19	16	16	14	13	10	10	9	9	8	6	6	6	6	6	5	5	5	5
2.25	36	32	28	25	20	20	19	16	16	13	13	10	10	9	8	8	6	6	6	6	5	5	5	5	5
2.5	31	28	25	23	19	19	12	12	12	11	9	8	8	6	6	6	5	5	5	4	4	4	4	4	4
2.75	31	28	25	20	16	16	12	12	12	11	9	8	8	6	6	6	5	5	5	4	4	4	4	4	4
3	28	24	21	20	16	16	12	12	12	11	9	8	8	6	6	6	5	5	4	4	4	4	4	4	4
3.5	24	22	17	17	14	13	11	11	11	9	6	6	6	5	5	5	4	3	3	3	3	3	3	3	3
4	21	19	17	15	13	13	9	9	9	6	6	6	6	5	5	5	3	3	3	3	3	3	2	2	2
4.5	20	18	14	14	10	10	8	8	8	6	6	6	6	4	4	4	3	3	3	3	3	2	2	2	2
5	18	16	14	12	10	10	8	8	8	6	6	6	4	4	4	4	3	3	3	3	2	2	2	2	2
5.5	15	14	11	11	9	9	6	6	6	5	5	4	4	2	2	2	2	2	2	2	2	2	2	2	2
6	15	14	11	10	9	8	6	6	6	5	5	3	3	2	2	2	2	2	2	2	2	2	2	2	2
6.5	15	12	11	10	8	8	6	6	6	5	5	3	3	2	2	2	2	2	2	2	2	2	2	2	2
7	11	10	9	8	6	6	5	5	5	4	3	3	3	2	2	2	1	1	1	1	1	1	1	1	1
7.5	11	10	8	7	6	6	5	5	5	3	3	3	3	2	2	2	1	1	1	1	1	1	1	1	1
8	11	9	8	7	6	6	5	5	4	3	3	3	3	2	2	2	1	1	1	1	1	1	1	1	1
8.5	10	9	8	7	6	6	4	4	4	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1
9	10	9	8	7	6	5	4	4	4	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1
9.5	10	9	7	7	5	5	4	4	4	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1
10	9	8	7	6	5	5	4	4	4	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1
10.5	9	8	7	6	5	5	4	4	4	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1
11	9	8	7	6	5	5	4	4	4	3	3	2	2	2	2	2	1	1	1	1	1	1	1	1	1
11.5	7	6	5	5	4	4	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
12	7	6	5	5	4	4	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
12.5	7	6	5	5	4	4	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
13	7	6	5	5	4	4	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
13.5	7	6	5	5	4	4	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
14	7	6	5	5	4	4	3	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1

Number Calculators

Player chooses numbers

<https://transferexpress.com/numbers/calculator>

Enter Number of Players:

Enter Each Player Number

3	21	32	23	4	11
2	5	12	14	1	14
12	3	13			

Team Numbers Calculator

Calculate the optimal buying options for purchasing number transfers for an individual team.
Fill in the numbers needed for each player.
Select the style, size, and color.

Select Number Style

1234567890 All Star (Goof Proof)	1234567890 Champ - 1 color (Goof Proof)	1234567890 Champ - 2 color (Goof Proof)	1234567890 Soccer (Goof Proof)
1234567890 Kingdom (Goof Proof)	1234567890 Goal (Goof Proof)	1234567890 Avalon (Elasti Prints)	0123456789 Euro Pro (Elasti Prints)
1234567890 Rex Pro (Elasti Prints)	1234567890 Champ Pro (Elasti Prints)	1234567890 Champ Pro - 2c (Elasti Prints)	1234567890 Avalon (AquaTru Dye-Block)
1234567890 Inline (AquaTru Dye-Block)	1234567890 Champ - 1 color (AquaTru Dye-Block)		

Select Number Size

4 inch	6 inch	8 inch	10 inch
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Select Number Color

<input checked="" type="checkbox"/>	<input type="checkbox"/>							
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Number Calculators

Consecutive Numbers

<https://transferexpress.com/numbers/calculator>

Number of teams

Starting Player number

Ending Player number

League Numbers Calculator

Calculate the optimal buying options for purchasing number transfers for a league where each team is sequentially numbered. Enter the number of teams and the starting and ending player numbers. Select the style, size, and color.

Select Number Style

1234567890 All Star (Goof Proof)	1234567890 Champ - 1 color (Goof Proof)	1234567890 Champ - 2 color (Goof Proof)	1234567890 Soccer (Goof Proof)
1234567890 Kingdom (Goof Proof)	1234567890 Goal (Goof Proof)	1234567890 Avalon (Elasti Prints)	0123456789 Euro Pro (Elasti Prints)
1234567890 Rex Pro (Elasti Prints)	1234567890 Champ Pro (Elasti Prints)	1234567890 Champ Pro - 2c (Elasti Prints)	1234567890 Avalon (AquaTru Dye-Block)
1234567890 Inline (AquaTru Dye-Block)	1234567890 Champ - 1 color (AquaTru Dye-Block)		

Select Number Size

4 inch	6 inch	8 inch	10 inch
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Select Number Color

<input checked="" type="checkbox"/> Black	<input type="checkbox"/> Bubblegum Pink	<input type="checkbox"/> Dark Green	<input type="checkbox"/> Gold	<input type="checkbox"/> Grey	<input type="checkbox"/> Kelly	<input type="checkbox"/> Maroon	<input type="checkbox"/> Navy	<input type="checkbox"/> Orange	<input type="checkbox"/> Purple
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The Custom Transfer People

Number Calculators

Results

Number	Packs of 5 Digits			Express Pack		Number Kits	
	Packs	Used	Extra	Used	Extra	Used	Extra
0	1	3	2	3	7	3	12
1	3	15	0	15	15	15	105
2	2	6	4	6	4	6	24
3	1	3	2	3	7	3	27
4	1	3	2	3	7	3	27
5	1	3	2	3	7	3	27
6/9	2	6	4	6	14	6	24
7	1	3	2	3	7	3	12
8	1	3	2	3	7	3	12
Totals		45	20	45	75	45	270

PACKS OF 5 DIGITS



Quantity: 13 Average Price \$1.25

EXPRESS PACKS

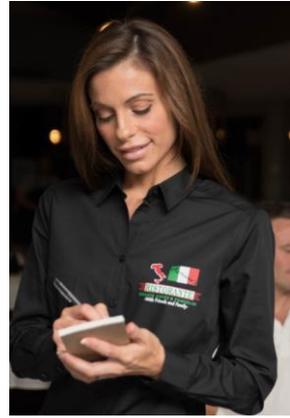


Quantity: 2 Unit Price \$13.75

NUMBER KITS



Quantity: 1 Unit Price \$67.00



Profits



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
- 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
- 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

All About Numbers

December 13

2:00 PM EST

