



The Top 10 Heat Printing Mistakes

& How To Correct Them



AGENDA



What Is Heat Printing

The Importance of a Quality Heat press

10 Heat Printing Mistakes and How to Fix Them

10 Heat Printing Mistakes

What is Heat Printing?

A versatile and easy method of custom printing using transfers and a heat press

Success is based on the right combination of:

Time

Temperature

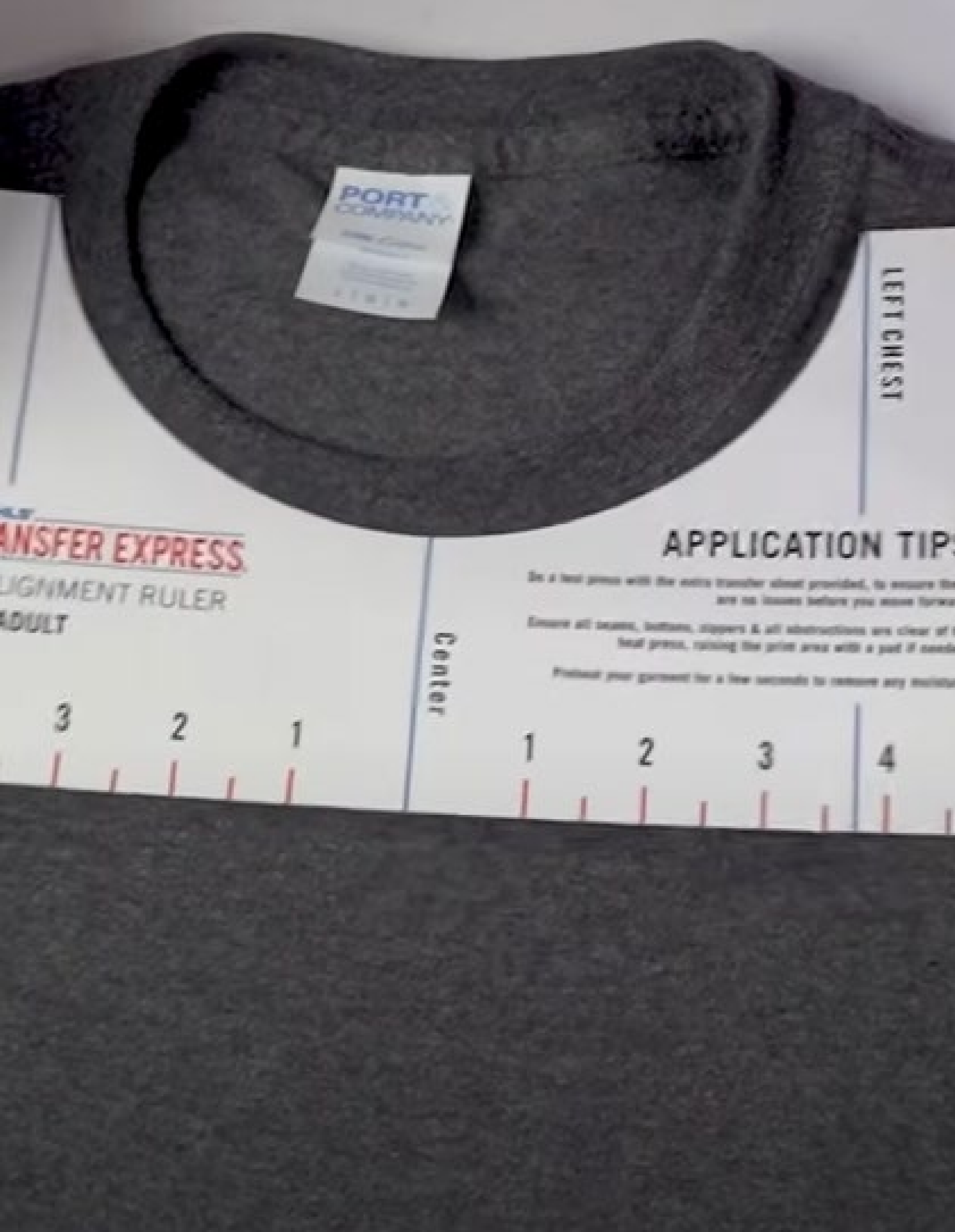
Pressure



The Importance of Your Press

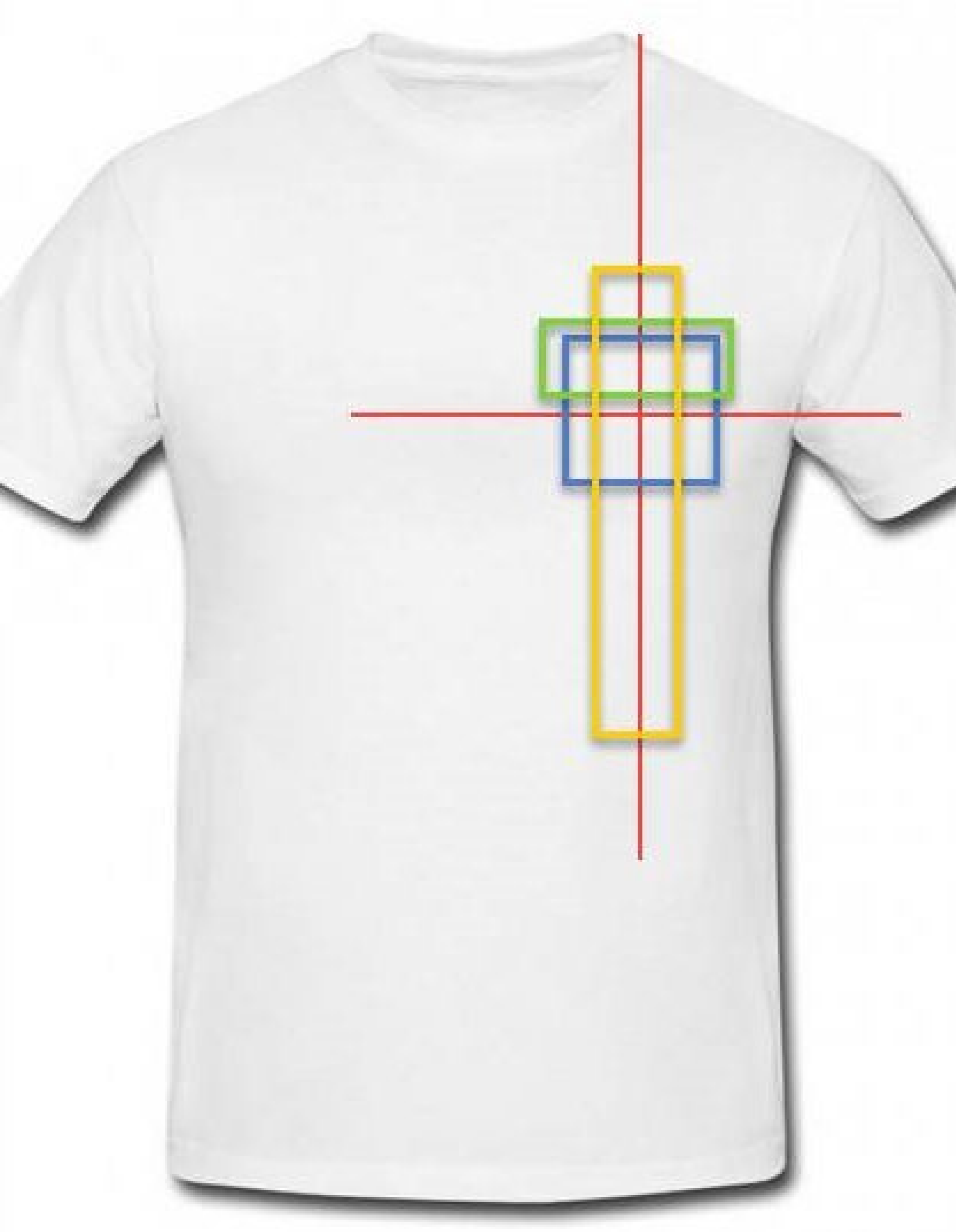


- Your Heat Press is the One Investment You Need to Get Started
- It is not uncommon for a quality press to last 10-20 years
- Your heat press must achieve accurate time, temperature and pressure (Example With the Cricut Easy Press, the only pressure is you; vs Hotronix with a digital pressure readout)



1. Print Placement

- Tools for Standard Placements
 - Placement Ruler
 - Three Finger Guide
- Most Common Error putting the print too low.
Avoid the “Belly Print”



1. Print Placement

- Tips for Left Chest

Intersection of collar and line at the bottom of the arms

- Biggest error is too far under the arms since you are applying a flat shirt

1. Print Placement

New Easier to Apply to help with placement

Single Image Goof Proof

No cutting, just one image

Centered on the sheet for you



2. Wrong Color Choice

- Screen representation is close but not exact
- For full color prints supply art in CMYK, the format used for printing
- Pantone listing for stock colors online

<https://www.transferexpress.com/ink-colors>



INK COLORS

We offer 73 stock colors. The number next to the color is the closest Pantone® number (PMS) when using a Pantone® color chart. We also sell a color selector for the true representation of the color. Color matches of any color are available for \$30 per color matched per order.

Color Name	Transfer Types	PMS #	Color Name	Transfer Types	PMS #
Admiral Blue	U	3581 C	Cream	* G H E U	2001 C
Amethyst	U	3575 C	Creamsicle	U	164 C
Antique Mauve	U	502 C	Crete Pink	U	4064 C
Apple Green	U	2257 C	Cyan	G H E U	2393 C
Apricot	*	474 C	Dark Brown	G H E U	4104 C
Army Green	U	5555 C	Dark Gray	U	4279 C
Avocado	G H E U	368 C	Dark Green	G H E U	357 C
Baby Blue	U	291 C	Deep Purple	U	2627 C
Babydoll Pink	U	2050 C	Deep Sea	U	7715 C
Beige	* G H E U	726 C	Denim	G H E U	2158 C
Black	G H E U	N/A	Diva Purple	U	7656 C
Bluegrass Green	U	3285 C	Dolphin	G H E U	3282 C
Bright Red	U	185 C	Dove	U	7450 C
Bubblegum Pink	* G H E U	N/A	Dusty Rose	G H E U	2444 C
Burgundy	G H E U	201 C	Eggplant	G H E U	5115 C
Burnt Orange	G H E U	2448 C	Espresso	U	439 C
Camo Brown	U	476 C	Faded Moss	U	5793 C
Camo Green	U	4199 C	Flashy Purple	U	3559 C
Camo Tan	U	W610 C	Fog	U	649 C
Candy Pink	U	190 C	Frost Blue	U	657 C
Cantaloupe	U	1565 C	Fuchsia	* G H E U	2450 C
Carolina Blue	* G H E U	2128 C	Gator Green	U	349 C
Cashmere	U	7507 C	Gold	* G H E U	1235 C
Celery	* G H E U	367 C	Grass Green	U	362 C
Cement	* G H E U	2330 C	Gray	* G H E U	423 C
Charcoal	G H E U	7540 C	Greek Pink	U	198 C
Cheer Pink	U	7424 C	Green Tea	U	2275 C
Chocolate	U	4625 C	Grizzly Brown	U	731 C
Cinnamon	U	2435 C	Guacamole	U	2304 C
College Blue	U	2383 C	Guardian Gray	U	2162 C
Columbia Blue	* G H E U	2129 C	Hunter Green	U	4215 C
Coral	U	1785 C	Ivory	U	N/A

IMAGE SIZES

You can choose any size for your artwork, but based on your print placement, we have suggested sizes to help you get started.



CAP & VISOR

Standard Cap	4" x 2.25"
Standard Visor	4" x 1.25"

ADULT

Standard Adult	11" x 11"
Max	11.25" x 14"
Jumbo	12.5" x 17"

YOUTH

Youth (Med/Lg.)	10.5" x 10.5"
Youth (Small)	8.5" x 8.5"
Toddler	5.5" x 5.5"

LEG

Standard Leg	2.5" x 14"
Large Leg	5" x 24"

HEART / LEFT CHEST

Standard Heart	4.5" x 4.5"
Maximum Heart	5" x 5"
Pocket	3.5" x 3.5"

SLEEVE

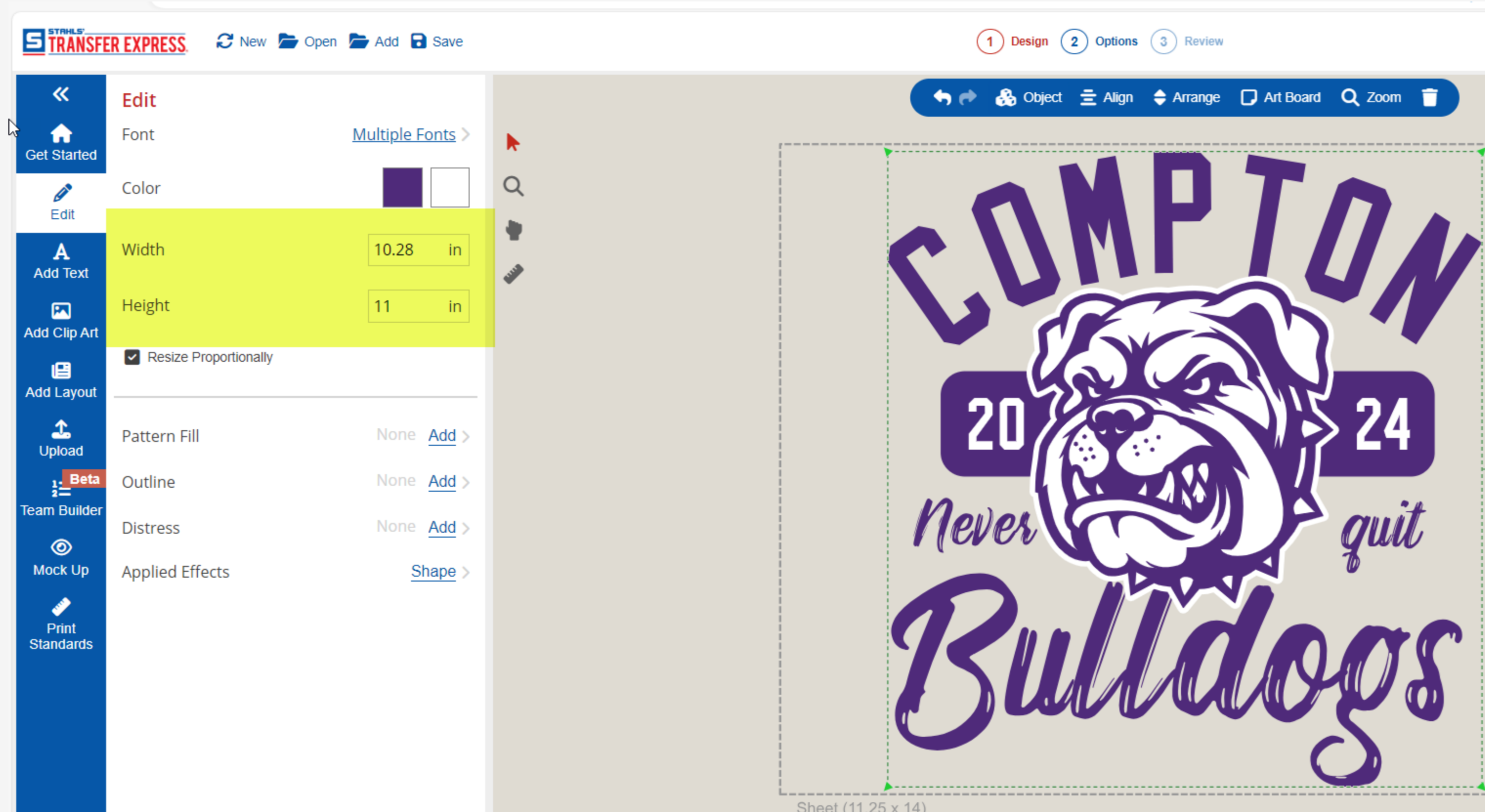
Standard Sleeve	2" x 11.25"
Maximum Sleeve	2.5" x 14"

3. Image Size

- Industry Standard Size Chart

<https://www.transfereexpress.com/design-sizes>

3. Image Size



- Verifying size when ordering
- Adjust by changing the number or increasing/decreasing the box on the artboard



4. Choosing The Right Product

- Many different types of transfers all with their own directions
- Most Important: Fabric type
- Also important is the number of colors and quantity

The Heat Transfer Guide: **WHAT TO USE WHEN**

APPAREL QUANTITY
(Based on one full-front design)

6 | 12 | 24 | 36 | 48 |



4. Choosing The Right Product

Tools to Help

- What To Use When Chart
- Online Transfer Selector Tool
<https://www.transfereexpress.com/choose-heat-transfer-type>
- Customer Service
- Your own tests with our free samples

Goof Proof®

Application Instructions

- Applies to cotton, polyester, poly/cotton blends.
- An extra transfer is provided for testing purposes.
- Before applying, check your transfers for spelling, color placement, etc.

Proper Transfer Storage

Store in a cool dry place out of extreme hot or cold temperatures or moisture. Keeping them in the provided box and bag will prolong the life of the transfers.

1 Set Your Heat Press

Determine your fabric type:

- **100% cotton & cotton/poly blends**
Temperature: 365° F | Time: 4-6 Seconds | Pressure: Med/Firm 6-8 60-80 psi
- **100% polyester**
Temperature: 325-335° F | Time: 10-12 Seconds | Pressure: Med/Firm 6-8 60-80 psi

Do not use a cover sheet or upper platen cover. These can block heat from reaching the transfer.

2 Preheat Apparel

3-5 seconds

Place or thread apparel on platen and press for 3-5 seconds. This removes any moisture in the garment.

Avoid obstructions like seams, buttons, and zippers by raising the print area with a firm, flat pad. Do not use a pillow.

3 Position Transfer & Press


Place the transfer ink side down on the apparel.

Close machine and press according to your fabric type:


- **4-6 seconds 365° F**
100% cotton & cotton/poly blends
- **10-12 seconds 325-335° F**
100% polyester blends

4 Peel Transfer Carrier HOT

Open machine and immediately peel off the paper backing in a smooth, even motion.



Watch the step-by-step application video!



Scan for application trouble shooting and tips!

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Have a question? Email us: info@TransferExpress.com

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5. Failure to Follow Application Instructions

#1 Cause of Application Issues

- Application directions are included in every order
- Provides you with the tested formula for time, temperature and pressure
- Provides tips specific to that product
Example-UltraColor Pro must be stored in the ziplock bag provided with the silica pack
- Use Heat gun/ Test Strips to check your temperature and adjust as needed



6. Blocking the Heat

- Time, Temperature and Pressure are the key to good app
- Upper Platen Cover-blocks 20-30 degrees from reaching the transfer application
- Cover sheets can block 10-30 degrees from reaching the transfer application and are not needed for any Transfer Express application
- Only time a cover sheet is needed is if there is a pre-applied transfer or print, use the thin cover sheets or similar like we sell. Blocks 0 degrees.

<https://www.transferexpress.com/heat-press-accessories/cover-sheets>



c



7. Obstructions

- Pressure is one of three most important variables
- Obstructions that can cause uneven pressure include pockets, seams, hood, buttons and zippers
- Failure to create a flat surface is the number one reason application fails on Hoodies.



7. Obstructions

- Your Challenge is to create an even flat surface so the upper platen hits the print area first, and evenly
- Tools to assist with Obstruction Adjustment
 - Smaller Platen
 - Interchangeable Platen
 - Mouse Pad
 - Silicone Pad

7. Obstructions

A heat press pillow “squishes” inconsistently and does not create the firm, flat surface needed for the Transfer Express products



8. Proof Approval

Use online tools to get customer approval before ordering

- Easy View Art Creation
- Uploaded Visuals
- Mock-ups





9. Pricing

- Not every order is worth doing – Ensure you profit
- Caution: I could get it from ABC for \$5, why are they still looking?
- Use Custom Ink for a quick calculation
Custom Ink 2 week delivery
You can easily deliver in 1 week or less
- Easy Pricing Method
 $(\text{Shirt Cost} + \text{Print Cost}) \times 2 = \text{Selling Price}$

Build Value in Services: Quick Turn, Free Design, Local Delivery, Expert suggestions, etc

We do have pricing videos and entire webinars for additional help www.youtube.com/TransferExpress



Sheet (11.25 x 14)

10. Gang Sheet Optimization

Products sold by the sheet:

- Goof Proof
- Elasti Prints
- Glow-in-the-Dark
- Puff
- UltraColor Max
- UltraColor Pro
- UltraColor Stretch
- AquaTru



10. Gang Sheet Optimization

Use all of the space:

- Shirt Tags
- Left / Right Chest
- Sleeve Prints
- Hats & Headwear

10. Gang Sheet Optimization

Use all of the space:

Branded boxes or bags





10. Gang Sheet Optimization

Use all of the space:

Potential Client Sample



10. Gang Sheet Optimization

Use all of the space:

Thank you gift for your customer
(print a cinch sack and include it with
your shirt delivery)

10. Gang Sheet Optimization

Use all of the space:

Test a new product you might want to sell



APPLICATION KIT

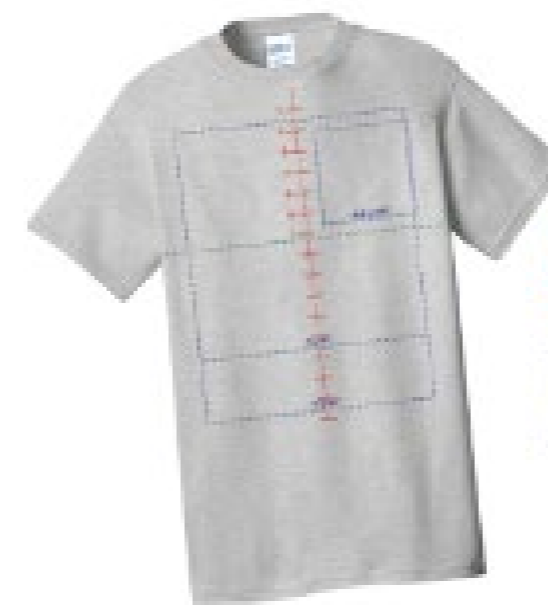
The Application Kit is the perfect set of accessories to go alongside your heat press. These tools will help you with everyday printing or when you are in a pinch.

ONLY

\$35

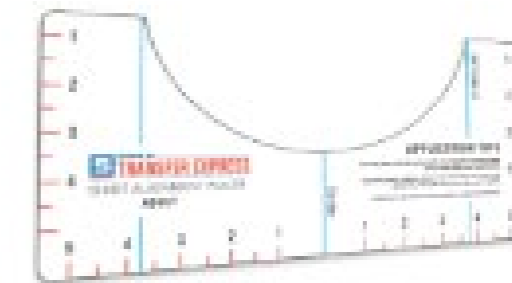


WEBINAR SPECIAL: FREE SHIPPING



Sizing T-Shirt

A great sizing and placement reference to show your customers where the print will be placed.



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!



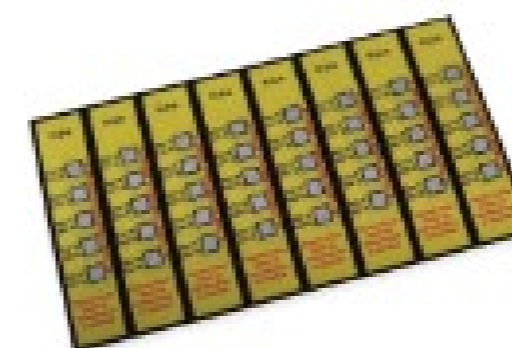
Mousepad

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



Chart Posters

Transfer Application chart to keep an easy reference poster near your heat press. Hang the What to Use When poster by your desk and order every transfer with confidence.



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.



WATCH HOW!



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.

Any Questions?



Q&A

STAY IN TOUCH

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info@transferexpress.com

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