

TAPPING INTO SCHOOL MARKETS



AGENDA



Getting Started & Who to contact?

Mascots and More-Your Art

T-Shirts and Hoodies

Beyond the Shirt Product Offerings

Taking the Order

Printing on Demand

Tapping Into The School Market



Getting Started

- Vendor Approval (*Varies*)
 - Business Information
 - Services Provided
 - Payment Terms
 - Tax Information (W-9)
- Request For Proposals
 - Bid on projects (uniforms, etc)



School Contacts

- Athletic Directors/Individual Coaches
 - Team Uniforms
 - Team Packs
 - Parent purchases
 - Fundraising Pop Up Shop

School Contacts

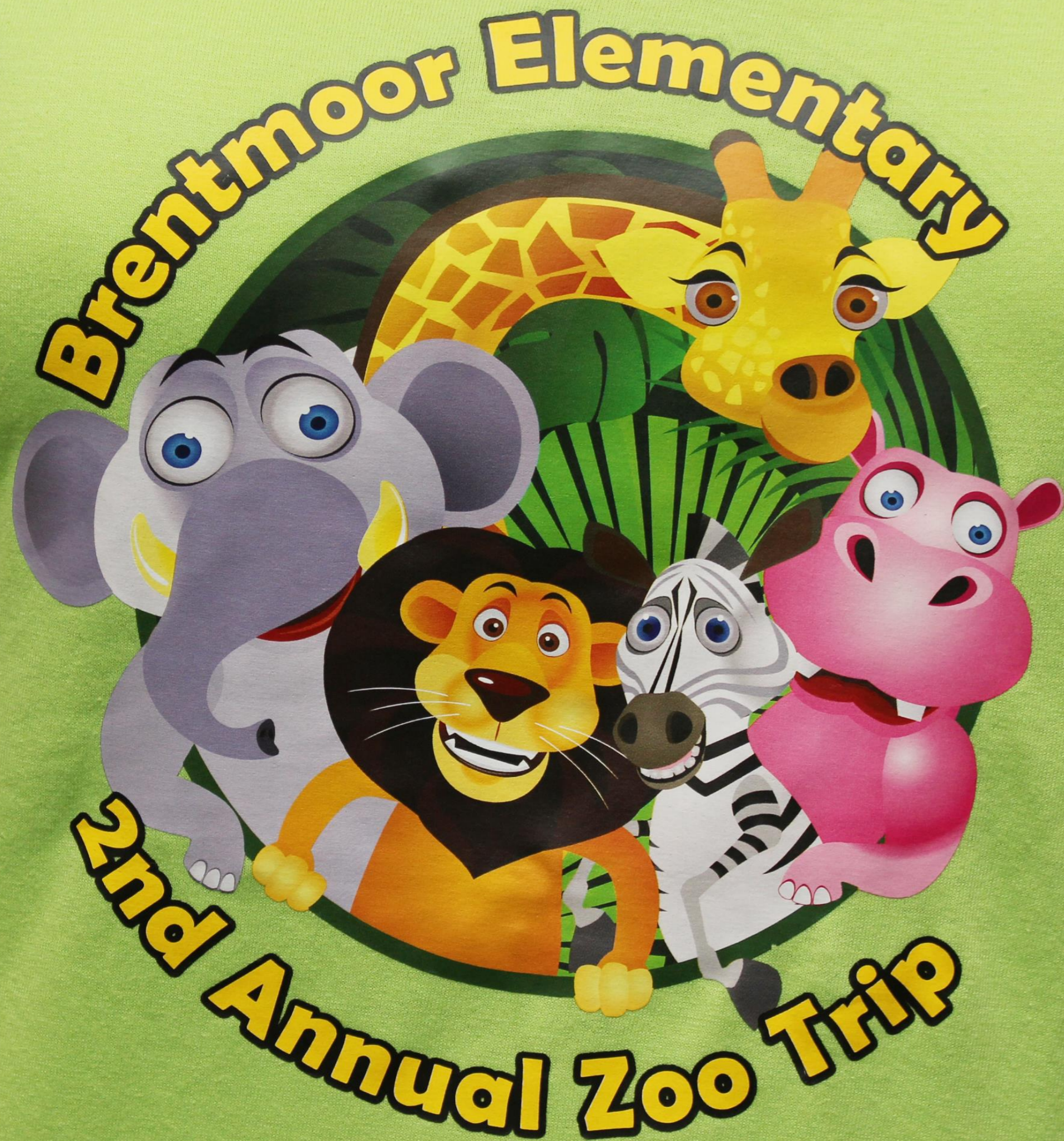


- PTA/PTO Representatives
 - Spirit Wear
 - Fundraising



School Contacts

- School Administrators (principal, asst. principal)
 - School Uniforms
 - Physical Education Uniforms
 - School Spirit Store



School Contacts

- Club Advisors/Classroom Teachers
 - Trips
 - Fundraisers
 - Shirts uniting the group
 - Events (Field Day, Homecoming, Music Concert, Prom)



Mascots & More-Your Art

Easy View is a free online designer filled with
7500 Customizable Layouts
10500 Clip art including most school's mascots
Over 200 fonts

Or upload your own art

Includes mock-up tool

Preloaded with most popular apparel

Easy Prints
layout MAS-
217 on PC54



T-Shirts and Hoodies

Most Popular T-Shirt Wholesale Blanks (from Transfer Express Apparel)

Good Basic

PC54 Port & Company Core Cotton

5.4 oz, 100% Cotton

72 colors, S-6XL and Youth

Basic +

PC450 Port & Company Fan Favorite

4.5 oz, ringspun cotton

42 colors, S-6XL and Youth



Easy Prints
layout MAS-
187 on
BC3001Y

T-Shirts and Hoodies

Most Popular T-Shirt Wholesale Blanks

Premium

DT104 District Perfect Weight

4.3 oz, ring spun cotton

60 colors, XS-4XL

BC3001 Bella-Canvas Unisex Jersey

4.2 oz, ring spun cotton

55 colors XS-4XL

Easy Prints
layout
QCO-125
on PC78H

T-Shirts and Hoodies

Most Popular Hoodie Wholesale Blanks

Basic

Port & Company Fleece PC78H

Most colors-51

9 oz. 50/50 Blend

Jerzees NuBlend 996M

37 colors

8 oz 50/50 Blend



Easy Print
Layout
QSL-291 on
BC3719



T-Shirts and Hoodies

Most Popular Hoodie Wholesale Blanks

Premium

District Perfect Tri Fleece (Soft) DT1300

12 Colors, Adult Only

7 oz. 54/40/6 Blend

Bella-Canva Unisex Sponge Fleece BC3719

19 colors

8 oz, 52/48 Blend

Beyond Shirts

Garden Flags

- Cost \$1 each
- Use Extra Transfers to Print (Goof Proof, UltraColor Max (for your one offs) and UltraColor Pro all work!



Beyond Shirts

Pennants

- Cost \$3 each
- Use Extra Transfers to Print - Goof Proof, UltraColor Max (for your one offs) and UltraColor Pro all apply to felt
- Source libertypennants.com





Beyond Shirts

Cinch Sacks

- Cost \$1.50-\$14 each
- Use Extra Transfers to Print - Elasti Prints, UltraColor Max (for your one offs) and UltraColor Pro all apply to polyester cinch sacks! No melting!
- [Read more](#)

Beyond Shirts



Easy Prints layout
3D-590

Pencil Pouches

- Cost \$1
- Add Extra Transfers to Gang sheet at no cost (UC Pro or Goof Proof)
- UC Max for one offs
- Source
 - Amazon



Beyond Shirts

Stadium Seats

- Cost \$15
- Elasti Prints, Goof Proof, UltraColor Pro and UltraColor Max
- Available from Transfer Express BG601

Beyond Shirts

Rally Towels

- Cost Goof Proof your perfect choice
 - 1 color and quantity!
- Available from Transfer Express \$1.50
PT38





Beyond Shirts

Blankets

- Cost \$6-\$10
- Goof Proof your perfect choice
 - 1 color and quantity!
- Available from Transfer Express BP60

Beyond Shirts

Backpacks

- Elasti Prints, UC Max and UC Pro
- Many styles at Transfer Express Apparel
- Benefit of Heat Printing
 - Personalization
 - Any Quantity
 - Different Finishes & Effects



Beyond Shirts

Umbrellas

- Elasti Prints, UC Max and UC Pro
- Umbrella source Amazon



language of colors, symbols, and slogans that transcend differences and fosters a sense of belonging.

ing Styles
 up the paradigm and mix in two ent styles, like this baseball button and these racing style decorations. combination of CAD-PRINT™ Perma-Twill™ traColor Max™ in variations of the mascot is a quick way to bring the of the school back into the apparel premium retail look and feel.

Full Button Baseball Top
 CAD-PRINT™ Perma-Twill™ traColor Max™

Franklin
 Snapback Trucker Cap
 CAD-PRINT™ Perma-Twill™ traColor Max™

2024 Decorated Apparel Fanwear Guide

The 2024 Decorated Apparel **FANWEAR GUIDE**



DOWNLOAD TODAY!

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



WALDEN

Cycle of Respect
 When teachers are shown appreciation through acts and recognition, it creates a culture of respect and motivation, boosting morale, and ultimately enhances the educational experience for the staff and students.

AREA TO YOU

My Company Name

Custom Apparel Order Form

My Logo

Shirt Style	Shirt Color	Layout #	Ink Color(s)	S	M	L	XL	2XL	3XL	Price Ea.	Total

Print Location: 




Subtotal _____

Tax _____

Total _____

Order Notes:

File Name: _____ Artwork Approved

<p>CONTACT INFORMATION</p> <p>Customer: _____</p> <p>Phone: _____</p> <p>Email: _____</p> <p>Address: _____</p> <p>_____</p>	<p>PAYMENT</p> <p><input type="checkbox"/> cash <input type="checkbox"/> card <input type="checkbox"/> check <input type="checkbox"/> other _____</p> <p>Payment info. _____</p> <p>Payment Due: _____ Paid <input type="checkbox"/></p> <p>Delivery Date: _____</p> <p>Delivery Method: _____</p>
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1 Names/Numbers (see pg. 2)

Taking The Orders

Paper Order Forms

Part of 2024 Marketing Kit

Digital Assets



Photo: Red Brick Clothing Co.

Taking The Orders

Pop-Up Shop

Sporting Event

Registration

Meet the Teacher Night

Concerts

Theatre Events



Taking The Orders

Online Store

Fulfill Engine

Web stores

Scan To Print

Integrated shipping/fulfillment

Connected Decorator Network



Print On Demand

Screen Printed Transfers

- New Single Image 50 cut and ready to apply just .99 each
- 4 second application

UltraColor Max-full color/small orders

- .06 per square inch
- 12 second application
- Fast refills-both ship the Next Day when ordered by noon
- Press as sold, no inventory waste



Webinar Marketing Kit Special

Your T-Shirt Business in A Box!

Get all of the tools you need to sell custom printed apparel. This kit is your traveling office, show room, full of t-shirt ideas, samples, and ink colors to show customers what you can print for them.

Webinar Special:
Only \$40 – Save \$15!
(Normally \$55)

\$75 Combo: Marketing + Application Kit

THANK YOU.

Any Questions?



Q&A

STAY IN TOUCH

We're here to help you grow your business!

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info@transferexpress.com

Call us

1-800-622-2280

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