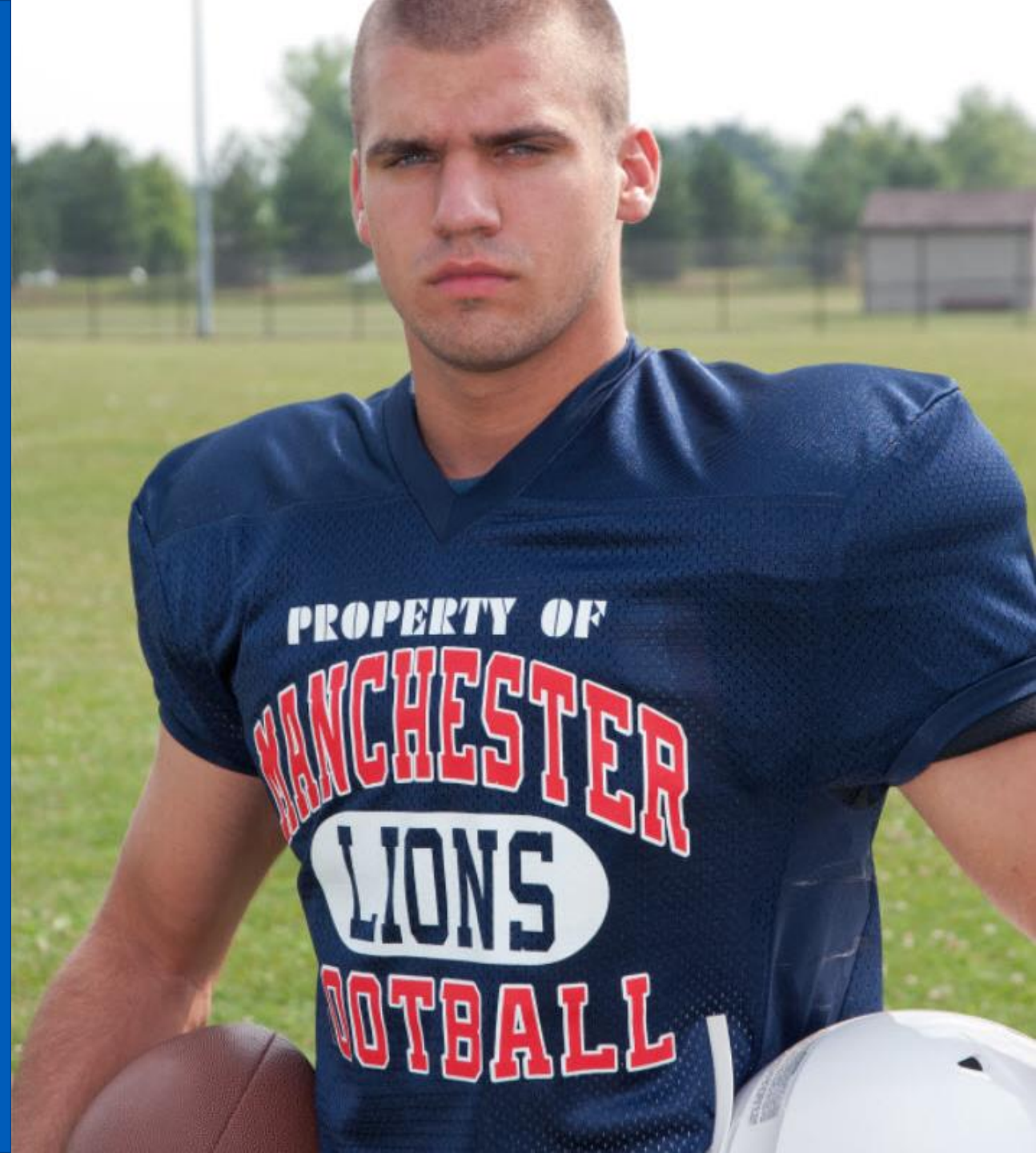


GET READY TO PRINT FOR FALL SPORTS

 **STAHL'S**
TRANSFER EXPRESS



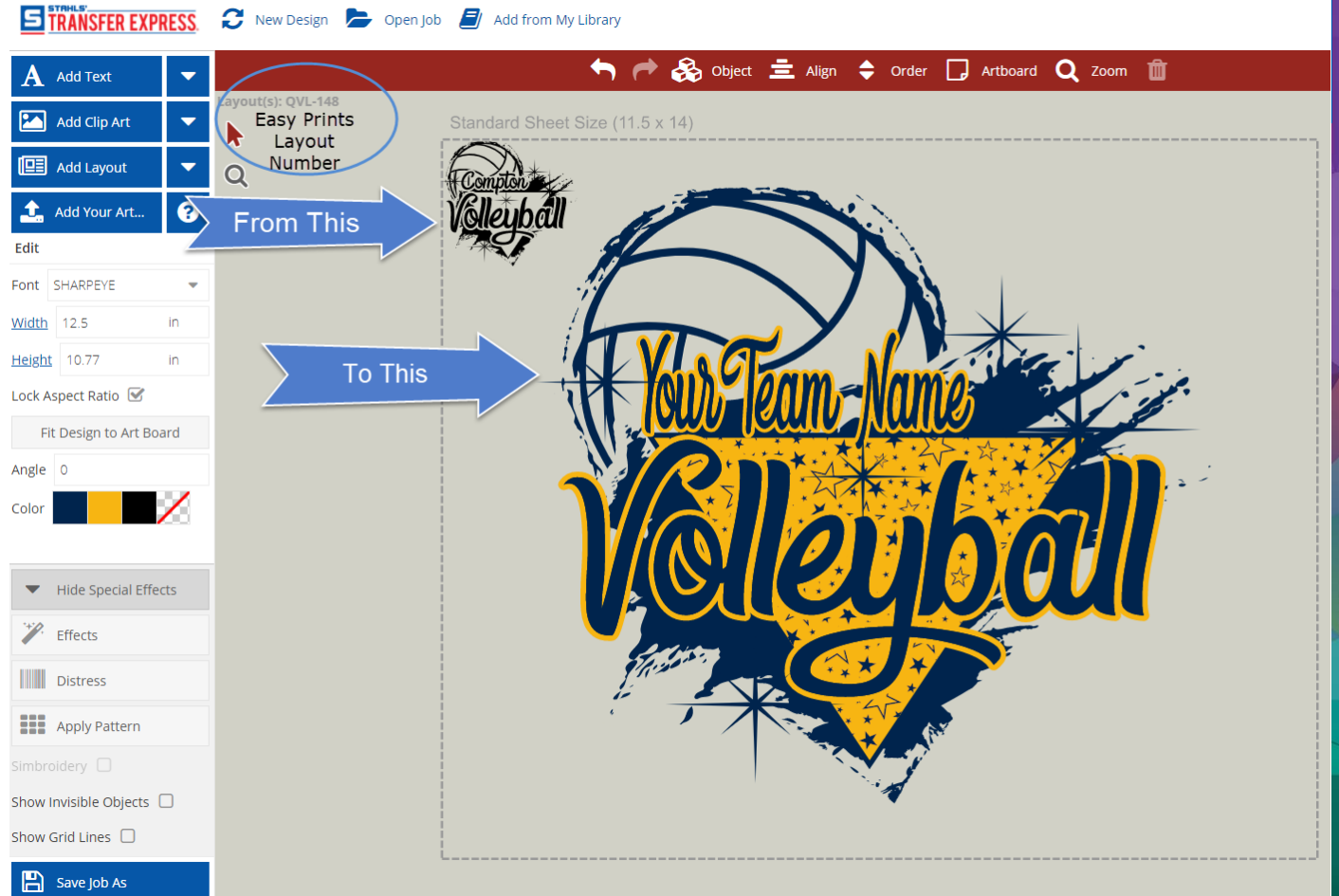
AGENDA

- New trends for each of the fall sports for uniforms and spiritwear
- The three basic products and how to decide when to use what
- We've got your number
- Money saving tips



BEFORE WE START

- For each sport we will refer to Easy Prints layouts
- What are Easy Prints? Professionally created designs you customize in seconds
- How do you use these designs? Bring up the layout in Easy View, your free online designer. Change text, fonts, add patterns, clip art and colors for your team!



FOOTBALL

- Practice gear (jersey and shorts)
- Game uniforms
- Friday night spiritwear
- Rally towels
- Replica jerseys
- Tailgate accessories
 - Can coolers
 - Car flags
 - Window decals
 - T-shirts and hoodies
- All levels - youth to pros



FOOTBALL

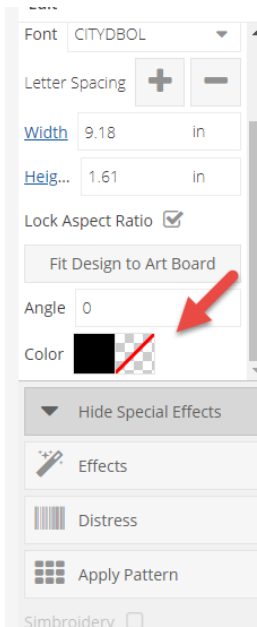
- Top football templates
Very traditional are still the most popular
- Uniforms just use an arch or straight word mark



FOOTBALL

- How to add color
- Some text has multi-color set up
- Just change no color to a color

- Or use Effects to add outline



FOOTBALL

- Uniform trends
 - More fitted
 - 100% Polyester
 - Mesh less popular
- Trend solution - Elasti Prints for 100% polyester
- UltraColor Stretch for spandex blend



FOOTBALL PRACTICE GEAR

Tip: Create a practice gear order page using Spirit Sale



FOOTBALL SPIRIT WEAR

- Replica jerseys
Mom, Dad, Brother,
Sister and Girlfriend



FOOTBALL FRIDAY NIGHT FAN WEAR



FOOTBALL TAILGATE

- Stadium seat – BG601 in Transfer Express Apparel



FOOTBALL POWDERPUFF



FOOTBALL RALLY TOWELS

- Rally towels – PT38 in Transfer Express Apparel



FOOTBALL CITY PRIDE



STAHL'S TRANSFER EXPRESS

New Design Open Job Add from My Library

Training Videos ? Settings

Print Method Screen Print (\$2.27)

Transfer Type Goof Proof (\$2.27)

Fabric 50/50 Cotton/Poly Blend

Cut Apart No (N/A)

Number of Colors 1 (Met. Silver)

Apparel Color

Image Quantity 50

Color Changes 0 + Color Change

Order Notes

Total Price **\$113.50** View Details

Apparel / Share Done

VOLLEYBALL

Top volleyball templates

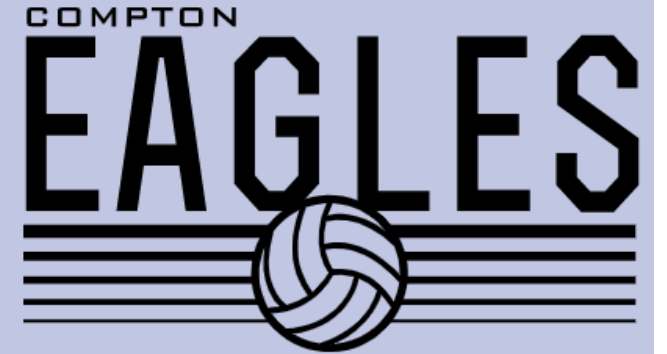


BUMP IT, SPIKE IT, WIN IT, VOLLEYBALL

QVL-131



QVL-128



QVL-138



QVL-124

VOLLEYBALL



NEW
VOLLEYBALL
LAYOUT DESIGNS

VOLLEYBALL

Volleyball uniforms we carry



Color Cross



Dig



Hit



Set

VOLLEYBALL

Events

Example: Volley for A Cure



VOLLEYBALL

What to Use When

Screen Print


Goof Proof: 1 or 2 color application to cotton or poly/cotton

Screen Print

Elasti Prints: 1 or 2 color for 100% poly application


Full Color

UltraColor: for 3 or more colors or full color



Screen Print Spot Color

- Recommended for 1-2 color printing
- Traditional screen printing process




Select



Full Color Process (CMYK) Color

- Ideal for artwork with 3+ colors, shading or gradients
- Digital based printed process



Select

CROSS COUNTRY

- Team uniforms
- Hoodies
- Tip: Use an extra transfer and apply to team tent

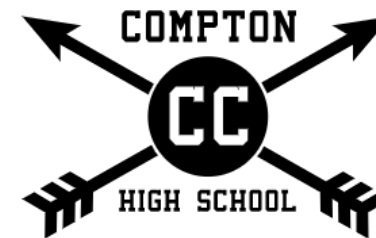


CROSS COUNTRY

Top templates



QTK-105

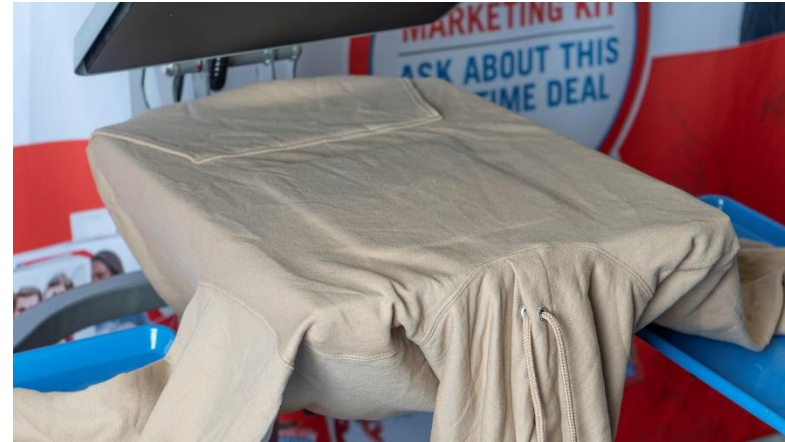


QTK-94

CROSS COUNTRY

Tip: Hoodie application
Hoodies have lots of obstructions including the hood, pocket and strings.

Be sure you raise the print area only using an interchangeable platen, Print Perfect Pad or mouse pad so an even flat application surface is created.



SOCCER

- Team uniforms
- Equipment bags
- Spiritwear



SOCCER

Top templates



QSO-211



QSO-205



QSO-201



QSO-13

SOCCER

Color Change or two orders?

If using light or dark, you need to use two orders so the black and white areas of the ball look correct

If all shirts are light color, a color change is no problem. “Color Change” is a cost saving tool where the price is based on the total order but a portion is a different color.



SOCCER

Popular jersey styles



Cutter



Lightening



Attacking



Genesis

CHEERLEADING

Best selling templates



QCH-173



QCH-168



QCH-174



QCH-133

CHEERLEADING

Increase sales with full color

UltraColor Soft - for application to cotton, polyester and poly/cotton blends

UltraColor Stretch - for application to Lycra, spandex and nylons

UltraColor Stretch with Blocker - for application to sublimated polyester



NUMBERS

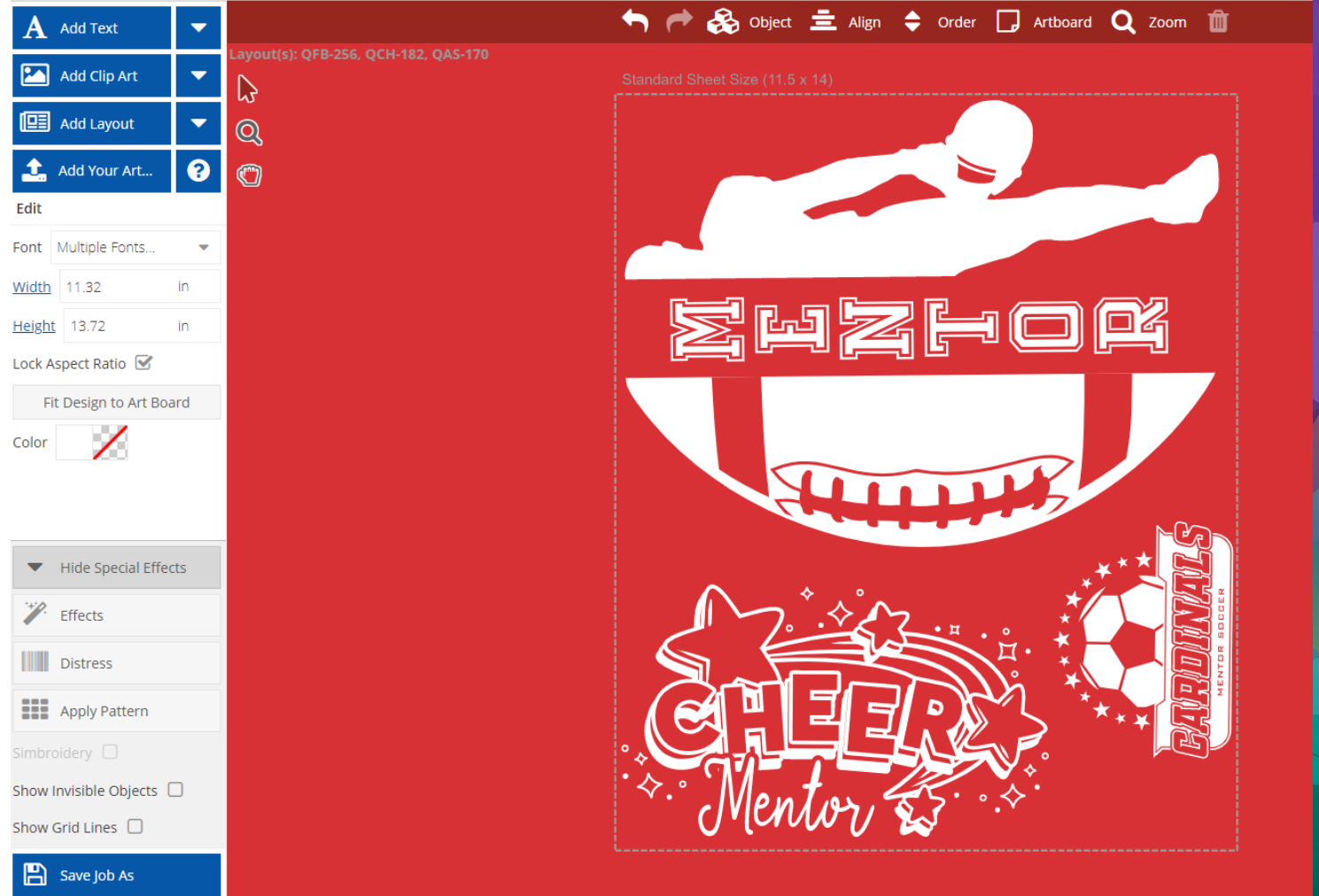
- Perfect Pairing application
Touch sides of paper and your digits are aligned!
- Two colors, one application - no registration errors
- Available in both Goof Proof (Champ) and Elasti Prints (Champ Pro)
- Sold in 5 packs, team packs and league kits



GANG SHEETS

- Best way to reduce printing costs
- Use the Add Buttons
- Position and size on sheets until the sheet is filled (sheet represented by the dotted line)

11.5 x 14 Screen Printed
11.5 x 18 UltraColor



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
- Call us: 1-800-622-2280
- Read and Subscribe to our Blog: blog.transferexpress.com/
- Watch our videos and previous webinars: www.TransferExpress.com/Webinars
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