

# CREATING ART FOR SPRING SALES

---

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



# AGENDA

---

- Niche Spring markets
- Creating the art
- Uploading your art
- Choosing the right product
- Create mock-ups for online sales



# NICHE SPRING SALES

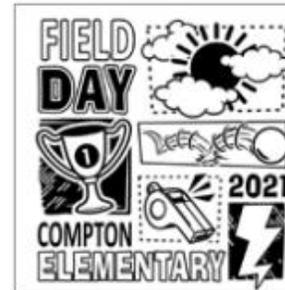
- Class of Shirts/Graduation
- School/Day Care Field Trips
- Field Day
- Prom/After Prom
- Baseball/Softball
- Track
- Easter
- Hikes/Nature Activities
- Fundraising Walks/Runs



QAS-165



QTK-111



QYT-238

# NICHE SPRING SALES

---

- Autism Awareness Month (April)
- Earth Day
- Spring Break Trips
- Mother's Day
- Memorial Day
- Bachelor/Bachelorette Parties
- Golf Outings
- Horse/Car shows



QBU-307



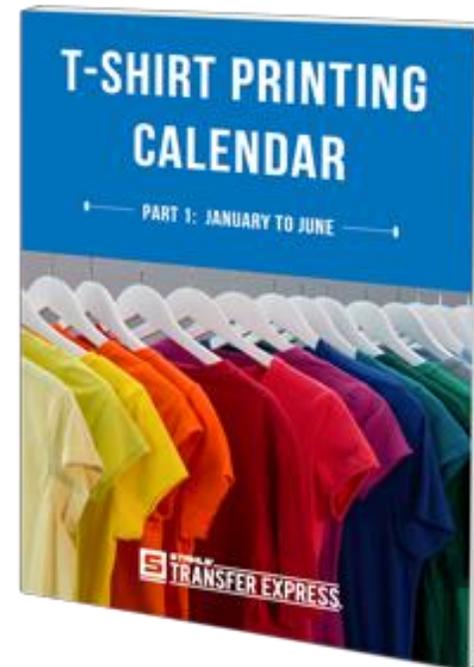
QPR-41

# NICHE SPRING SALES

---

Free Ebook

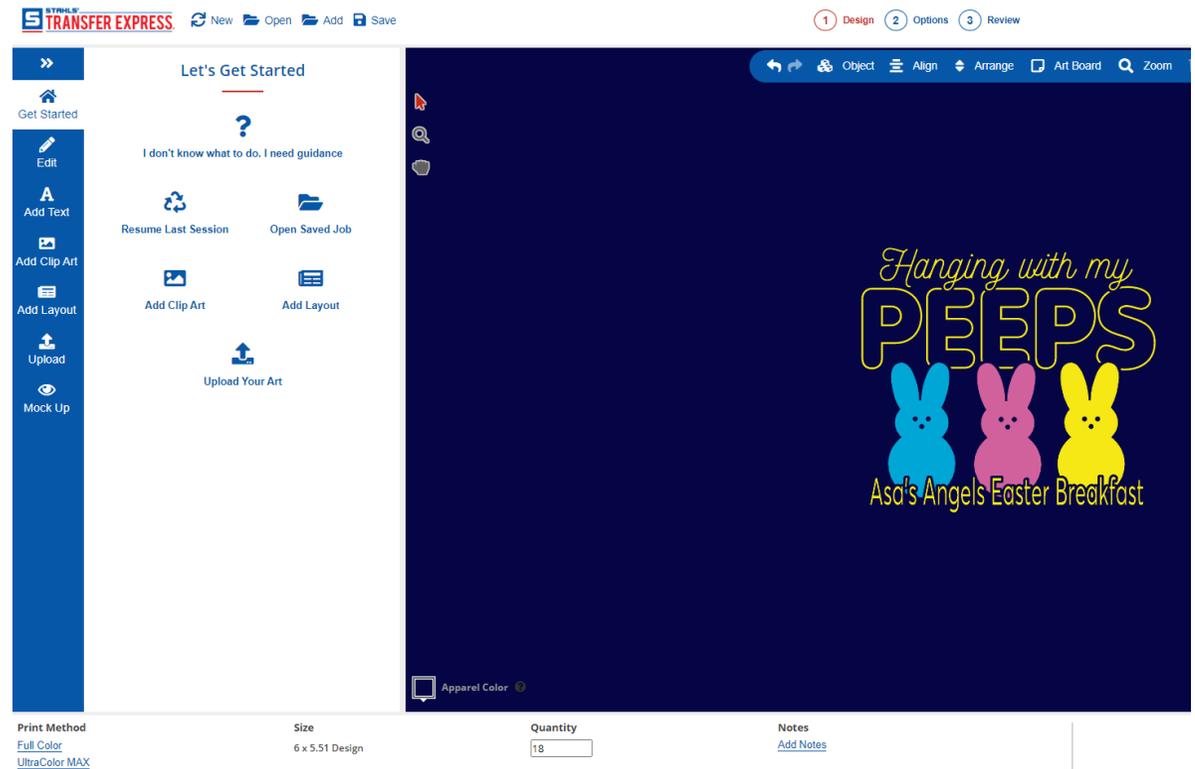
[T-Shirt Printing Calendar | Transfer Express](#)



# LET'S CREATE ART

## What is Easy View?

- Online Designer created for you!
- Easy to use—no art talent needed
- Preloaded with 7K customizable layouts
- Preloaded with 10K clip arts
- Preloaded with 250 fonts
- Free!



# LET'S CREATE ART

---

Let's go take a look....

- Creating art using templates
- Uploading your own art
- Using gang sheets



# CHOOSING THE RIGHT TRANSFER PRODUCT

- Use the Transfer Selector Tool [Choosing a Heat Transfer Type | Transfer Express](#)

Or

It will show you in Easy View

## 1 Select Print Method

**Screen Print**  
Recommended for 1-2 color printing. Traditional screen printing process.



**Full Color**  
Ideal for artwork with 3+ colors, shading or gradients. Digital based printed process.



## 2 Select Screen Print Product Type

**Goof Proof**  
For 100% cotton and cotton/poly blends. Spot color - 70 stock ink colors available. Durable retail-like feel and finish



**Elasti Prints**  
For heat-sensitive 100% polyester. Great stretch and rebound. Spot color - 70 stock ink colors available



**Hot Split Retro**  
For 100% cotton and cotton/poly blends. Softest screen printed transfer. Spot color - 70 stock ink colors available



**Glitter**  
For 100% cotton, cotton/poly blends, 100% polyester. 10 stock glitter inks to choose from. Sparkles and glistens with gloss finish



**Pearl Prints**  
For 100% cotton, cotton/poly blends, 100% polyester. Six single colors to choose from. Has a metallic finish



**Puff**  
For 100% cotton, cotton/poly blends, 100% polyester. Black and white puff inks. can be used with 70 other stock colors. Puff ink raises after heat applied



**Glow-In-The-Dark**  
For 100% cotton, cotton/poly blends, 100% polyester. Single color glow ink. Milky white in daylight; greenish in dark



**Foil Adhesive**  
For 100% cotton, cotton/poly blends, 100% polyester. Clear Foil Adhesive ink acts as base layer. Second application of foil color goes on top of Foil Adhesive.



**Additional Options**

**General Options**  
Do you want us to cut apart?

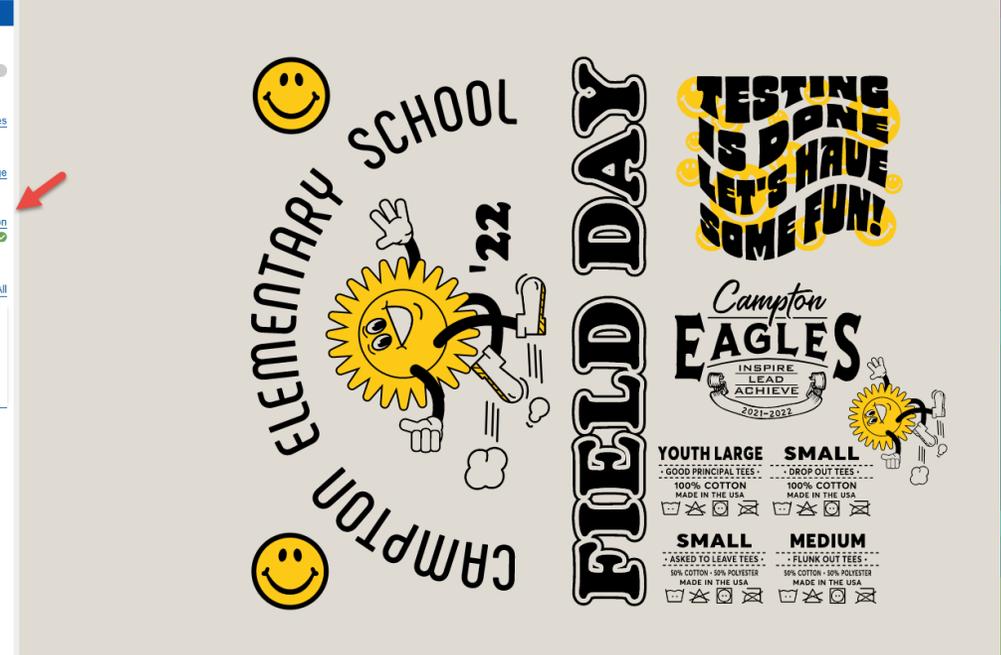
**Order Notes**  
Changes requested may result in additional charges. [Add Notes](#)

**Add Color Change?**  
Same Design | Different Colors | Lower Cost [Add Color Change](#)

**Check Fabric Type Compatibility**  
Tell us what fabric you plan to apply to. [100% Cotton Compatible](#)

**Shop Blank Apparel**  
Order your apparel through Transfer Express also! [Browse All](#)

[Hoodies](#) [T-Shirts](#) [Ladies](#) [Youth](#)



**YOUTH LARGE SMALL**  
GOOD PRINCIPAL TEES: 100% COTTON MADE IN THE USA  
DROP OUT TEES: 100% COTTON MADE IN THE USA

**SMALL MEDIUM**  
ASKED TO LEAVE TEES: 50% COTTON - 50% POLYESTER MADE IN THE USA  
FLUNK OUT TEES: 50% COTTON - 50% POLYESTER MADE IN THE USA

# DOING MOCK-UPS

---



# 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](mailto:info@transferexpress.com)
- Call us – 1-800-622-2280
- Read and Subscribe to our Blog – [blog.transferexpress.com/](http://blog.transferexpress.com/)
- Watch previous webinars – [TransferExpress.com/Webinars](http://TransferExpress.com/Webinars)
- Visit our website: [TransferExpress.com](http://TransferExpress.com)
- Visit us at Trade Shows
- Connect with us on social media
- Watch us on YouTube