



Back To School, Back to Profits



Presented By:





The School Market

Today's Topics

- School Uniforms
- School Sports
- Groups and Clubs
- Events
- Spirit Wear
- Pricing Tips
- Artwork
- Locker Graphics
- Window Decals, Clings and Stickers
- Banners and Wall Graphics



MAS-117



QAL-14

QSL-59



School Uniforms



- Typically 3" - 4.5" wide left chest logos
- Sheet pricing makes these extremely cost efficient
- Print cost, 10 sheets, 9 per sheet, just .45 per image!
- Offer school print on demand service for loss/growth



School Sports

- Uniforms typically ordered by Athletic Director
- Suggest other items for players - cinch sacks, practice jerseys, warm up tees and shorts, shooter shirts, and tournament shirts



QFB-81



QFB-167



QAL-14



QVL-101



QSO-175



Clubs/Organizations

- Most under sold school sales
- Often difficulty finding “who will place the order”; teacher is typically advisor and best contact
- Find a student that is in the group and give them a flyer to take (use Easy View[®] to create in seconds) Make it easy for the advisor and students!



Easy Prints layout QAL-42



QMU-88



QCL-44



Spirit Wear

QAL-14



QAT-2



QBK-155



QLG-60

- Sell to the school bookstore
- Create a flyer to send home with students, especially for elementary and middle schools
- Set up table at games
- Same transfer can be used for T-shirts, sweatshirts, tote bags, mouse pads, and rally towels!
- Personalize the prints with Mom, Dad, graduation year or player number



Events



QWN-22



QAL-415



QAL-423

- School calendar is online—look for upcoming events to see where they might need custom apparel
- Approach early before they are even thinking about it to win the sale
- Suggest and help organize events that generate sales like a white out



School Plays



STUDENT ADULT • 11 DATES • 5 CITIES

Clearview High School
Presents
Annie

Annie	Stefano Graven
Daddy Warbucks	Tom Rundo
Miss Hannigan	Sue Wilcosky
Bondy	Kiwi
Molly	Sageen Schilling
Rooster	Mike Romano
Grace	Jen Kustron
President Roosevelt	Ben Reutter
Tessie	Maggie Fuentes

October 15, 2012



Make it personal -
include a cast list!



Pricing

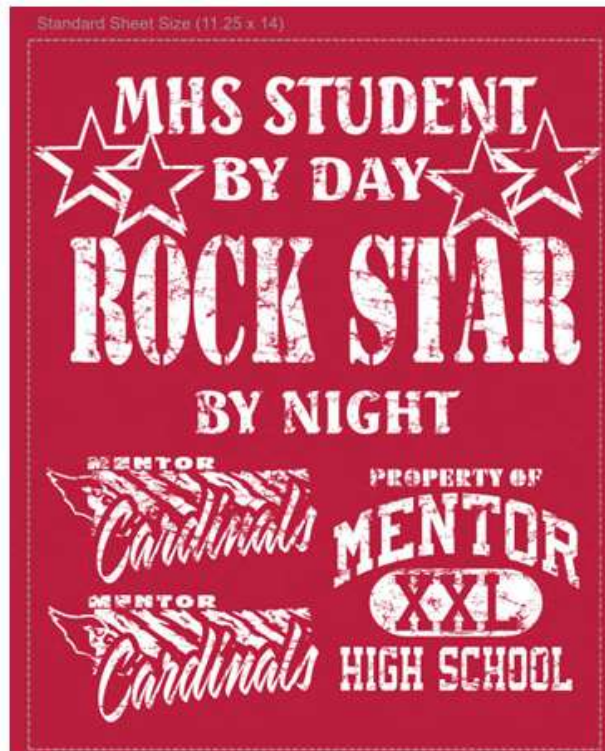


This simple formula will give you a profit and cover overhead, shipping and labor costs



Pricing


The Sheet Advantage



- Fill the sheet - whatever fits is one price
- Use the space to give other ideas (caps, shorts, etc)
- Common sheet set-ups
 - 8 Caps
 - 6 left chest
 - 1 Full, 2 Left Chest



Artwork




Start a New Job Open from My Library

1-800-622-2280 [Feedback](#)

[LEARN](#) [DESIGN MODE](#) [MY ACCOUNT](#) [0 CART](#)

Undo Redo Object Zoom Art Board Delete

Standard Sheet Size (11.25 x 14)



Customize Layout

ADD TEXT ADD CLIP ART ADD LAYOUT

Edit All

Color

Special Effects

Effects Distress Patterns

SAVE JOB

Order Summary

Print Method: Screen Print

Transfer Type: Goof Proof

Fabric: 100% Cotton

Cut Apart: No

Transfer Size: 11.35 W 5.58 H

Number of Colors: 2

Background Color: (i.e. Fabric Color)

Image Qty:

Color Changes: 0 Edit

Total Image Qty: 0

Order Price

Quantity must be greater than zero

N/A per Image

Total Price: N/A

Ship Date:

[Order Notes](#)

Preview & Share

Review Order and Add To Cart

Layout #: QSL-145

Design Size: 11.39 in by 5.58 in

Job Name: School Webinar - QSL-145

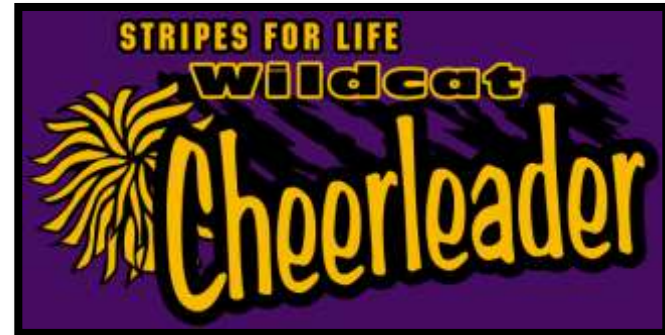


Artwork



QSL-145

- 5,000+ free customizable layouts
 - Choose a layout
 - Change it
 - & Heat press it!
- Add your school's name, mascot, and more





Locker Graphics

- Unique idea to get your foot in the door
- Inexpensive (about \$1 each)
- Repositionable (custodian friendly, student keepsake)
- Applies to windows, walls, doors, as well as lockers



3D-308



Window Decals, Window Clings and Stickers



- Easy add on sales
- Once they like the art for the shirt, use the same for these items
- Multi color is not extra - add color!





Banners/Wall Graphics

- Celebrate championship seasons
- Team rosters/photos
- Locker room motivation
- Advertise events
- Classroom decoration





Conclusion

Go to www.TransferExpress.com/Webinars for a copy of today's webinar slides.

Do you have more questions??

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- Trade Shows

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Thank You for Attending

Next Transfer Express Webinar

- Embroiderers-

Sew up profits by adding heat printing!

- Thursday, September 11
- 2:00 PM - 3:00 PM

What topics would you like to see covered in a Transfer Express webinar?

Email them to: info@transferexpress.com



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