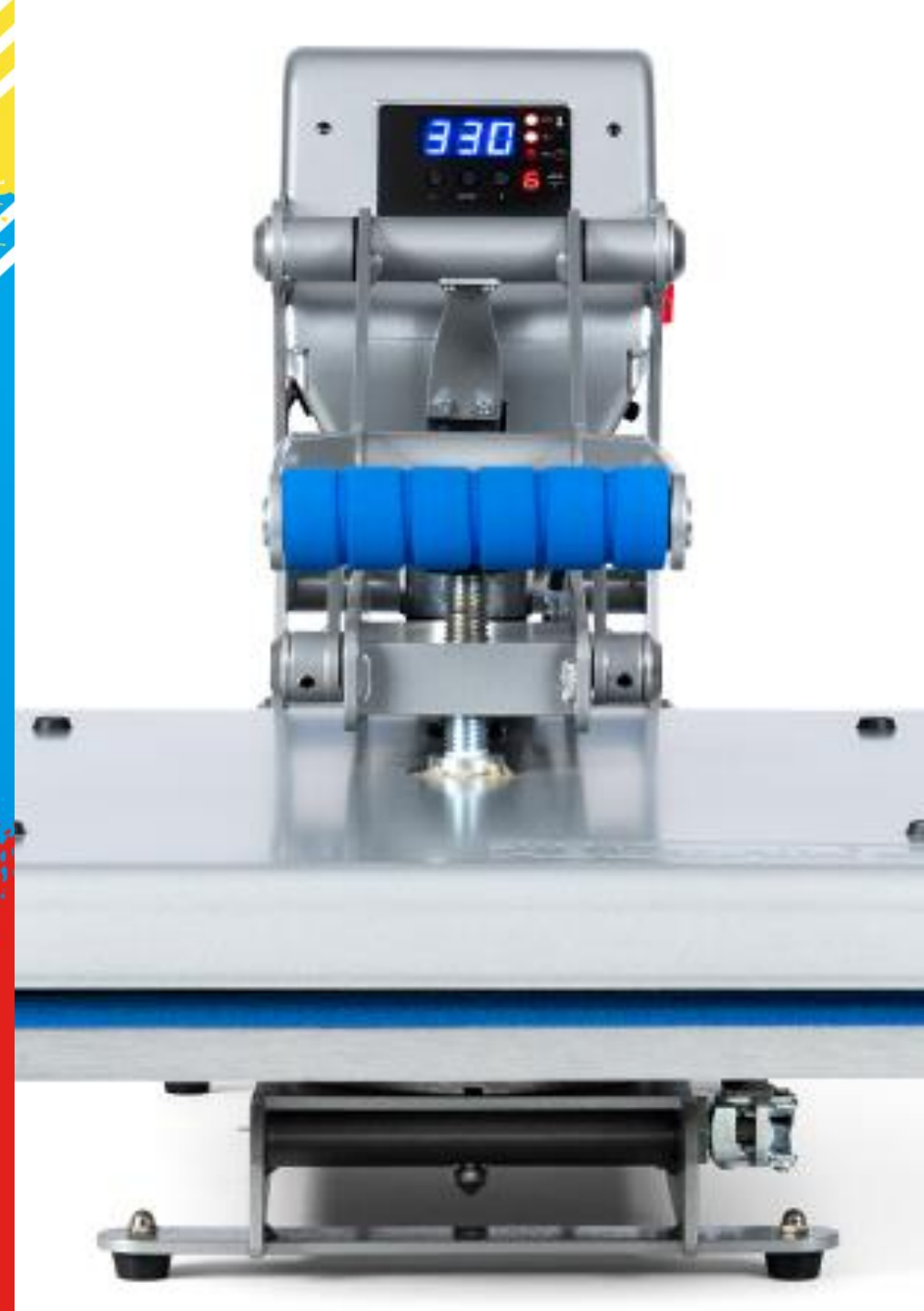


Essential Tools for Your Heat Printing Business



Agenda



Mia
Presenter

1. Keys To Success

2. Heat Presses + Accessories

3. Transfer Types

4. Storage + Organization

5. Brand + Marketing



Keys To Success

The three key factors for a strong heat printing business:

- **Profitability** – Maximize your earnings
- **Efficiency** – Work smarter, not harder
- **Diversification** – Expand your decorating capabilities



Choosing The Right Heat Press

- Who is operating it?
- Where will it be stored?
- Heat Press Trinity
 - **Time**
 - **Temp**
 - **Pressure**

Automatic vs. Manual

Automatic



Manual



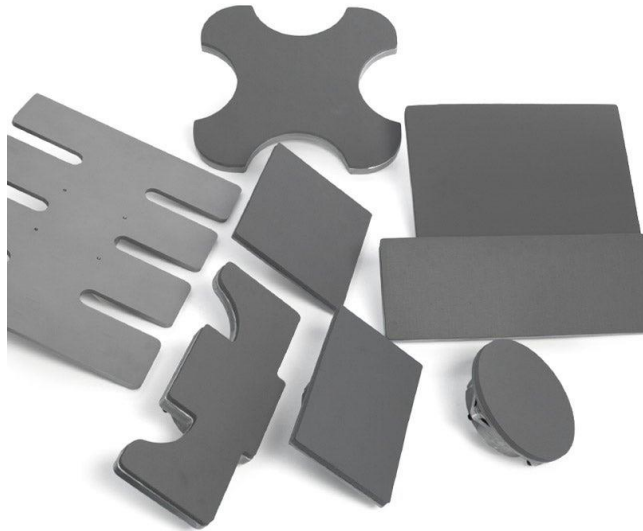


Platens

- Different platens allow for versatility
- Expand your capabilities with:
 - **Sleeve & Leg Platens**
 - **Hat & Shoe Platens**
 - **Youth & Infant Platens**
- Take on more orders and increase profits

Platens

Quick Change



Tag Along



Accessories

Thermo-Tape



Cover Sheets



Application & Artwork

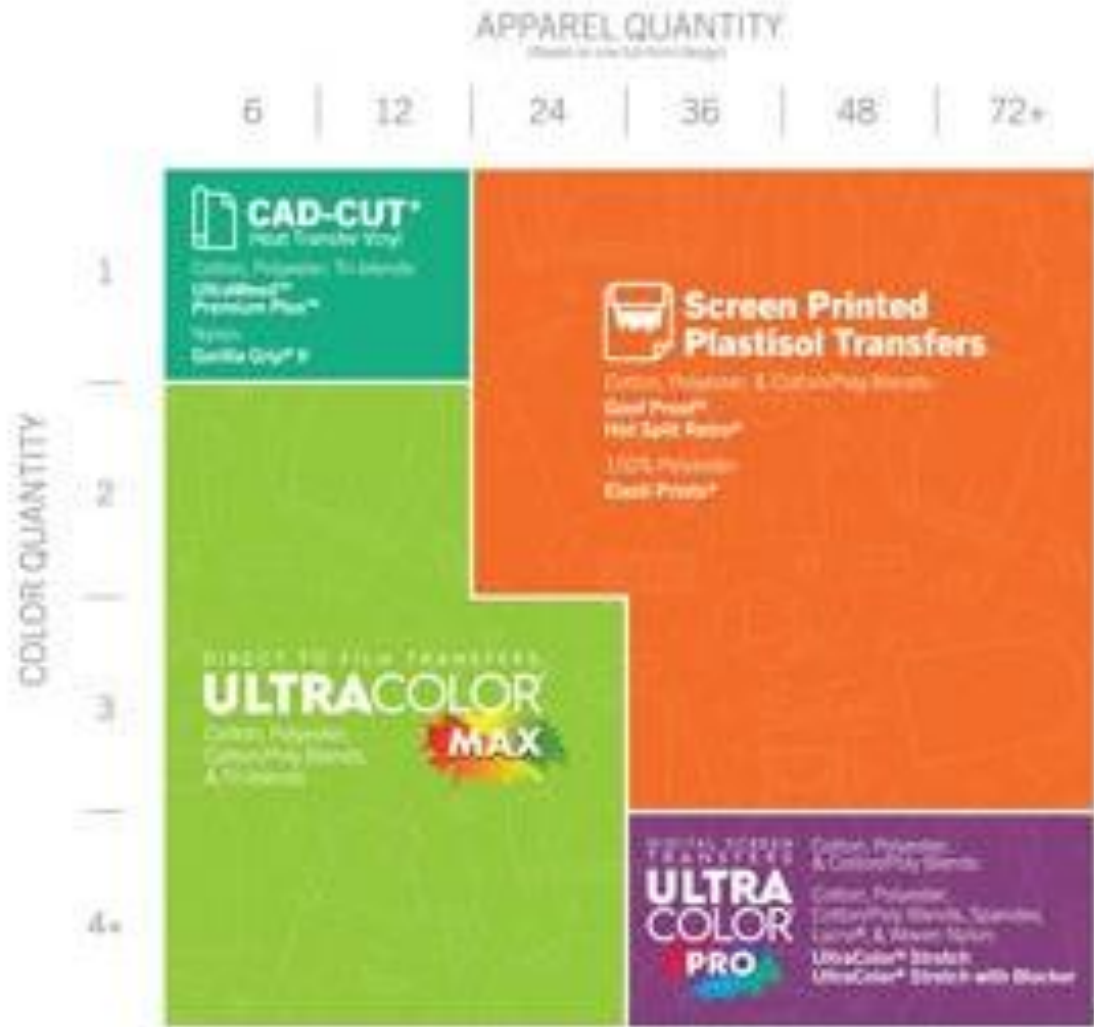
Alignment Tools



Easy View



WHAT TO USE WHEN



Choosing The Right Transfer

- **UltraColor® Transfers** – Full-color, detailed designs
- **Goof Proof® Transfers** – Fast application, best for beginners
- **Hot Split Retro & Elasti Prints®** – Great for soft, vintage looks and stretchy materials

Business & Marketing Tools

- **Pricing for Profit**
 - How to price your products for maximum profitability
 - Understanding material costs vs. labor costs
- **Standing Out in the Market**
 - Diversifying your product offerings (apparel, accessories, team gear)
 - Staying relevant with trends & customer demands



Business & Marketing Tools

- **Leveraging Social Media & Marketing Tools**
 - How to showcase your products effectively
 - Using Instagram, TikTok, and Facebook to drive sales





Key Takeaways

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Thanks for Attending!

Any Questions?



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