

LET'S GET READY FOR CHRISTMAS SELLING

 **STAHL'S**
TRANSFER EXPRESS



AGENDA

Popular Holiday Design Trends

Cost Saving Tips

Out of the Box Gift Ideas

Promoting Your Products

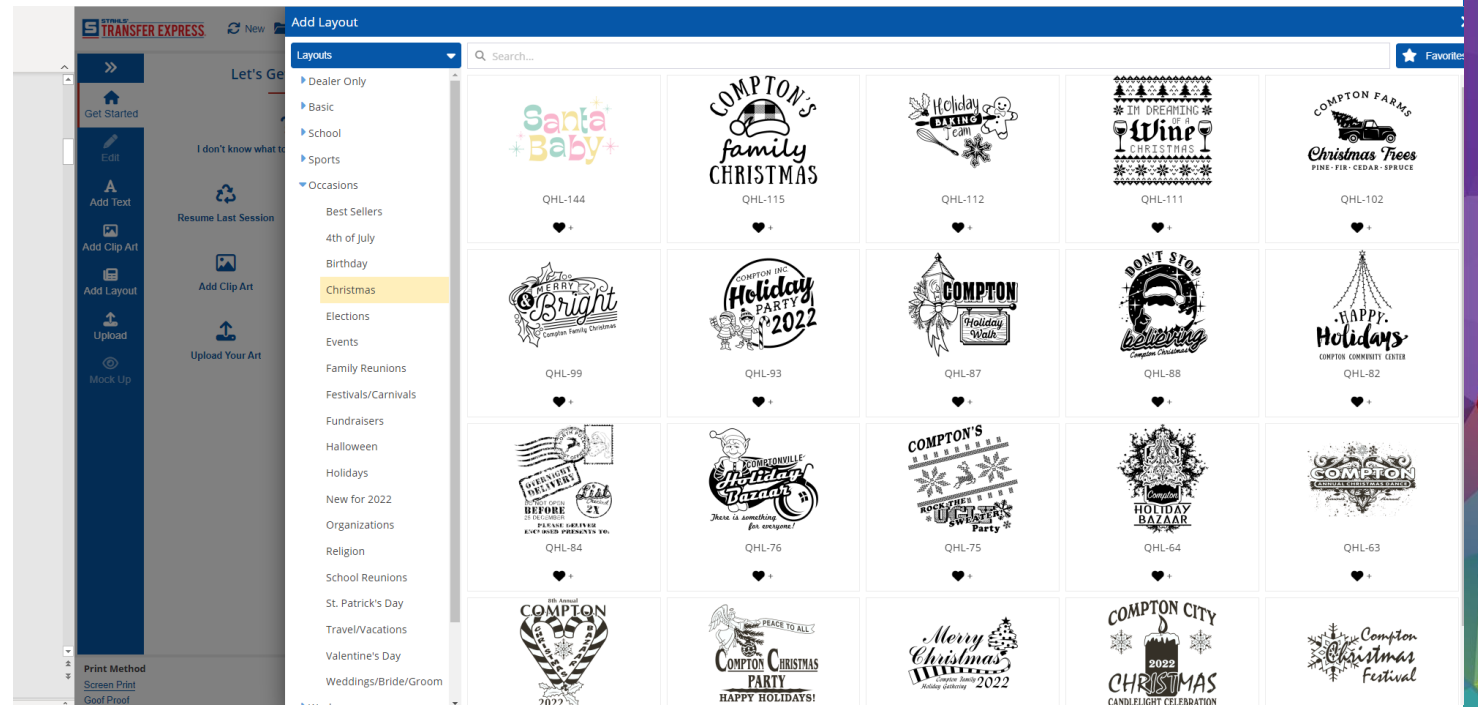
Craft Fairs and Pop up Shop Success



POPULAR HOLIDAY DESIGN TRENDS

Meet Easy View, your online designer, loaded with:

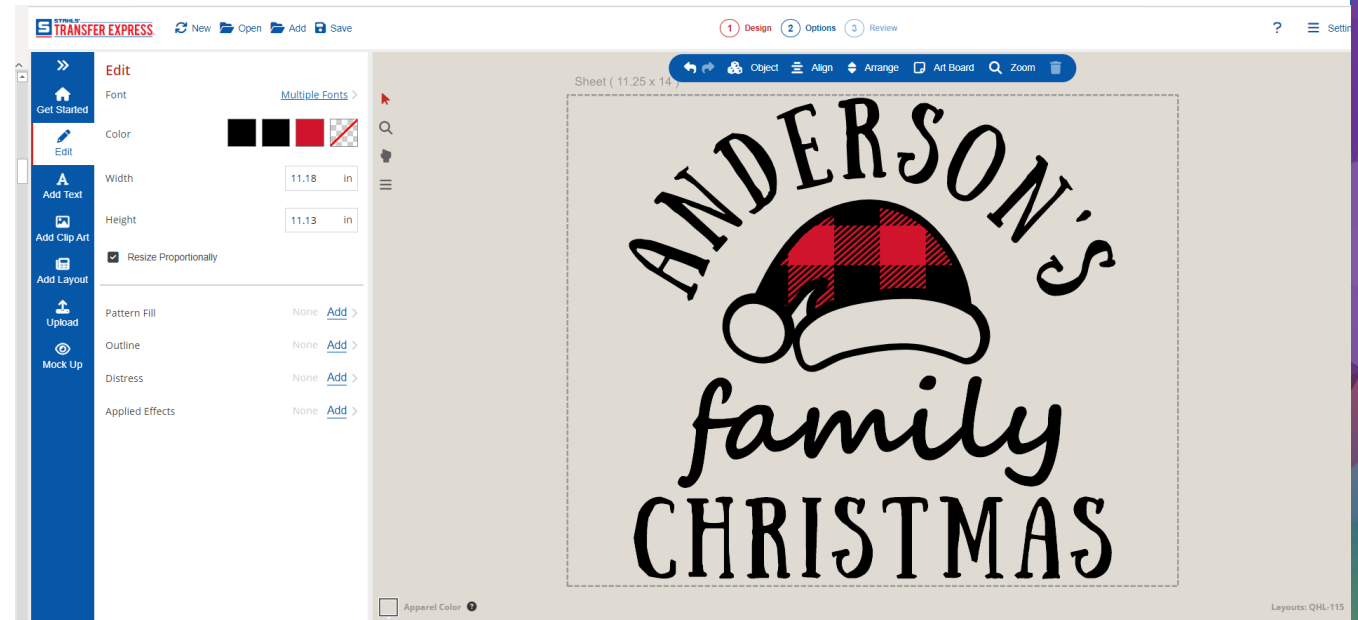
- Christmas layouts
- Full color art
- Stock clip art



TOP 5 DESIGN TRENDS

Buffalo Plaid

This is a pattern in the designer that can be added to any text and/or clip art

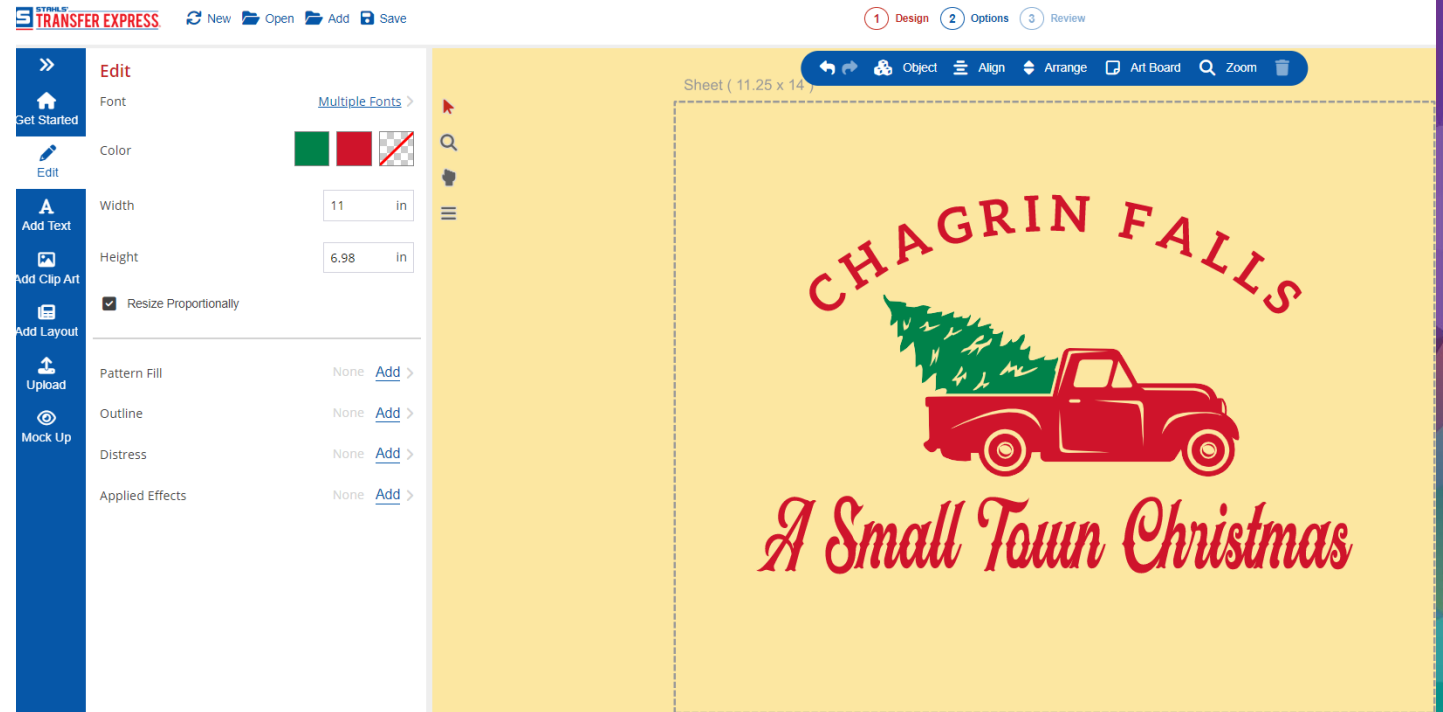


Easy Prints Layout QHL-115

TOP 5 DESIGN TRENDS

Red pick-up with tree

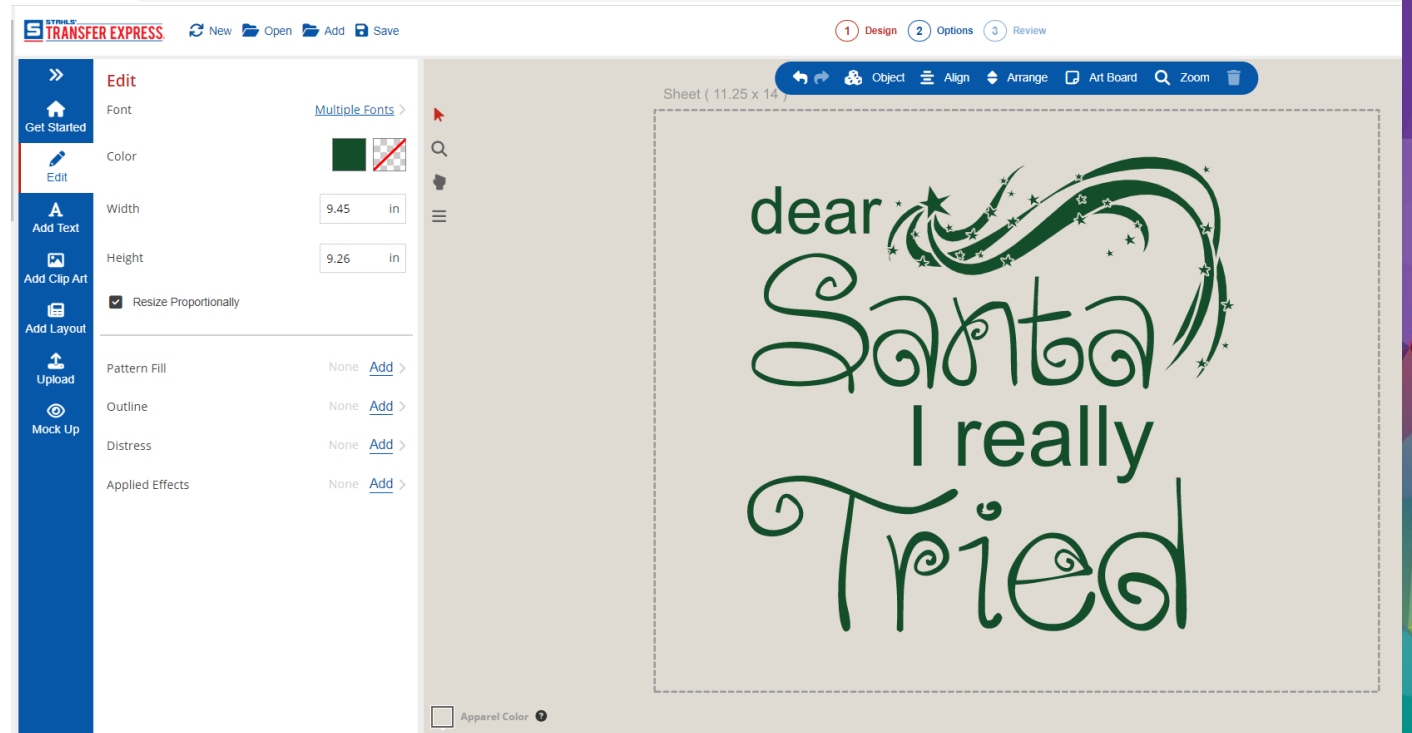
- Clip Art x5a-56
- Layout QHL-102



TOP 5 DESIGN TRENDS

Humor

- Text font
 - Arial
 - Gingersnaps
- Clip Art
 - x19b-6



TOP 5 DESIGN TRENDS

Full Color

- Clip Art WSA-17
- Added text font
- Kaleidos



STAHL'S TRANSFER EXPRESS

1 Design 2 Options 3 Review

Object Align Arrange Art Board Zoom

Edit

Font: *KALEIDOS*

Color: [Color Picker]

Width: 10.5 in

Height: 10.51 in

Resize Proportionally

Pattern Fill: None [Add >](#)

Outline: None [Add >](#)

Distress: None [Add >](#)

Applied Effects: None [Add >](#)

Apparel Color: [Color Picker]

Print Method: Full Color, UltraColor MAX

Size: 10.5 x 10.51 Design

Quantity: 4

Notes: [Add Notes](#)

Messages: 1 of 2

▲ \$26.64

⚠ The calculated cost and ship days is subject to change based on evaluation of the artwork provided.

\$6.66 per image

Ship Date: 10/25/2022

TOP 5 DESIGN TRENDS

Ugly Sweaters

- Clip Arts
 - Snowman w5a-5
 - Candy Cane w5a-14
 - Reindeer W5a-7
 - Tree w5a-3
 - Lights w5a-10



COST SAVING TIPS

Use the right product based on quantity needed, colors and size

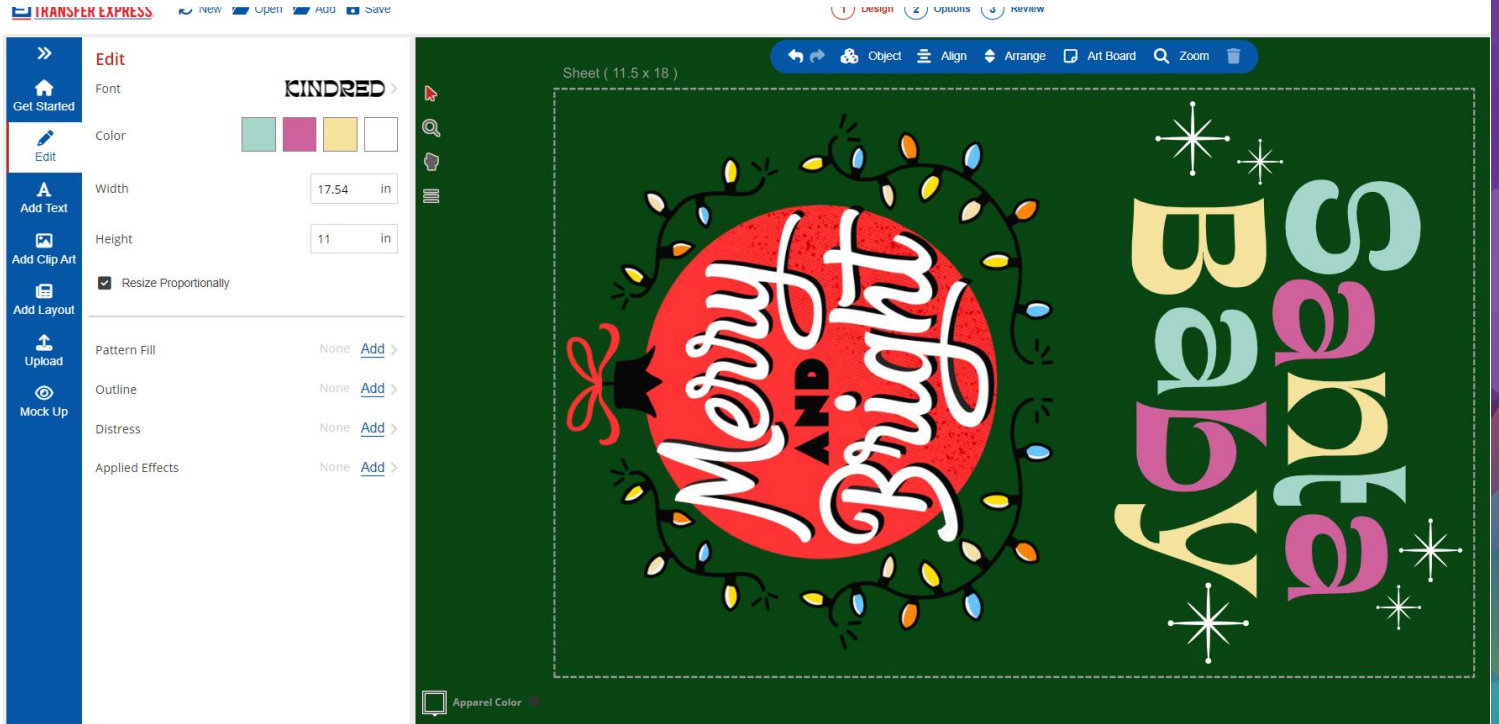
The Heat Transfer Guide: **WHAT TO USE WHEN**



COST SAVING TIPS

Fill the sheet

- Goof Proof
- UltraColor Pro
- Hot Split
- Elasti Prints
- UltraColor Stretch



COST SAVING TIPS

Use Price Breaks

Example

It is actually LESS to order 12 vs 8

8 are \$9.64/sheet=\$77.12

12 are \$5.21/sheet=\$65.52

So go to the next price break

This not only saves you money but also gives you extras on hand for samples and/or reorders

SCREEN PRINTED TRANSFERS

• Goof Proof* • Hot Split Retro • Elasti Prints* • Glitter • Puff • Glow-In-The-Dark • Pearl Prints* • Foil Adhesive

Standard Gang Sheets 11.25" x 14"

Easy Prints* (Our Layouts and Clip Art) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$9.64	\$5.21	\$3.87	\$3.27	\$2.86	\$2.32	\$2.14	\$1.95	\$1.82	\$1.67	\$1.38	\$1.31	\$1.25
2 Color	\$17.66	\$9.44	\$7.04	\$5.99	\$5.01	\$4.10	\$3.76	\$3.42	\$3.19	\$2.96	\$2.58	\$2.45	\$2.28
3 Color	\$25.63	\$13.69	\$10.24	\$8.68	\$7.20	\$5.85	\$5.34	\$4.85	\$4.55	\$4.25	\$3.82	\$3.59	\$3.36
4 Color	\$33.54	\$17.94	\$13.43	\$11.36	\$9.37	\$7.60	\$6.94	\$6.29	\$5.91	\$5.54	\$5.04	\$4.73	\$4.43

Vector (Your Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$10.90	\$5.89	\$4.38	\$3.70	\$3.22	\$2.63	\$2.43	\$2.22	\$2.06	\$1.89	\$1.55	\$1.49	\$1.41
2 Color	\$19.98	\$10.68	\$7.96	\$6.77	\$5.67	\$4.63	\$4.25	\$3.87	\$3.61	\$3.35	\$2.92	\$2.76	\$2.57
3 Color	\$29.00	\$15.50	\$11.58	\$9.82	\$8.15	\$6.62	\$6.05	\$5.48	\$5.15	\$4.81	\$4.33	\$4.06	\$3.80
4 Color	\$37.95	\$20.31	\$15.19	\$12.85	\$10.59	\$8.60	\$7.85	\$7.11	\$6.69	\$6.28	\$5.70	\$5.36	\$5.01

Non-Vector (Your Non-Vector Artwork) pricing per 11.25" x 14" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$15.28	\$8.07	\$5.84	\$4.79	\$4.10	\$3.29	\$2.95	\$2.66	\$2.40	\$2.18	\$1.77	\$1.67	\$1.55
2 Color	\$26.99	\$14.18	\$10.29	\$8.53	\$7.13	\$5.72	\$5.12	\$4.60	\$4.20	\$3.83	\$3.29	\$3.06	\$2.81
3 Color	\$39.50	\$20.75	\$15.08	\$12.44	\$10.33	\$8.25	\$7.36	\$6.57	\$6.02	\$5.53	\$4.87	\$4.50	\$4.17
4 Color	\$51.07	\$26.87	\$19.57	\$16.14	\$13.22	\$10.57	\$9.43	\$8.42	\$7.74	\$7.15	\$6.36	\$5.88	\$5.45

Jumbo Gang Sheets 12.5" x 17.5" (For Goof Proof*, Hot Split Retro, Elasti Prints*)

Easy Prints* (Our Layouts and Clip Art) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$10.60	\$5.73	\$4.26	\$3.60	\$3.15	\$2.55	\$2.35	\$2.15	\$2.00	\$1.84	\$1.52	\$1.44	\$1.38
2 Color	\$19.43	\$10.38	\$7.74	\$6.59	\$5.51	\$4.51	\$4.14	\$3.76	\$3.51	\$3.26	\$2.84	\$2.70	\$2.51
3 Color	\$28.19	\$15.06	\$11.26	\$9.55	\$7.92	\$6.44	\$5.87	\$5.34	\$5.01	\$4.68	\$4.20	\$3.95	\$3.70
4 Color	\$36.89	\$19.73	\$14.77	\$12.50	\$10.31	\$8.36	\$7.63	\$6.92	\$6.50	\$6.09	\$5.54	\$5.20	\$4.87

Vector (Your Artwork) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$11.99	\$6.48	\$4.82	\$4.07	\$3.54	\$2.89	\$2.67	\$2.44	\$2.27	\$2.08	\$1.71	\$1.64	\$1.55
2 Color	\$21.98	\$11.75	\$8.76	\$7.45	\$6.24	\$5.09	\$4.68	\$4.26	\$3.97	\$3.69	\$3.21	\$3.04	\$2.83
3 Color	\$31.90	\$17.05	\$12.74	\$10.80	\$8.97	\$7.28	\$6.66	\$6.03	\$5.67	\$5.29	\$4.76	\$4.47	\$4.18
4 Color	\$41.75	\$22.34	\$16.71	\$14.14	\$11.65	\$9.46	\$8.64	\$7.82	\$7.36	\$6.91	\$6.27	\$5.90	\$5.51

Non-Vector (Your Non-Vector Artwork) pricing per 12.5" x 17.5" sheet

	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-89	90-107	108-143	144-179	180-215	216-251
1 Color	\$16.81	\$8.88	\$6.42	\$5.27	\$4.51	\$3.62	\$3.25	\$2.93	\$2.64	\$2.40	\$1.95	\$1.84	\$1.71
2 Color	\$29.69	\$15.60	\$11.32	\$9.38	\$7.84	\$6.29	\$5.63	\$5.06	\$4.62	\$4.21	\$3.62	\$3.37	\$3.09
3 Color	\$43.45	\$22.83	\$16.59	\$13.68	\$11.36	\$9.08	\$8.10	\$7.23	\$6.62	\$6.08	\$5.36	\$4.95	\$4.59
4 Color	\$56.18	\$29.56	\$21.53	\$17.75	\$14.54	\$11.63	\$10.37	\$9.26	\$8.51	\$7.87	\$7.00	\$6.47	\$6.00

Rush Fee: 1-2 Colors (flat \$55) | Color Match: \$30 (per color, per order) | Cut Charge: \$0.15 (per image) | Color Change: \$15 (per color, per order)
3+ Colors (flat \$50)

COLOR CHANGES

25 White sheets
25 Kelly sheets

Price is based on 50 sheets



OUT OF THE BOX IDEAS

UltraColor Max on wood!



OUT OF THE BOX IDEAS

UltraColor Max

Shower shoes (just \$7.99 cost)

- Ethylene Vinyl Acetate

Mask

- 100% mulberry silk

Slippers



OUT OF THE BOX IDEAS

Fabric Wall Hangings

- Goof Proof

Burlap Dog Basket

- UltraColor Max



OUT OF THE BOX IDEAS

Tie and Pocket Square

- 55% Linen/45% cotton

UltraColor Max



OUT OF THE BOX IDEAS

Apron and Chef hat

- Goof Proof
- Express Names



OUT OF THE BOX IDEAS

Cork Coasters

UltraColor Max



OUT OF THE BOX IDEAS

Phone Wallet
Vegan Leather



OUT OF THE BOX IDEAS

Onsie/Bottle Packaging

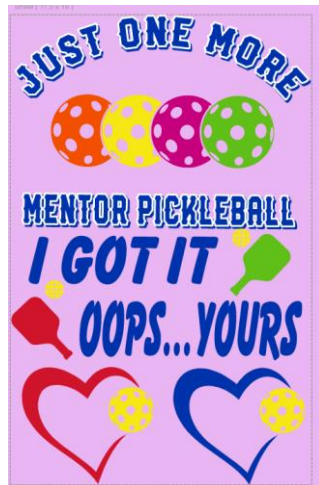
- Goof Proof on Onsie
- Charcuterie Box on baby bottle



OUT OF THE BOX IDEAS

Pickleball Sling Bag
UltraColor Pro

Tip: Use extra space on your sheets



PROMOTING YOUR PRODUCTS

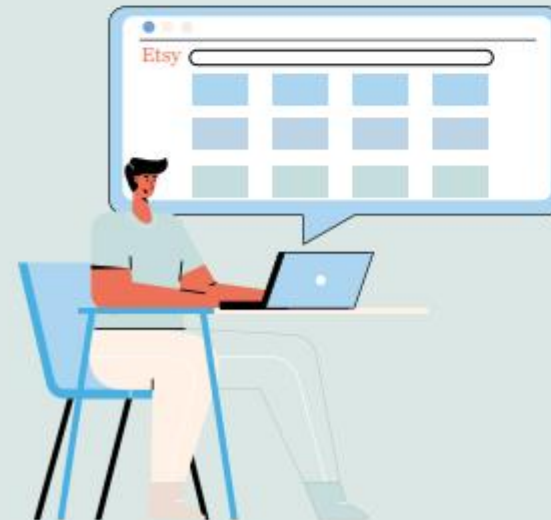
- Social Media
- Ecommerce (Spirit Sale)
- Etsy
- Retail Display



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Selling Your T-Shirts on Etsy

• Everything you need to know for success on Etsy •

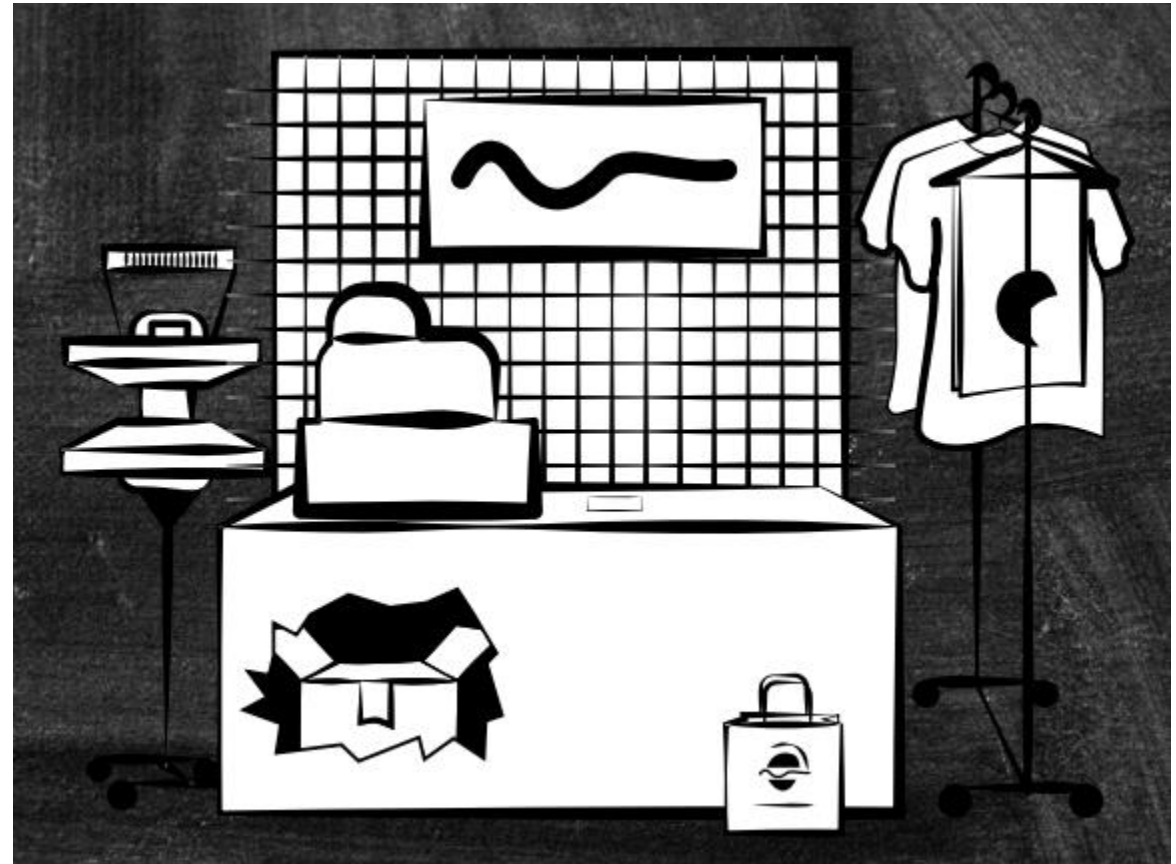


CRAFT FAIRS AND POP-UP SHOPS

Tip: Did you know extra space on transfer sheets can be used to personalize bags or boxes?



Download ebook:
<https://bit.ly/ebook-selling-at-craft-fairs>



TOAST TO TRANSFERS HOLIDAY EDITION

\$35

FREE SHIPPING

- Transfers (Goof Proof / Pro / Pearl Prints)
- T-Shirt, Crewneck Sweater, Stocking
- Placement Ruler
- Event: Thursday, **NOV 10th**, 7PM ET

Limited Quantities Left: SM & LG's



Thank you for attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

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