

# Welcome

## Holiday Gifts from Custom Transfers



Presented by:  **STAHLS'**  
**TRANSFER EXPRESS®**

We manufacture screen printed and digital transfers that are applied to garments using a professional heat press.



***If you have a heat press...***

You can offer all kinds of items for holiday gift giving!



We Print It. You Press It.™



# What is a Transfer?



- + Paper
  - + Ink
  - + An Image
  - + Manufacturing Process
- = A Custom Transfer**

**Screen Printed** – “Spot/Solid Color” Transfers

**Digital** – “Full Color/Photographic” Transfers

# No art experience... No problem!

Create custom printing with our Easy Prints® templates using our online design preview tool – Easy View™

**Easy View**  
Online Design Preview

**Now in Color!**


Now you can see your customized design in an ink color on a shirt color. The ink colors are only approximate. See our [color selector](#) for actual ink colors.

All Easy View Previews are only an **APPROXIMATE visual representation** of what your final design will look like.

[INFO](#) [HELP](#) [Feedback](#)


**Note:** Easy View currently can only create 1 color designs - ink color on shirt color.

Idea Book Layout: QAL-15





( 2009 Idea Book Page 7 )

View your customized design now!

 Printable Page

Easy Prints® Preview



1.  Ink Color:
2. Fabric Color:
3. Change your TEXT, CLIP ART etc
4. **Easy View**
5. [Enter your transfer info](#) when you are ready to order

# The Easiest Gifts...

## T-shirts and Sweatshirts

Our transfers press in 4 seconds so let your customers choose what in stock apparel they want the print on.

- Sports shirts
- Fashions shirts
- Group shirts



**Layout shown:**  
QCH-69 & QFB-122  
**Transfer type:**  
Goof Proof®

**Layout shown:** QAT-7  
**Transfer type:** Goof Proof®



**Layout shown:** QAT-7  
**Transfer type:** Goof Proof®



**Layout shown:** QGS-1  
**Transfer type:** Goof Proof®

# Totes & Bags

## Transfer types for fabric of totes

- Cad-Printz™ for Nylon
- Goof Proof® for cotton, polyester or cotton/poly blends



**Tip:** Use a Print Perfect Pad to raise print area.  
For smaller bags use your cap press

Layout shown: QAP-23  
Transfer type: Goof Proof™

# Totes & Bags



**Layout Shown:** QYT-58  
**Transfer type:**  
Cad-Printz™



**Layout Shown:** QAT-2  
**Transfer type:**  
Goof Proof®



**Layout Shown:** QAL-337  
**Transfer type:** Goof Proof®



**Custom Artwork**  
**Transfer type:**  
Cad-Printz™

# Book bags

Book bags are typically denier polyester making application easy.



Layout shown: QSL-78  
Transfer type: Polytrans



Layout shown: 3D-331  
Transfer type: Cad-Printz™

# Umbrellas

Cad-Printz™ are easily added to any umbrella for an inexpensive gift



Layout shown: 3D-147  
Transfer type: Cad-Printz™

**Application Tip:** Put one panel on your press to apply

**Selling Tip:** Sell with a tote bag and shirt for those rainy game days

# CD Case

A simple and easy personal gift.



Layout shown: CP-19  
Transfer type: Goof Proof™

**Application Tip:** Goof Proof® and Cad-Printz™ can be used on fabric CD cases

**Selling Tip:** Add a CD and customize a case for an easy gift

# Pet Items

Dress your pets in spirit wear!



# Stockings & Hats

Personalize for an individual or their favorite team



## Stocking:

2" Express Name

## Heart Size Transfer

QSL-141

## Hat

1" Express Name

**Tip:** Measure the personalization area to make sure you order the right size name or transfer

# Mouse Pads & Coasters

Add one with your book bag and shirt sale for a perfect gift for any student



Layout shown: MAS-31  
Transfer type: Hot Split



Layout shown: QMT-26  
Transfer type: Hot Split



Layout shown: QAL-202  
Transfer type: Hot Split

# Towels

For your golfer, put together a gift package with golf balls and a towel!

**Layout shown: MAS-72**  
**Transfer type: Goof Proof®**



**Layout shown: QAL-202**  
**Transfer type: Hot Split**

# Just Because It's Cute!

Layout shown:  
QGS-2  
Transfer type:  
Goof Proof®



Layouts shown:  
QAL-1 & QHT-30  
Transfer type:  
Goof Proof®

Blanket  
Layout shown: QFB-76  
Transfer type: Goof Proof®



Scarf  
Layout shown: QSK-2  
Transfer type: Goof Proof®

**Tip:** Cut off any extra words or clip art from unused transfers to create an easy gift

# Businesses

All kinds of gifts are possible.

See if your local business wants to give heat applied apparel with their company logo as employee holiday gifts.



**Custom Artwork**  
**Transfer type:**  
Cad-Printz™

**Layout Shown:** QRT-19  
**Transfer type:** Goof Proof®



**Layout Shown:** QLO-6  
**Transfer type:** Goof Proof®



# Businesses



Layout Shown: QBU-171  
Transfer type: Goof Proof®



Layout Shown: QBU-154  
Transfer type: Goof Proof®



Custom Artwork  
Transfer type: Cad-Printz™

# Transfer Ordering Tips for Gifts

## Get Extras from Price Breaks

With transfers it is often less expensive to order at price breaks. For example, it is less expensive to order at the price break of 15, than 12. These extras, that you really didn't pay for our great for add-on sales.

## For Name Personalization

Use Express Names™ - Order as little as 1 name

MOM

DAD

GRANDMA



## For just 1 transfer

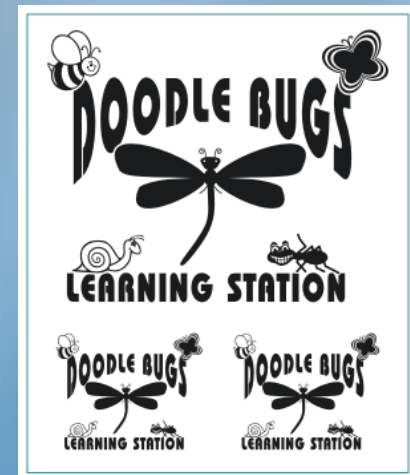
Order Photo Prints or Cad-Printz™

## Gang Sheets – extra images

If you are ordering 50 full size prints for t-shirts, 2 smaller images can be put on the sheet for about .25 per sheet—giving you 50 extra prints for add-on, gift sales.

## Clip Art Only

Add a clip art only to a gang sheet





# Holiday Prints

Keep these in stock ready to press with an inventory of red, white & green sweatshirts  
Let your customer choose the print and shirt and instantly provide the perfect gift.

(Green is an example of a garment color)

**Design #:** HOL-44  
**Formula:** Goof Proof®  
**Fabric:** Cotton/Polyester  
**Size:** 11" wide x 11" tall  
**Price:** 10 pack for \$24

(Black is an example of a garment color)

**Design #:** HOL-45  
**Formula:** Glitter  
**Fabric:** Cotton/Polyester  
**Size:** 11" tall x 8.4" wide  
**Price:** 10 pack for \$24

(Maroon is an example of a garment color)

**Design #:** HOL-46  
**Formula:** Goof Proof®  
**Fabric:** Cotton/Polyester  
**Size:** 10" wide x 8.7" tall  
**Price:** 10 pack for \$24



**Design #:** HOL-47  
**Formula:** Photo Prints  
**Fabric:** White only- Cotton/Poly  
**Size:** 11" wide x 11" tall  
**Price:** 10 pack for \$24

(Blue is an example of a garment color)

**Design #:** HOL-48  
**Formula:** CAD-PRINTZ™  
**Fabric:** Any/All  
**Size:** 6.5" wide x 7" tall  
**Price:** 10 pack for \$24

**Design #:** HOL-49  
 (Variety pack)  
**Formula:** 5 Different  
**Fabric:** Cotton/Polyester  
**2 of each:** HOL-44 THRU HOL-48  
**Price:** 10 pack for \$24

Dealer Guide
General Guidelines
Delivery Time
How to Order
Application Instructions
How to Become a Dealer
Start a T-Shirt Business
Product List
Custom Transfers
Full Color CAD-PRINTZ™
Numbers   Letters
Express Names™
Heat Presses
Buy A Kit or Catalog
Flag Packs / Holiday



# How To Order

The screenshot shows the top section of the Transfer Express website. On the left is the logo for STAHL'S TRANSFER EXPRESS, with the tagline 'The Custom Transfer Source'. To the right of the logo are navigation links: Home | My Order Status | Contact Us | Blog | Site Map | Search. Below these links is a banner for 'Custom Screen Printed & Digital Transfers' with the text 'Names & Numbers too!'. On the far right is a small graphic of a basketball jersey with 'HORNETS BASKETBALL '01' written on it. Below the banner is a navigation bar with buttons for 'Idea Book Layouts', 'Clip Art', 'Send Us Your Artwork', 'My Cart', and 'Log Out'. At the bottom of the navigation bar, it says 'Friday, October 09, 2009'. Below the navigation bar is a shipping information section: 'Order within: 2h 41m', 'Orders ship: Today - Numbers / Letters', '10/12 - Names / 1 Color Easy Prints®', '10/13 - Multi-color Easy Prints® / Basic Digital', and '10/14 - Plus Orders'.

- Online – **TransferExpress.com**
  - ✓ **Order Easy Prints®**
  - ✓ **Express Names™**
  - ✓ **Holiday Prints**
- Fax – 1-800-833-3877
- Phone – 1-800-622-2280

First time customers must place first order over the phone.

# Don't be afraid to ask for HELP

We have over 20 Dealer Services Representatives ready to help you!



- Call us – 1-800-622-2280
- Email us – [info@transferexpress.com](mailto:info@transferexpress.com)
- Read our Blog – [Blog.TransferExpress.com](http://Blog.TransferExpress.com)
- Watch our videos and previous webinars
- Trade Shows





# Webinar Summary PDF

<http://www.transferexpress.com/webinarthanks>

*Do you have more questions??*

Contact us:

**Phone:** 1-800-622-2280

**Fax:** 1-800-833-3877

**Email:** [info@transferexpress.com](mailto:info@transferexpress.com)

**Web:** [TransferExpress.com](http://TransferExpress.com)