

PRODUCT GUIDE 2025





welcome to



Our mission is simple - we are here to help you grow your apparel decorating business. Whether you are just starting out or a veteran of the industry, our heat transfer products are designed to help you succeed. When you choose Transfer Express®, you're working with the industry leader in custom screen and digital print transfers. We provide excellent support, speedy service, extensive marketing and educational tools, and the most innovative products on the market.

stay connected!

Want more information, tips, tricks, and inspiration for all things heat printing? Connect with us! We love sharing ideas and connecting with our partners in apparel decorating.





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heat transfers are the ***ULTIMATE PRINTING CHOICE***

Transfers apply in seconds! There's no need for significant capital investment or a large space for manufacturing. Pick a corner in a room, set up your heat press, and start making money.

Simply set your shirt on the press, position the transfer, and apply. The result is a quality-printed product that will last the life of the garment - lab tested and guaranteed!

With heat transfers you can print on t-shirts, hoodies, pants, shoes, bags, can coolers, and more. The versatility of heat transfers makes it possible to decorate countless items.



TRANSFER TYPES

screen printed transfers

Screen printed transfers, also known as plastisol or water-based transfers, are printed using plastisol or water-based inks onto a special release paper or film instead of a garment. The carrier release paper allows the ink design to transfer to the garment upon heat application. When applied properly, screen printed transfers will last the life of the garment.



full color transfers

The latest transfer technology combines screen print and full color digital inks to produce a transfer that is the best of both worlds: the feel and durability of a screen print transfer paired with the characteristics of a full color transfer. Welcome to the revolution of apparel decoration!






WHAT TO USE WHEN

Take the guesswork out of choosing the best transfer type for your job or project. This handy chart outlines which transfer will give you the best results and profit margins.

APPAREL QUANTITY

(based on one full-front design)

		1	10	18	25	50	72+
COLOR QUANTITY	1	<div>  <ul style="list-style-type: none"> • Cotton • Polyester • Cotton/Poly Blends • Tri-blends • Lycra®/Spandex </div>					
	2						
	3						
	4+						
		<div>  <ul style="list-style-type: none"> • Cotton • Polyester • Cotton/Poly Blends </div>					
		<div>  <ul style="list-style-type: none"> • Cotton • Polyester • Cotton/Poly Blends </div>					

transfer selector tool

Use our [intuitive tool](#) to ensure transfer compatibility with your chosen fabric while optimizing your profit margin. We'll recommend the most cost-effective decoration technique, making every project a success.

real ink. real fast.

SCREEN PRINTED TRANSFERS

- Keep your screen printing in house.
- We print it, you profit.
- Phthalate-free plastisol ink.
- Durable, classic feel.
- Gang sheets and quantity price breaks for cost-effective pricing.



GOOF PROOF®

screen printed transfers

OEKO
TEX®

STANDARD
100
22.HUS.46520
Hohenheim HTTI

Easy Prints® Layout:

QVA-37



Goof Proof® is our best-selling product and the go-to transfer for most of your decoration needs. Offering the soft hand of plastisol ink, Goof Proof® applies quickly and offers superior opacity. Choose from two sheet sizes (11.25" x 14" and 12.5" x 17.5") or single image sizes (12.75" x 9" and 11" x 14") and over 70 phthalate-free stock ink colors.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

- 1 Preheat Your Apparel**
Place your apparel on the platen and press for 3-5 seconds.
- 2 Position Transfer & Press**
Place the transfer ink-side down on the apparel. Close and press.
- 3 Peel Transfer Carrier**
Peel off the backing quickly in a smooth, even motion.

Application

SINGLE COLOR:

100% cotton & cotton/poly blends

Set Your Heat Press

Temperature: 365°F
Time: 4-6 Seconds
Pressure: Medium/Firm, 6-8 (60-80 psi)

- 1. Preheat Your Apparel**
Place apparel on platen.
Press for 3-5 seconds.
- 2. Position Your Transfer & Press**
Place the transfer ink-side down on apparel. Close machine and press for 4-6 seconds.
- 3. Peel Transfer Carrier **HOT****
Open machine and peel off the backing immediately in a smooth, even motion.

SINGLE COLOR (LOWER TEMP):

100% polyester

Set Your Heat Press

Temperature: 325°F
Time: 10-12 Seconds
Pressure: Medium/Firm, 6-8 (60-80 psi)

- 1. Preheat Your Apparel**
Place apparel on platen.
Press for 3-5 seconds.
- 2. Position Your Transfer & Press**
Place the transfer ink-side down on apparel. Close machine and press for 10-12 seconds.
- 3. Peel Transfer Carrier **HOT****
Open machine and peel off the backing immediately in a smooth, even motion.

MULTI COLOR:

Set Your Heat Press

Temperature: 365°F
Time: 10 Seconds
Pressure: Medium/Firm, 6-8 (60-80 psi)

- 1. Preheat Your Apparel**
Place apparel on platen.
Press for 3-5 seconds.
- 2. Position Your Transfer & Press**
Place the transfer ink-side down on apparel. Close machine and press for 10 seconds.
- 3. Peel Transfer Carrier **HOT****
Open machine and peel off the backing immediately in a smooth, even motion.

Do not use a pillow or cover sheet for initial application. Goof Proof® can also be pressed at 340°F for 8-10 seconds.

► transferexpress.com/goof-proof

► transferexpress.com/ink-colors

GOOF PROOF® PREMIUM

Clear Carrier. Premium Results.



The wait is over! Goof Proof® Premium takes your favorite transfer to the next level with a clear carrier that makes placement on shirts faster and easier than ever. Goof Proof® Premium delivers shine-free, vibrant prints in 30 bold colors. Choose from a 12.5" x 17.5" sheet size, or single image sizes (12.75" x 9" and 11" x 14"). This is the go-to choice for durability, affordability, and top-notch results!

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

1 Preheat Your Apparel

Place your apparel on the platen and press for 3-5 seconds.

2 Position Transfer & Press

Place the transfer ink-side down on the apparel. Close and press.

3 Peel Transfer Carrier

Peel off the backing quickly in a smooth, even motion.

Application

Set Your Heat Press

Temperature: 320°F

Time: 10 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.
Close machine and press for 8-10 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing, immediately, in a smooth and even motion.

Ink Colors

BLACK	WHITE	RED	MAROON	TENNESSEE ORANGE
ORANGE	TEXAS ORANGE	YELLOW	GOLD	MAIZE
VEGAS GOLD	METALLIC GOLD	KELLY GREEN	DARK GREEN	CAROLINA BLUE
COLUMBIA BLUE	MID BLUE	ROYAL	MIDNIGHT BLUE	NAVY BLUE
PURPLE	CEMENT 427 C	METALLIC SILVER	GREY	CHARCOAL
NEON PINK	NEON BLUE	NEON GREEN	NEON ORANGE	NEON YELLOW
BUBBLEGUM PINK	DARK BROWN	METALLIC GRAPHITE	TRANSPARENT	

HOT SPLIT RETRO

screen printed transfers

Easy Prints® Layout:

QAL-647



Hot Split Retro is screen printed without adhesive so the ink melts into the apparel fabric, resulting in a plastisol transfer with an incredibly soft, light feel. This transfer is ideal for thin fabrics and provides less opacity than other transfers, which helps give a fashionable and vintage vibe.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blend

1

Preheat Your Apparel

Place your apparel on the platen and press for 3-5 seconds.

2

Position Transfer & Press

Place the transfer ink-side down on the apparel. Close and press.

3

Peel Transfer Carrier

Peel off the backing in a smooth, even motion.

Application

Set Your Heat Press

Temperature: 360-375°F

Time: 8-10 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.
Close machine and press for 8-10 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing,
immediately, in a smooth and even motion.

Tips:

• Large, Solid Ink Areas

Hot Split Retro is ideal if you have large ink areas in your design. The ink will melt into the fibers of the shirt, giving a soft hand feel without the heaviness.

• Light Ink colors

A few of our stock colors, Gold, Yellow, Tan, and the Neon colors, will not show up well on dark garments when using the Hot Split Retro ink formula. For those colors, we recommend switching to Goof Proof®. All other colors in Hot Split Retro will work on all colored apparel.

Do not use a pillow or cover sheet for initial application.

ELASTI PRINTS®

screen printed transfers

OEKO
TEX®

STANDARD
100
22.HUS.46520
Hohenstein HTI

Easy Prints® Layout:

QFB-255



Turn down the heat on performance wear! This screen printed heat transfer has a low temperature application designed to reduce scorching and is perfect for 100% polyester uniforms, bags, and moisture-wicking apparel. There are two sheet sizes available (11.25" x 14" and 12.5" x 17.5") to maximize your cost efficiency.

Recommended Fabrics: 100% Polyester

1

Preheat Your Apparel

Place your apparel on the platen and press for 3-5 seconds.

2

Position Transfer & Press

Place the transfer ink-side down on the apparel. Close and press.

3

Peel Transfer Carrier

Peel off the backing in a smooth, even motion.

Application

Set Your Heat Press

Temperature: 290°F

Time: 15 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.
Close machine and press for 15 seconds.

3. Peel Transfer Carrier **COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

Tips:

• Cold Peel

You can peel the carrier anytime after 2-3 minutes, as long as the carrier has cooled down and is no longer retaining heat. Your results will be the same regardless of when you peel.

• Outline Required On Art

Make sure all edges of your multi-colored artwork, both inside and along the perimeter, have the same colored outline. You can add a clear outline in the 'Options' screen of Easy View®, but keep in mind that this will be counted as an additional color in your screen print pricing.

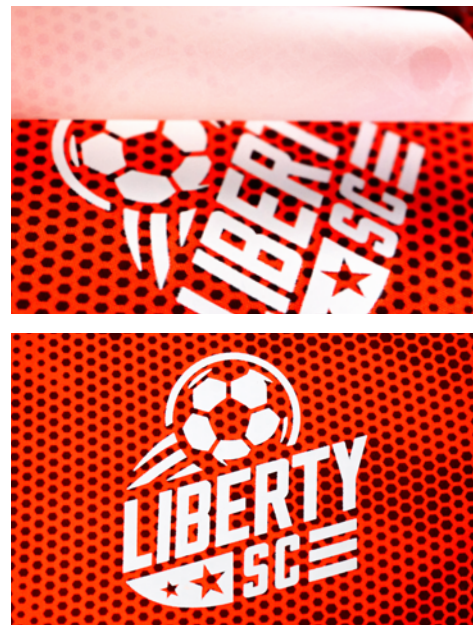
Do not use a pillow or cover sheet for initial application.

► transferexpress.com/elasti-prints

► transferexpress.com/ink-colors

SILICONE

soft. matte. built to block.



Decorate sublimated polyester and performance fabrics with confidence. Silicone screen printed transfers deliver a smooth, ultra-matte finish that stretches, resists water, and blocks dye migration. Designed with a clear carrier for effortless placement, these transfers are available as single images or ganged on an 11.5" x 18" sheet - giving you the flexibility to print your way.

Recommended Fabrics: Ideal for performance wear made of polyester, spandex, Lycra®, and woven nylons including sublimated apparel. Also applies to cotton, poly/cotton blends, and tri-blends.

Application

Set Your Heat Press: Temperature: 290°F
Time: 15 Seconds
Pressure: Medium, 4-5 (40-50 psi)

- 1 Preheat Your Apparel**
Place apparel on platen.
Press for 3-5 seconds.
- 2 Position Your Transfer & Press**
Place the transfer ink side down on the apparel.
Cover transfer with provided cover sheet to eliminate static (do not use Teflon).
Close machine and press for 15 seconds.
- 3 Peel Transfer Carrier COLD**
Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

Tips:

- **Cold Peel**
You can peel the carrier anytime after 2-3 minutes, as long as the carrier has cooled down and is no longer retaining heat. Your results will be the same regardless of when you peel.
- **After First Press**
If edges are raising or appearance of slight adhesive outline is more defined due to fabric color, lay cover sheet over the transfer, repress for 10-15 seconds, then immediately remove cover sheet.
- **Post Application Instruction**
Wash garment inside out.

Ink Colors

BLACK

WHITE

PUFF

screen printed transfers



Easy Prints®
Layout:
QCL-59



Standard plastisol ink is paired with a puff print additive to give a unique 3D effect after heat application. Puff ink can be combined with your favorite Goof Proof® ink colors for a heightened dimensional finish. Puff works best with large, bold designs and is perfect for fashionable apparel.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

- 1 Preheat Your Apparel**
Place your apparel on the platen and press for 3-5 seconds.
- 2 Position Transfer & Press**
Place the transfer ink-side down on the apparel. Close and press.
- 3 Peel Transfer Carrier**
Peel off the backing quickly in a smooth, even motion.

Application

SINGLE PUFF COLOR:

Set Your Heat Press

Temperature: 360-370°F
Time: 5 Seconds
Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 5 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

2 COLOR (PUFF + GOOF PROOF® COMBO):

Set Your Heat Press

Temperature: 360-370°F
Time: 10 Seconds
Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 10 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

Available in 15 Puff ink colors:

Puff Black	Puff Teal
Puff White	Puff Mint
Puff Brown	Puff Denim
Puff Red	Puff Purple
Puff Orange	Puff Lavender
Puff Gold	Puff Pink
Puff Yellow	Puff Coral
Puff Green	

Do not use a pillow, cover sheet, or lower platen cover for initial application. Do not double press once applied.

GLOW-IN-THE-DARK

screen printed transfers



Easy Prints®
Layout:
QAL-662



Create fun effects for holidays, special events, and more with Glow-in-the-Dark transfers! With a white appearance in daylight and a bright green glow in the dark, use on dark apparel for the best results.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

- 1 Preheat Your Apparel**
Place your apparel on the platen and press for 3-5 seconds.
- 2 Position Transfer & Press**
Place the transfer ink-side down on the apparel. Close and press.
- 3 Peel Transfer Carrier**
Peel off the backing quickly in a smooth, even motion.

Application

Set Your Heat Press

Temperature: 340°F
Time: 10 Seconds
Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.
Close machine and press for 10 seconds.

3. Peel Transfer Carrier **WARM**

Open machine and peel off the backing after 5 seconds in a smooth, even motion.

Tips:

- **Dark Fabrics**
This transfer works best on dark-colored apparel.
- **Recharging Your Glow**
The transfers glow properties can be recharged by normal room lighting or when outside in the daylight.

Do not use a pillow or cover sheet for initial application.

REFLECTIVE

screen printed transfers



Whether for safety or fashion, be seen with reflective screen printed transfers. Printed with water-based, screen printed ink for durability and a soft hand, these transfers provide a reflective luminance of 400-450 CD. Reflective transfers are metallic silver in the daylight while reflecting direct light at night.

- 1 Preheat Your Apparel**
Place your apparel on the platen and press for 3-5 seconds.
- 2 Position Transfer & Press**
Place the transfer ink-side down on the apparel. Close and press.
- 3 Peel Transfer Carrier**
Peel off the backing in a smooth, even motion.

Application Cotton, Polyester, Cotton/Poly Blends.

Set Your Heat Press

Temperature: 315°F
Time: 15 Seconds
Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.
Close machine and press for 15 seconds.

3. Peel Transfer Carrier **COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

Tips:

- **Cold Peel**
You can peel the carrier anytime after 2-3 minutes, as long as the carrier has cooled down and is no longer retaining heat. Your results will be the same regardless of when you peel.
- **Ideal Transfer For Emergency Services Apparel**
Pair this transfer type with any of our Police, Fire, or EMS layouts in our Easy View® online designer.

Do not use a pillow or cover sheet for initial application.

AQUATRU®

the go-to transfer for performance



AquaTru® is a **water-based, screen-printed transfer** designed for performance. With superior stretch and rebound, dye-blocking capabilities, fine detail, and low temperature application, these durable transfers deliver no matter the design, placement, fabric, or order.

Recommended Fabrics: Cotton, Polyester, Triblend, Spandex/Lycra®, Woven Nylon.

- 1 Preheat Your Apparel**
Place your apparel on the platen and press for 3-5 seconds.
- 2 Position Transfer & Press**
Place the transfer ink-side down on the apparel. Close and press.
- 3 Peel Transfer Carrier**
Peel off the backing in a smooth, even motion.

Application

Set Your Heat Press

Temperature: 290°F
Time: 15 Seconds
Pressure: Medium/Firm, 7 (70 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.
Close machine and press for 15 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

Tips:

• Thicker Line Weights

The minimum line thickness is .042" or .063" when ordering blocker. Show-through areas should be a minimum of .028".

BLACK	WHITE	RED	MAROON	TENNESSEE ORANGE
ORANGE	TEXAS ORANGE	YELLOW	GOLD	MAIZE
VEGAS GOLD	METALLIC GOLD	KELLY GREEN	DARK GREEN	CAROLINA BLUE
COLUMBIA BLUE	MID BLUE	ROYAL	MIDNIGHT BLUE	NAVY BLUE
PURPLE	CEMENT 427 C	METALLIC SILVER	GREY	CHARCOAL
NEON PINK				

Do not use a pillow or cover sheet for initial application.

ULTRACOLOR® *FULL COLOR TRANSFERS*

- No limit on colors
- Great for fine detail & free floating text
- Soft, high end feel
- Options for sheets or pieces
- Options for any fabric
- Print any location



DIRECT TO FILM TRANSFERS

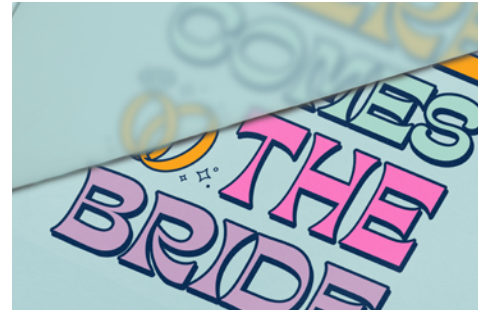
ULTRACOLOR[®] MAX[™]

OEKO
TEX[®]

STANDARD
100
22.HUS.46520
Hohenstein HTTI

Easy Prints[®] Layout:

QEV-230



UltraColor MAX[™] is a direct to film transfer that offers realistic photo quality, fine detail, and achievable color gradients. These DTF transfers provide one-step, hot peel, low temperature application to reduce scorching. With no minimum order and a fast turnaround—your order will ship by the following business day!

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends, Spandex, Lycra[®], Triblend

1

Preheat Your Apparel

Place your apparel on the platen and press for 3-5 seconds.

2

Position Transfer & Press

Place the transfer ink-side down on the apparel. Close and press.

3

Peel Transfer Carrier

Peel off the backing quickly in a smooth, even motion.

Application

Set Your Heat Press

Temperature: 290°F

Time: 12-15 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.
Close machine and press for 12-15 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth and even motion.

Tips:

- Keep the silica gel pack stored with your unused UltraColor MAX[™] transfers to keep moisture removed from transfers
- Digital transfers are printed in full color and may contain special effects, fades, shadows, shading, and photographic images within the artwork.

Do not use a pillow or cover sheet for initial application.

► transferexpress.com/ultracolor-max

► transferexpress.com/ink-colors



**Easy Prints[®]
Layout:
3D-508**



This digital screen printed transfer is a hybrid full color transfer that combines digitally printed graphics with a screen print backing. UltraColor Pro[™] transfers provide a clean edge, full color print, with a soft hand. These transfers are available as single images or ganged on an 11.5" x 18" sheet. When you need a full color transfer in a large quantity, UltraColor Pro[™] is the product to choose in the UltraColor[®] full color transfer line.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

1 Preheat Your Apparel

Place your apparel on the platen and press for 3-5 seconds.

2 Position Transfer & Press

Place the transfer ink-side down on the apparel. Close and press.

3 Peel Transfer Carrier

Peel off the backing quickly in a smooth, even motion.

Application

100% COTTON, COTTON/POLY BLENDS

Set Your Heat Press

Temperature: 340°F

Time: 10 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 10 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

100% POLYESTER/SYNTHETICS

Set Your Heat Press

Temperature: 290°F

Time: 15 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 15 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

Do not use a pillow or cover sheet for initial application.

ULTRACOLOR STRETCH™

digital screen printed transfers

OEKO
TEX®
STANDARD
100
22.HUS.46520
Hohenstein HTTI

**Easy Prints®
Layout:**
Custom



This digital screen print transfer is everything you love about UltraColor® paired with industry-leading stretch and rebound ability. Created with a water-based ink formula, this is the ultimate solution for decorating performance wear. UltraColor Stretch™ also features a clear outline around the design for added adhesion to the applied apparel.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends, Spandex, Lycra®, Woven Nylon.

1 Preheat Your Apparel

Place your apparel on the platen and press for 3-5 seconds.

2 Position Transfer & Press

Place the transfer ink-side down on the apparel. Close and press.

3 Peel Transfer Carrier

Peel off the backing in a smooth, even motion.

Application

COTTON/ COTTON/POLY BLEND:

Set Your Heat Press

Temperature: 340-360°F
Time: 12-15 Seconds
Pressure: Medium, 6 (60 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press 3-5 seconds to remove moisture.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.

3. Peel Transfer Carrier **COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

POLYESTER/SYNTHETICS:

Set Your Heat Press

Temperature: 290-320°F
Time: 12-15 Seconds
Pressure: Medium, 6 (60 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press 3-5 seconds to remove moisture.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.

3. Peel Transfer Carrier **COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

Use a cover sheet to remove static. Do not use a pillow.

► transferexpress.com/ultracolor-stretch

► transferexpress.com/ink-colors

digital screen printed transfers

ULTRACOLOR STRETCH™

with blocker

OEKO
TEX®

STANDARD
100
22.HUS.46520
Hohenheim HTTI



Easy Prints®
Layout:
Custom



Prevent dye migration with this powerful bleed-blocking formula. The special blocking technology and high opacity inks allow you to decorate heavily-dyed polyester and sublimated fabrics with confidence. UltraColor Stretch™ with Blocker is also approved for industrial/commercial laundering.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends, Spandex, Lycra®, Woven Nylon.

- 1 Preheat Your Apparel**
Place your apparel on the platen and press for 3-5 seconds.
- 2 Position Transfer & Press**
Place the transfer ink-side down on the apparel. Close and press.
- 3 Peel Transfer Carrier**
Peel off the backing in a smooth, even motion.

Application

COTTON/ COTTON/POLY BLEND:

Set Your Heat Press

Temperature: 340-360°F
Time: 12-15 Seconds
Pressure: Medium, 6 (60 psi)

- 1. Preheat Your Apparel**
Place apparel on platen.
Press 3-5 seconds to remove moisture.
- 2. Position Your Transfer & Press**
Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.
- 3. Peel Transfer Carrier COLD**
Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

POLYESTER/SYNTHETICS:

Set Your Heat Press

Temperature: 290-320°F
Time: 12-15 Seconds
Pressure: Medium, 6 (60 psi)

- 1. Preheat Your Apparel**
Place apparel on platen.
Press 3-5 seconds to remove moisture.
- 2. Position Your Transfer & Press**
Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.
- 3. Peel Transfer Carrier COLD**
Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

Use a cover sheet to remove static. Do not use a pillow.

look like the pros

NAMES + NUMBERS

- Save time & money with pre-printed player names & numbers.
- Phthalate-free plastisol ink.
- Match any uniform for a professional look.



EXPRESS NAMES™

individual personalization

OEKO
TEX®

STANDARD
100
22.HUS.46520
Hohenstein HTL



Personalize any apparel quickly and easily with pre-spaced customized names. Decorate front, back, left chest, leg, and sleeves. Pair with stock numbers for an easy, one-step application.

Available in straight, vertical, and arch formats and 1", 2", 2.5" and 3" letter heights.



font styles:

ARIAL

Athletic Script

AVALON

AVERTA

Brush Script

FULL BLOCK

HANDEL GOTHIC

HOMEWARD BOUND

HERCULES

IMPRESS

REX BOLD

VOGUE

ZAG BOLD

Application

Set Your Heat Press

Temperature: 365°F

Time: 4-6 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

1. Preheat Your Apparel

Place apparel on platen.

Press for 3-5 seconds.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.

Close machine and press for 4-6 seconds.

3. Peel Transfer Carrier **WARM**

Open machine and peel off the backing after 5 seconds in a smooth, even motion.

Tips:

• Elasti Print® Application

If applying with Champ Pro numbers, you can apply Express Names™ at same time at 290°F, for 15 seconds.

• Names + Numbers

When applying with numbers, simply touch the edges of the transfer papers together for perfect spacing.



STOCK NUMBERS

screen printed transfers

OEKO
TEX®

STANDARD
100
22.HUS.46520
Hohenheim HT1

**Stock
Number:**
Champ



2 Color Champ



Champ



Champ Pro™



Express Names™

Easily customize team uniforms using stock screen printed numbers! Cater to the entire team with a variety of digit sizes— 4", 6", 8", and 10", available in a range of colors using our popular ink formulas, Goof Proof® and Elasti Prints®. Specifically designed for heat-sensitive polyester uniforms, Champ Pro™ is exclusively offered in Elasti Prints® ink. For sizes under 3", use Express Names™ to input the necessary numbers in the name field.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends.

- 1 Preheat Your Apparel**
Place your apparel on the platen and press for 3-5 seconds.
- 2 Position Transfer & Press**
Place the transfer ink-side down on the apparel. Close and press.
- 3 Peel Transfer Carrier**
Peel off the backing in a smooth, even motion.

Application

CHAMP/EXPRESS NAMES™:

Set Your Heat Press

Temperature: 365°F
Time: 4-6 Seconds
Pressure: Medium, 6 (60 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press 3-5 seconds to remove moisture.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 4-6 seconds.

3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth and even motion.

CHAMP PRO™:

Set Your Heat Press

Temperature: 290°F
Time: 15 Seconds
Pressure: Medium, 6 (60 psi)

1. Preheat Your Apparel

Place apparel on platen.
Press 3-5 seconds to remove moisture.

2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 15 seconds.

3. Peel Transfer Carrier **COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

3 Ways to Order Numbers:

5 Packs



5 transfers of the same digit, size, and color. Perfect for teams who choose their own numbers or basketball teams where only 0-5 are ordered.

Express Packs



Perfect for teams. Numbers 0-9 in the same size and color. Includes 60 digits: 15 of #1, 5 each of #2-8, #0

Number Kits



Perfect for leagues! Comes with an organized box and contains digits to number 15 teams #1-15. Includes 315 digits: 120 #1, 30 each of #2-5 and #6/9, 15 each of #0, 7, 8

Best Value

Do not use a cover sheet or a pillow.

NUMBER STYLES

0123456789

Number Heights: 4", 6", 8", 10"

Champ

for cotton & cotton / poly blends

BLACK	WHITE	BUBBLEGUM PINK	RED	MAROON
ORANGE	TEXAS ORANGE	GOLD	VEGAS GOLD	KELLY GREEN
DARK GREEN	COLUMBIA BLUE	ROYAL		
NAVY BLUE	PURPLE	GREY		

Champ Pro™

for 100% polyester performance wear

BLACK	WHITE	RED	MAROON	ORANGE
GOLD	VEGAS GOLD	NEON LIME	COLUMBIA BLUE	ROYAL
NAVY BLUE	PURPLE	GREY		

0123456789

Number Heights: 4", 6", 8", 10"

Champ 2 color

for cotton & cotton / poly blends

BLACK/WHITE	BLACK/RED	BLACK/ORANGE	BLACK/GOLD	BLACK/VEGAS
BLACK/GREY	WHITE/BLACK	WHITE/GOLD	RED/BLACK	RED/WHITE
RED/NAVY	RED/GREY	MAROON/WHITE	BURGUNDY/VEGAS	ORANGE/WHITE
GOLD/WHITE	VEGAS/WHITE	KELLY/WHITE	D. GREEN/WHITE	D. GREEN/GOLD
ROYAL/WHITE	ROYAL/RED	ROYAL/GOLD	NAVY/WHITE	NAVY/RED
NAVY/ORANGE	NAVY/GOLD	NAVY/VEGAS GOLD	NAVY/COLUMBIA	NAVY/GREY
PURPLE/WHITE	PURPLE/GOLD	GREY/WHITE		

Champ Pro 2 color

for 100% polyester performance wear

BLACK/WHITE	WHITE/BLACK	WHITE/RED	RED/BLACK	RED/NAVY
RED/GREY	ORANGE/WHITE	GOLD/WHITE	V. GOLD/WHITE	ROYAL/WHITE
NAVY/WHITE	GREY/WHITE			

0123456789

All Star

for cotton & cotton / poly blends

BLACK	WHITE	BUBBLEGUM PINK	RED	MAROON
ORANGE	GOLD	KELLY GREEN	DARK GREEN	COLUMBIA BLUE
ROYAL	NAVY BLUE	PURPLE	GREY	

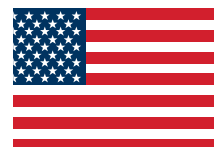
Number Heights: 4", 6", 8", 10"



Flag Packs

Add some patriotism to uniform sleeves.

2" x 3" USA



1.5" x 3" CAN



HEAT TRANSFER VINYL



Transfer Express also carries your favorite CAD-CUT® vinyl from STAHL'S to make ordering the products you need that much easier! HTV is available in four sizes, in both sheets and rolls, to fit your craft or commercial vinyl cutting machines.

available finishes:

- Fashion-FILM® Electric
- Chroma Bling
- Glitter
- Chalkboard
- T-Shirt Pro
- EasyWeed
- PureHT™
- UltraWeed™
- Metallic
- UV Shift
- Glow
- Flock
- Brick

available sizes:

- Sheets: 12" x 12"
- Rolls: 12" x 36"
12" x 180"
12" x 360"

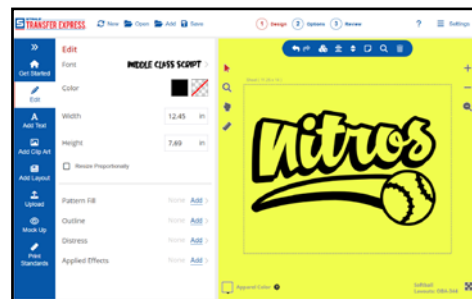
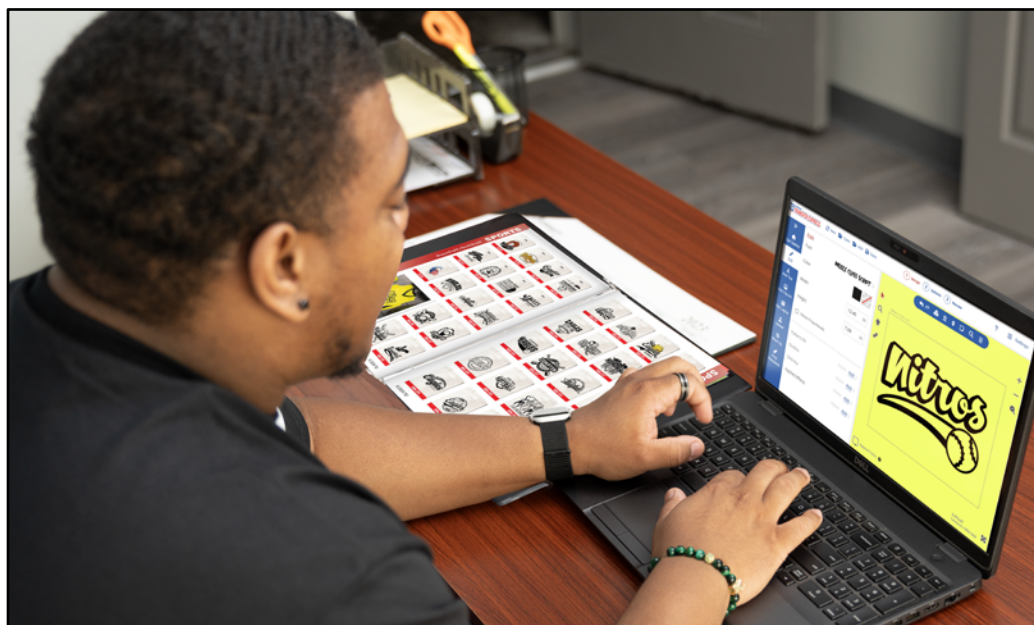
GROW YOUR BUSINESS

- The tools to empower you to grow.
- The education you need to become a confident, capable apparel decorator..
- Marketing materials to help you promote your business.



EASY VIEW®

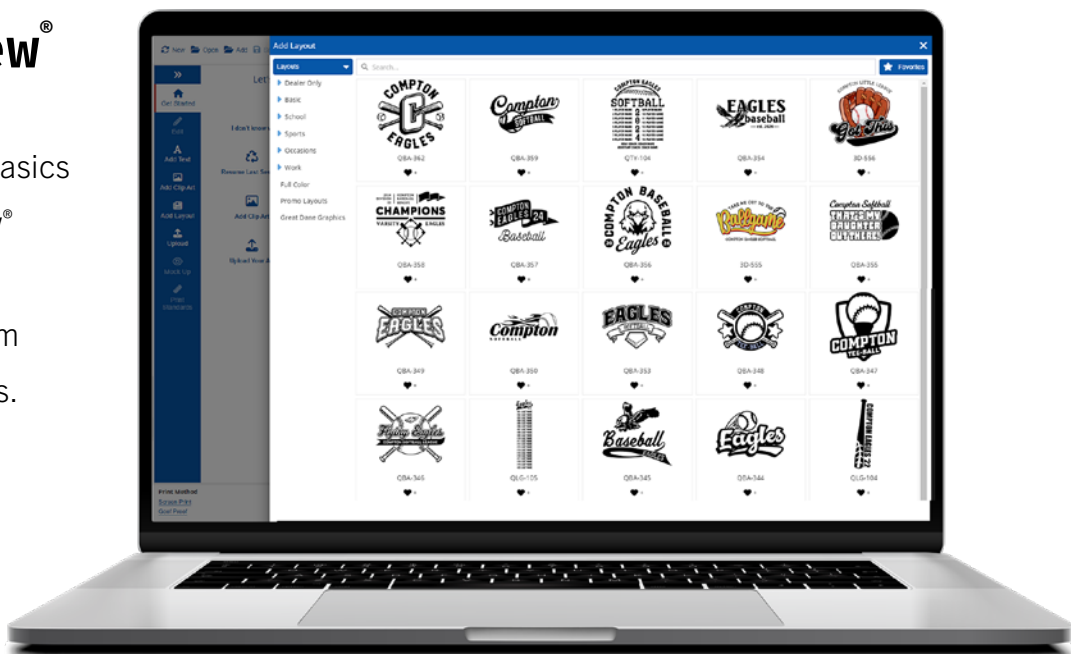
online designer



Meet your new art department! Easy View® empowers beginners or professionals to effortlessly design and bring their ideas to life. With categories catering to different needs, it opens doors for apparel decorators to enter new markets, serve existing clients better, and sell any job- even if customers don't have a specific design or artwork on hand. Layouts correspond to the new and best selling designs in the printed Idea Book®, so you can easily have your customer choose a layout then customize to their specifications. Easy View® contains over 6,000 layouts and 8,000 pieces of unique clip art, with digital mock ups included so the creative possibilities are endless! Save time and money with Easy View®.

using Easy View®

[Learn how](#) to use the Easy View® online T-shirt designer from the basics to becoming an expert. Easy View® is a free tool for Transfer Express customers to use to create custom screen printed and digital designs.



MUST-HAVE TOOLS

your t-shirt business in a box

MARKETING KIT

The Marketing Kit is designed to help you gain custom apparel sales. Whether you have a storefront or visit with customers at different locations, you can use the marketing kit to your advantage. The Marketing Kit showcases the Idea Book™, your hard copy of the Easy View® Online Designer to show your customers pre-made, customizable design templates.



the marketing kit includes:

- Personalized Idea Book™
- Easy View® Online Designer
- Price Guide
- 20 Display Samples
- Two Showroom Posters
- Ink Color Selector
- **\$15** Product credit
- Tote Bag + Transfer
- T-Shirt + UltraColor PRO™ Transfer
- Digital Asset Kit

APPLICATION KIT

The Application Kit is the perfect set of accessories to go alongside your heat press. These tools will help you with everyday printing or when you are in a pinch situation. Don't get caught without these items.



the application kit includes:

- Placement Ruler
- Application Poster
- What To Use When Poster
- Cover Sheets
- Raised Print Area Pad
- Test Strips
- **\$10** Product Credit
- T-Shirt + Print Size Transfer
- Mini Sample Set

maximize your profits **GANG SHEETS**

Make the most out of your transfer sheets by grouping designs together. Each different design that can fit on a sheet is cutting your bottom line costs per order. Know the sheet sizes and start increasing your profits!

- Plastisol Screen Printed Transfer: 11.5" x 14", Jumbo 12.5" x 17.5"
- UltraColor MAX™ DTF Transfer: Sm Sheet 12" x 22", Lg Sheet 24" x 22"
- UltraColor PRO™, Stretch™ : 11.5" x 18"
- Reflective: 12.5" x 17.5"

Screen printed transfers are priced per color.

UltraColor® transfers are digitally printed so there are no additional color costs.



PROFITABLE LAYOUTS



shirt tag layouts

Promote yourself! Branding shirts with custom tags promotes your business. Order a full sheet or you can always add them to empty space on your gang sheet.



league sponsor strips

Sponsor strip layouts save you money for league orders. Choose the ink color and letter height, and replace each line with the sponsor's names. Use Express Names™ for any unique team colors!



class, team, or event lists

Printing a shirt with a list of names or events is easy in the Easy View® Designer. Just upload your .txt file list of names and adjust the layout as needed for the number of names.



signature t-shirts

Shirts filled with a class, camp, or team's signatures are a special way to commemorate a year or season. Order a custom template and collect the signatures. We print it and you press to create a shirt that will bring memories!



custom clip art

If you use custom art in two or more order screen printed orders, make it a custom clip art. For a small fee, we will set it up in Easy View® for your own personal use. Once set up, all future screen printed orders get the less expensive, Easy Prints® pricing.

one stop shopping

WHOLESALE APPAREL



Find stylish, top-quality apparel that will become canvases for decoration. Same-day shipping on most items, with ten warehouses nationwide - most items are received in 1-3 days. Low prices. No minimums.

Free shipping on orders over \$300.

BELLA+CANVAS.

NLA | **NEXT LEVEL**
APPAREL

allmade

DIST
RICT

JERZEES.

Champion

Hanes

COMFORT COLORS

American Apparel

RED KAP
1923

AUGUSTA
SPORTSWEAR BRANDS

GILDAN

all you need is a **HEAT PRESS**

THERE ARE HEAT PRESSES THEN THERE'S



You take your business seriously, so it's important to use equipment that delivers quality and consistency. Compared to hobby presses and import presses, professional presses give you:

- Laser-cut steel framework with robotic welds
- Flat, even platens for perfect pressure
- Center-applied pressure – no pinch points!
- Better heat retention and accurate temperature readings

								
	DUAL AIR FUSION	AIR FUSION	FUSION IQ	AUTO CLAM	360° IQ HAT PRESS	AUTO CAP	MAXX CLAM	STAHL'S BASIC CLAM
Style	Shuttle	Swing	Draw/Swing	Clam	Clam	Clam	Clam	Clam
Platen Size	16" X 20"	16" X 20"	16" X 20"	16" X 20" 16" X 16" 11" X 15"	One size fits all	3.5"x6"	16" X 20" 15" X 15" 11" X 15"	16" X 20" 15" X 15" 11" X 15"
Dual Platen	✓							
Digital Display	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature	Time Temperature
Time Settings	4	4	4	2	2	2		
Auto Adjust Pressure™	✓	✓						
Pressure Settings	4	4	1	1	1	1		
Programmable Touch Screen	✓	✓	✓		✓			
Threadability™	✓	✓	✓	✓	360°			
Auto Open	✓	✓		✓	✓	✓		
Auto On/Off	✓	✓	✓		✓			
Quick Change Platens	✓	✓	✓	✓		✓		
Warranty	Premier	Premier	Premier	Premier	Premier	Premier	Limited	Limited
Price	\$8,150	\$5,495	\$2,850	\$2,050 \$1,700 \$1,350	\$2,050	\$1,155	\$1,450 \$1,150 \$850	\$799 \$599 \$499

A2Z Press \$800



Value priced, swing-away heat press. Made in the U.S.A., it gives you reliable transfer printing results and a heat free workspace. Excellent choice for home-based businesses, crafters, new t-shirt businesses, or as a second press.

Craft Press \$375



9" x 12" heat press is great for the home crafter or crafting business. Small footprint and fits in most crafting areas. Lightweight and portable. If you are just starting out, this is a very economical and reliable heat press.

HOW TO ORDER

OUR ARTWORK OR YOURS?

► transferexpress.com/getting-started

Whether you are creating your designs in Easy View® or sending us your custom art, it's quick and easy to order.

- Open Easy View® Designer
- Create your art by adding text, clip art, and/or a layout, or upload your own art.
- Choose Print Method
- Choose Transfer Type
- Choose Apparel Color
- Enter Quantity:
 - For a single image, enter how many of the image you need
 - If you set up a gang sheet, enter how many sheets you need
- Click “Done” and add to cart
- Complete checkout by entering shipping, and payment method

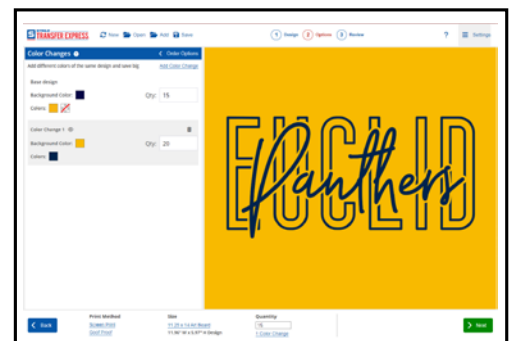
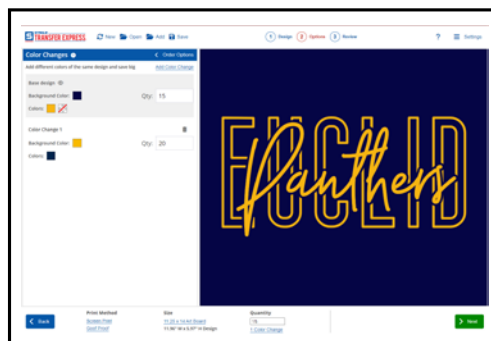
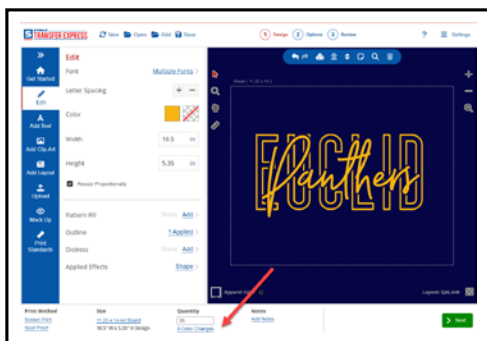
ART PROOFS

Got a job with a lot of names, art changes, re-drawing or combining of files? Take the stress out by ordering an Art Proof. You will have the opportunity for 2 revisions and will be supplied with a high quality .PNG file for you to show to your customer. Place your transfer order with confidence.

COLOR CHANGES

Save money when ordering screen printed transfers of the same design in different colors. Color changes allow you to order the same design without being charged for multiple separate orders in different colors. Color changes can also be applied to multi-color designs.

For example, a local school wants the same design in gold on 15 navy shirts and in navy on 20 gold shirts, the color change allows you to receive pricing for 35 shirts, plus a \$15 color change fee, rather than placing two orders. To enter a color change, click on the 'Color Change' button under the Quantity field on the main design screen in Easy View®. Then click, 'Add Color Change' to enter the additional quantities and colors.



For \$15 you get the total quantity price break which will save you money every time.

TURNAROUND & SHIPPING

We are Transfer Express for a reason - we move fast. Once you place an order, we get the ball rolling. Our helpful and knowledgeable customer service is here to help you when needed.

SHIPS SAME DAY

ORDER BEFORE 9 AM ET

- UltraColor MAX™

Additional production time for orders more than \$1,100. [Click here](#) for details.

ORDER BEFORE 3 PM ET

- Express Names™
- Stock Numbers and Flag Packs

SHIPS IN 1 DAY

ORDER BEFORE 3 PM ET

- 1-2 Color Screen Printed Transfers
- Personalized Idea Book™ & Marketing Kit
- Art Proofs
- Custom Clip Art

SHIPS IN 2 DAYS

ORDER BEFORE 3 PM ET

- 3+ Color Screen Printed Transfers
- UltraColor PRO™
- UltraColor Stretch™
- UltraColor Stretch™ w/ Blocker
- Reflective
- Decals

SHIPS IN 4 DAYS

ORDER BEFORE 3 PM ET

- AquaTru® Water-Based Screen Printed Transfers
- Silicone Screen Printed Transfers

For the most current turn times, visit:

► transferexpress.com/shipping-delivery

Shipping Charges

Shipping charges are special \$15 flat rate for all ground packages within the contiguous US. Excludes apparel orders and heat presses. Shipping costs are added to invoice only once.

Speedy Air

Shipments outside of 2 day ground service are upgraded to our exclusive Speedy Air. Guaranteed 2 day shipping for \$15 flat rate!

Rushes

Screen Printed Transfers:

\$25 per color, per screen print order (must be in before 3 pm ET and is for a 1 day rush; under 500 sheets)

Full Color Transfers:

\$25 per order (must be in before 3 pm ET and is for a 1 day rush; under 500 pieces) *No rushes available on UltraColor MAX™ orders.*

Delivery

Orders ship F.O.B., Mentor, OH or Chandler, AZ, by FedEx or UPS (Canadian orders ship UPS). Quoted delivery times based on delivery of the common carrier. We cannot accept any liability for the failure of any carrier to fulfill a delivery time. We are not responsible for delays due to inclement weather or due to the carrier of your choice.

Handling Fee

A \$3.95 is assessed when using a third-party shipper.

Canadian Dealers

Promotional shipping rate of \$30.00 per package when shipping to a Canadian province. Deliveries are UPS Ground and may be subject to extended surcharges. \$30.00 promotional rate includes door-to-door delivery and brokerage fees.