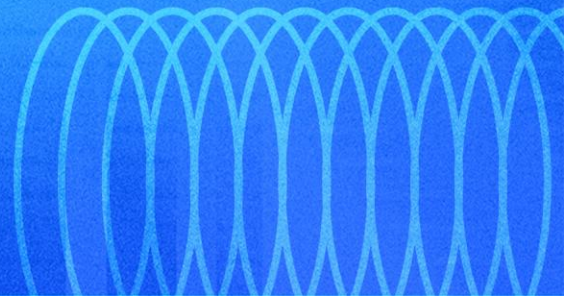




# Don't Get Burned:

The Biggest Mistake Heat Printers Make



# GOAL:

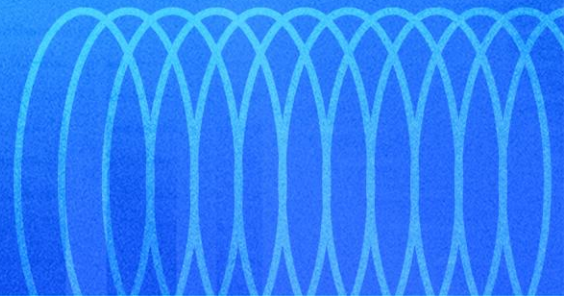
Leave this webinar with confidence to identify a quality heat press, avoid costly equipment mistakes, and choose the right machine to improve print consistency, save time, and protect profits.



Layout\_3D-636

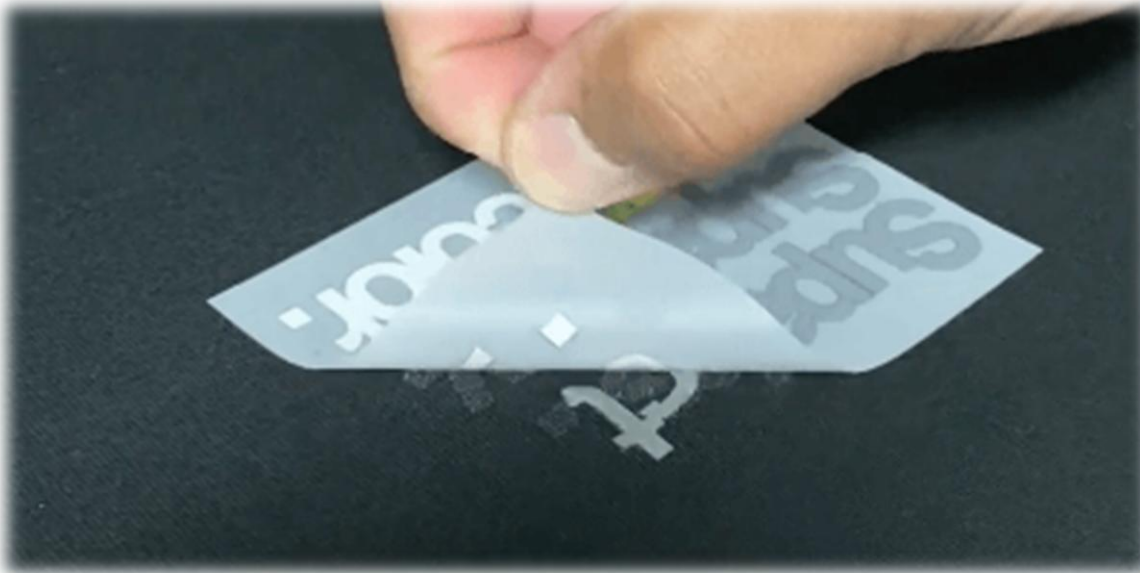


# Let's Build the Foundation



# The Foundation For **SUCCESS**

TIME, TEMP & PRESSURE



- ◆ Consistent Heat & Pressure
- ◆ Predictable, Durable Prints
- ◆ Confidence to Sell & Print
- ◆ Reduced Troubleshooting

# THE ANATOMY OF A GREAT PRESS

Not All Heat Presses Are The Same

1. Over The Center Pressure
2. Cast-In Heating Element
3. Digital Pressure Readout
4. Accurate Heat



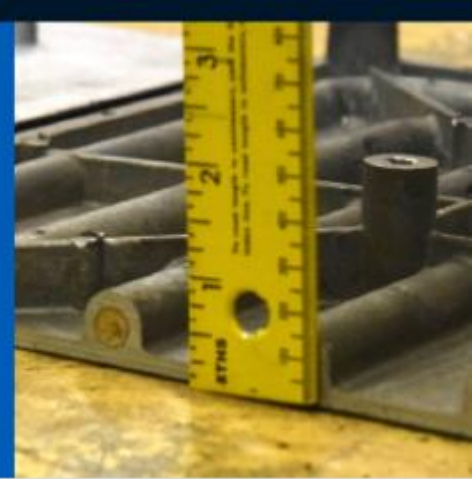


1" thick platen  
with cast-in heating  
maintains the heat

## HEAT RETENTION

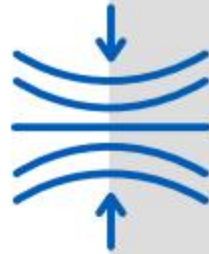


0.25" thick platen  
cools down between  
applications



Flat upper platen  
means even pressure

## EVEN PRESSURE



Dented upper  
platen means  
uneven pressure



Even, center-applied  
pressure

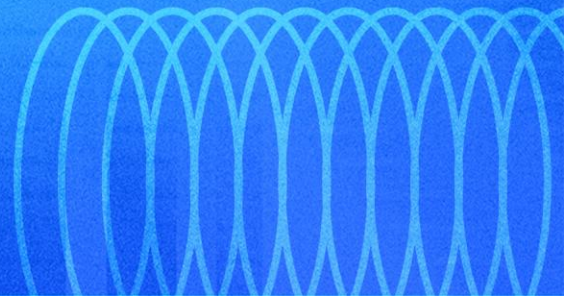
## PRESSURE APPLICATION

Uneven pressure  
caused by higher  
pressure in the back





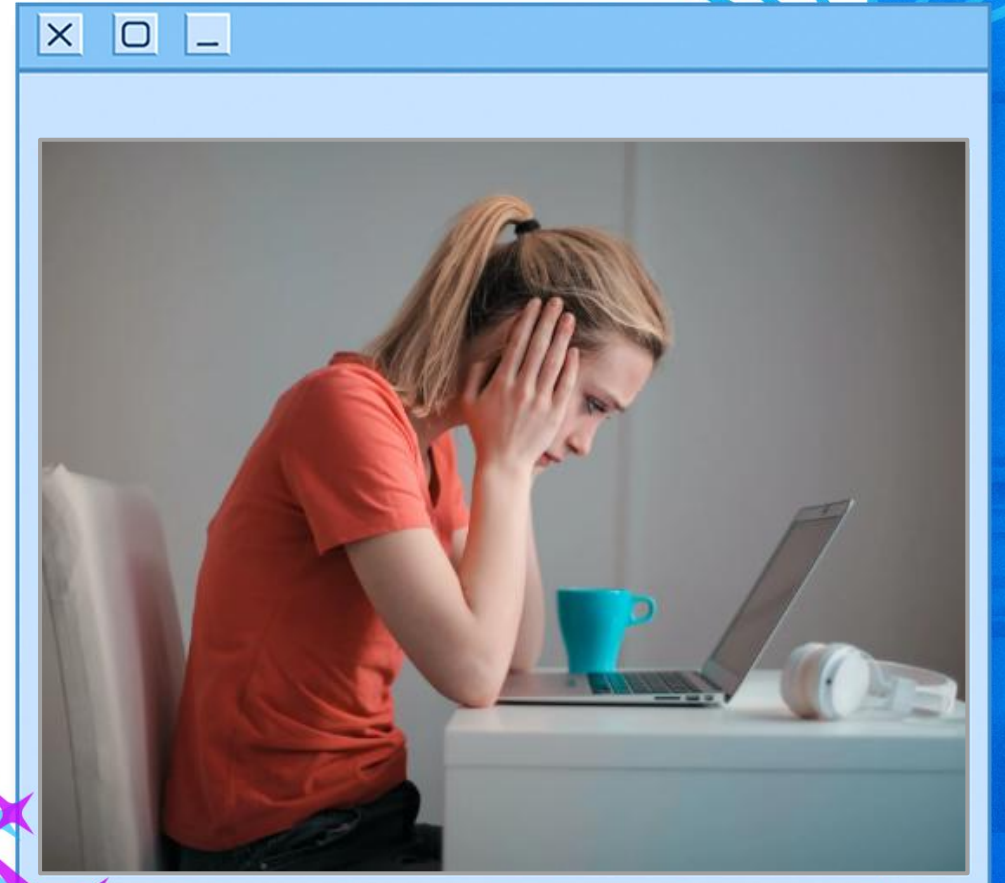
# Let's Find Your Match



# Decision Making Criteria

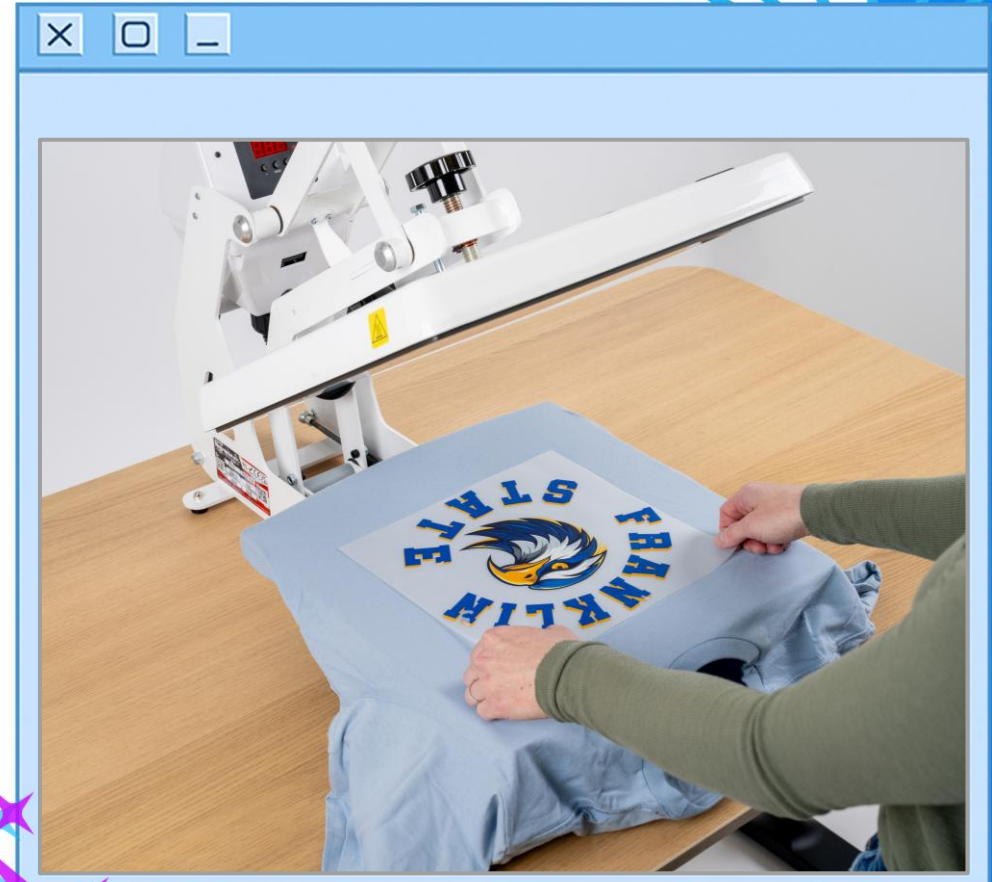
## *What to Look for When Buying*

- Investment vs. budget considerations
- Balancing quality, budget, and operational need
- Does your workspace support the heat press you choose.
- Planning for scalability and future business growth



# Decision Making Criteria

- ◆ **Budget**- "What budget have you allocated for your purchase? "Focus on **value** and **ROI** rather than just cost.
- ◆ **Authority**- Who else will be involved in the decision-making process?"
- ◆ **Need**- "What challenges are you hoping to solve? Go beyond just identifying a surface need. Understand how urgent the need is and **what happens if you don't act**.
- ◆ **Timeline**- "When are you looking to implement this solution?"



# Starter Level – Getting Started

## Clam Shell



CRAFT HEAT PRESS

## Swing Away



A2Z™ SWING AWAY HEAT PRESS



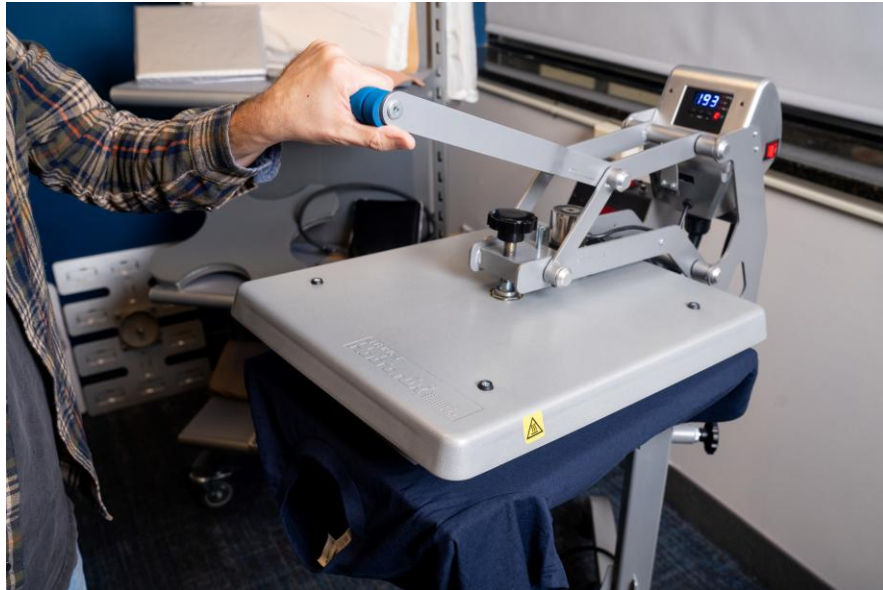
STAHL'S  
MERCHMAKER™  
9X12



STAHL'S  
MERCHMAKER™  
15X15

# Builder Level – Growing Production

## Clam Shell



HOTRONIX® AUTO OPEN CLAM

## Swing Away



HOTRONIX® FUSION IQ

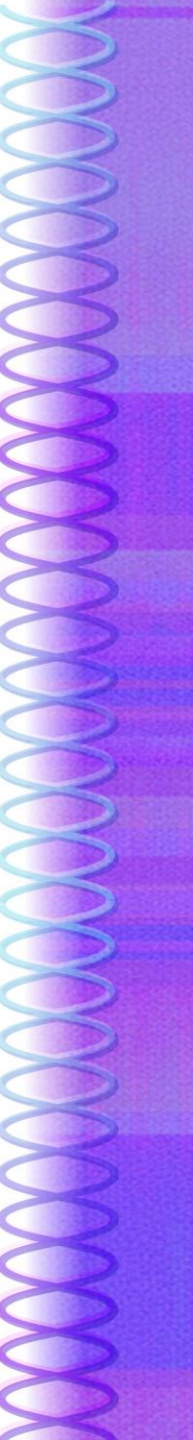
# Production / Mastery Level – Scaling the Business



HOTRONIX® AIR FUSION®

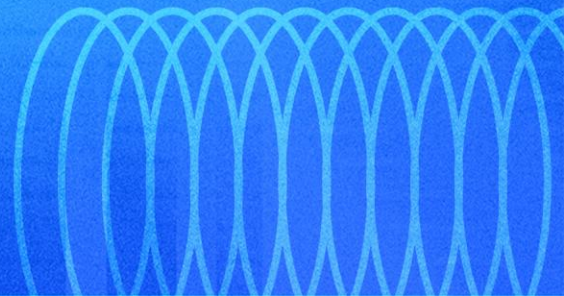


HOTRONIX®  
DUAL AIR FUSION  
IQ® HEAT PRESS



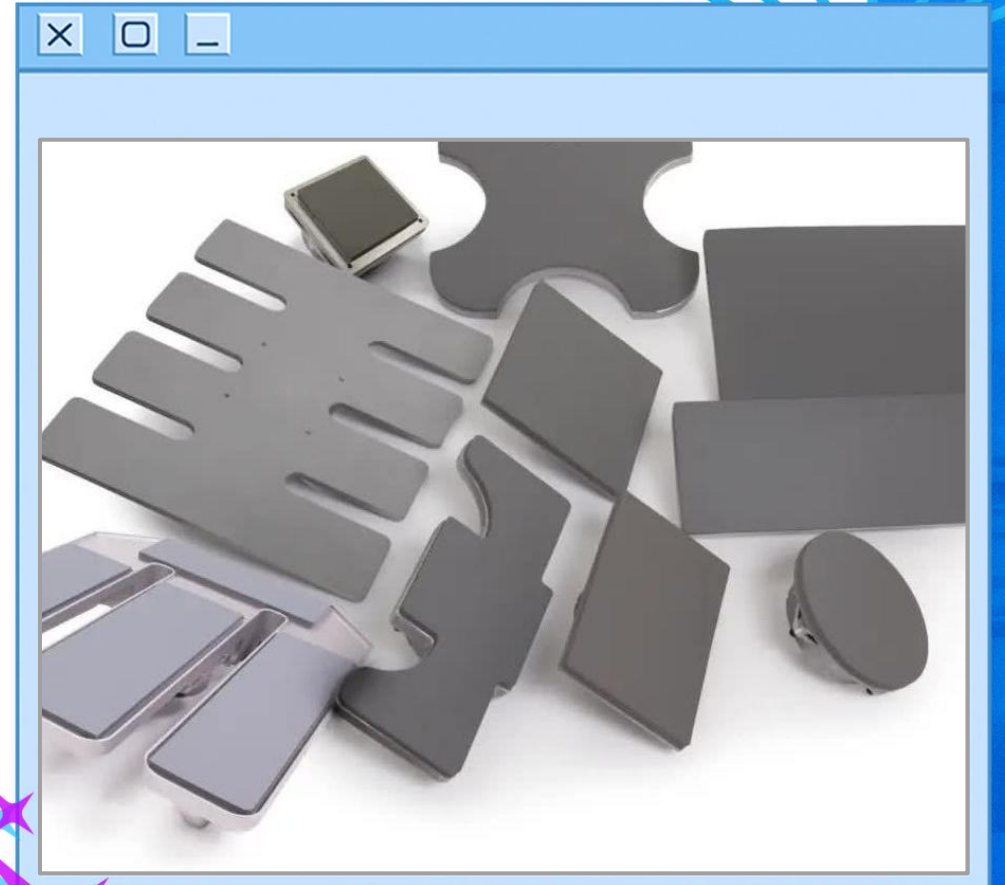


# Accessories that Assist



# Lower Platen Advantage

- ◆ Precision placement
- ◆ Faster workflow
- ◆ Better results on hard to decorate items





*Optimizing lower platen selection **enhances** application accuracy, **improves** production efficiency, and **expands** product capabilities making it a critical component in scalable heat printing operations.*

# Deal Breakers



- ▶ Prioritizing price over quality
- ▶ Ignoring platen size
- ▶ No support or warranty
- ▶ Not planning for growth
- ▶ Overlooking electrical requirements and workspace

# Stay Connected



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# Thanks for Attending!

Any Questions?

