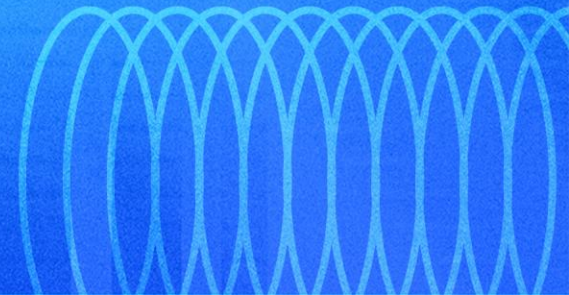




Inside Transfer Express:

New Website, New Products, New Opportunities



AGENDA

- ✦ Brand Evolution & Digital Experience
- ✦ Business Growth Tools
- ✦ New Product Innovations
- ✦ Print on Demand Leverage
- ✦ The Bigger Picture+ Promotions

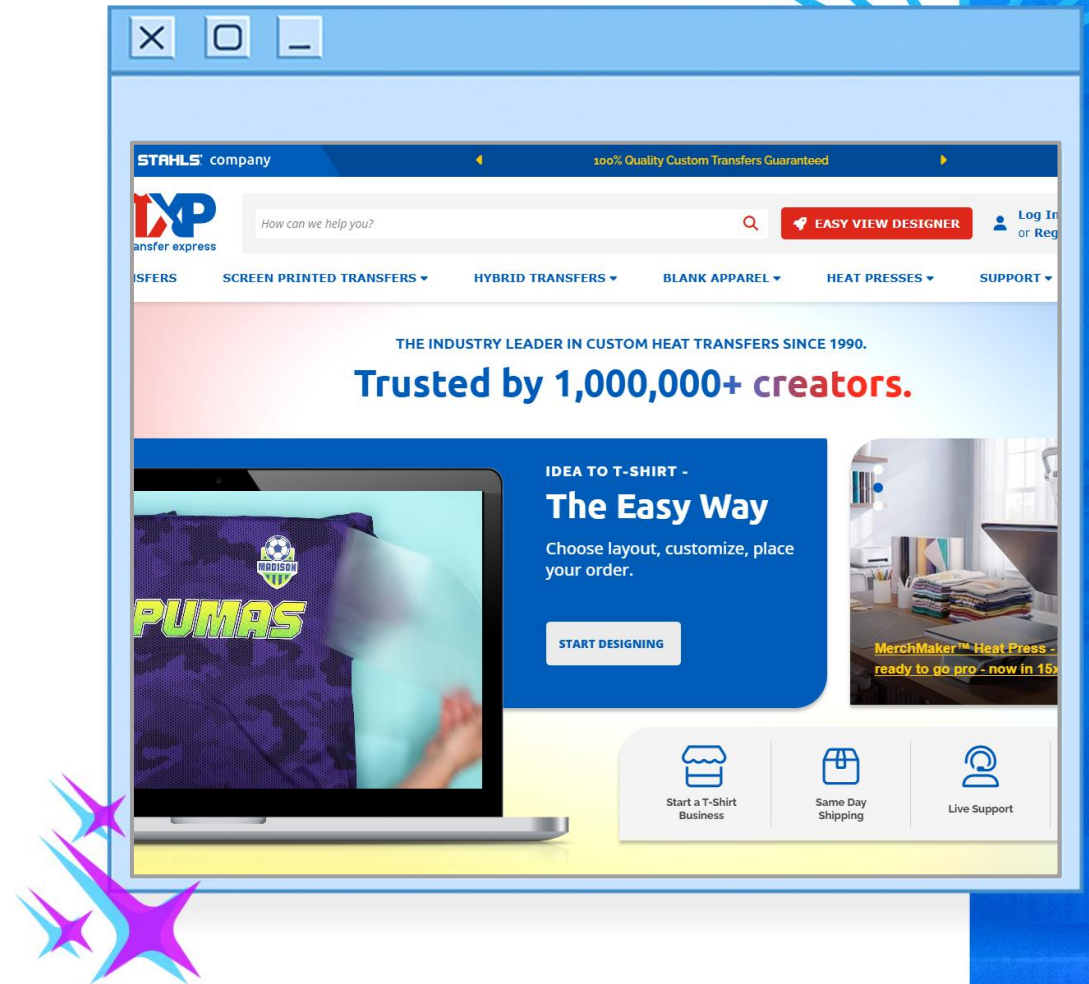


Lizz
Presenter

Layout_3D-636

New Website

- Resource Center
- Improved navigation + faster ordering
- Built for decorators to scale
- Positioning for long-term growth



Business Resource Tools

New Success Kit!

✦ Sharpen your skills

✦ Built to drive sales and visibility



✦ Add decoration methods strategically

Innovations

Goof Proof® Watermark

- ◆ Creates a subtle watermarked finish
- ◆ Special gloss effect
- ◆ Clear carrier



Innovations

Silicone Transfers

- ✦ Durable & water-resistant
- ✦ Blocks dye migration
- ✦ High stretch & rebound
- ✦ Available in Black & White
- ✦ Clear carrier



Innovations

Stahls' MerchMaker™

- ✦ Clamshell or draw press
- ✦ Lightweight and portable
- ✦ Available sizes 9x12 and 15x15
- ✦ Great for on-the-go decorators
- ✦ Lifetime warranty on the heating element



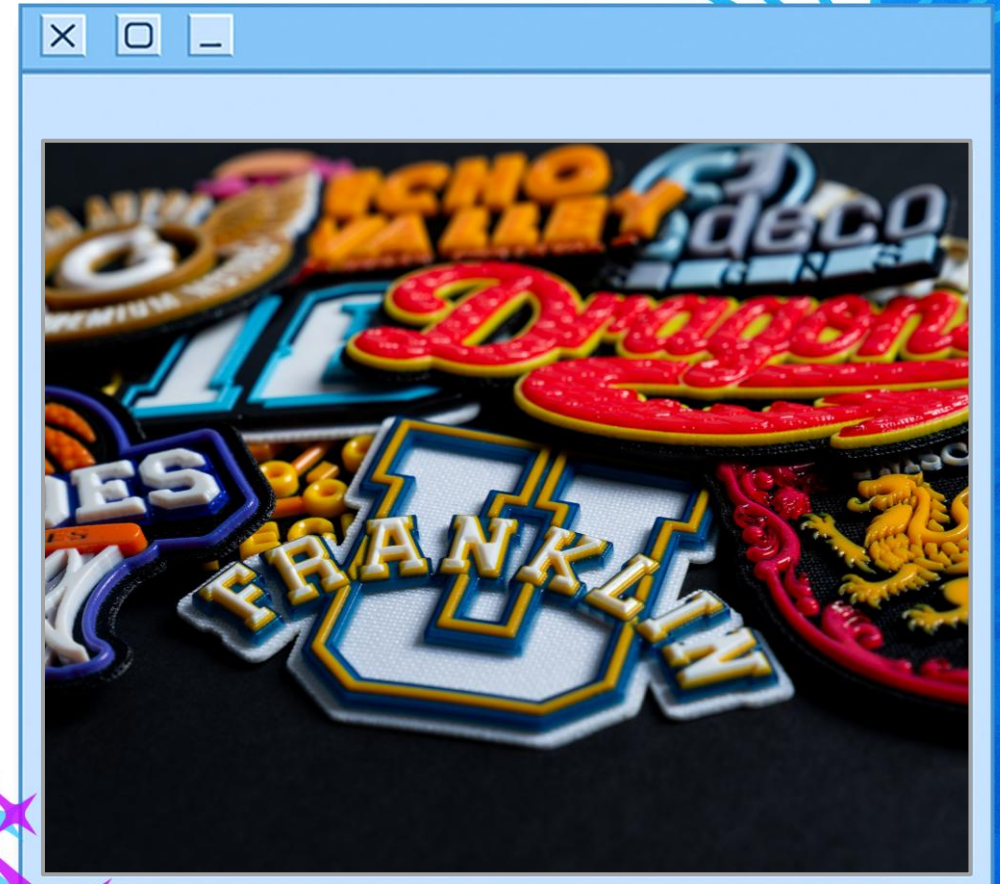
Innovations

The MAXX® 250 Heat Press



Innovations Liquid 3D™

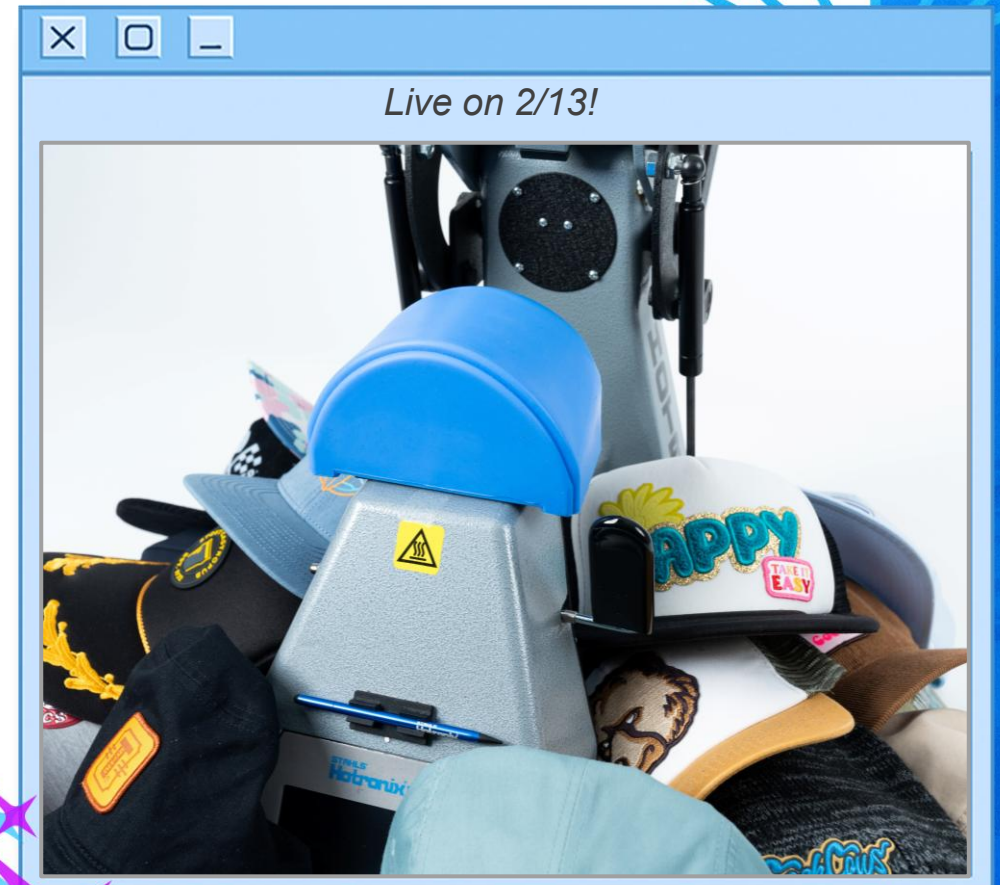
- ◆ No minimums
- ◆ Versatile design options
- ◆ Made in the USA
- ◆ High-definition & texture



Live on 2/13!

Innovations *Quick snap*

- ◆ Designed for dimensional graphics
- ◆ Versatile hat compatibility
- ◆ Easy snap functionality





Quick Snap

POD Leverage

◆ **Bulk & single item friendly**

◆ **Efficient workflow tools**

◆ **Product variety for Print on Demand**

◆ **Scalability**

◆ **Reduced waste**



Promotions!

Enter to win!



Final winner on Thursday, February 26th



Free Shipping?!



*Free Ground Shipping for Ultra color Max
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Thanks for Attending!

Any Questions?

