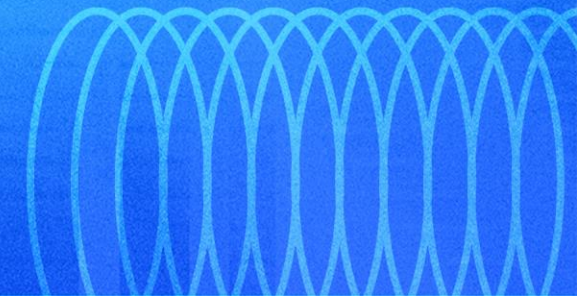
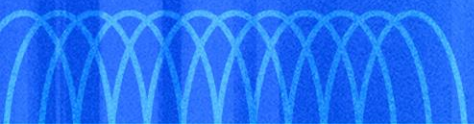




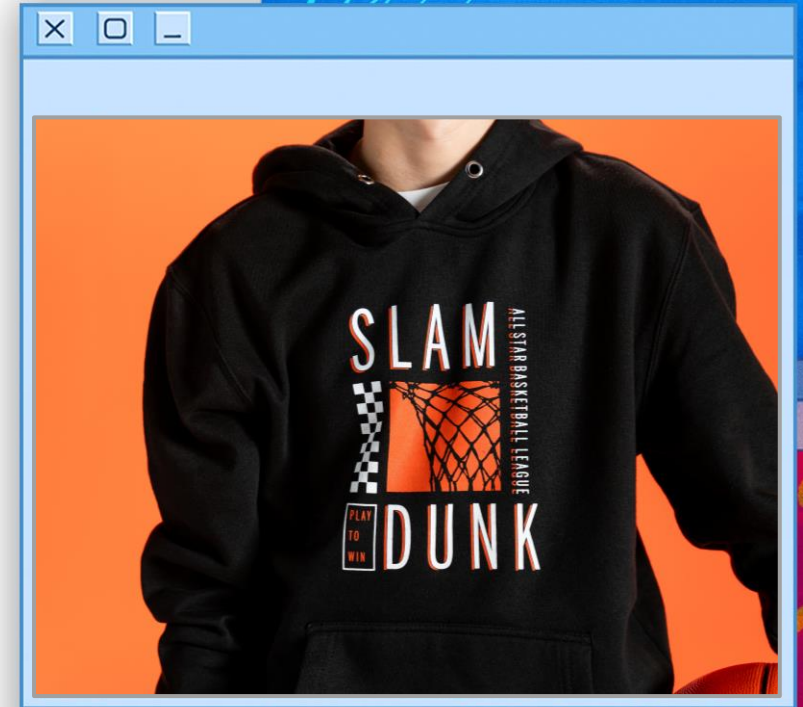
Start to Finish:

Guide to Screen Printed Transfers



AGENDA

- ◆ The Shift in the Industry
- ◆ How to Order
- ◆ How to Application
- ◆ Mistakes to Avoid
- ◆ Resources & Next Steps



Lizz
Presenter

Layout_3D-636

The Industry Shift

- ✦ Growing market demand
- ✦ Shifting business models: POD
- ✦ Customization is now the standard
- ✦ Speed is now a competitive advantage
- ✦ Lower startup and operating costs





Why SPT?

- ♦ NO huge upfront investment
- ♦ Smaller space, small footprint
- ♦ Retail-Quality results
- ♦ Profitable at low quantities

You don't need a print shop. You need a press and the right transfers



How to Order

- ◆ Artwork setup

*File format, size, placement
location on apparel*

- ◆ Choose heat transfer type

- ◆ Quote/Mockups

Let's DEMO!

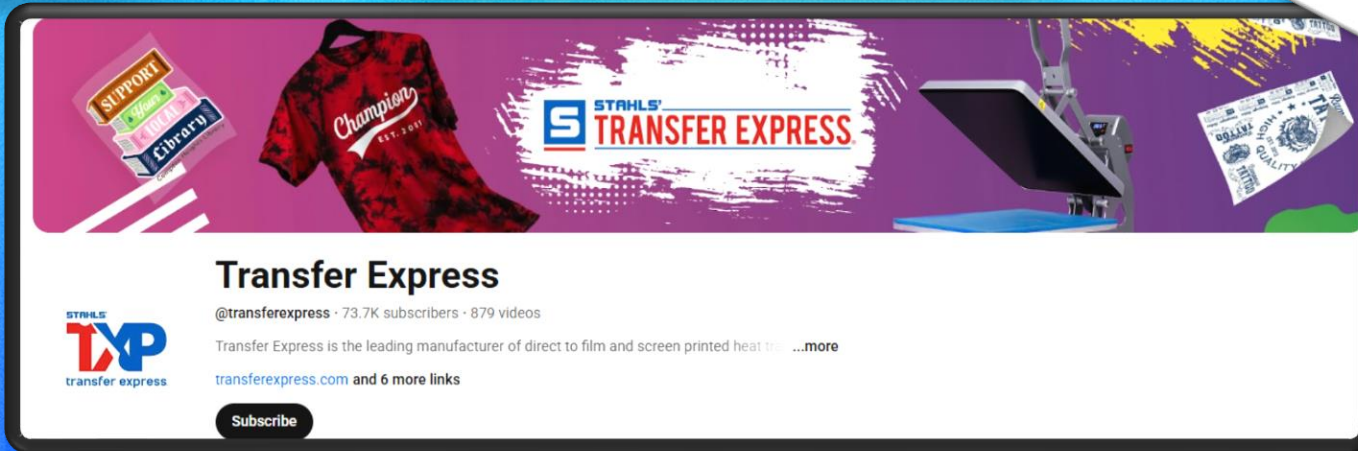
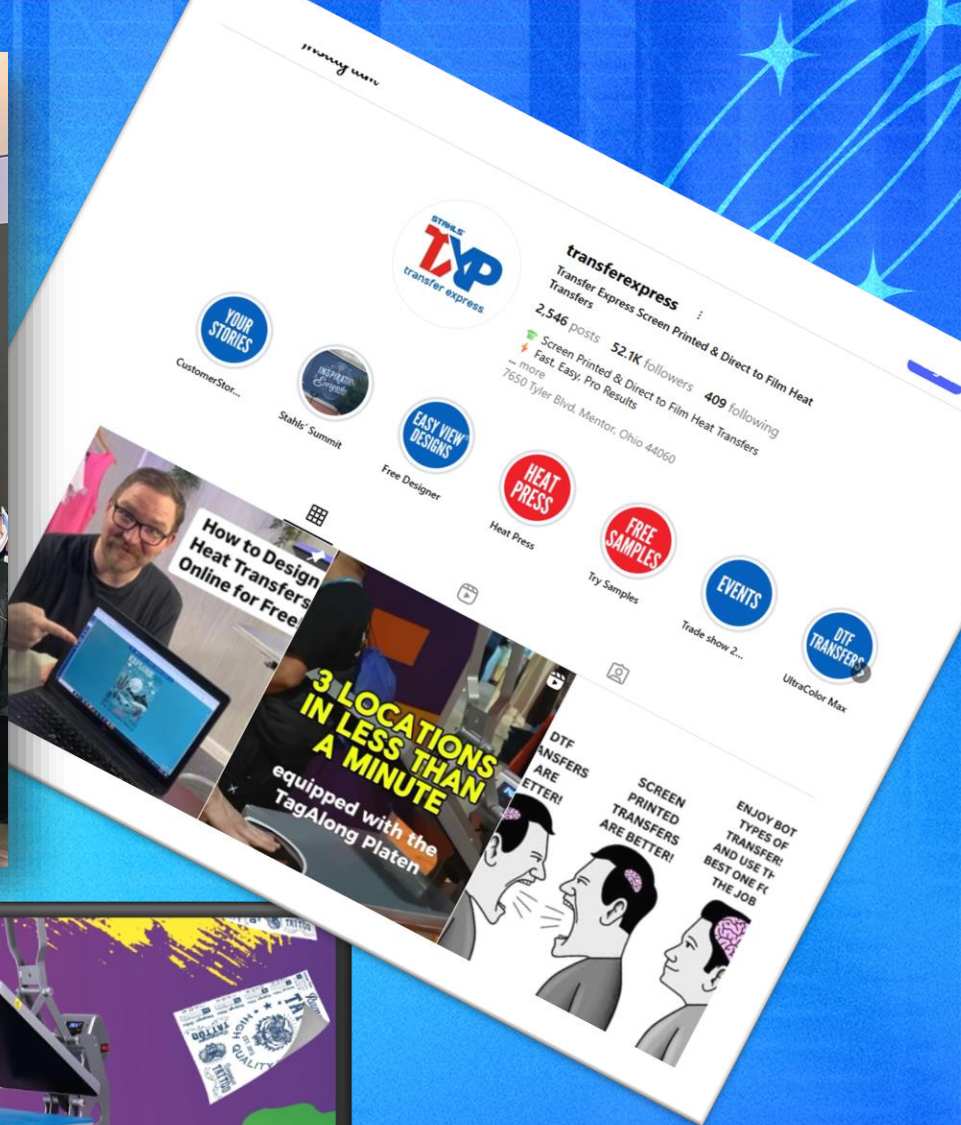
- ✓ Time, Temp & pressure
- ✓ Assess the garment
- ✓ Use the correct lower platen size
- ✓ Check our transfers



Learning Curve

- ✦ Matching the transfers to the fabric type
- ✦ Storage and handling
- ✦ Poor artwork set-up
- ✦ Ignoring the proper application process
- ✦ Overordering or “Just in case”





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