

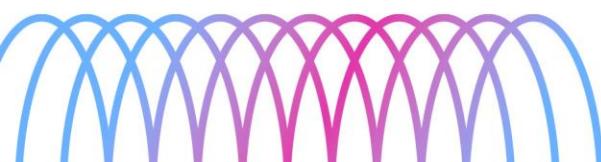


Start to Finish:

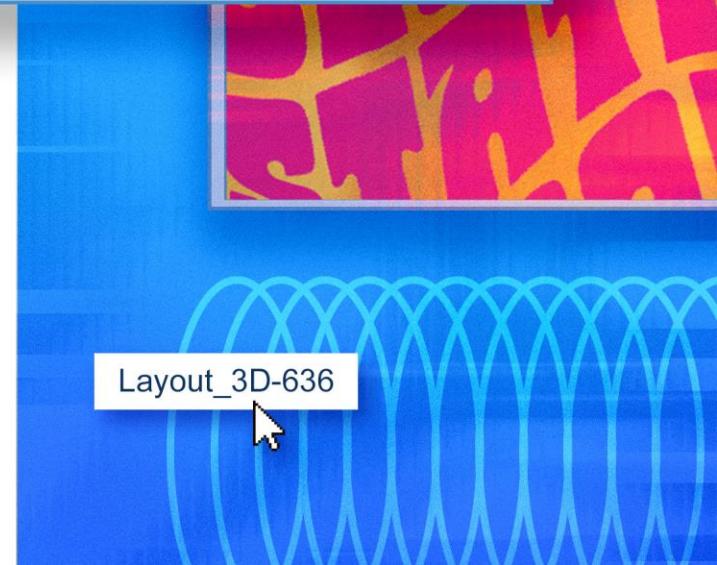
Guide to Screen Printed Transfers

AGENDA

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



Lizz
Presenter



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!

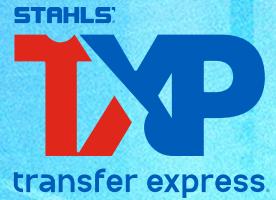
- ✓ Time, Temp & pressure
- ✓ Assess the garment
- ✓ Use the correct lower platen size
- ✓ Check our transfers



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”





A screenshot of the Transfer Express website's "Help Center" section. The page has a white background with blue and red accents. At the top, there are navigation links for "DTF TRANSFERS", "SCREEN PRINTED TRANSFERS", "HYBRID TRANSFERS", "BLANK APPAREL", "HEAT PRESSES", "SAMPLE ORDERS", "SUPPORT", and "FREE SAMPLES". Below these, a red button says "EASY VIEW DESIGNER". The main content area is titled "Help Center" and contains sections for "Placing an Order" (with links to "Getting Started", "Transfer Pricing", "Turnaround & Shipping", "Ordering an Art Proof", "Ordering a Color Change", and "Setting Up a Gang Sheet"), "Artwork" (with links to "What is Easy View® Designer?", "What are Easy Prints?", "View All Layouts", "View All Clip Art", "View All Fonts", "Special Layouts", "Custom Clip Art", "Simbrodery", and "Distress"), and "Transfers" (with links to "Application Instructions", "Choosing a Transfer Type", "Storage and Shelf Life", "Application Troubleshooting", and "Stock Ink Colors").



A screenshot of the Transfer Express YouTube channel page. The channel banner features a purple background with a red and white "S" logo and the text "STAHL'S TRANSFER EXPRESS". Below the banner, there is a video thumbnail showing a red t-shirt with "Champion" printed on it. The channel name "Transfer Express" is displayed in large white text, followed by the subscriber count "73.7K subscribers" and the video count "879 videos". The channel description reads: "Transfer Express is the leading manufacturer of direct to film and screen printed heat transfers. We offer a wide variety of products and services to help you get the job done quickly and easily. From our ultra-color max inks to our easy view designer software, we have everything you need to succeed. Whether you're a professional or a hobbyist, we've got you covered. So why wait? Start your free trial today and see why Transfer Express is the best choice for all your heat transfer needs." At the bottom of the page, there is a "Subscribe" button.

A screenshot of the Transfer Express Facebook page. The cover photo features a blue and white graphic with the text "transferexpress" and "Transfer Express Screen Printed & Direct to Film Heat Transfers". The page stats show 2,546 posts, 52.1K followers, and 409 following. The page includes sections for "YOUR STORIES", "Customer Story", "INSPIRATION", "Stahls' Summit", "EASY VIEW DESIGNS", "Heat Press", "FREE SAMPLES", "EVENTS", and "UltraColor Max". There are several posts on the timeline, including a video titled "How to Design Heat Transfers Online for Free", a post about "3 LOCATIONS IN LESS THAN A MINUTE", and a cartoon illustration of three people with different brain activity levels. The overall theme is professional and informative.

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The background of the right section is a blue gradient. In the top right corner, there is a stylized, glowing teal and blue swoosh or ribbon-like shape with small star-like sparkles. In the bottom right corner, there is a series of concentric, wavy, light blue lines that resemble a stylized sun or a wave pattern.

Thanks for Attending!