

# PRICE GUIDE

DESIGN • DECORATE • DELIVER



# 2017



STAHL'S

**TRANSFER EXPRESS**®

The Custom Transfer People



# WELCOME

Transfer Express - The Custom Transfer People

## Say YES! To Transfers

Your business is one-of-a-kind and Transfer Express is your one-of-a-kind business partner. Helping you print the shirts your customers need is the sole reason for our existence.

## Your Success is Our Success

High quality printing and speedy delivery are key to your success. Which is why we have the fastest turnaround times for custom transfers.

## The Latest Transfer Technologies

At Transfer Express, you will find the highest quality ink formulas, including specialty transfers for high-tech performance wear.

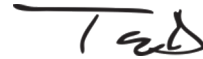
## The Future Is Bright in 2017

As more people discover the benefits of heat transfers, we're making it easier than ever to do business with us - from ordering and designing online to choosing the right inks, colors and transfer sizes for your job.

Please visit our website to learn about our newest products and services, our powerful online design tools and the latest additions to the world's largest artwork library for custom transfers.

Thank you for your trust and your business.

Sincerely,



Ted Stahl  
Executive Chairman  
GroupeSTAHL



## CONTACT US

Phone:  
1-800-622-2280  
440-918-1900

Fax:  
1-800-833-3877  
440-918-1920

Mail:  
Transfer Express  
7650 Tyler Blvd.  
Mentor, OH 44060

E-Mail:  
info@TransferExpress.com

Send Us Your Artwork:  
TransferExpress.com

Business Hours:  
Monday - Friday  
8:00AM - 7:00PM EST

Ordering Policies:  
TransferExpress/Policies

## CONNECT WITH US



Facebook: [www.facebook.com/stahlstransferexpress](http://www.facebook.com/stahlstransferexpress)  
Twitter: Follow @TransferExpress  
Blog: <http://blog.transferexpress.com>  
Pinterest: [www.pinterest.com/transferexpress](http://www.pinterest.com/transferexpress)  
Pinterest: [www.pinterest.com/easyprints](http://www.pinterest.com/easyprints) (for your customers)  
YouTube: [www.youtube.com/transferexpress](http://www.youtube.com/transferexpress)  
YouTube: [www.youtube.com/easytshirtdesigns](http://www.youtube.com/easytshirtdesigns) (for your customers)  
Google+: <https://plus.google.com/+transferexpress/posts>  
Instagram: [www.instagram.com/transferexpress](http://www.instagram.com/transferexpress)

**NEW! Join our private Facebook group & discuss heat printing with your peers**

Facebook: [www.facebook.com/groups/easyprintsdealers/](http://www.facebook.com/groups/easyprintsdealers/)



Watch training videos, join live classrooms, and talk with the heat printing experts at [www.stahlstv.com](http://www.stahlstv.com)

In an effort to offer you the most current and highest quality products, product specifications may change without notice. Easy Prints®, Easy View®, Goof Proof®, Elasti Prints®, CAD-PRINTZ® and Transfer Express® are registered trademarks of Transfer Express, Inc. ©2016 Transfer Express, Inc. Hotronix® is a registered trademark of Stahls' Inc. 2016 Idea Book™ and 2016 Price Guide - ©Copyright by Transfer Express®, Inc.

# TRANSFER ADVANTAGES

The Easiest & Quickest Way to Decorate Apparel

## The Top 7 Reasons to Decorate Apparel With Transfers

### 1. It's Fast!

Heat printing with transfers and a heat press is the fastest and easiest way to decorate apparel. Our screen printed transfers apply in as little as 4 seconds! There is no set up or mess like other printing processes. Put the shirt on the heat press, position the transfer, and apply in 4 seconds.

### 2. It's Cost Effective

All you need is a heat press to print apparel. Since heat printing is so fast, it reduces your time and labor cost for every order you print. You can print on demand and not have to worry about the investment of tied up inventory in printed apparel or wasted apparel at the end of the season. With our sheet pricing, print multiple items from just one transfer sheet, reducing your 'per image' cost!



### 3. It's Easy to Print on Hard-to-Print Items

Take away the stress and headaches of hard-to-print items. This includes shoes, bags, koozies, and towels. Print more than apparel with just transfers and a heat press. Our quick change heat press platens make printing any job a breeze. By simply raising the print area with a pad, you can print items with no set-up time needed.

### 4. One Color to Full Color

With transfers, your printing time is not affected by the number of colors. It is just one application whether it's 1 color, 5 colors, or full color. There are transfer options for any kind of artwork you need to get printed.

### 5. Free & Easy Artwork with Online Designer

There's no need to be an artist or to hire an artist. We have the art you need for any occasion, sport, work, or school. Customize any of our layouts for free with our online designer. It's fast and easy to use. With thousands of designs to choose from, you'll be done in no time from start to finish!

### 6. Easy Personalization

Personalization is painless using our stock numbers and Express Names™. They pair together perfectly by just touching the paper edges. They are pre-spaced and centered which makes the alignment fast and easy. Uniforms have never been easier.

### 7. It's Durable

Our transfers have the same durability as direct screen printing, since they are in fact, screen printed. They have been third-party tested through 50 wash/dry cycles so you know you are getting a quality product. Our transfers will last for the life of the apparel.





# HEAT TRANSFERS

## Our Products

Heat transfers are a quick and convenient solution to custom print sports uniforms, fashion wear, fan wear and other apparel. Our transfers use silkscreen technology with the most durable inks, high definition digital transfers, high quality clear crystals and vibrant colored metal stones.

For each transfer type's application instructions, visit: [www.TransferExpress.com/Application](http://www.TransferExpress.com/Application)

### GOOF PROOF®



- Our best seller!
- Screen printed transfer
- Opaque coverage
- Applies to cotton, polyester & cotton/poly blends
- Easiest & fastest to apply

### ELASTI PRINTS®



- Screen printed transfer
- Applies to 100% polyester performance wear, cotton & cotton/poly blends
- Applies at a low, "no scorch" temperature

### HOT SPLIT



- Screen printed transfer
- Softest feel
- Best for large, solid areas of ink
- Applies to polyester & cotton/poly blends

### POLYTRANS



- Screen printed transfer
- Lower heat application than Goof Proof®
- Heavier than Hot Split, but smoother than Goof Proof®
- Applies to cotton, polyester & cotton/poly blends

### GLITTER



- Screen printed transfer
- Adds sparkle to your design
- 10 glitter ink colors available
- Not recommended for small detailed artwork
- Applies to cotton, polyester & cotton/poly blends

### REFLECTIVE



- NEW!**
- Screen printed transfer
- Metallic silver in daylight; reflects direct light at night
- Not recommended for small, detailed artwork
- Applies to cotton, polyester & cotton/poly blends

### STRETCH LITHO™



- Combination of screen printed & digital transfer
- Applies to 100% polyester performance wear, cotton, & cotton/poly blends
- Applies at a low, "no scorch" temperature
- Full color
- Soft feel

### EXPRESS NAMES™



- Screen printed transfer
- Add personalization to uniforms, bags & more
- Pre-spaced
- Horizontal or vertical
- Available in 19 colors
- Applies with numbers in one application

### RHINESTONES



- Stock packs & custom rhinestones available
- Available in 19 colors
- Combine with screen printed & digital transfers
- Fashion look

COMING SPRING 2017!

### Full Color Digital

- NEW!**
- Combination of screen printed & digital transfer
- Full color
- Strongest dye migration blockers available
- Applies at a low, "no scorch" temperature
- Soft feel

### LETTERS



- Individual screen printed letters
- Instant personalization
- Peel off the sheet & press
- Letters & numbers
- Available in 6 colors
- 2", 2.5" & 3" sizes
- Two font choices
- Also available in Glitter Flake

### NUMBERS



- Screen printed transfer
- Opaque coverage
- Best for athletic garments, pique & loosely woven fabrics
- Heavier, athletic feel
- Easiest & fastest to apply
- Two color numbers apply in one application
- Pre-aligned
- Align with names

### APPAREL



- Blank wholesale apparel
- Low minimums & prices
- Free shipping on apparel orders over \$400 (within the continental U.S.)
- 99% of apparel orders ship same day if placed before 3 PM EST
- Large brand selection
- T-shirts, hoodies, bags, caps, blankets & more!

COMING SPRING 2017!

### Water Based

- NEW!**
- State of the art water based ink formula
- Eco-friendly
- Applies at a low, "no scorch" temperature
- Perfect for sensitive applications
- Soft feel



# SPEED

### Order by 11 AM EST for Same Day Shipping

- One color Easy Prints® that are:
  - 249 sheets or less
  - Hot Split, Goof Proof®, or Polytrans transfer types
  - Color changes totaling 249 sheets or less
- Express Names™

### Order by 3 PM EST for Same Day Shipping

- Easy Prints® Numbers & Letters
- Stock rhinestone transfers
- Stock transfer packs
- Black & White Idea Book™ catalog packs
- Color Selectors

### Order by 3 PM EST for Next Business Day

- Express Names™
- One color Easy Prints® - quantity of 250-499
- One color Easy Prints® - using specialty inks
- Personalized Idea Books™ & Marketing Kits

### Order by 3 PM EST for 2 Days

- Multi-color Easy Prints®
- Reflective Easy Prints®

### Order by 3 PM EST for 3 Days

- Easy Prints® 500 sheets and greater
- Easy Prints® Plus (your artwork)

### Order by 3 PM EST for 4 Days

- Stretch Litho™ Easy Prints®
- Reflective Easy Prints® Plus

### Order by 3 PM EST for 5 Days

- Custom rhinestone transfers
- Stretch Litho™ Easy Prints® Plus



## Exclusive Speedy Air

Guaranteed 2 day air shipping for the price of ground!

We didn't get our name, Transfer Express, for nothing. Our custom transfers ship out fast. **Edge out the competition** with quickly created art, easy ordering, same day turnaround, and Speedy Air delivery.





## 1 Choose a Layout

Choose a layout from the 1000s of professionally created designs in the Idea Book™ or at TransferExpress.com.



## 2 Change the Layout

Choose the colors and size of your design. You can also change the text, clip art, and fonts!



## 3 Press Your Custom Shirt

Using your heat press, apply your transfers to any of our large selection of apparel and accessories.



Browse more layouts at TransferExpress.com

## Free Proof With Your Transfer Order

Get your customer's approval before ordering your custom transfers. We offer free proofs with any transfer order. For just \$25 for Easy Prints® proofs and \$45 for Easy Prints® Plus proofs, you can see the completed artwork for your order. View your proof electronically under your account on TransferExpress.com. If you like what you see, place the order. The proof cost is credited towards your order, making the proof free!

## Custom Transfers Using OUR ARTWORK

Easy Prints® are custom transfers created using layouts from the Transfer Express® Idea Book™. Prices are based on quantity of sheets, transfer type, and, for screen printed transfers, the number of colors. These apply to cotton, polyester or cotton/poly blends.

Fill the sheet - all prices are based on whatever fits on our 11.25" x 14" sheet.

### Standard Screen Printed Transfer Types Goof Proof®, Hot Split, Polytrans Prices are per sheet

	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
1 COLOR	0.92	1.04	1.22	1.41	1.55	1.70	1.99	2.29	2.72	3.14	3.83	4.32	7.99
2 COLOR	1.51	1.72	2.02	2.32	2.59	2.87	3.42	4.00	4.82	5.61	6.91	7.91	14.83
3 COLOR	2.10	2.41	2.82	3.23	3.64	4.04	4.85	5.72	6.92	8.07	10.00	11.49	21.68
4 COLOR	2.69	3.09	3.62	4.14	4.68	5.21	6.28	7.43	9.02	10.54	13.08	15.07	28.53
5 COLOR	3.28	3.78	4.42	5.05	5.72	6.38	7.71	9.14	11.12	13.01	16.17	18.66	35.38
6 COLOR	3.87	4.46	5.21	5.97	6.76	7.55	9.14	10.85	13.22	15.48	19.26	22.24	42.23

Please call us for a quote on quantities of 500 or greater and 6 or more colors

### Specialty Screen Printed Transfer Types Elasti Prints®, Glitter Prices are per sheet

	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
1 COLOR	1.42	1.54	1.72	1.91	2.05	2.20	2.49	2.79	3.22	3.64	4.33	4.82	8.49
2 COLOR	2.01	2.22	2.52	2.82	3.09	3.37	3.92	4.50	5.32	6.11	7.41	8.41	15.33
3 COLOR	2.60	2.91	3.32	3.73	4.14	4.54	5.35	6.22	7.42	8.57	10.50	11.99	22.18
4 COLOR	3.19	3.59	4.12	4.64	5.18	5.71	6.78	7.93	9.52	11.04	13.58	15.57	29.03
5 COLOR	3.78	4.28	4.92	5.55	6.22	6.88	8.21	9.64	11.62	13.51	16.67	19.16	35.88
6 COLOR	4.37	4.96	5.71	6.47	7.26	8.05	9.64	11.35	13.72	15.98	19.76	22.74	42.73

Please call us for a quote on quantities of 500 or greater and 6 or more colors

### Reflective NEW! Prices are per sheet

Sheet Quantity	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
Price Per Sheet	\$4.42	\$4.54	\$4.72	\$4.91	\$5.05	\$5.20	\$5.49	\$5.79	\$6.22	\$6.64	\$7.33	\$7.82	\$11.49

Please call us for a quote on quantities of 500 or greater

### Stretch Litho™ Full Color Digital Transfers NEW! LOWER PRICE Prices are per sheet

Sheet Quantity	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
Price Per Sheet	\$2.75	\$2.94	\$3.11	\$3.56	\$4.01	\$4.45	\$5.34	\$6.30	\$7.62	\$8.88	\$11.00	\$12.64	\$23.85

Please call us for a quote on quantities of 500 or greater

### Additional Charges

- Rush Orders** - \$30 per color per order (Stretch Litho & Reflective are considered one color)
- Typesetting** - \$0.40 per name (including first and last name). \$20 minimum charge. A typeset fee is charged when listing 10 or more words/names.
- Color Match** - \$20 per color per order, for screen printed transfers
- Color Change** - \$15 per change per order for screen printed transfers (Same ink formulas)
- Cut Charge** - \$0.20 per image to cut images apart (optional)
- Electronic Proof** - \$25 (cost of the proof is credited towards the transfer order once approved)

# SEND US YOUR ART

Easy Prints Plus

We can create artwork from just about anything you send to us. You can provide apparel, sketches, photos, electronic artwork, etc. Our artwork guidelines can be found at [TransferExpress.com/art-guidelines](http://TransferExpress.com/art-guidelines).

## Your Electronic Artwork Files

Artwork from programs such as CorelDraw® and Adobe Illustrator® work best but we can receive multiple file formats and convert them to usable art.



## We Draw From Your Images

We also can use your artwork from sketches, photos, posters, T-shirts, etc.



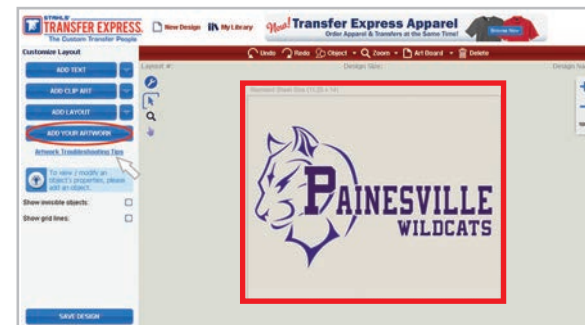
Send us your artwork at [TransferExpress.com](http://TransferExpress.com)

## Accepted File Formats:



## Upload Your Artwork Into Easy View®

**NEW!** With your own artwork in Easy View, placing Easy Prints Plus orders is fast and easy. With this streamlined process, upload the artwork, get a price quote, and place your order with just a few clicks on the computer.



## Custom Clip Art

Need your art added to Easy View®? Please send us the art and we can prepare it for you. All future orders using it in Easy View® will receive Easy Prints® Pricing.

1. Provide us with the art needed



2. We save your clip art



3. Add your clip art to Easy Prints® layouts



**Pricing:**  
From Art in an Easy Prints® Plus Order - \$15  
From Electronic Art - \$60

Learn more at [TransferExpress.com/CCA](http://TransferExpress.com/CCA)

# EASY PRINTS® PLUS

Screen Printed Transfers Pricing

## Custom Screen Printed Transfers Using YOUR ARTWORK

Easy Prints® Plus are custom transfers created from your artwork. Prices are based on quantity of sheets, transfer type, and, for screen printed transfers, the number of colors. These apply to cotton, polyester or cotton/poly blends.

Fill the sheet - all prices are based on whatever fits on our 11.25" x 14" sheet.

### Standard Screen Printed Transfer Types

Goof Proof®, Hot Split, Polytrans

Prices are per sheet

	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
1 COLOR	0.99	1.15	1.38	1.61	1.89	2.18	2.74	3.46	4.34	5.17	6.55	9.32	N/A
2 COLOR	1.63	1.91	2.29	2.66	3.16	3.66	4.66	5.95	7.52	8.99	11.44	16.35	N/A
3 COLOR	2.27	2.67	3.19	3.71	4.43	5.15	6.59	8.44	10.69	12.80	16.33	23.38	N/A
4 COLOR	2.91	3.43	4.09	4.76	5.70	6.64	8.51	10.92	13.86	16.62	21.21	30.41	N/A
5 COLOR	3.56	4.18	5.00	5.81	6.97	8.12	10.44	13.41	17.03	20.43	26.10	37.44	N/A
6 COLOR	4.20	4.94	5.90	6.86	8.23	9.61	12.36	15.89	20.20	24.25	30.99	44.47	N/A

Please call us for a quote on quantities of 500 or greater and 6 or more colors

### Specialty Screen Printed Transfer Types

Elasti Prints®, Glitter

Prices are per sheet

	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
1 COLOR	1.49	1.65	1.88	2.11	2.39	2.68	3.24	3.96	4.84	5.67	7.05	9.82	N/A
2 COLOR	2.13	2.41	2.79	3.16	3.66	4.16	5.16	6.45	8.02	9.49	11.94	16.85	N/A
3 COLOR	2.77	3.17	3.69	4.21	4.93	5.65	7.09	8.94	11.19	13.30	16.83	23.88	N/A
4 COLOR	3.41	3.93	4.59	5.26	6.20	7.14	9.01	11.42	14.36	17.12	21.71	30.91	N/A
5 COLOR	4.06	4.68	5.50	6.31	7.47	8.62	10.94	13.91	17.53	20.93	26.60	37.94	N/A
6 COLOR	4.70	5.44	6.40	7.36	8.73	10.11	12.86	16.39	20.70	24.75	31.49	44.97	N/A

Please call us for a quote on quantities of 500 or greater

### Reflective **NEW!**

Prices are per sheet

Sheet Quantity	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
Price Per Sheet	\$4.49	\$4.65	\$4.88	\$5.11	\$5.39	\$5.68	\$6.24	\$6.96	\$7.84	\$8.67	\$10.05	\$12.82	NA

Please call us for a quote on quantities of 500 or greater

### Stretch Litho™ Full Color Digital Transfers **NEW! LOWER PRICE**

Prices are per sheet

Sheet Quantity	375-499	250-374	200-249	150-199	100-149	75-99	50-74	35-49	25-34	20-24	15-19	10-14	5-9
Price Per Sheet	\$2.89	\$3.14	\$3.36	\$3.90	\$4.51	\$5.12	\$6.34	\$7.73	\$9.62	\$11.38	\$14.34	\$17.64	NA

Please call us for a quote on quantities of 500 or greater

### Additional Charges

**Rush Orders** - \$30 per color per order (Stretch Litho & Reflective are considered one color)

**Typesetting** - \$0.40 per name (including first and last name). \$20 minimum charge. A typeset fee is charged when listing 10 or more words/names.

**Color Match** - \$20 per color per order, for screen printed transfers

**Color Change** - \$15 per change per order for screen printed transfers (Same ink formulas)

**Cut Charge** - \$0.20 per image to cut images apart (optional)

**Art Charge** - \$25 per half hour for excessive preparation (if applicable, you will be notified prior to placement of the order)

**Electronic Proof** - \$45 (cost of the proof is credited towards the transfer order once approved)





# QUALITY

OUR COMMITMENT

As the largest custom transfer manufacturer, our high quality custom transfers have been satisfying customers since 1990.

We review your orders to be sure you are getting the product that will meet your needs.

Our entire team is dedicated to making sure the highest **quality product ships out the door**, from our dealer service team, to the design team, to the production team.

Our transfers go through vigorous heat application tests and are independently tested through 50 wash/dry cycles for proven durability. You can breathe a sigh of relief that the finished product will **satisfy your customer.**



# COUNT ON THEM

Screen Printed Transfer Numbers

## Goof Proof® Number Styles

For cotton, polyester and cotton/poly blends

### CHAMP 1 Color

0123456789

White	Dk. Green	Maroon	Red
Black	Gold	Navy	Royal
Bubblegum Pink	Grey	Orange	Texas Orange
Columbia Blue	Kelly	Purple	Vegas Gold

### CHAMP 2 Color

0123456789

Black/White	Gold/White	Red/Navy
Black/Gold	Grey/White	Royal/White
Black/Red	Kelly/White	Royal/Gold
Black/Orange	Maroon/White	Royal/Red
Black/Grey	Navy/White	Navy/Orange
Black/Vegas Gold	Orange/White	Navy/Red
White/Gold	Purple/White	Navy/Grey
White/Black	Purple/Gold	Navy/Gold
White/Red	Red/White	Navy/Vegas Gold
Burgundy/Vegas Gold	Red/Black	Navy/Columbia Blue
Dk. Green/White	Red/Grey	Vegas Gold/White
Dk. Green/Gold		

## Elasti Prints® Number Styles

For heat sensitive, 100% polyester fabric

### CHAMP PRO™ 1 Color

0123456789

White	Gold	Red	Neon Lime
Black	Navy	Royal	

### REX PRO™ 1 Color

0123456789

White	Gold	Red
Black	Navy	Royal

### ALL STAR 1 Color

0123456789

White	Gold	Maroon	Purple
Black	Grey	Navy Blue	Red
Bubblegum Pink	Kelly	Orange	Royal Blue
Dark Green			

### KINGDOM 1 Color

0123456789

White	Gold	Red
Black	Navy	Royal

### GOAL 1 Color

0123456789

White	Black
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### SOCCER 1 Color

0123456789

White	Gold	Red
Black	Navy	Royal

### Avalon 1 Color/2 Color

0123456789

White	Black/White
Black	White/Black

### EURO PRO™ 1 Color

0123456789

White	Gold	Red
Black	Navy	Royal

# SCREEN PRINTED NUMBERS

Pricing

## 5 Digit Packs

Includes 5 of the same digit in the pack.

Goof Proof® Numbers			
1 Color		2 Color	
4"	\$0.95	4"	\$1.45
6"	\$1.45	6"	\$2.20
8"	\$2.00	8"	\$3.00
10"	\$2.80	10"	\$4.35

Elasti Prints® Numbers			
1 Color		2 Color	
4"	\$1.05	4"	\$1.60
6"	\$1.55	6"	\$2.35
8"	\$2.10	8"	\$3.15
10"	\$2.90	10"	\$4.50



## Express Packs

Total of 60 digits

Includes 15 of #1,  
5 each of #0, 2, 3, 4, 5, 6, 7, 8, 9

Goof Proof® Numbers			
1 Color		2 Color	
4"	\$10.45	4"	\$15.95
6"	\$15.95	6"	\$24.20
8"	\$22.00	8"	\$33.00
10"	\$30.80	10"	\$47.85

Elasti Prints® Numbers			
1 Color		2 Color	
4"	\$11.55	4"	\$17.60
6"	\$17.05	6"	\$25.85
8"	\$23.10	8"	\$34.60
10"	\$31.90	10"	\$49.50

• Each kit will number two teams 1-12, with extras



## Number Kits

Total of 315 digits

15% Savings!

Includes 120 of #1,  
30 each of #2, 3, 4, 5, 6/9,  
15 each of #0, 7, 8

Goof Proof® Numbers			
1 Color		2 Color	
4"	\$51	4"	\$78
6"	\$78	6"	\$118
8"	\$107	8"	\$161
10"	\$150	10"	\$233

Elasti Prints® Numbers			
1 Color		2 Color	
4"	\$56	4"	\$86
6"	\$83	6"	\$126
8"	\$112	8"	\$169
10"	\$155	10"	\$241

• Each kit will number 15 teams 1-15  
• Includes free storage box

TIP: Use our online number calculator to calculate your number pricing at [TransferExpress.com](http://TransferExpress.com)





# TECHNOLOGY

**COMING IN SPRING 2017**

## New Full Color & Water Based Ink Transfers

Our lab is hard at work to deliver new transfer technology that keeps up with trends in the industry. New Full Color and Water Based transfers will provide heat printing solutions for specialty fabrics and applications.



Transfer Express is **pushing the limits of transfer technology**. New methods of heat printing are continuously being researched and developed to add value to your custom apparel. We're taking a leap into the future by combining our successful history of screen printing with digital printing technology that brings the newest heat transfer to the apparel decorating industry.



# YOUR GRAPHIC DESIGNER

Free Artwork to All Transfer Express Customers

## Discover the Power of Easy View®

You don't need to be an artist to create great t-shirt designs. Using Easy View®, our online t-shirt designer, you can design a shirt quickly and easily. You have the choice to customize as much or as little as you want, including adding your own art!

- 5,200+ Layout Inspirations
- 7,600+ Clip Art
- 130+ Fonts

## NEW FOR 2017

- 225+ new layouts
- 900+ new clip art
- 9 new fonts
- New designs added weekly
- Mobile Friendly

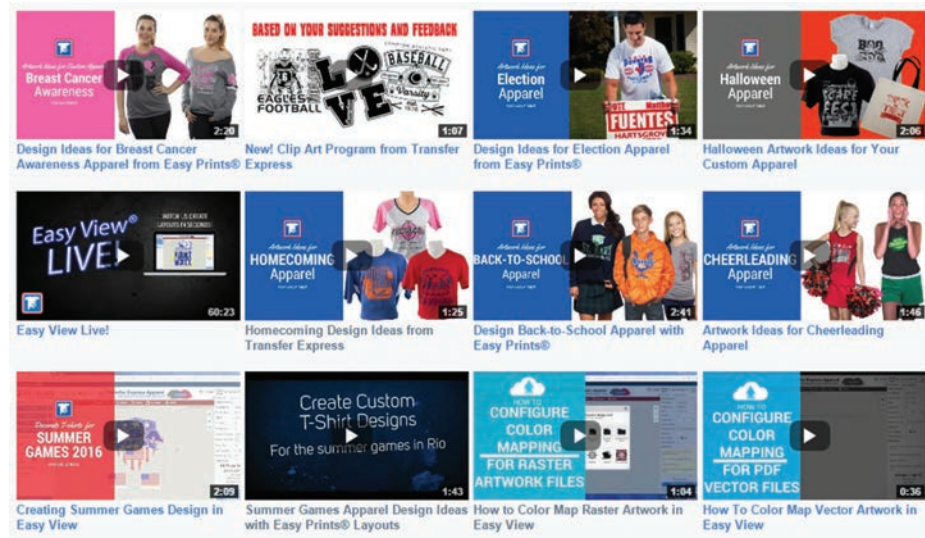


### DESIGN ON YOUR PHONE!



With Easy View®, you can design and preview your designs on apparel right with your customer. Use customer mode, to hide our branding and pricing. You can also preview and share designs with your customer through email or by saving the preview image.

## Easy to Use, Easy to Learn



**TransferExpress.com** provides a wealth of training materials and videos.

**Subscribe to our blog or follow us on social media.**

# RHINESTONES

Add Some Bling

## Custom Rhinestones

Choose from clear, high quality crystals or vibrant colored metal stones. You can send us your artwork or use our Easy Prints® layouts and clip art! Our expert design staff will use the best combination of stone sizes to give you the best look possible. Pricing is based on square inch size. There is a \$25 set up charge for each order. For easy and fast pricing, use our rhinestone price calculator at [TransferExpress.com/custom-rhinestones](http://TransferExpress.com/custom-rhinestones).

### Colors

- |                |            |
|----------------|------------|
| Bubblegum Pink | Orange     |
| Black          | Pistachio  |
| Brown          | Purple     |
| Copper         | Red        |
| Crystal Clear  | Royal Blue |
| Fuschia        | Silver     |
| Gold           | Turquoise  |
| Grey           | Violet     |
| Kelly Green    | Yellow     |
| Navy Blue      |            |



Stone Type	Outline	Fill
Crystal Clear	\$0.12	\$0.25
Colored Stones	\$0.07	\$0.15

Prices are per square inch. If you are combining the clear and colored stones, use the crystal clear stones pricing.





# EDUCATION

We want you to succeed. Attend one of our educational classes at an industry trade show. Sign up for one of our monthly webinars.

Watch one of the hundreds of online videos on subjects from learning to use Easy View®, your online design tool, to how to start and grow your business.

Find inspiration and tips on all of our social media channels. Share ideas with other Transfer Express customers on our exclusive, closed Facebook group, Easy Prints Dealers.



Transfer Express is your coach on the sidelines every step of the way. With a wealth of heat printing knowledge, our Custom Transfer People give you the playbook with **educational classes, blogs, and instructional videos**. Don't forget, you're on the apparel decorating team too! Join the discussion, ask questions, and offer ideas on our social media pages!



# EXPRESS NAMES™

Individual Personalization

## Screen Printed Individual Names

Our pre-spaced, screen printed names will save you time and give your customers that extra personalization they are looking for. Order your Express Names™ online and save money! These can be applied to cotton, polyester & cotton/poly blends.

### Font Choices

#### Full Block

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

#### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

#### Impress

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

#### Hercules

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

#### Vogue

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

#### Rex

ABCDEFGHIJKLMNOPQRSTUVWXYZ VWXYZ 0123456789

### Formats

#### Straight



- 1" - Available in maximum widths of 4", 4.5" or 5"
- 2", 2.5" & 3" - Available in maximum widths of 9", 11" or 14"

#### Arch



- 2", 2.5" & 3" - Available in maximum widths of 9", 11" or 14"

#### Vertical



- Maximum word height of 9", 11" or 14"
- Minimum letter size is 1" tall

### Colors

- |                |                 |
|----------------|-----------------|
| White          | Maroon          |
| Black          | Metallic Gold   |
| Bubblegum Pink | Metallic Silver |
| Burgundy       | Navy            |
| Columbia Blue  | Neon Lime       |
| Dark Brown     | Orange          |
| Dark Green     | Purple          |
| Dolphin        | Red             |
| Gold           | Royal           |
| Grey           | Texas Orange    |
| Kelly Green    | Vegas Gold      |

### Vertical Name Ordering Tips:

Choose a letter height to start. Then choose a maximum word height. Your letter height will be reduced as needed to fit the maximum word height. Our web ordering page will tell you what the letter height will be.

### Visual Example:

Fits naturally with 3" letters at a maximum word height of 14"



Letters are reduced proportionally to fit the 14" word height. Letter height ends up at 1.55".

**TIP:** Split words up into multiple lines to make a large leg, .

### Pricing

Format	Size (Letter Height)	Online Price	Fax/Phone Price
Straight	1"	\$1.60 per name	\$1.80 per name
Straight	2" / 2.5" / 3"	\$1.75 per name	\$1.95 per name
Arch	2" / 2.5" / 3"	\$2.20 per name	\$2.40 per name
Vertical	2" / 2.5" / 3"*	\$1.75 per name	\$1.95 per name

### Tips & Guidelines

#### Rush Charges:

- 1-25 names = \$25
- 26-50 names = \$50
- 51-75 names = \$75
- (\$25 per 25 names rushed)

- Names must be in UPPERCASE ONLY
- Full Block does not have these characters - @ \$ % ^ \* ( ) = + < > { } [ ] |
- Accent marks are only available in Hercules

There is a \$24 minimum order. Orders under \$24 will be charged a processing fee.

# INSTANT PERSONALIZATION

Customization At Your Fingertips

## Peel & Press Letters

Screen printed individual letters/numbers - peel letters needed, position and press. These will apply to cotton, polyester & cotton/poly blends. Peel & Press numbers and letters are great to have on hand for instant personalization to any apparel.

### Pricing

\$25 per pack  
(16 sheets per pack)

### Letter Heights

2", 2.5", 3"

### Letter Count

2" - 976 characters  
2.5" - 576 characters  
3" - 424 characters

### Fonts

#### Full Block

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

#### Hercules

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

### Colors

- |       |       |
|-------|-------|
| White | Navy  |
| Black | Red   |
| Gold  | Royal |



### Tip:

Personalize designs that have large clip art. Put a number for each individual player in the design. Peel number, place in clip art, put a cover sheet on top and press.



## Glitter Flake™ Letter Kits

Add personalization to your apparel quickly and inexpensively. The new glitter alphabet compliments our glitter screen printed ink, or adds sparkle to your other screen printed designs. Stock up for instant personalization! Each kit comes in a divided storage box. Glitter Flake™ letters will apply to cotton, polyester & cotton/poly blends.

### Pricing & Contents

Size: 2" Letters  
Style: Pro Block  
Price: \$60 per kit

760 pieces per kit  
40 each ACEILMNORSTU  
20 each remaining letters

Size: 3" Narrow Letters  
Style: Pro Block  
Price: \$84.75 per kit

620 pieces per kit  
40 each AEORS  
20 each remaining letters

### Tip:

Personalize custom glitter orders with individualized glitter flake names. After pressing the glitter transfer, place the glitter flake letters onto the garment, put a cover sheet on top and press.



### Fonts

#### Pro Block

ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### Pro Block Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Colors

- |       |             |
|-------|-------------|
| Black | Royal       |
| Red   | Silver      |
| Pink  | Yellow Gold |



## Flag Packs

\$25 - 50 Pack  
U.S. - 3" x 2"  
Canadian - 3" x 1.5"



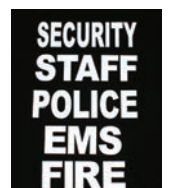
## Ribbon Packs

\$3 - 10 Pack  
3" tall  
Bubblegum Pink



## Reflective Stock

\$17.50 - 5 Pack  
3" tall  
Choose from Police, Staff, Security, Fire, & EMS





# COLOR CHOICES

70 Stock Colors or Match Yours

We offer 70 stock colors. Please refer to our color selector for the true representation of the color. Color matches of any color are available for \$20 per color matched per order.

Color Name	G	H	P	E	S	PMS	CMYK	Color Name	G	H	P	E	S	PMS	CMYK
Beige	✓	✓	✓	✓	✓	726C	4, 16, 31, 6	Midnight Blue	✓	✓	✓	✓	✓	295C	95, 55, 0, 60
Black	✓	✓	✓	✓	✓		15, 15, 15, 100	Natural	✓	✓	✓	✓	✓		0, 11, 18, 0
Bubblegum Pink	✓	✓	✓	✓	✓			Navy Blue	✓	✓	✓	✓	✓	289C	100, 70, 4, 75
Burgundy	✓	✓	✓	✓	✓	202C	0, 99, 67, 51	Old Gold	✓	✓	✓	✓	✓	1255C	2, 31, 94, 39
Burnt Orange	✓	✓	✓	✓	✓	1665U	7, 85, 85, 5	Olive	✓	✓	✓	✓	✓	371C	37, 0, 88, 72
Carolina Blue	✓	✓	✓	✓	✓	278C	48, 18, 0, 0	Orange	✓	✓	✓	✓	✓	172C	0, 85, 100, 0
Celery	✓	✓	✓	✓	✓	367C	34, 0, 72, 0	Peach	✓	✓	✓	✓	✓	1625C	0, 45, 40, 0
Cement	✓	✓	✓	✓	✓	427C	0, 0, 7, 19	Pistachio	✓	✓	✓	✓	✓	360C	61, 0, 89, 0
Charcoal	✓	✓	✓	✓	✓	432C	30, 27, 0, 80	Powder Blue	✓	✓	✓	✓	✓	277C	32, 5, 0, 0
Columbia Blue	✓	✓	✓	✓	✓	279C	69, 40, 0, 0	Purple	✓	✓	✓	✓	✓	267C	90, 90, 1, 1
Cream	✓	✓	✓	✓	✓	1205C	0, 9, 48, 0	Raspberry	✓	✓	✓	✓	✓	212C	4, 78, 6, 2
Dark Brown	✓	✓	✓	✓	✓	4975C	50, 70, 85, 75	Red	✓	✓	✓	✓	✓	186C	10, 100, 92, 3
Dark Green	✓	✓	✓	✓	✓	357C	81, 4, 87, 78	Royal	✓	✓	✓	✓	✓	286C	100, 84, 0, 8
Denim	✓	✓	✓	✓	✓	646C	61, 31, 4, 27	Shark Teal	✓	✓	✓	✓	✓	321C	98, 0, 46, 22
Dolphin	✓	✓	✓	✓	✓	3282C	98, 0, 56, 18	Soft Pink	✓	✓	✓	✓	✓	1895C	0, 30, 11, 0
Eggplant	✓	✓	✓	✓	✓	5115C	17, 71, 0, 83	Tan	✓	✓	✓	✓	✓	472C	17, 42, 55, 5
Flesh	✓	✓	✓	✓	✓	475C	0, 20, 33, 0	Tenn. Orange	✓	✓	✓	✓	✓	1375C	0, 50, 92, 0
Fuchsia	✓	✓	✓	✓	✓	233C	16, 96, 4, 3	Texas Orange	✓	✓	✓	✓	✓	1525C	2, 65, 100, 10
Gold	✓	✓	✓	✓	✓	1235C	0, 37, 90, 0	Turquoise	✓	✓	✓	✓	✓	320C	95, 0, 44, 0
Grey	✓	✓	✓	✓	✓	430C	13, 1, 4, 56	Vegas Gold	✓	✓	✓	✓	✓	4505C	4, 13, 71, 49
Jade	✓	✓	✓	✓	✓	Green	96, 0, 80, 0	Violet	✓	✓	✓	✓	✓	522C	29, 43, 2, 0
Khaki	✓	✓	✓	✓	✓	7536C	6, 12, 35, 48	Watermelon	✓	✓	✓	✓	✓	1777C	0, 72, 39, 0
Kelly	✓	✓	✓	✓	✓	348C	96, 2, 100, 24	White	✓	✓	✓	✓	✓		
Lavender	✓	✓	✓	✓	✓	2665C	58, 58, 0, 0	Yellow	✓	✓	✓	✓	✓	102C	0, 2, 100, 0
Maroon	✓	✓	✓	✓	✓	195C	6, 92, 37, 64	Neon Blue	✓	✓	✓	✓	✓		
Medium Brown	✓	✓	✓	✓	✓	470C	7, 62, 92, 50	Neon Green	✓	✓	✓	✓	✓		
Metallic Gold	✓	✓	✓	✓	✓			Neon Lime	✓	✓	✓	✓	✓		
Metallic Graphite	✓	✓	✓	✓	✓			Neon Orange	✓	✓	✓	✓	✓		
Metallic Silver	✓	✓	✓	✓	✓	877C		Neon Pink	✓	✓	✓	✓	✓		
Mid-blue	✓	✓	✓	✓	✓	300C	99, 54, 0, 1	Neon Yellow	✓	✓	✓	✓	✓		

## Glitter Ink Colors

- Glitter Blue
- Glitter Gold
- Glitter Green
- Glitter Onyx Black
- Glitter Orange
- Glitter Pink
- Glitter Purple
- Glitter Red
- Glitter Royal
- Glitter Silver

\*\* Additional Pricing Applies

## Key:

- G = Goof Proof®
- H = Hot Split
- P = Polytrans
- E = Elasti Prints®
- S = Stretch Litho™

- PMS = Pantone® spot color values
- CMYK = CMYK color values
- ✓ = For light or dark apparel
- ✓ = For light apparel only

## Stretch Litho™ Artwork Tip:

Please use the CMYK values/colors for artwork for Stretch Litho™

# SIZE MATTERS

Common Dimensions

## Recommended Sizes for Transfers

We can print your transfers in various image sizes.

Our largest image size for screen printed transfers is 11.25" x 14".

### Adult Sizes

Standard Adult 11" x 11"  
Maximum Adult 11.25" x 14"

### Youth Sizes

Youth (Med/Lg.) 10.5" x 10.5"  
Youth (Small) 8.5" x 8.5"  
Toddler 5.5" x 5.5"

### Leg/Sleeve Sizes

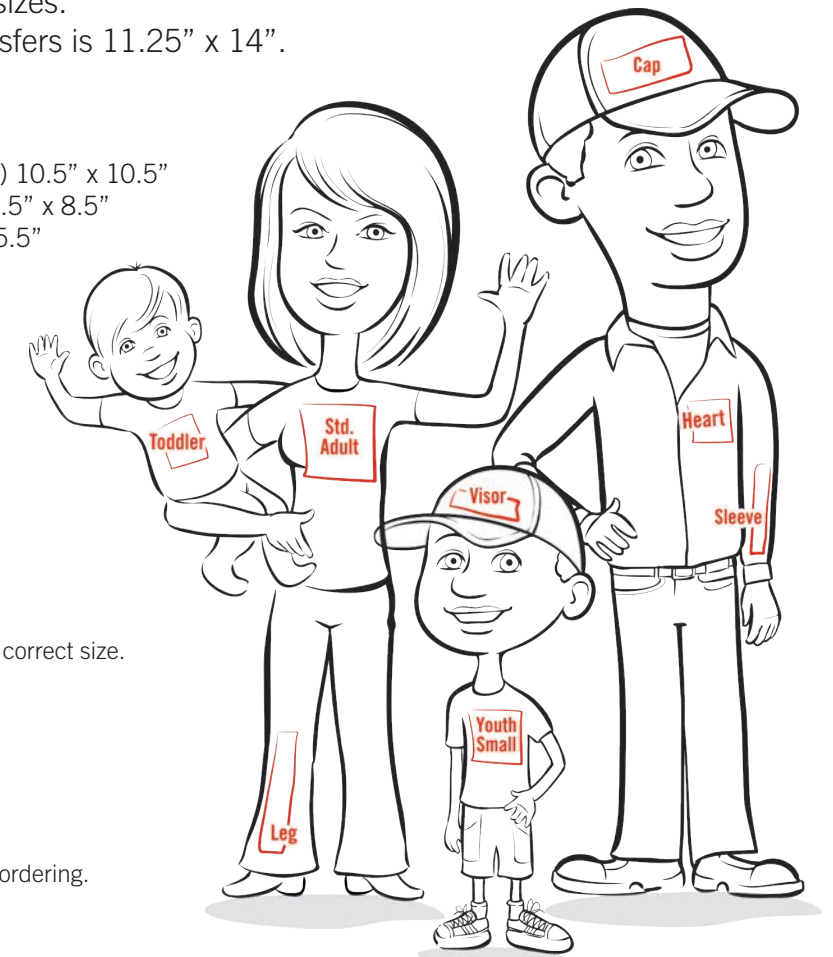
Standard Leg 2.5" x 14"  
Large Leg 5" x 24"  
Standard Sleeve 2" x 11.5"  
Maximum Sleeve 2.5" x 14"  
Tip: Large leg transfers require lining up 2 parts of a divided transfer to create the 24" design.

### Heart/Left Chest Sizes

Standard Heart 4.5" x 4.5"  
Maximum Heart 5" x 5"  
Pocket 3.5" x 3.5"  
Tip: Measure the pocket on your shirt to be sure to order the correct size.

### Cap Sizes

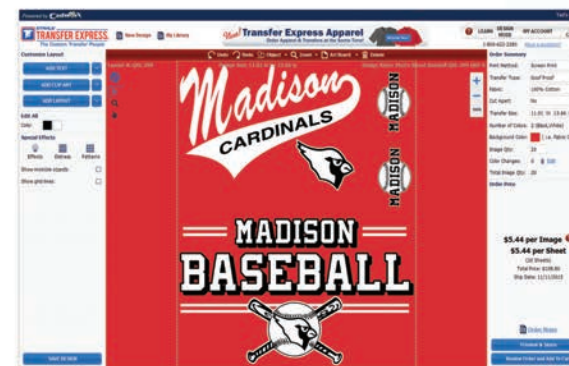
Standard Cap 4.75" x 2.75"  
Maximum Cap 5" x 3"  
Standard Visor 4.75" x 2"  
Maximum Visor 5" x 2"  
Tip: Low profile caps - please measure printable area before ordering.



## Fill the Sheet to Save Money

For the same price, add multiple images on your transfer sheet to reduce your 'per image' cost. Use all the same image or different images. For help, try our Gang Sheet Calculator on our web site [TransferExpress.com/gang-sheet-calculator](http://TransferExpress.com/gang-sheet-calculator).

Shown here, we were able to print 2 shirts and 2 caps with just 1 sheet.





# SERVICE

## Tools to Help You Sell

2017 Easy Prints® Marketing Kit Only \$49



**2017 Success Kit**  
**Only \$65**  
**Best Value!**

Includes both  
Marketing Kit &  
Display Kit  
(Save 18%)

2017 Easy Prints® Display Kit Only \$30



**We are The Custom Transfer People.** Our team of creative, knowledgeable, and motivated individuals are here to help. When you have a question, we're here to point you in the right direction. The success of your business and the smile on your customers' faces is what pushes us every day.



# HEAT PRESSES

Your Only Investment For Your Business

# HEAT PRESS ACCESSORIES

Everything You Need to Print Any Job



## A Heat Press For Every Budget

Find the press that is right for you and your business.

### Dual Air Fusion™



- 50% more productivity
- A & B workstations
- Laser alignment system
- Operates in full-auto, semi-auto, or manual modes
- Touch screen control panel
- Live digital pressure readout
- \$6,950

### Fusion™



- Platen opens with a swing or draw motion
- Dual timer for two-step applications
- Touch screen control panel
- Quick interchangeable platens
- Live digital pressure readout
- \$2,100

### Auto Cap



- Magnetic assisted lockdown with automatic release
- Live digital time, temperature, & pressure display
- Quick interchangeable platens
- Cap hold-down device
- \$845

### The Maxx™ Clam



- Digital time & temperature readout
- Smooth shock opening
- Scratch resistant, baked-on powder coat finish
- Interchangeable platens
- Non-stick coated heat platen
- \$700 - \$1,175 (3 sizes available)

### Air Fusion™



- Designed to increase throughput for faster production
- Electro-pneumatic regulator that auto-adjusts pressure for all recipes
- Touch screen control panel
- Hands free auto swing
- Live digital pressure readout
- \$4,150

### Auto Clam



- Magnetic assisted lockdown with automatic release
- Live digital time, temperature, & pressure display
- Dual timer for two-step applications
- Space saving clam shell design
- Quick interchangeable platens
- \$845 - \$1,600 (4 sizes available)

### The Maxx™ Cap



- Digital time & temperature readout
- Smooth shock opening
- Scratch resistant, baked-on powder coat finish
- Interchangeable platens
- Non-stick coated heat platen
- Cap hold-down device
- \$700

With Every Heat Press Purchase,  
You Also Receive:

- Free Shipping\*
- Free Marketing Kit

**Financing Available!**

### Laser Alignment



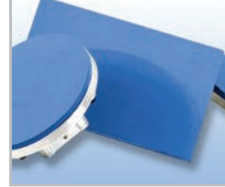
- Precisely position and align graphics prior to heat printing
- Reduce misaligned applications and ruined apparel
- 4 independently adjustable laser lights
- Includes the Laser Alignment Wizard - a heavy-duty, spiral-bound template board
- \$315

### Caddie Shelves



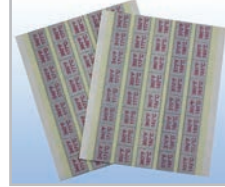
- Attach to the pedestal of the Heat Press Caddie™ or to the Air Fusion™
- Arms are vertically and horizontally adjustable
- \$150

### Platens



- Quick interchangeable platens for different size printing areas
- Cap and garment platens available
- See website for platen prices

### Test Kit



- Designed to check the temperature accuracy of your heat press
- Accurate temperature is essential for a perfect print every time
- Kit includes 10 temperature strips
- \$14.95

### Caddie Stand



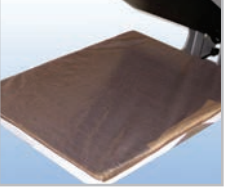
- Convert any Auto Clam or Maxx™ Clam into a threadable heat press
- Make your press portable
- Make your press height adjustable
- Available as a stand version and a countertop version
- Stand - \$340
- Counter - \$200

### Equipment Cart



- Heavy duty steel adjustable cart with scissor crank
- User friendly and ergonomic
- Easy relocation
- Holds up to 600 lbs.
- \$565

### Protectors



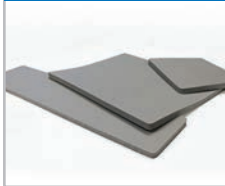
- Quick slip pad protectors reduce wear and tear on the lower platen
- Make apparel placement quicker & easier
- \$35 - \$55 (various sizes available)

### Cover Sheets



- Reusable cover sheets are useful when applying digital transfers with multiple presses
- Use for protecting previously decorated areas on a garment during application
- Measures 12.5" x 12.5"
- Packs of 10
- \$3

### Print Perfect Pads



- Raise your print area for a flat printing surface during heat printing
- Helps you to avoid obstructions such as zippers, seams, and buttons.
- \$35 - \$52.95 (various sizes available)

## HEAT PRESS PACKAGES

Choose From 3 Different Deals!

View all package contents at  
[TransferExpress.com/Packages](http://TransferExpress.com/Packages)

**SAVE UP TO 20%**

**+ FREE SHIPPING!**

**INCLUDES A  
MARKETING KIT  
& MORE!**



\*Free shipping includes the continental U.S. & excludes the Dual Air Fusion™



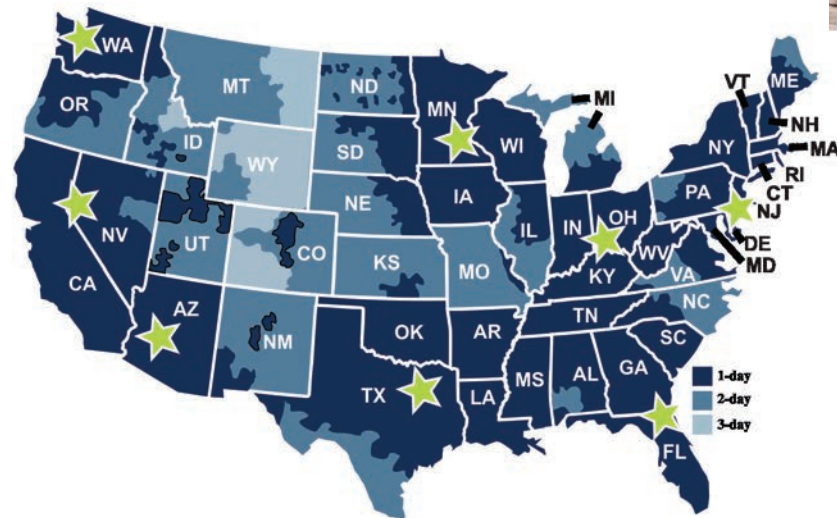
# TRANSFER EXPRESS APPAREL

Design & Choose Apparel in One Session

## Wholesale Blank Apparel

We carry a complete line of wholesale blank apparel. It is even easier to create decorated apparel from Transfer Express. You can order blank apparel and transfers all at one time. Save time and effort with the advantages of Transfer Express Apparel and Custom Transfers.

- Low wholesale prices
- No minimums, price breaks at 11 & 35 pieces
- Free shipping on apparel orders over \$400 only in the continental U.S.
- Large brand selection including



**8 warehouses nationwide**  
**Most orders ship same day**  
**and are delivered in 1-3 days**

[www.TransferExpress.com/Apparel](http://www.TransferExpress.com/Apparel)



JERZEES® - Dri-Power® Active 50/50 Cotton/Poly T-Shirt. 29M

JERZEES® - Youth Dri-Power® Active 50/50 Cotton/Poly T-Shirt.

Hanes® - Youth EcoSmart® 50/50 Cotton/Poly T-Shirt. 5370

District® - Young Mens The Concert Tee™ DT5000



Gildan® - Youth DryBlend® 50 Cotton/50 Poly T-Shirt. 8000B



Port & Company® Ladies Core Blend Tee. LPC55



District® - Young Mens Very Important Tee® . DT6000



District® - Juniors Very Important Tee® . DT6001

## Preview and Share Your Custom Designs On the Apparel in Easy View®

Show your customers what their order will look like before it's printed

- Email your designs to customers
- See your designs on apparel
- Print out your designs

