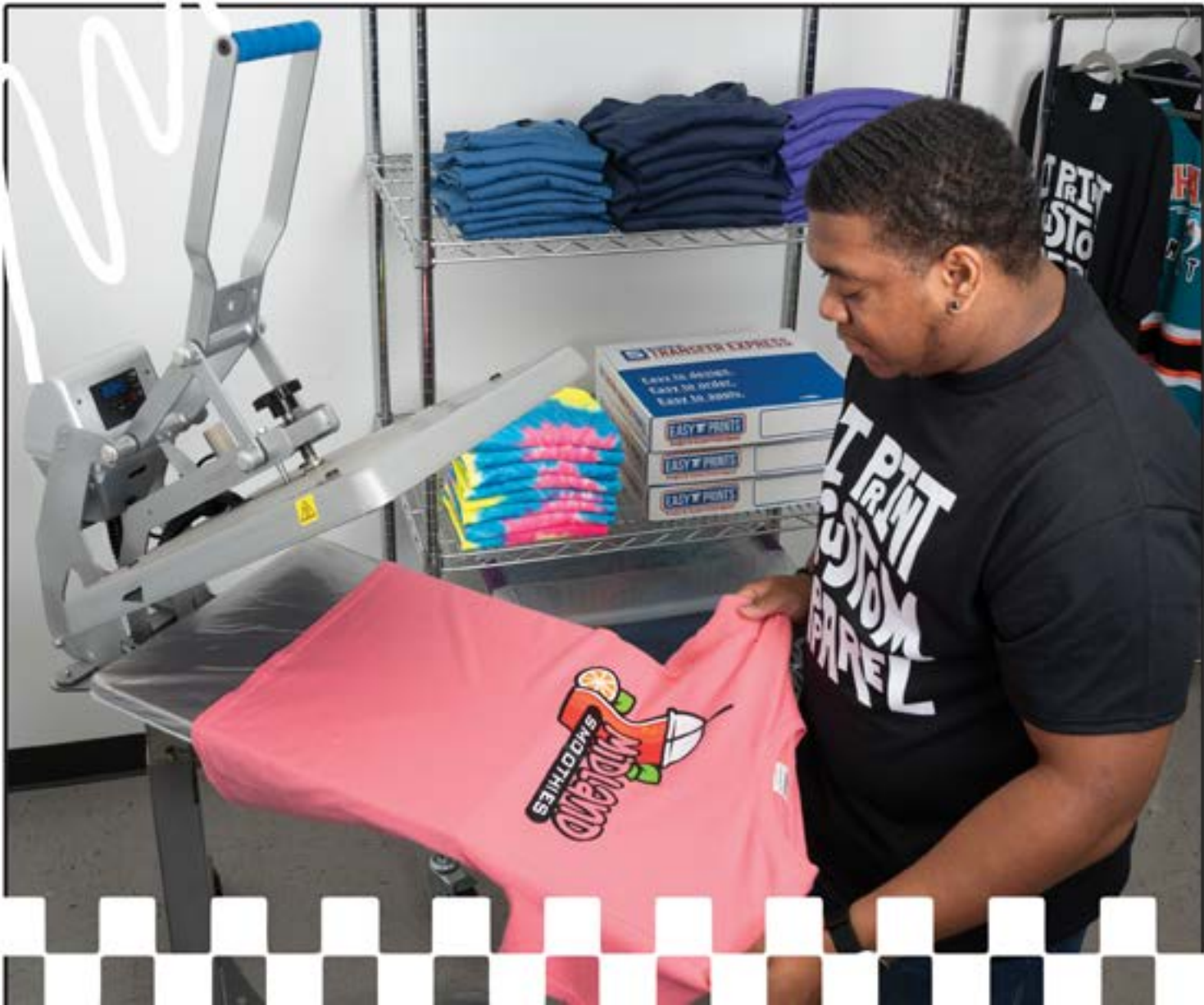


# 2024 PRODUCT GUIDE





welcome to



Our mission is simple - we are here to help you grow your apparel decorating business. Whether you are just starting out or a veteran of the industry, our heat transfer products are designed to help you succeed. When you choose Transfer Express®, you are working with the industry leader in custom screen and digital print transfers. We provide excellent support, speedy service, extensive marketing and educational tools, and the most innovative products on the market.



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# heat transfers are the **ULTIMATE PRINTING CHOICE**

Transfers apply in seconds! There is no need for significant capital investment or a large space for manufacturing. Pick a corner in a room, set up your heat press, and start making money.

Simply set your shirt on the press, position the transfer, and apply. The result is a quality printed product that will last the life of the garment - lab tested and guaranteed!

With heat transfers you can print on t-shirts, hoodies, pants, shoes, bags, can coolers, and more. The versatility of heat transfers makes it possible to decorate countless items.





# TRANSFER TYPES

## screen printed transfers

Screen printed transfers, also known as plastisol or water-based transfers, are printed using plastisol or water-based inks onto a special release paper or film instead of a garment. The carrier release paper allows the ink design to be heat transferred to the garment. Screen printed transfers, when properly applied, will last the life of the garment.



## full color transfers

The latest transfer technology combines screen print and full color digital inks to produce a transfer that is the best of both worlds: the feel and durability of a screen print transfer paired with the characteristics of a full color transfer. Welcome to the revolution of apparel decoration!

# WHAT TO USE WHEN

Take the guesswork out of choosing the best transfer type for your job or project. This handy chart outlines which transfer will give you the best results and profit margins.

## Apparel Quantity

(based on one full-front design)

6

12

24

36

48

72+

Color Quantity

1

2

3

4+



**CAD-CUT®**  
Heat Transfer Vinyl

Cotton, Polyester, Tri-blends:

**UltraWeed™**  
**Premium Plus™**

Nylon:

**Gorilla Grip® II**



**Screen Printed**  
**Plastisol Transfers**

Cotton, Polyester, & Cotton/Poly Blends:

**Goof Proof®**

100% Polyester:

**Elasti Prints®**

DIRECT TO FILM TRANSFERS

**ULTRACOLOR®**

Cotton, Polyester,  
Cotton/Poly Blends,  
Tri-blends, Lycra®,  
& Spandex



DIGITAL SCREEN  
TRANSFERS

**ULTRA  
COLOR®**



Cotton, Polyester,  
& Cotton/Poly Blends

Cotton, Polyester,  
Cotton/Poly Blends, Spandex,  
Lycra®, & Woven Nylon:

**UltraColor® Stretch**

**UltraColor® Stretch with Blocker**

## transfer selector tool

Use our [intuitive tool](#) to ensure transfer compatibility with your chosen fabric while optimizing your profit margin by recommending the most cost-effective decoration technique, making every project a success.



real ink. real fast.

## SCREEN PRINTED TRANSFERS

- Keep your screen printing in house.
- We print it, you profit.
- Phthlalate-free plastisol ink.
- Durable, classic feel.
- Gang sheets and quantity price breaks for cost effective pricing.



# screen printed transfers

## GOOF PROOF®

► [transferexpress.com/goof-proof](http://transferexpress.com/goof-proof)

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenheim WIT

**Easy Prints  
Layout:  
QLO-75**



Goof Proof fulfills most of your decoration needs. Simply put, it's our best selling product because it applies quickly, has longevity and offers superior opacity on any color apparel. Two sheet sizes (11.25" x 14" and 12.5" x 17.5") to maximize your cost efficiency. Choose from over 70 stock colors of Phthalate-free plastisol ink.

BLACK 195 C	WHITE 5115 C	SOFT PINK 1895 C	DUSTY ROSE 1555 C	BUBBLEGUM PINK	RASPBERRY 212 C	FUCHSIA 233 C	RUBINE RED	METALLIC ROSE GOLD 680 C	RED 186 C	RUST 18-1449	BURGUNDY 202 C
MAROON 195 C	EGGPLANT 5115 C	PEACH 1625 C	TENNESSEE ORANGE 1375 C	ORANGE 172 C	BURNT ORANGE 1665 U	TEXAS ORANGE 1525 C	MEDIUM BROWN 470 C	DARK BROWN 4975 C	YELLOW 102 C	GOLD 1235 C	MAIZE 123 C
OLD GOLD 1255 C	VEGAS GOLD 4505 C	METALLIC GOLD	TURQUOISE 320 C	SHARK TEAL 321 C	JAG GREEN 3155 C	DOLPHIN 3282 C	MINT GREEN 571 C	CELERY 367 C	PISTACHIO 360 C	AVOCADO 368 C	JADE GREEN
KELLY GREEN 348 C	OLIVE 371 C	DARK GREEN 357 C	POWDER BLUE 277 C	CAROLINA BLUE 278 C	COLUMBIA BLUE 279 C	ROBIN EGG BLUE 2985 C	CYAN	DENIM 646 C	MID BLUE 300 C	ROYAL 286 C	MIDNIGHT BLUE 295 C
NAVY BLUE 289 C	THISTLE 16-3304	VIOLET 522 C	LAVENDER 2655 C	PURPLE 267 C	CEMENT 427 C	METALLIC SILVER 877 C	GREY 430 C	CHARCOAL 432 C	METALLIC GRAPHITE	CREAM 1205 C	NATURAL
BEIGE 726 C	FLESH 475 C	TAN 472 C	KHAKI 7536 C	NEON LIME	NEON YELLOW	NEON ORANGE	NEON PINK	NEON BLUE	NEON GREEN	Color Matching Available	

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

## Application

### SINGLE COLOR: |

100% cotton & cotton/poly blends

#### Set Your Heat Press

Temperature: 365°F  
Time: 4-6 Seconds  
Pressure: Medium/Firm, 6-8 (60-80 psi)

#### 1. Preheat Your Apparel

Place apparel on platen.  
Press for 3-5 seconds.

#### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 4-6 seconds.

#### 3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

### SINGLE COLOR (LOWER TEMP):

100% polyester

#### Set Your Heat Press

Temperature: 325°F  
Time: 10-12 Seconds  
Pressure: Medium/Firm, 6-8 (60-80 psi)

#### 1. Preheat Your Apparel

Place apparel on platen.  
Press for 3-5 seconds.

#### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 10-12 seconds.

#### 3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

### MULTI COLOR:

#### Set Your Heat Press

Temperature: 365°F  
Time: 10 Seconds  
Pressure: Medium/Firm, 6-8 (60-80 psi)

#### 1. Preheat Your Apparel

Place apparel on platen.  
Press for 3-5 seconds.

#### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 10 seconds.

#### 3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

Do not use a pillow or cover sheet for initial application.



# screen printed transfers

## HOT SPLIT RETRO

► [transferexpress.com/hot-split](http://transferexpress.com/hot-split)

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenstein HTTI

**Easy Prints®  
Layout:**  
QAL-647



Our same plastisol transfer with a soft, light feel. Screen printed without adhesive so the inks melt into the apparel. Ideal for thin fabrics. Less opacity than other transfer types which is what helps to achieve that fashionable vintage vibe. Available in 70 Phthalate-free ink colors.

BLACK 195 C	WHITE 5115 C	SOFT PINK 1895 C	DUSTY ROSE 1555 C	BUBBLEGUM PINK	RASPBERRY 212 C	FUCHSIA 233 C	RUBINE RED	METALLIC ROSE GOLD 680 C	RED 186 C	RUST 18-1449	BURGUNDY 202 C
MAROON 195 C	EGGPLANT 5115 C	PEACH 1625 C	TENNESSEE ORANGE 1375 C	ORANGE 172 C	BURNT ORANGE 1665 U	TEXAS ORANGE 1525 C	MEDIUM BROWN 470 C	DARK BROWN 4975 C	YELLOW 102 C	GOLD 1235 C	MAIZE 123 C
OLD GOLD 1255 C	VEGAS GOLD 4505 C	METALLIC GOLD	TURQUOISE 320 C	SHARK TEAL 321 C	JAG GREEN 3155 C	DOLPHIN 3282 C	MINT GREEN 571 C	CELERY 367 C	PISTACHIO 360 C	AVOCADO 368 C	JADE GREEN
KELLY GREEN 348 C	OLIVE 371 C	DARK GREEN 357 C	POWDER BLUE 277 C	CAROLINA BLUE 278 C	COLUMBIA BLUE 279 C	ROBIN EGG BLUE 2985 C	CYAN	DENIM 646 C	MID BLUE 300 C	ROYAL 286 C	MIDNIGHT BLUE 295 C
NAVY BLUE 289 C	THISTLE 16-3304	VIOLET 522 C	LAVENDER 2655 C	PURPLE 267 C	CEMENT 427 C	METALLIC SILVER 877 C	GREY 430 C	CHARCOAL 432 C	METALLIC GRAPHITE	CREAM 1205 C	NATURAL
BEIGE 726 C	FLESH 475 C	TAN 472 C	KHAKI 7536 C	NEON LIME	NEON YELLOW	NEON ORANGE	NEON PINK	NEON BLUE	NEON GREEN	Color Matching Available	

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blend

### Application

#### Set Your Heat Press

Temperature: 360-375°F

Time: 8-10 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

#### 1. Preheat Your Apparel

Place apparel on platen.

Press for 3-5 seconds.

#### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.

Close machine and press for 8-10 seconds.

#### 3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing,  
immediately, in a smooth and even motion.

### Tips:

#### • Large, Solid Ink Areas

Hot Split Retro is ideal if you have large ink areas in your design. The ink will melt into the fibers of the shirt, giving a soft hand feel without the heaviness.

#### • Light Ink colors

A few of our stock colors, Gold, Yellow, Tan, and the Neon colors, will not show up very well on dark garments when using the Hot Split Retro ink formula. For those colors, we recommend switching to Goof Proof. All other colors in Hot Split Retro will work on all other colored apparel.

Do not use a pillow or cover sheet for initial application.

# screen printed transfers ELASTI PRINTS®

► [transferexpress.com/elasti-prints](http://transferexpress.com/elasti-prints)

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenstein HTTI



**Easy Prints  
Layout:**  
QBK-293



This low application temperature heat transfer is perfect for 100% polyester uniforms, shirts, and moisture-wicking apparel such as Under Armour®. These transfers feature superior stretch and rebound ink formula. Also works great on reusable polypropylene bags! Choose from over 70 stock colors of Phthalate-free plastisol ink.

BLACK 195 C	WHITE 5115 C	SOFT PINK 1895 C	DUSTY ROSE 1555 C	BUBBLEGUM PINK	RASPBERRY 212 C	FUCHSIA 233 C	RUBINE RED	METALLIC ROSE GOLD 680 C	RED 186 C	RUST 18-1449	BURGUNDY 202 C
MAROON 195 C	EGGPLANT 5115 C	PEACH 1625 C	TENNESSEE ORANGE 1375 C	ORANGE 172 C	BURNT ORANGE 1665 U	TEXAS ORANGE 1525 C	MEDIUM BROWN 470 C	DARK BROWN 4975 C	YELLOW 102 C	GOLD 1235 C	MAIZE 123 C
OLD GOLD 1255 C	VEGAS GOLD 4505 C	METALLIC GOLD	TURQUOISE 320 C	SHARK TEAL 321 C	JAG GREEN 3155 C	DOLPHIN 3282 C	MINT GREEN 571 C	CELERY 367 C	PISTACHIO 360 C	AVOCADO 368 C	JADE GREEN
KELLY GREEN 348 C	OLIVE 371 C	DARK GREEN 357 C	POWDER BLUE 277 C	CAROLINA BLUE 278 C	COLUMBIA BLUE 279 C	ROBIN EGG BLUE 2985 C	CYAN	DENIM 646 C	MID BLUE 300 C	ROYAL 286 C	MIDNIGHT BLUE 295 C
NAVY BLUE 289 C	THISTLE 16-3304	VIOLET 522 C	LAVENDER 2655 C	PURPLE 267 C	CEMENT 427 C	METALLIC SILVER 877 C	GREY 430 C	CHARCOAL 432 C	METALLIC GRAPHITE	CREAM 1205 C	NATURAL
BEIGE 726 C	FLESH 475 C	TAN 472 C	KHAKI 7536 C	NEON LIME	NEON YELLOW	NEON ORANGE	NEON PINK	NEON BLUE	NEON GREEN	Color Matching Available	

Recommended Fabrics: 100% Polyester

## Application

### Set Your Heat Press

Temperature: 290°F

Time: 15 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

### 1. Preheat Your Apparel

Place apparel on platen.

Press for 3-5 seconds.

### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.

Close machine and press for 15 seconds.

### 3. Peel Transfer Carrier **COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

## Tips:

### • Cold Peel

You could peel the carrier any time beyond 2-3 minutes and you will have the same success as long as the carrier is no longer retaining heat.

### • Outline Required On Art

Ensure that your multi-colored art edges, both within and along the perimeter, have the same colored outline. There is an ability to add a clear outline around your art in the 'Options' screen of Easy View®, but this will be counted as an additional color in your screen print pricing.

Do not use a pillow or cover sheet for initial application.



# screen printed transfers

# PUFF

► [transferexpress.com/puff](http://transferexpress.com/puff)

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenstein HTTI



Standard plastisol ink with a puff print additive to give a unique 3D effect when applied with a heat press. Puff can be combined with all other Goof Proof ink colors for a dimensional look. Works best with large, bold designs and is great for fashion apparel. Available in black and white phthalate-free puff ink colors.

PUFF BLACK

PUFF WHITE

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

## Application

### Set Your Heat Press

Temperature: 365°F  
Time: 4-6 Seconds  
Pressure: Medium/Firm, 6-8 (60-80 psi)

### 1. Preheat Your Apparel

Place apparel on platen.  
Press multiple times for 6-8 seconds.  
Puff requires a longer pre-press to fully remove moisture.

### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 4-6 seconds.

### 3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

### Tips:

#### • Ensure Proper Pre-press Preparation

Remove any Quick Slip Pad Protector or lower platen cover on your press. Also pre-heat your apparel for multiple 6-8 second pre-press to ensure all moisture is removed from the garment for best results.

#### • Ensure Proper Pre-press Preparation

Remove any Quick Slip Pad Protector or lower platen cover on your press. Also pre-heat your apparel for multiple 6-8 second pre-press to ensure all moisture is removed from the garment for best results.

Do not use a pillow or cover sheet for initial application.

# screen printed transfers

# GLOW-IN-THE-DARK

► [transferexpress.com/glow](https://transferexpress.com/glow)

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenstein HTTI



Create fun effects with Glow-in-the-Dark! Looks off-white in daylight but in the evening provides a bright green glow! Perfect for Halloween parties, birthday parties, bands, or any group or event that wants its message to be seen in any lighting! Looks best on dark apparel for contrast.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

## Application

### Set Your Heat Press

Temperature: 340°F

Time: 10 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

### 1. Preheat Your Apparel

Place apparel on platen.

Press for 3-5 seconds.

### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.

Close machine and press for 10 seconds.

### 3. Peel Transfer Carrier **WARM**

Open machine and peel off the backing after 5 seconds in a smooth, even motion.

## Tips:

### • Dark Fabrics

This transfer works best on dark-colored apparel.

### • Recharging Your Glow

The transfers glow properties can be recharged by normal room lighting or when outside in the daylight.

Do not use a pillow or cover sheet for initial application.



# screen printed transfers

# REFLECTIVE

► [transferexpress.com/reflective](https://transferexpress.com/reflective)

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenstein HTTI

**Easy Prints**  
**Layout:**  
QAL-575



Whether for safety or fashion, be seen with reflective screen printed transfers. Printed with water-based, screen printed ink. Luminance: 400-450 CD. Metallic silver in daylight; reflects direct light at night.

REFLECTIVE SILVER

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

## Application

### Set Your Heat Press

Temperature: 305-315°F

Time: 15 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

### 1. Preheat Your Apparel

Place apparel on platen.

Press for 3-5 seconds.

### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.

Close machine and press for 15 seconds.

### 3. Peel Transfer Carrier **COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

### Tips:

#### • Cold Peel

You could peel the carrier any time beyond 2-3 minutes and you will have the same success as long as the carrier is no longer retaining heat.

#### • Ideal Transfer For Emergency Services Apparel

Pair this transfer type with any of our Police, Fire, or EMS layouts in our Easy View® online designer.

Do not use a pillow or cover sheet for initial application.

# ULTRACOLOR® FULL COLOR TRANSFERS

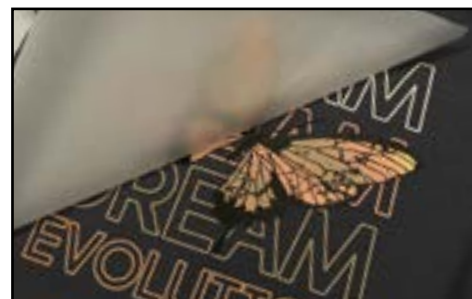
- No limit on colors
- Great for fine detail & free floating text
- Soft, high end feel
- Options for sheets or pieces
- Options for any fabric
- Print any location





**Easy Prints**
**Layout:**

3D-538



Our digitally printed direct to film transfer is the answer for graphics with high color counts, gradients, and shading or photo realistic artwork. UltraColor MAX™ has a matte finish with sharp edges, fine detail and a soft hand. The low temp application is perfect for heat sensitive fabrics like polyester, tri-blends and Lycra/Spandex. UltraColor MAX™ is priced per square inch so the flat rate makes pricing simple and easy. And with no minimum order, you can order in any quantity from a single image or gang sheets up to 22" x 24". This transfer does require print ready art, so any art fixes and proofing are rolled into an additional \$26 service.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends, Spandex, Lycra®, Triblend

## Application

**Set Your Heat Press**

Temperature: 290°F

Time: 12-15 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

**1. Preheat Your Apparel**

Place apparel on platen.

Press for 3-5 seconds.

**2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel.

Close machine and press for 12-15 seconds.

**3. Peel Transfer Carrier HOT**

Open machine and peel off the backing immediately in a smooth and even motion.

**Tips:**
**• Before Application**

Cut or peel off the colored striped line on the side of the sheet.

**• Single Image Orders**

We do not recommend creating a gang sheet for UltraColor Max™ orders. Your price is generated based on the square inches of your design area, this includes the trim area/ empty space you include between multiple designs. Add your designs individually to your cart for the best value.

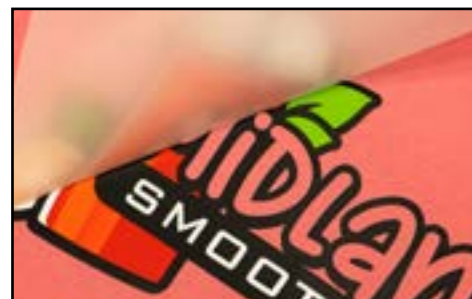
**• Yellow Adhesive or Waffle Texture**

If your design has a yellowing adhesive or waffled texture when you receive your order, do not be alarmed. This is possible and will not affect the application of your transfer.

Do not use a pillow or cover sheet for initial application.



**Easy Prints  
Layout:  
3D-541**



When you need a full color transfer in a large quantity, UltraColor Pro<sup>™</sup> is the product to choose in the UltraColor<sup>®</sup> full color transfer line. This digital screen printed transfer is a hybrid full color transfer that combines digitally printed graphics with a screen print backing. UltraColor Pro<sup>™</sup> transfers provide a sharp edge with a thin, clear outline, full color print, with a soft hand.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

## Application

### 100% COTTON, COTTON/POLY BLENDS

#### Set Your Heat Press

Temperature: 340°F

Time: 10 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

#### 1. Preheat Your Apparel

Place apparel on platen.  
Press for 3-5 seconds.

#### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 10 seconds.

#### 3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

### 100% POLYESTER/SYNTHETICS

#### Set Your Heat Press

Temperature: 290°F

Time: 15 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

#### 1. Preheat Your Apparel

Place apparel on platen.  
Press for 3-5 seconds.

#### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel. Close machine and press for 15 seconds.

#### 3. Peel Transfer Carrier **HOT**

Open machine and peel off the backing immediately in a smooth, even motion.

## Tips:

### • Before Application

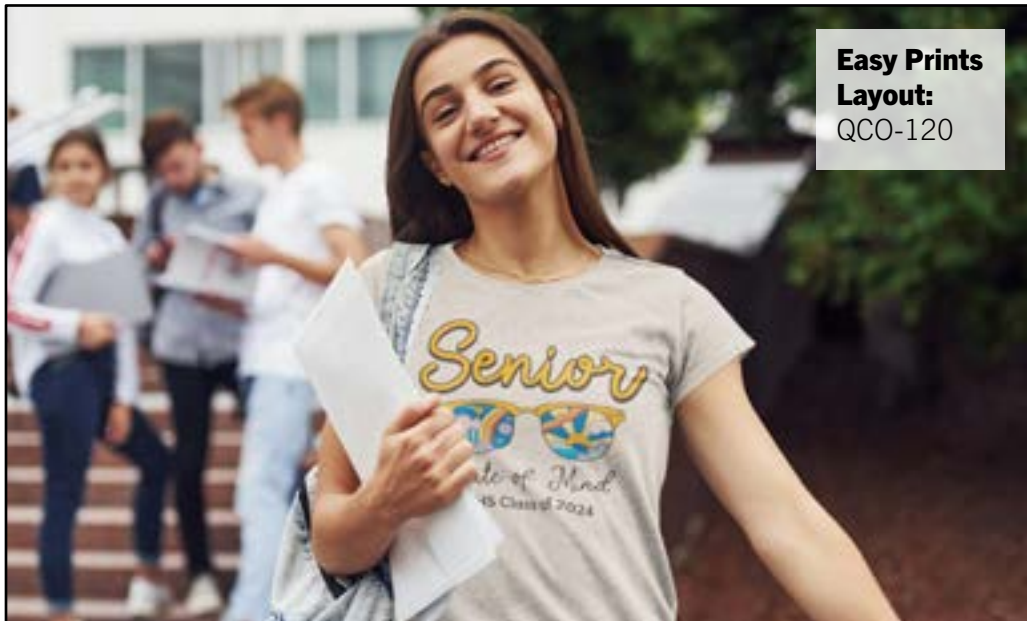
Trim off any black registration marks along the edge of gang sheets.

### • Application Issues

If edges are raising or the clear outline is more defined due to the fabric color, lay cover sheet over the transfer, repress for 4 seconds, then immediately remove cover sheet.

Do not use a pillow or cover sheet for initial application.





**Easy Prints  
Layout:**  
QCO-120



This digital screen printed transfer is a hybrid full color transfer that combines digitally printed graphics with a screen print backing. UltraColor Soft provides a soft, clean edge, full color print. The large 11.5" x 18" sheet size allows you to combine multiple jobs or images to reduce your overall cost. And pricing breaks at increased quantities reduces costs on large runs. Low temp application allows for printing on many heat sensitive fabrics.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends

## Application

### **COTTON/ COTTON/POLY BLEND:**

#### **Set Your Heat Press**

Temperature: 340-360°F  
Time: 12-15 Seconds  
Pressure: Medium, 6 (60 psi)

#### **1. Preheat Your Apparel**

Place apparel on platen.  
Press 3-5 seconds.

#### **2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.

#### **3. Peel Transfer Carrier **COLD****

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

### **POLYESTER/SYNTHETICS:**

#### **Set Your Heat Press**

Temperature: 290-320°F  
Time: 12-15 Seconds  
Pressure: Medium, 6 (60 psi)

#### **1. Preheat Your Apparel**

Place apparel on platen.  
Press 3-5 seconds.

#### **2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.

#### **3. Peel Transfer Carrier **COLD****

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

## Tips:

### • Before Application

Trim off any black registration marks along the edge of gang sheets.

### • Application Issues

If edges are raising or the clear outline is more defined due to the fabric color, lay cover sheet over the transfer, repress for 4 seconds, then immediately remove cover sheet.

Use a cover sheet to remove static. Do not use a pillow.



UltraColor Stretch™ combines everything you love about UltraColor Pro™ with industry leading stretch and rebound ability. This digital screen print transfer uses a water-based ink formula to produce the ultimate solution for decorating elastic apparel. UltraColor Stretch™ provides a clean edge with a thin, clear outline and a soft hand. The large 11" x 18" sheet size allows you to combine multiple jobs or images to reduce your overall cost. And pricing breaks at increased quantities reduces costs on large runs. Low temp application allows for printing on many heat sensitive fabrics.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends, Spandex, Lycra®, Woven Nylon.

## Application

### **COTTON/ COTTON/POLY BLEND:**

#### **Set Your Heat Press**

Temperature: 340-360°F  
 Time: 12-15 Seconds  
 Pressure: Medium, 6 (60 psi)

#### **1. Preheat Your Apparel**

Place apparel on platen.  
 Press 3-5 seconds.

#### **2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.

#### **3. Peel Transfer Carrier COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

### **POLYESTER/SYNTHETICS:**

#### **Set Your Heat Press**

Temperature: 290-320°F  
 Time: 12-15 Seconds  
 Pressure: Medium, 6 (60 psi)

#### **1. Preheat Your Apparel**

Place apparel on platen.  
 Press 3-5 seconds..

#### **2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.

#### **3. Peel Transfer Carrier COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

## Tips:

### • Before Application

Trim off any black registration marks along the edge of gang sheets.

### • Application Issues

If edges are raising or the clear outline is more defined due to the fabric color, lay cover sheet over the transfer, repress for 4 seconds, then immediately remove cover sheet.





An added blocker layer prevents dye migration with this transfer, so your sublimated polyester fabrics will not bleed through. UltraColor Stretch™ with Blocker provides a clean edge with a thin, clear outline and a soft hand. The large 11" x 18" sheet size allows you to combine multiple jobs or images to reduce your overall cost, with pricing breaks at increased quantities to reduce costs on large runs. Low temp application allows for printing on many heat sensitive fabrics.

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends, Spandex, Lycra®, Woven Nylon.

## Application

### **COTTON/ COTTON/POLY BLEND:**

#### **Set Your Heat Press**

Temperature: 340-360°F  
Time: 12-15 Seconds  
Pressure: Medium, 6 (60 psi)

#### **1. Preheat Your Apparel**

Place apparel on platen.  
Press 3-5 seconds.

#### **2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.

#### **3. Peel Transfer Carrier COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

### **POLYESTER/SYNTHETICS:**

#### **Set Your Heat Press**

Temperature: 290-320°F  
Time: 12-15 Seconds  
Pressure: Medium, 6 (60 psi)

#### **1. Preheat Your Apparel**

Place apparel on platen.  
Press 3-5 seconds.

#### **2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel. Close machine and press for 12-15 seconds.

#### **3. Peel Transfer Carrier COLD**

Open machine and peel off the backing, once the carrier is cold to the touch, in a smooth and even motion.

## Tips:

### • Before Application

Trim off any black registration marks along the edge of gang sheets.

### • Application Issues

If edges are raising or the clear outline is more defined due to the fabric color, lay cover sheet over the transfer, repress for 4 seconds, then immediately remove cover sheet.

Use a cover sheet to remove static. Do not use a pillow.

# look like the pros

## NAMES + NUMBERS

- Save time & money with pre-printed player names & numbers.
- Phthalate-free plastisol ink.
- Match any uniform for a professional look.





# individual personalization EXPRESS NAMES

► [transfereexpress.com/express-names](http://transfereexpress.com/express-names)

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenstein HTTI



Personalize any apparel quickly and easily with pre-spaced customized names. Decorate front, back, left chest, leg, and sleeves. Pair with stock numbers for an easy, one-step application.

Available in straight, vertical and arch formats and 1", 2", 2.5" and 3" letter heights.

BLACK	WHITE	BUBBLEGUM PINK	RED 186 C	BURGUNDY 202 C	MAROON 195 C	ORANGE 172 C	TEXAS ORANGE 1525 C	DARK BROWN 4975 C	GOLD 1235 C	METALLIC GOLD	VEGAS GOLD 4505 C
KELLY GREEN 348 C	DARK GREEN 357 C	NEON LIME	COLUMBIA BLUE 279 C	ROYAL 286 C	DOLPHIN 3282 C	NAVY BLUE 289 C	PURPLE 267 C	GREY 430 C	METALLIC SILVER 877 C		

font styles:

**ARIAL**

*Athletic Script*

**AVALON**

**AVERTA**

*Brush Script*

**FULL BLOCK**

**HANDEL GOTHIC**

**HOMEWARD BOUND**

**HERCULES**

**IMPRESS**

**REX BOLD**

**VOGUE**

**ZAG BOLD**

## Application

### Set Your Heat Press

Temperature: 365°F

Time: 4-6 Seconds

Pressure: Medium/Firm, 6-8 (60-80 psi)

### 1. Preheat Your Apparel

Place apparel on platen.

Press for 3-5 seconds.

### 2. Position Your Transfer & Press

Place the transfer ink-side down on apparel.

Close machine and press for 4-6 seconds.

### 3. Peel Transfer Carrier **WARM**

Open machine and peel off the backing after 5 seconds in a smooth, even motion.

### Tips:

#### • Elasti Print® Application

If applying with Champ Pro numbers, you can apply Express Names at same time at 290°F, for 15 seconds.

#### • Names + Numbers

When applying with numbers, simply touch the edges of the transfer papers together for perfect spacing.



Use a cover sheet to remove static. Do not use a pillow.



# uniforms made easy

# NUMBERS

► [transfereexpress.com/numbers](http://transfereexpress.com/numbers)

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenstein RTT



Stand up and be counted, both on and off the field. One and two color styles available for a variety of fabrics giving you endless uniform and apparel combinations.

## Application

Recommended Fabrics: Cotton, Polyester, Cotton/Poly Blends.

### **CHAMP, ALL STAR (GOOF PROOF®):** 100% Cotton, Cotton/Poly Blends

#### **Set Your Heat Press**

Temperature: 360°F  
Time: 4-6 Seconds  
Pressure: Medium/Firm, 6-8 (60-80 psi)

#### **1. Preheat Your Apparel**

Place apparel on platen.  
Press for 3-5 seconds.

#### **2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel. Close machine and press for 5 seconds.

#### **3. Peel Transfer Carrier Hot**

Open machine and peel off the backing immediately in a smooth, even motion.

### **CHAMP PRO (ELASTI PRINTS®):** 100% Polyester

#### **Set Your Heat Press**

Temperature: 290°F  
Time: 15 Seconds  
Pressure: Medium/Firm, 6-8 (60-80 psi)

#### **1. Preheat Your Apparel**

Place apparel on platen.  
Press for 3-5 seconds.

#### **2. Position Your Transfer & Press**

Place the transfer ink-side down on apparel. Close machine and press for 15 seconds.

#### **3. Peel Transfer Carrier Hot**

Open machine and peel off the backing immediately in a smooth, even motion.

## Tips:

### • Smaller Sizes

If you need 1, 2, 2.5" or 3" numbers, use Express Names to order, entering the digits you need instead of letters.

### • Names + Numbers

Names and Numbers are on release paper sized for easy application-just touch the paper and your digits and names will all be properly spaced



## 3 Ways to Order Numbers:

### 5 Packs



5 transfers of the same digit, size, and color. Perfect for teams who choose their own numbers or basketball teams where only 0-5 are ordered.

### Express Packs



Perfect for teams. Numbers 0-9 in the same size and color. Includes 60 digits: 15 of #1, 5 each of #2-8, #0

### Number Kits



**Best Value**

Perfect for leagues! Comes with an organized box and contains digits to number 15 teams #1-15. Includes 315 digits: 120 #1, 30 each of #2-5 and #6/9, 15 each of #0, 7, 8

# NUMBER STYLES

OEKO  
TEX®  
STANDARD  
100  
22.HUS.46520  
Hohenstein HTTI

## 0123456789

Number Heights: 4", 6", 8", 10"

### Champ

for cotton & cotton / poly blends

BLACK	WHITE	BUBBLEGUM PINK	RED 186 C	MAROON 195 C
ORANGE 172 C	TEXAS ORANGE 1525 C	GOLD 1235 C	VEGAS GOLD 4505 C	KELLY GREEN 348 C
DARK GREEN 357 C	COLUMBIA BLUE 279 C	ROYAL 286 C		
NAVY BLUE 289 C	PURPLE 267 C	GREY 430 C		

### Champ Pro

for 100% polyester performance wear

BLACK	WHITE	RED 186 C	MAROON 195 C	ORANGE 172 C
GOLD 1235 C	VEGAS GOLD 4505 C	NEON LIME	COLUMBIA BLUE 279 C	ROYAL 286 C
NAVY BLUE 289 C	PURPLE 267 C	GREY 430 C		

## 0123456789

Number Heights: 4", 6", 8", 10"

### Champ 2 color

for cotton & cotton / poly blends

BLACK/WHITE	BLACK/RED	BLACK/ORANGE	BLACK/GOLD	BLACK/VEGAS
BLACK/GREY	WHITE/BLACK	WHITE/GOLD	RED/BLACK	RED/WHITE
RED/NAVY	RED/GREY	MAROON/WHITE	BURGUNDY/VEGAS	ORANGE/WHITE
GOLD/WHITE	VEGAS/WHITE	KELLY/WHITE	D. GREEN/WHITE	D. GREEN/GOLD
ROYAL/WHITE	ROYAL/RED	ROYAL/GOLD	NAVY/WHITE	NAVY/RED
NAVY/ORANGE	NAVY/GOLD	NAVY/VEGAS GOLD	NAVY/COLUMBIA	NAVY/GREY
PURPLE/WHITE	PURPLE/GOLD	GREY/WHITE		

### Champ Pro 2 color

for 100% polyester performance wear

BLACK/WHITE	WHITE/BLACK	WHITE/RED	RED/BLACK	RED/NAVY
RED/GREY	ORANGE/WHITE	GOLD/WHITE	V. GOLD/WHITE	ROYAL/WHITE
NAVY/WHITE	GREY/WHITE			

## 0123456789

### All Star

for cotton & cotton / poly blends

BLACK	WHITE	BUBBLEGUM PINK	RED	MAROON
ORANGE	GOLD	KELLY GREEN	DARK GREEN	COLUMBIA BLUE
ROYAL	NAVY BLUE	PURPLE	GREY	

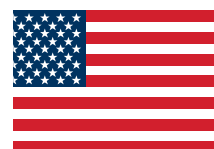
Number Heights: 4", 6", 8", 10"



### Flag Packs

Add some patriotism to uniform sleeves.

2" x 3" USA



1.5" x 3" CAN



# HEAT TRANSFER VINYL

► [transferexpress.com/vinyl](https://transferexpress.com/vinyl)



Transfer Express also carries your favorite CAD-CUT® vinyl from STAHL'S to make ordering the products you need that much easier! HTV is available in four sizes, in both sheets and rolls, to fit your craft or commercial vinyl cutting machines.

## available finishes:

- Fashion-FILM® Electric
- Chroma Bling
- Glitter Flake™
- Chalkboard
- T-Shirt Pro
- UltraWeed™
- Soft Metallic
- UV Shift
- Glow
- Soft Flock

## available sizes:

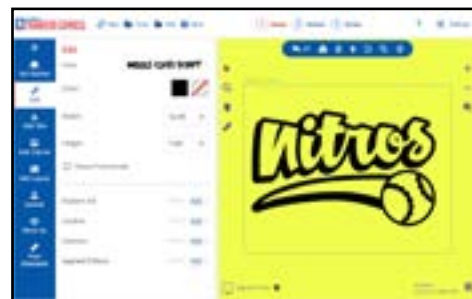
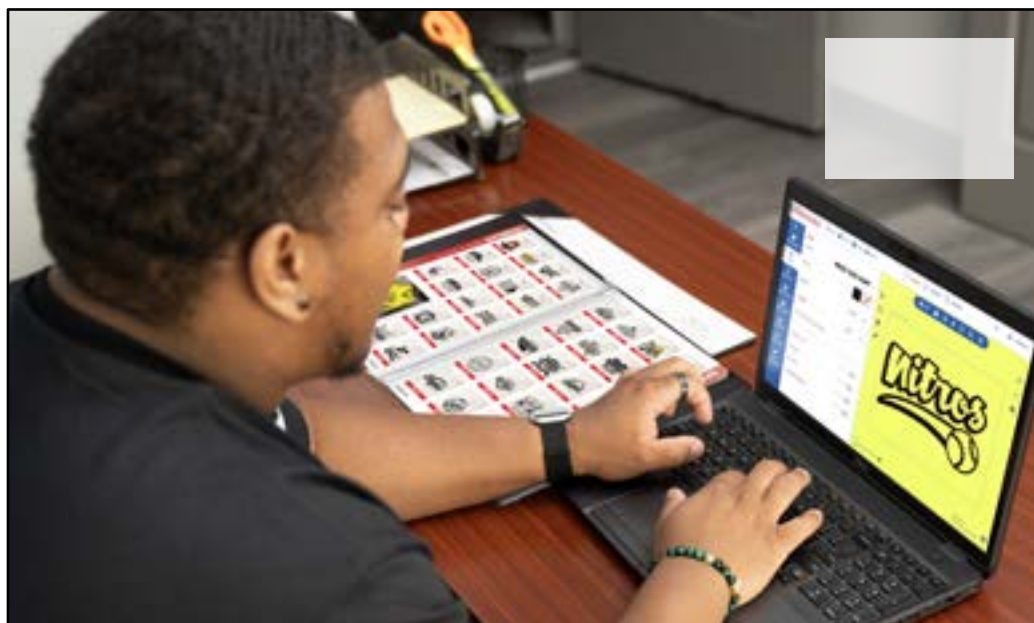
- Sheets: 12" x 12"
- Rolls: 12" x 36"  
12" x 180"  
12" x 360"



# GROW YOUR BUSINESS

- The tools to empower you to grow.
- The education you need to become a confident, capable apparel decorator..
- Marketing materials to help you promote your business.

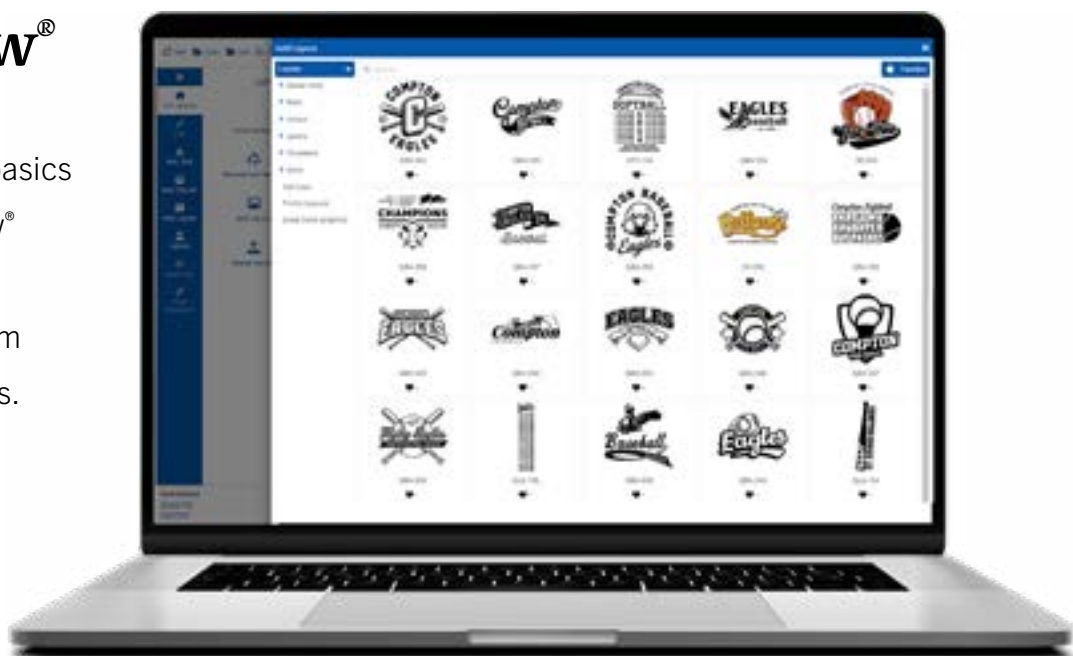




Meet your new art department! Easy View® empowers beginners or professionals to effortlessly design and bring their ideas to life. With categories catering to different needs, it opens doors for apparel decorators to enter new markets, serve existing clients better, and sell any job- even if customers don't have a specific design or artwork on hand. Layouts correspond to the new and best selling designs in the printed Idea Book®, so you can easily have your customer choose a layout then customize to their specifications. Easy View® contains over 6,000 layouts and 8,000 pieces of unique clip art, with digital mock ups included so the creative possibilities are endless! Save time and money with Easy View®.

## using Easy View®

[Learn how](#) to use the Easy View® online T-shirt designer from the basics to becoming an expert. Easy View® is a free tool for Transfer Express customers to use to create custom screen printed and digital designs.





# MUST-HAVE TOOLS

► [transferexpress.com/marketing-tools](http://transferexpress.com/marketing-tools)

## MARTEKING KIT

The Marketing Kit is designed to help you gain custom apparel sales. Whether you have a storefront or visit with customers at different locations, you can use the marketing kit to your advantage. The Marketing Kit showcases the Idea Book™, your hard copy of the Easy View® Online Designer to show your customers pre-made, customizable design templates.



### the marketing kit includes:

- Personalized Idea Book™
- Easy View® Online Designer
- Price Guide
- 20 Display Samples
- Three Showroom Posters
- Ink Color Selector
- \$15 Off Coupon
- Tote Bag + UltraColor PRO™ Transfer
- T-Shirt + Transfer
- Digital Asset Kit

## APPLICATION KIT

The Application Kit is the perfect set of accessories to go alongside your heat press. These tools will help you with everyday printing or when you are in a pinch situation. Don't get caught without these items.



### the application kit includes:

- Easy View® Online Designer
- Placement Ruler
- Application Chart Poster
- What To Use When Poster
- Cover Sheets
- Mouse Pad
- Test Strips
- \$10 Off Coupon
- T-Shirt + Print Size Transfer



# maximize your profits GANG SHEETS

► [transferexpress.com/gang-sheets](https://transferexpress.com/gang-sheets)

Make the most out of your transfer sheets by grouping designs together. Each different design that can fit on a sheet is cutting your bottom line costs per order. Know the sheet sizes and start increasing your profits!

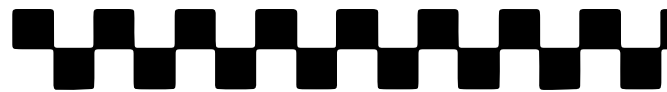
- Plastisol Screen Printed Transfer: 11.5" x 14", Jumbo 12.5" x 17.5"
- UltraColor MAX™ DTF Transfer: Up to 22" x 22"
- UltraColor PRO™, Stretch™ : 11.5" x 18"
- Reflective: 11.5" x 18"

Screen printed transfers are priced per color.

UltraColor® transfers are digitally printed so there are no additional color costs.



# PROFITABLE LAYOUTS



## shirt tag layouts

Promote yourself! Branding shirts with custom tags promotes your business. Order a full sheet or you can always add them to empty space on your gang sheet.



## league sponsor strips

Sponsor strip layouts save you money for league orders. Choose the ink color and letter height, and replace each line with the sponsor's names. Use Express Names™ for any unique team colors!



## class, team or event lists

Printing a shirt with a list of names or events is easy in the Easy View® Designer. Just upload your .txt file list of names and adjust the layout as needed for the number of names.



## signature t-shirts

Shirts filled with a class, camp or team's signatures are a special way to commemorate a year or season. Order a custom template and collect the signatures. We print it and you press to create a shirt that will bring memories!



## custom clip art

If you use custom art in two or more order screen printed orders, make it a custom clip art. For a small fee, we will set it up in Easy View® for your own personal use. Once set up, all future screen printed orders get the less expensive, Easy Prints® pricing.



# one stop shopping **WHOLESALE APPAREL**

► [transfereexpress.com/apparel](https://transfereexpress.com/apparel)



Find stylish, top-quality apparel that will become canvases for decoration. Same-day shipping on most items, with ten warehouses nationwide - most items are received in 1-3 days. Low prices. No minimums.

Free shipping on orders over \$300.

**BELLA+CANVAS**

**NLA** | **NEXT LEVEL  
APPAREL**

**allmade**

**DIST  
RICT**

**JERZEES**

**Champion**

**Hanes**

**COMFORT COLORS**

**American Apparel**

**RED KAP**

**AUGUSTA  
SPORTSWEAR BRANDS**

**GILDAN**



# all you need is a HEAT PRESS

► [transferexpress.com/heat-presses](http://transferexpress.com/heat-presses)

## THERE ARE HEAT PRESSES THEN THERE'S

**STAHL'S**  
**Hotronix®**

You take your business seriously, so it's important to use equipment that delivers quality and consistency.

Compared to hobby presses and import presses, professional presses give you:

- Laser-cut steel framework with robotic welds
- Flat, even platens for perfect pressure
- Center-applied pressure – no pinch points!
- Better heat retention and accurate temperature readings

								
	DUAL AIR FUSION	AIR FUSION	FUSION IQ	AUTO CLAM	360° IQ HAT PRESS	AUTO CAP	MAXX CLAM	STAHL'S BASIC CLAM
Style	Shuttle	Swing	Draw/Swing	Clam	Clam	Clam	Clam	Clam
Platen Size	16" X 20"	16" X 20"	16" X 20"	16" X 20" 16" X 16" 11" X 15"	One size fits all	3.5"x6"	16" X 20" 15" X 15" 11" X 15"	16" X 20" 15" X 15" 11" X 15"
Dual Platen	✓							
Digital Display	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature Pressure	Time Temperature	Time Temperature
Time Settings	4	4	4	2	2	2		
Auto Adjust Pressure™	✓	✓						
Pressure Settings	4	4	1	1	1	1		
Programmable Touch Screen	✓	✓	✓		✓			
Threadability™	✓	✓	✓	✓	360°			
Auto Open	✓	✓		✓	✓	✓		
Auto On/Off	✓	✓	✓		✓			
Quick Change Platens	✓	✓	✓	✓		✓		
Warranty	Premier	Premier	Premier	Premier	Premier	Premier	Limited	Limited
Price	\$8,150	\$5,150	\$2,650	\$1,950 \$1,650 \$1,300	\$1,850	\$1,100	\$1,450 \$1,150 \$850	\$799 \$599 \$499

### A2Z Press \$800



Value priced, swing-away heat press. Made in the U.S.A., it gives you reliable transfer printing results and a heat free workspace. Excellent choice for home-based businesses, crafters, new t-shirt businesses or as a second press.

### Craft Press \$375



9" x 12" heat press is great for the home crafter or crafting business. Small footprint and fits in most crafting areas. Lightweight and portable. If you are just starting out, this is a very economical and reliable heat press.

# HOW TO ORDER

► [transferexpress.com/get-started](https://transferexpress.com/get-started)

## OUR ARTWORK OR YOURS?

Whether you are creating your designs in Easy View® or sending us your custom art, it's quick and easy to order.

- Open Easy View® Designer
- Create your art by adding text, clip art, and/or a layout or upload your own art.
- Choose Print Method
- Choose Transfer Type
- Choose Apparel Color
- Enter Quantity:
  - For a single image, enter how many of the image you need
  - If you set up a gang sheet, enter how many sheets you need
- Click “Done” and add to cart
- Complete checkout by entering shipping, and payment method

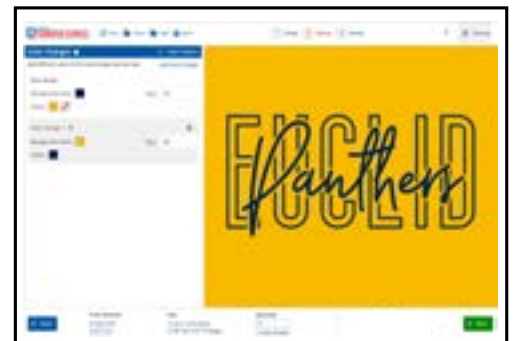
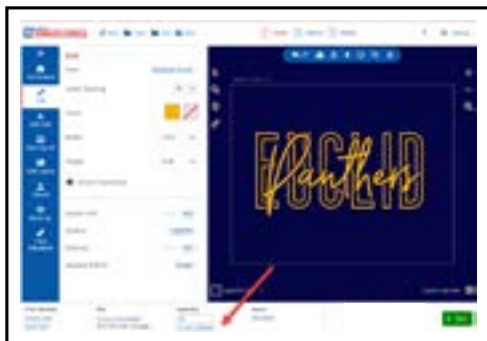
## ART PROOFS

Got a job with a lot of names, art changes, re-drawing or combining of files? Take the stress out by ordering an Art Proof. You will have the opportunity for 2 revisions and will be supplied with a high quality .JPG file for you to show to your customer. Place your transfer order with confidence.

## COLOR CHANGES

Save money when ordering screen printed transfers of the same design in different colors. Color changes allow you to order the same design without being charged for multiple separate orders in different colors. Color changes can also be applied to multi-color designs.

For example, a local school wants the same design in gold on 15 navy shirts and in navy on 20 gold shirts, the color change allows you to receive pricing for 35 shirts, plus a \$15 color change fee, rather than placing two orders. To enter a color change, click on the 'Color Change' button under the Quantity field on the main design screen in Easy View®. Then click, 'Add Color Change' to enter the additional quantities and colors.



For \$15 you get the total quantity price break which will save you money every time.

# TURNAROUND & SHIPPING

► [transferexpress.com/shipping-delivery](https://transferexpress.com/shipping-delivery)

We are Transfer Express for a reason - we move fast. Once you place an order, we get the ball rolling. Our helpful and knowledgeable customer service is here to help you when needed.

## SHIPS SAME DAY

### ORDER BY 8 AM ET

- UltraColor MAX™

Additional production time for orders more than \$1,000.

### ORDER BY 12 PM ET

- Express Names™
- Stock numbers

## SHIPS IN 1 DAY

### ORDER BY 12 PM ET

- 1-2 Color Screen Printed Transfers
- Personalized Idea Book™ & Marketing Kit
- Art Proofs
- Custom Clip Art

## SHIPS IN 2 DAYS

### ORDER BY 12 PM ET

- 3+ Color Screen Printed Transfers
- UltraColor PRO™
- UltraColor Soft™
- UltraColor Stretch™
- UltraColor Stretch™ w/ Blocker
- Reflective

## stay connected!

Want more information, tips, tricks and inspiration for all things heat printing? Connect with us! We love sharing ideas and connecting with our partners in apparel decorating.



## Shipping Charges

Shipping charges are special \$15 flat rate for all ground packages within the contiguous US. Excludes apparel orders and heat presses. Shipping costs are added to invoice only once.

## Speedy Air

Shipments outside of 2 day ground service are upgraded to our exclusive Speedy Air. Guaranteed 2 day shipping for \$15 flat rate!

## Rushes

### Screen Printed Transfers:

\$25 Flat fee up to 2 colors; \$50 for 3+ colors (must be in by 12 pm ET and is for a 1 day rush; under 500 sheets)

### Full Color Transfers:

\$25 per order (must be in by 12 pm ET and is for a 1 day rush; under 500 pieces)

## Delivery

Orders ship F.O.B., Mentor, OH or Chandler, AZ, by FedEx or UPS (Canadian orders ship UPS). Quoted delivery times based on delivery of the common carrier. We cannot accept any liability for the failure of any carrier to fulfill a delivery time. We are not responsible for delays due to inclement weather or due to the carrier of your choice.

## Handling Fee

A \$3.95 is assessed when using a third-party shipper.

## Canadian Dealers

Promotional shipping rate of \$30.00 per package when shipping to a Canadian province. Deliveries are UPS Ground and may be subject to extended surcharges. \$30.00 promotional rate includes door-to-door delivery and brokerage fees.