

Impressions

They're no longer onesie-twosie

Heat Transfer Options

BY LON WINTERS

How often over the years have we turned away customers because the number of pieces they want is lower than what we can screen print at a reasonable price? How many potential orders have we lost because we aren't able to decorate the types of promotional products the customer is asking for? The good news is that we don't have to let these opportunities slip away any longer.

Recently, we've been able to address our short-run embellishing needs and expand our product lines and available services. How have we done this? Simple! We've added transfer technology to our existing screen-print and embroidery services.

Sometimes we associate heat transfers with mom-and-pop or retail shops doing lettering and numbers on athletic wear for local schools. And that's certainly an effective, profitable way to use heat-transfer technology. But these opportunities are multiplied if we're already in the embroidery or screen-printing business. We already have decorated-apparel customers; adding heat-applied graphics means we can sell them even more products. It also means we can offer multimedia techniques with a higher perceived value. We can combine embroidery or screen print with a heat-applied transfer image such as rhinestones or nail heads. Additionally, we can offer lower quantities that are cost-prohibitive with other decoration processes. A heat press gives us an affordable option to add to our existing services. We can also order screen-printed stock or custom transfers and heat apply them as well.

Showcase

Tech Showcase: 2009

Heat-Transfer Presses

Got heat-pressing matters to attend to? Our industry's most sophisticated manufacturers step forward this month to present the latest technology for applying heat transfers of every description. For more, visit <http://info.printwearmag.com> to quickly find and request free information on the companies featured in this section. Or use the **GET INFO** form on page 86 for details by mail or fax.



Stahl's ID Direct

St. Clair Shores, Mich.

Stahl's introduces The MAXX heat-transfer press, said to be ideal for start-ups, home use, and low-production pressing. Each press features a digital time and temperature readout, patented over-the-center pressure adjustment, Teflon-coated heat platen, and smooth-shock opening. The press is available in 11" X 15", 15" X 15" or 16" X 20" for heat pressing large transfers. The unit is said to be ideal for heat applying graphics onto a variety of substrates including caps, T-shirts and left-chest logos, and features wide openings for easy layout, interchangeable platens, and a lifetime warranty on the heating elements. The unit comes fully supported by Stahl's dealer-care representatives, each of whom is said to be trained to help heat press owners turn their machines into a profit makers.

Use INFO #400



InstaGraphic Systems

Cerritos, Calif.

The iPress is said to provide customers an easy and affordable method of heat transfer application. The unit is a do-it-yourself machine for use in the hobby, home, school, craft and color copy markets. It is equipped with a 13" X 13" platen, detachable plug, analog temperature control and a pressure knob for precise pressure adjustment. Its ergonomic

features provide optimal ease of use and its patented design allows the user to get the same consistent temperature and pressure as the company's larger heat presses, all in a compact and lightweight frame. The unit's small frame and low price point make it attractive to people looking to customize garments for themselves, or even build a business out of their own homes. The platen size allows users to transfer anything from tagless labels to full-chest graphics, numbers and letters. It is Ce, Cul, UL and Wee certified and comes with a lifetime warranty on the upper heating element, one year warranty on parts and 90-days on labor.

Use INFO #403

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