

Heat Printing for Hot Sales:

Picking the Perfect Transfer Every Time



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July 22-24, 2025

Session Purpose and Overview



Avoid Mistakes.
Maximize efficiency.
Boost Sales.

- Choosing the right transfer
- Latest innovations
- Scaling with contract decorators

The Heat Printing Equation

Understanding Fabric
+
The Right Transfer
=
Hot Success

FABRIC COMPATIBILITY

- Cotton
- Poly
- Cotton/Poly

Standard

- Poly
- Cotton

Recycled

- Poly
- Viscose
- Rayon
- Spandex
- Acrylic

Scorch

- Nylon
- Waterproof
- Coatings
- Spandex

Tricky



UNDERSTANDING TRANSFERS



Single Color Transfer

Screen Print

HTV



Dimensional Transfer

HTV

UV

Twill



Full Color Transfer

DTF

Printable

Sublimation



Patches and Emblems

Embroidery

PVC

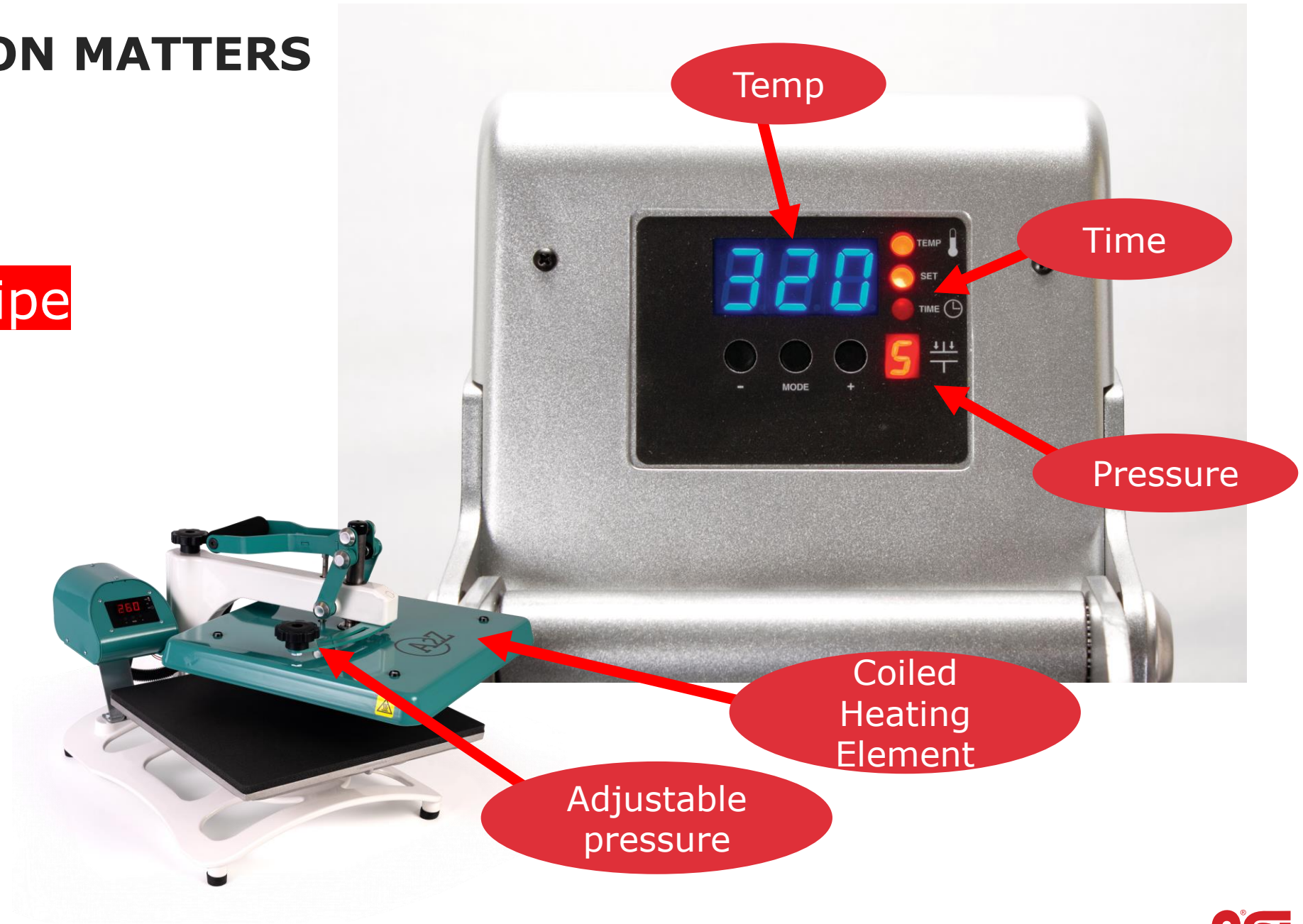
Woven

Leather

THE APPLICATION MATTERS

Follow the recipe

- Time
- Temp
- Pressure



THE HEAT PRINTING EQUATION

Why Understanding Matters

- Aligns customers and decorators with finished garment expectations
- Enhances customer satisfaction and loyalty
- Reduces guesswork in decoration choices

Costly Mistakes We're Avoiding

- Applying high-temp transfers on heat-sensitive fabric
- Ignoring moisture-wicking coatings on performance wear
- Using incompatible transfers, leading to cracks or peels

Application Tips We're Adopting

- Using incompatible transfers, leading to cracks or peels
- Checking moisture and lint prior to pressing
- Using heat printing pillow or interchangeable platens to create a flat, smooth surface for transfers



10 QUESTIONS FOR REVIEW



Garment Consideration

What is the fabric content and texture of the garment?

(Cotton, polyester, nylon, spandex, tri-blend, etc.—each affects how transfers adhere and wear.)

Is the garment heat-sensitive or moisture-wicking?

(These properties may require low-temp or special application techniques.)

Does the garment have seams, zippers, or design placements that could interfere with pressure or heat application?

What is the end-use or purpose of the garment?

(Athletic wear, uniforms, fashion, workwear, promotional, etc.—this informs durability and stretch needs.)

Transfer Consideration

Is the design colorfast, detailed, or multi-color?

(Some methods handle gradients, fine lines, or vibrant color better than others.)

Which transfer type works with the design and has the correct adhesive?

(Screen printed, DTF, vinyl, sublimation, CAD-cut, patches, etc.—each has strengths depending on color, detail, and fabric.)

Client + Production Goals

What is the client's branding goal and desired look?

(Matte vs glossy, retro vs modern, soft-hand vs bold print...style matters!)

What is the order quantity and timeline?

(Certain methods are better for large runs vs small-batch or rush orders.)

Is design, cost or timeline top priority?

(Timeline might increase the cost. Cost might affect the design.)

Have you tested or sampled the combo to confirm durability and appearance?

(A quick test press can prevent costly mistakes.)

DEMOS



INNOVATIONS WITH HEAT PRINTING

Doing more, with less.

Image Alignment Projection System

Heat Printing Efficiency:
Keeping the heat printing
department effortless and
consistent on applications

DTF Transfers UV Transfers Hybrid Transfers 3D Transfers

Brighter
Thinner and Softer
Lower temps.
Dimensional
Blockers

Sustainability Focus

Recyclable liners
Water-based inks
Reduced plastic use

Adjustments for Sensitive Fabrications

Upper and lower heat
being used more and
more to reduce or
eliminate scorching on
sensitive garments

SCALING WITH CONTRACT DECORATION

When to use

- Seasonal surges
- Lack of equipment or support
- Expanding your fulfillment
- Nationwide delivery or e-commerce support

Benefits to your business

- Allows you to focus on what YOU do best
- Take on more without sacrificing quality or personal time
- Minimize the risk of hiring, training for short-term spikes



SCALING WITH CONTRACT DECORATION - QUESTIONS



Heat Printing Specific

- Turnaround times per decoration method or heat printing type
- Production capabilities and transfer products used
- If working with sensitive garments: testing procedure with supplying a sample and ensuring quality application
- Sample process or cost and pricing tiers
- NDA agreements and proof of consistent quality or performance
- Order process: artwork requirements, proof approval, shipping and handling
- Can you establish consistent branding with logo placements, color matching and any other materials used
- Don't forget any additional fees: rush fees, art fees, handling fees, set-up fees, application fees, color-matching fees, credit card fees, kitting fees, etc.

Remember...



What equipment is needed
to supplement your
business?

Heat Printing allows you to
also offer...

Embroidery

Sublimation

Screen Printing

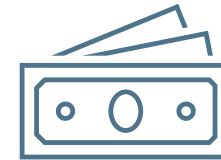


Market trends are always
changing.

Adapt

Adjust

Grow



Listen to your customers
and provide solutions
based on their needs.

Profits can increase by
fulfilling their demands
and adding products
with a higher perceived
value.



**Share your feedback
on the session with us!**



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