



printable heat transfer sales manual

Printable Heat Transfer by Silhouette

Along with our previously released heat transfer line that contains many different colors and textures, we now announce printable heat transfer material from Silhouette America, Inc. This amazing line will allow you to create your own customized apparel/home fabrics, along with customized accessories, such as totes, bags and much more in an easy to manage printable option.



What is printable heat transfer?

Printable heat transfer material is exactly what it sounds like – sheets of a specialty material that can be printed on with a home printer and then ironed onto many fabric surfaces. You may not realize it, but printed heat transfer material is used in clothing and accessories all the time. You might even own a T-shirt or two with a printed heat transfer design on it!

While printable heat transfer (sometimes called iron-on material) is common, the Silhouette brings completely new possibilities to the product line. By printing a design and then cutting right around its edges, you can make very professional-looking projects with just your Silhouette and some printable heat transfer material.

These printable heat transfer materials are a brand new option for all Silhouette users. Whether you are creating your own design or using any of the high-quality Silhouette designs in the Online Store, you can embellish clothing, home fabrics and much more. The Silhouette machine will allow you to print full-color designs on your home printer and then cut them out with amazing accuracy. There's no need to hassle with scissors, nor settle for a square design.



Printable Heat Transfer Material SKUs

Printable heat transfer material will be sold in two different styles: printable heat transfer for light colored fabrics and printable heat transfer for dark colored fabrics. If you're familiar with traditional printable iron-on material, chances are you've experienced the material intended for light fabrics. This material turns semi-transparent as it is ironed on and therefore is only recommended for white or very light fabrics. The heat transfer for dark fabrics is completely solid and does not turn transparent when ironed. While this material is generally used only for dark fabrics, it can easily be used on both dark and light materials.

As mentioned previously, there are fun and unique ways to utilize heat transfer materials creating innumerable projects. And with such amazing prices, creating eye-catching clothing, accessories, etc. is more affordable than you think.

Printable heat transfer for light colored fabrics = \$8.99 (MSRP) for a 5-sheet pack

Printable heat transfer for dark colored fabrics = \$14.99 (MSRP) for a 5-sheet pack



Retailer Information:

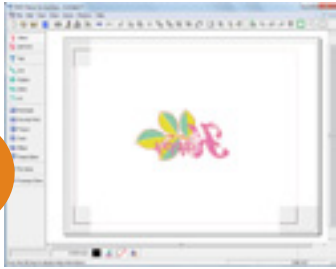
- Minimum Quantities-all products will be sold in quantities of 3 or more
- "How to use your printable heat transfer material" videos will be available on the silhouetteamerica.com website on May 19th.
- Wholesale Pricing-Retailers will receive a 50% keystone margin on all heat transfer materials.
- Don't forget to sell other accessories, too-the hook and scraper tools are great accessories to place alongside the heat transfer materials in your store.

It is very rare for any electronic cutting machine to have a print and cut capability. In fact, none of the major branded electronic cutters have this option. Focusing on the many usages of the print and cut function (i.e. printable heat transfer, custom stickers, etc), along with the Silhouette machine's versatility in general, will help you sell more Silhouette machines and continue to grow your Silhouette base of customers.



Silhouette Printable Heat Transfer Material starter guide for light fabrics

1



Open your desired image in the Silhouette software and MIRROR IT SO YOU SEE THE REVERSE. Verify that registration marks are visible on your page.

2



Feed your heat transfer sheet into your inkjet printer so that it will print on the blank side (not the grid side) and print from the Silhouette software.

3



Load your printed sheet into the Silhouette. In the control panel, make sure you check the box "Search Registration Mark." The Silhouette optic scanner will read the marks and cut around the edge of the image.* Use the blue cap and a cutting thickness of 1-5 and a speed of 3-5.

4



Peel the excess transfer material away leaving only your design on the film backing.

5



Place the sheet face down with the film backing on top and cover the film with fabric

6



With an iron (on cotton settings) or heat press (345 F), press down on the image for 30-40 seconds.

7



Allow the project to cool before peeling off the backing..

8



Your custom clothing design is ready to wear!

Be sure to PREWASH YOUR FABRICS. For longer lasting results, wash and dry clothes inside out.

Use extreme caution when operating a hot iron. Keep out of reach of children.

NOTE: Silhouette heat transfer material will not adhere to nylon.

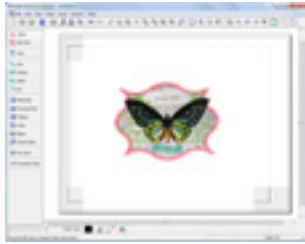
For more tutorials and troubleshooting tips on print & cuts, heat transfer material and more, visit silhouetteamerica.com.



Silhouette Printable Heat Transfer Material

starter guide for dark fabrics

1



Open your desired image in the Silhouette software (DO NOT MIRROR IMAGE). Verify that registration marks are visible on your page.

2



Feed your heat transfer sheet into your inkjet printer so that it will print on the blank side (not the grid side) and print from the Silhouette software.

3



Load your printed sheet into the Silhouette. In the control panel, make sure you check the box "Search Registration Mark." The Silhouette optic scanner will read the marks and cut around the edge of the image.* Use the blue cap and a cutting thickness of 3-6 and a speed of 3-5.

4



Peel the printed image off the backing and place it printed side up on your project.

5



Cover the image with a layer of thicker fabric (i.e. a dish towel).

6



With an iron (on cotton settings) or heat press (345 F), press down on the image for 15-20 seconds.

7



Your custom clothing design is ready to wear!

Be sure to **PREWASH YOUR FABRICS**.
For longer lasting results, wash and dry clothes inside out

Use extreme caution when operating a hot iron. Keep out of reach of children.

NOTE: Silhouette heat transfer material will not adhere to nylon.

For more tutorials and troubleshooting tips on print & cuts, heat transfer material and more, visit www.silhouetteamerica.com.