

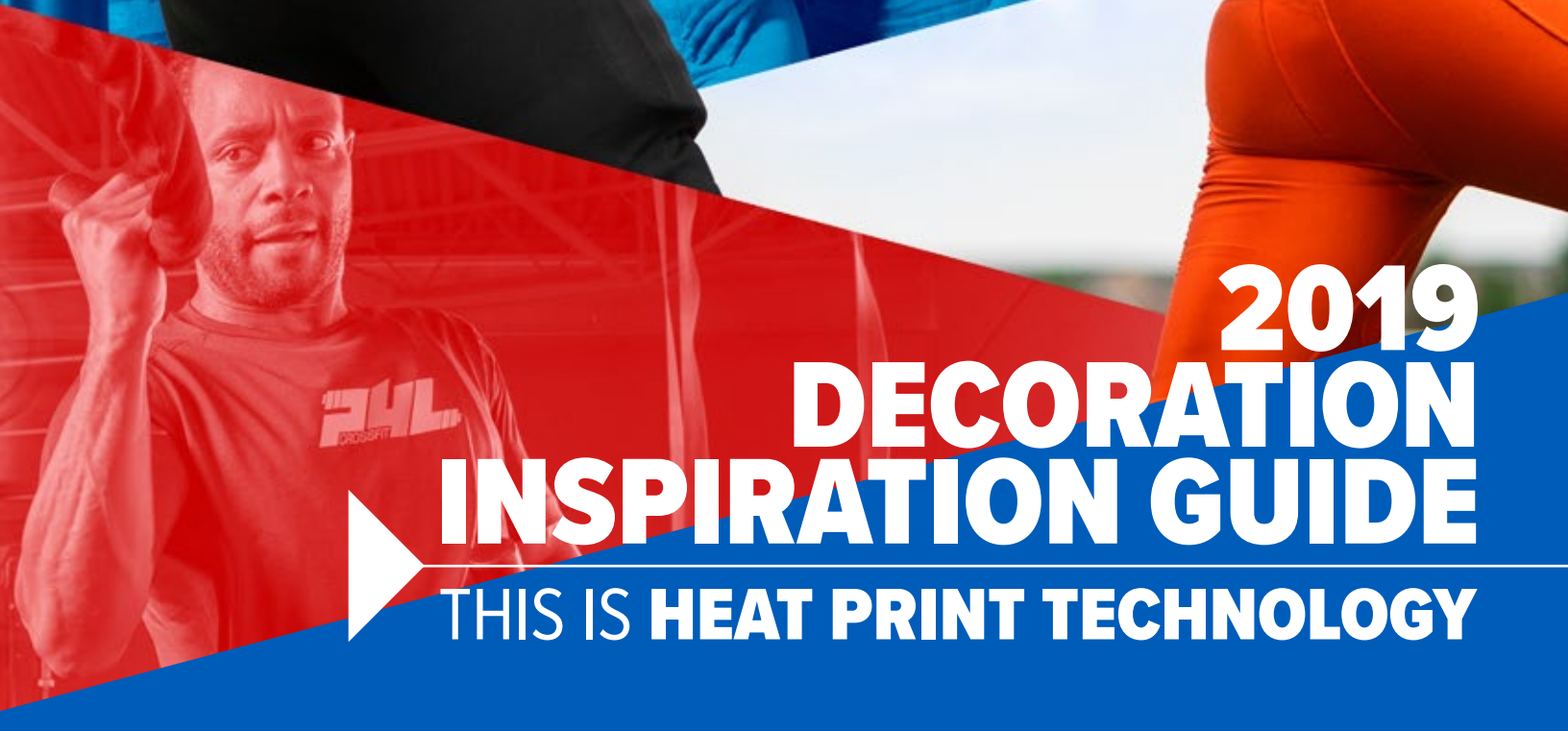


**STAHL'S®**



**2019  
DECORATION  
INSPIRATION GUIDE**

**THIS IS HEAT PRINT TECHNOLOGY**





# UNIFORMS ARE JUST THE BEGINNING

**HEAT PRINT TECHNOLOGY IS FAST, FLEXIBLE, RELIABLE, AND CREATIVE.**

The 2019 Inspiration Guide is designed to highlight the business opportunities and solutions available to today's decorators.

Use the guide to get inspired with the latest sports uniforms, trends, new materials and finishes, plus creative placements not possible with other decorating methods. Then use the Product Catalog & Price Guide and linked landing pages for related content about the materials, services, and tools you need to get started.

Heat Print Technology allows you to do more - get more creative, be more inspired – **all you need is a heat press.**



**STAHL'S®**

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RETAIL LOOKS



Heat Print Technology is on the rise – find out more: [m.stahls.com/2019-catalog](http://m.stahls.com/2019-catalog)



# GAME WINNING MATERIALS

**EVERY JOB, EVERY FABRIC, EVERY UNIFORM.**

From basic cotton and performance nylon, to sublimation and beyond – Heat Print Technology offers an advanced line of materials for easy heat application on just about any item.

It started with STAHL'S® Thermo-FILM®, the #1 abrasion-resistant heat transfer vinyl for sports uniforms. The innovations continue today with a constantly evolving line of CAD-CUT® materials designed to perform on any fabric for any sport.



Uncover the opportunity  
in the sports apparel market:  
[m.stahls.com/2019-athletics](https://m.stahls.com/2019-athletics)





Franklin 35 & Stallions 32  
Thermo-FILM® Pre-Cut Numbers & Pre-Spaced Text



## UNIFORMS CREATE TEAMS OUT OF PLAYERS.

The uniform creates a sense of equality among players – everyone is part of the team and no individual is more important than any other. Uniforms define a team's identity and create unity – fostering solidarity between players and fans.



**Sterling 17 & Lightning 34**  
Thermo-FILM® Pre-Cut Numbers,  
Custom Numbers & Custom Logos

# PERFECT FORM

## FABRIC INNOVATION REQUIRES DECORATING TECHNOLOGY THAT KEEPS UP.

The shift to flexible, stretchable, and breathable fabrics requires heat applied materials that move with garments without scorching these delicate fabrics. That's where Heat Print Technology really shines, with a wide variety of materials designed for excellent stretch and rebound. Plus, low application temperatures and solutions like the Power Platen™ use lower platen heat to prevent scorching on heat sensitive fabrics.



Find out what you need to know to decorate  
performance wear with confidence:  
[m.stahls.com/2019-performance-wear](https://m.stahls.com/2019-performance-wear)







P4L & Crossfit  
CAD-CUT® Premium Plus™ Custom Logos



# NEXT LEVEL ELEVATION

**ELEVATE YOUR BRAND, ELEVATE YOUR IMPACT.**

Go beyond two-dimensional apparel decoration with detail not possible using other decorating methods. Heat applied emblems deliver color, quality and multi-dimensional details for truly unique, standout looks – in seconds.



Elevate your impact with emblems – learn more:  
[m.stahls.com/2019-emblems](https://m.stahls.com/2019-emblems)



stahls.com | 800.478.2457



**Crossover**  
Flexstyle® Texture Heat Applied Logo  
& DomeX™ Pressure Sensitive Logo





Owl, American Flag & Lakeview  
FlexStyle® Texture

Jordan High, 25th Anniversary  
& Big City Grill  
FlexStyle® DomeX™

### BIG LEAGUE LOOKS.

Get the premium look of the pros for teams, brands, and beyond. A heat press and FlexStyle® by STAHL'S® are the tools you need to create full color, dimensional looks like the big brands - on demand.

# SEE IT. BE IT.

## THE RUNWAY, RIGHT AWAY.

Create at the speed of fashion with Heat Print Technology. Printing on demand allows you to jump into niche markets and fast fashion trends with no wasted inventory when the next look is on deck.

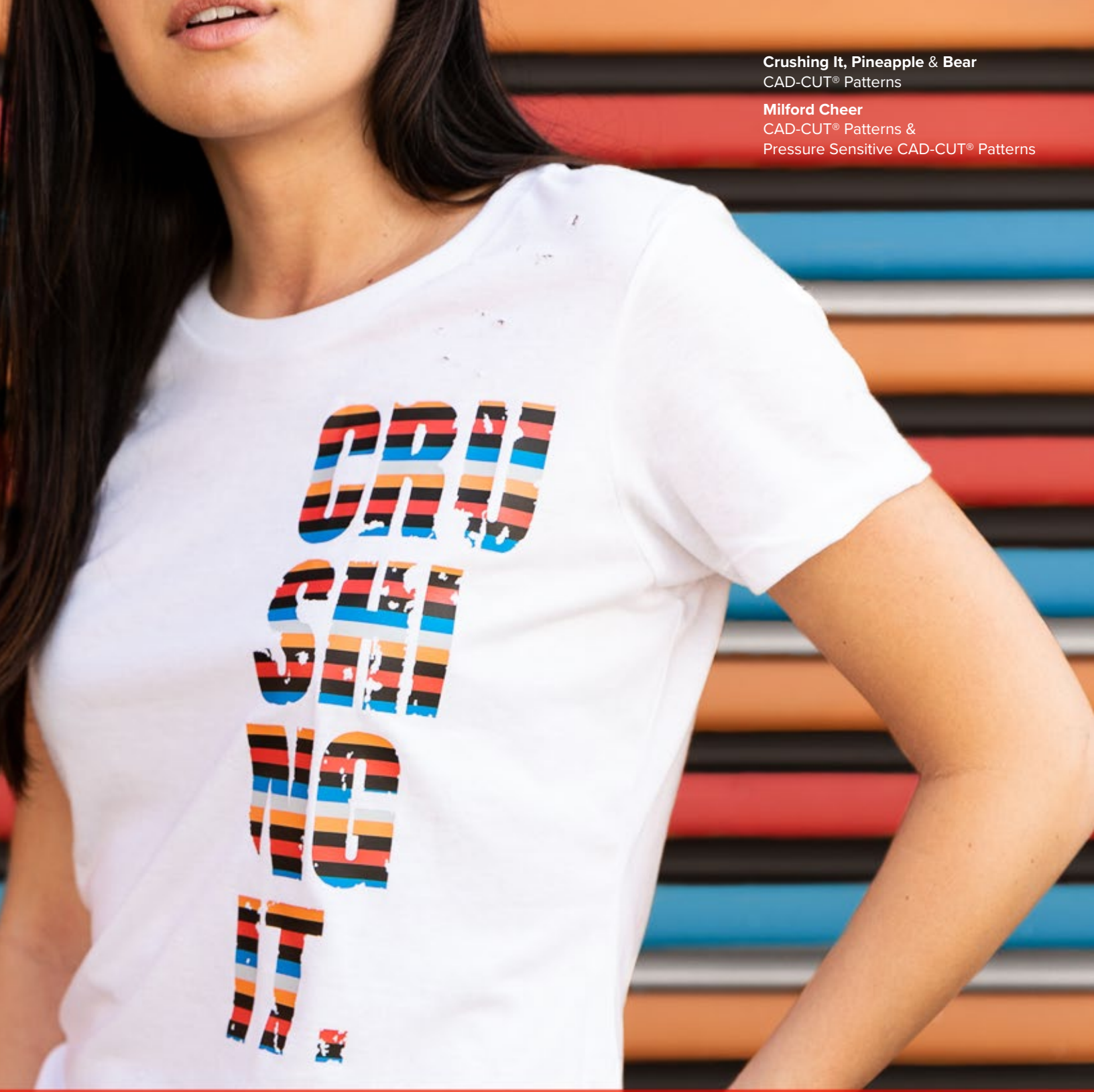


Get inspired with trendy looks and materials:  
[m.stahls.com/2019-trends](https://m.stahls.com/2019-trends)



Crushing It, Pineapple & Bear  
CAD-CUT® Patterns

Milford Cheer  
CAD-CUT® Patterns &  
Pressure Sensitive CAD-CUT® Patterns





**THE LATEST TRENDS ARE A HEAT PRESS AWAY.**

A wide range of materials in fresh colors, new patterns, foil, bling, and tone on tone looks give you creative flexibility beyond any other decorating method.

Fashion trends evolve and change quickly from season to season. Stay on top with the latest looks and materials – all with your heat press.

**Kindness**  
CAD-CUT® Metallic

**Girls Run Thangs**  
CAD-CUT® Patterns







# STAND OUT & REFLECT STYLE

**MAKE SURE THEY'RE SEEN, MAKE SURE THEY'RE STYLISH.**

Reflective heat transfer materials allow you the flexibility to be creative with accents for markets beyond safety – like fashion and activewear. Heat Print Technology also opens the door to safety regulated markets with ANSI approved reflectivity for personalization and small runs – at a profit.



Learn about reflective materials  
and how to use them:  
[m.stahls.com/2019-reflective](https://m.stahls.com/2019-reflective)





**Night Shift 5k Run & Sprout**  
CAD-CUT® Hi-Vis Color Reflect

**Night Ryders & Go WHS Cross Country**  
CAD-CUT® Reflective II



# STOP DYE MIGRATION

**DEFEND YOUR DESIGN NO MATTER WHAT'S KICKED YOUR WAY.**

As today's uniforms continue to trend toward polyester and other synthetic blends, stopping dye migration is front and center for apparel decorators. Heat application on synthetic materials is possible with innovative materials and equipment – STAHL'S® has you covered.



Learn more about blocking dye migration:  
[m.stahls.com/2019-dye-migration](https://m.stahls.com/2019-dye-migration)





**Wildcats 1 & Grant 9**  
CAD-CUT® Silicone Dye-Block™

# TEXTURE TAKEOVER

## GET CREATIVE WITH TEXTURE.

Texture takes a design from flat to remarkable, drawing attention to garments with visual weight and interest. With a variety of textured materials, bring your design to the forefront and create the looks your customers want to wear – with only a heat press.



Do more with your heat press:  
[m.stahls.com/2019-textures](https://m.stahls.com/2019-textures)





**Highland Hawks**  
Uncoated Chino Twill on Acrylic Felt



## TRADITIONAL MATERIALS FOR FRESH LOOKS.

Heat printing takes classic materials, like flock or felt, and gives you the flexibility to design something with a modern, trendy edge. Don't be tied down to traditional processes – use Heat Print Technology and appliqué methods to take your apparel to the next level and stand out in the market.







**Cardinals & Kentwood Academy**  
CAD-CUT® Flock II

**Mustangs**  
CAD-PRINTZ® Texture-TWILL™

**Highland**  
Acrylic Felt on Uncoated Chino Twill

# EVERY COLOR. ANY DESIGN.

## GO WHERE OTHER METHODS CAN'T.

When your customer demands full color to make their business logo or team identity stand out, heat printing gets it done. Create brilliant full color designs for application on apparel and promotional items with greater color, detail, and placement options than embroidery or screen printing can offer.



Explore beyond the hoop:  
[m.stahls.com/2019-full-color-logos](https://m.stahls.com/2019-full-color-logos)





**Fresh Please**  
CAD-COLOR® Express Print®, CAD-PRINTZ® Logos



BO  
P

**Staff**  
CAD-PRINTZ® Glitter Flake™

**Box Star Productions**  
CAD-COLOR® SuperTEK® Opaque

**Northville Night Owls**  
CAD-COLOR® Express Print®

**Ducks**  
CAD-PRINTZ® Perma-TWILL™





## FULL COLOR FOR TEAMS & BRANDS.

Full color digital logos allow you to create apparel and uniforms to get them noticed. With unlimited colors, gradients, and materials for any application – heat printing gives you the look they want where they want it.

# BEYOND TRADITIONAL EMBROIDERY

## DO MORE WITH YOUR HEAT PRESS.

Heat printing gives you the high-end, professional look of embroidery in less time with fewer stitches. Go beyond traditional embroidery with heat transfer materials for appliqué, textures, fills, and placements not possible with direct embroidery.

A full line of sew and no-sew options means you can do more with your heat press without sacrificing the higher-perceived value embroidery adds to apparel and more.



Do more with your heat press:  
[m.stahls.com/2019-embroidery](https://m.stahls.com/2019-embroidery)



**Panthers Football**  
Any Word. Any Way.™ SimStitch®  
& CAD-CUT® Fashion-FILM®

**Panthers Hoodie**  
Sewn appliqué Poly-TWILL™  
Custom Cut Designs





# PLACE YOURSELF APART

## THEIR GARMENT IS YOUR CANVAS.

Deliver a clothing line that stands out as uniquely as they do. From regional pride to graphic tees, Heat Print Technology gives you the flexibility to create what they want to wear, on demand.

With a variety of materials, endless color options, and placements not possible with other decorating methods – the opportunities are endless.



Get inspired with new looks  
and unique placements:  
[m.stahls.com/2019-retail-looks](https://m.stahls.com/2019-retail-looks)







**Love & Stripes**  
CAD-CUT® Patterns

**Nope Not Today**  
CAD-CUT® Fashion-FILM®



#### GO OFF THE CUFF.

Prints on sleeves, full wraparound prints, back shoulder, on the collar and even on the cuff. With Hotronix® heat presses unique placement is possible. Differentiate your look and go where other decorating technologies can't.



**Strictly St. Louis**  
CAD-CUT® Fashion-FILM®  
& CAD-CUT® Flock II

**Cedar Valley Hornets**  
CAD-CUT® Fashion-FILM®

**Bellwood Spartans**  
CAD-CUT® Premium Plus™  
& SuperTEK® Matte Clear

# MATERIAL REFERENCE

All STAHL'S® materials used in this Inspiration Guide can be found at the following pages in the STAHL'S® Product Catalog & Price Guide.

CAD-CUT® THERMO-FILM® | PAGE 3  
CAD-CUT® PREMIUM PLUS™ | PAGE 3  
CAD-CUT® FASHION-FILM® | PAGE 4  
CAD-CUT® SILICONE DYE-BLOCK™ | PAGE 4  
CAD-CUT® PATTERNS | PAGE 5  
CAD-CUT® METALLIC | PAGE 6  
CAD-CUT® FLOCK II | PAGE 7  
CAD-CUT® HI-VIS COLOR REFLECT | PAGE 8  
CAD-CUT® REFLECTIVE II | PAGE 8  
CAD-COLOR® EXPRESS PRINT® | PAGE 11  
CAD-COLOR® SUPERTEK® OPAQUE | PAGE 12  
CAD-COLOR® SUPERTEK® MATTE CLEAR | PAGE 12

# STAHL'S® SERVICES REFERENCE

All STAHL'S® Services utilized in this Inspiration Guide can be found at the following pages in the STAHL'S® Product Catalog & Price Guide.

PRE-CUT NUMBERS | PAGE 20  
PRE-SPACED TEXT | PAGE 24  
ANY WORD. ANY WAY.™ STANDARD | PAGE 38  
ANY WORD. ANY WAY.™ SIMSTITCH® | PAGE 40  
CUSTOM LOGOS | PAGE 42  
FLEXSTYLE® EMBLEMS | PAGE 44  
CUSTOM CAD-PRINTZ® LOGOS | PAGE 46  
CUSTOM CAD-CUT® | PAGE 51

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