

Holiday Decorating Guide

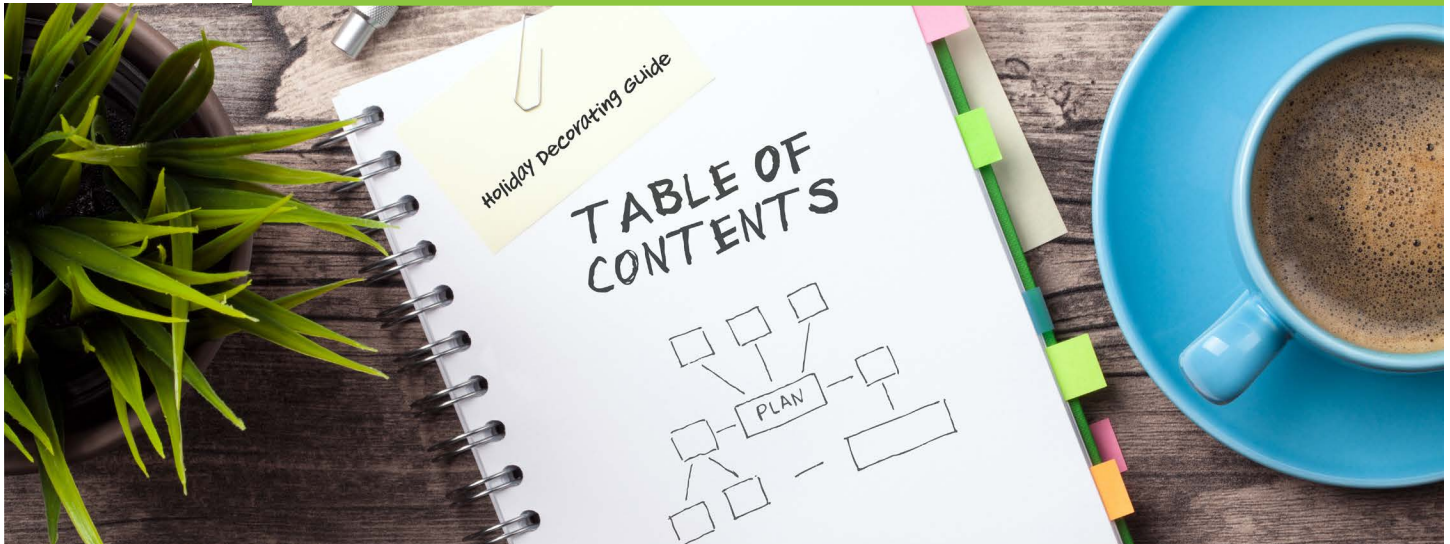


Inside:

The holiday shopping season is the most profitable for retailers. From personalized gifts to custom apparel,

your custom apparel shop will find many opportunities to profit during this busy time of year.

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HOW TO USE THIS E-BOOK?

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Planning for the Holidays

By the end of October, shoppers are already researching potential holiday purchases. Planning your holiday calendar is essential to profiting. Starting in October, begin creating a list of the types of items and decoration you plan to offer. With an established offering, start promoting your holiday messaging early and get ready to profit.





Holiday Apparel

Keep it Classic With Holiday Apparel

Keep your heat press going all holiday season long with holiday-inspired apparel for everyone in the family. An easy way to get into holiday decorating, this fan-favorite will keep your customers returning all year long for custom apparel. *See pages 20 and 21 for materials used to get these looks.*



Holiday Graphic T-Shirts

Armed with few holiday quotes, some special effect heat transfer vinyl, and your heat press, you will see sales rise for these holiday tees. Full-color prints like this are sure to light up any holiday party.



Personalized Kid's Apparel

Customized children's apparel for holidays is one of the most lucrative opportunities in the children's market. Add holiday flair by personalizing a onesie, pajamas, or a children's dress with stylish heat transfer vinyl.

Keep it Classic With Holiday Apparel



Rhinestone T-Shirt

Rhinestone transfers take a simple design on a plain shirt, and makes it something festive and fun for the holidays.



Rhinestone Sweatshirt

Rhinestones make a sweatshirt something a little more special for gift giving.

Keep it Classic With Holiday Apparel



Promotional Apron

Customizing aprons for local businesses like restaurants, is an easy way to make a seasonal sale.



Holiday Apron

Aprons are a useful and fun gift for holiday baking needs. Your customers will love giving holiday themed aprons as gifts for everyone on their lists.

Keep it Classic With Holiday Apparel



Dog Sweater

Don't forget about Santa's 4 legged fans either when crafting your holiday offering. This hooded dog sweatshirt with pre-cut letters and rhinestones is an easy way to create a memorable gift giving item.



Holiday Shirt

A little tongue in cheek humor and glitter makes this shirt a fun gift for the holidays.

Keep it Classic With Holiday Apparel



Holiday Sweater

Special effect material makes a regular sweatshirt into something gift-worthy. Give your customers the festive looks they want so they can show their holiday spirit.



Holiday Sweater

With so many fun quotes, clip art, and special effects materials you can give your customers options.

Keep it Classic With Holiday Apparel



Ugly Sweater

Go over the top with heat transfer vinyl gone ugly. These over the top sweaters are popular for "Ugly Sweater" parties where attendees pull out their most over the top "festive" holiday sweaters to welcome the season. Make your own so your customers can get into the spirit too!



Pajama Set

Everybody loves a good set of Christmas jammies, holiday colors and customized with heat transfer vinyl makes them even more exciting. A coordinating set of pajamas makes for a perfect Christmas morning photo opportunity and a big (possibly repeat) sale for your shop.

A group of children, both boys and girls, are dressed in red robes with white collars. They are holding open songbooks and lit white candles, appearing to be in the middle of a choir performance or a religious service. The background is dark, suggesting an indoor setting at night or in a dimly lit hall. The children are of various ages, and their expressions are focused on their singing.

Holiday Events

Create Opportunity From Holiday Events

Holiday themed events will be popping up all over your area, be the go-to decorator for decorated shirts for the event. See pages 20 and 21 for materials used to get these looks.



Local Choirs and Choruses

Each year, large and small choir groups spread holiday cheer with songs of the season. Create a uniformed look for the group with custom t-shirts and sweatshirts.



Walks, Runs & Local Events

Holiday activities and events present another great opportunity to profit during the holidays. Connect with local walks and runs to print their t-shirts with fun, festive designs.

Create Opportunity From Holiday Events



Elementary Holiday Sweatshirt

Local schools like to celebrate seasonal events with festivals and spirit weeks. Get in on the action with custom decorated apparel tied into the seasonal theme for these groups. Make sure to use connections in these schools to get more business during the rest of the year with spirit wear and decorated accessories.



Grocery Bag

Reusable grocery bags make a useful gift for any person on your customer's list. Whether they're friends or their own customers. Designing a branded bag means your customer's logo will be top of mind throughout the year.



Personalization

Complete the Perfect Gift With Personalization

Personalized items complete the perfect gift. No matter who your customers are shopping for, heat printing sets your shop up for personalizing one-of-a-kind gifts sure to be a hit this holiday season. See pages 20 and 21 for materials used to get these looks.



Toiletry Bag

For the savvy traveler, personalized toiletry bags are a gift sure to wow. Easily monogram this gift with heat transfer vinyl to increase its value and make it more special.



Blankets

Personalized throw blankets make for a heart-warming gift and are easy to heat press with Heat transfer vinyl. Print with a metallic finish to create a striking, high-end finish.

Complete the *Perfect Gift* With *Personalization*



iPad Case

Tech accessories and cases are another popular choice for gift customization. Personalize a felt iPad case with a faux rhinestone border surrounding a monogram to take an already useful present to the next level.



Seat Covers

Seat covers with reflective lettering give a useful gift some personality. Try branding, logos, or even monograms to make this a gift anyone would be happy to get.



Home Decor

Think Outside of Apparel to Holiday Home Décor

Use your heat press for hot selling, out of the box applications to adorn homes this holiday season by customizing popular home décor items. See pages 20 and 21 for materials used to get these looks.



Santa Bag

Personalized "Santa Bags" are an exciting way to deliver gifts to good boys and girls. Your customers can use these bags to deliver gifts or as a way to "wrap" bulky or unwieldy gifts.



Stocking

For children and holiday lovers of all ages, personalized stockings are quickly gaining popularity. Simply load the stocking onto your heat press and add a custom monogram or name drop personalization with your favorite heat transfer vinyl.

Think Outside of Apparel to Holiday Home Décor



Table Runner

Heat press a custom table runner using with special effect heat transfer vinyl paired with a solid color to achieve a festive holiday look your customer is sure to love.



Felt Tree Skirt

A tree skirt is a quick, easy item to heat press that customers love to have personalized. For a simple, whimsical holiday look, try glitter heat transfer vinyl.

Think Outside of Apparel to Holiday Home Décor



Hand Towels

Hand towels are a useful gift and when personalized with holiday-themed decoration, a great gift for giving as hostess gifts or as part of a gift basket.



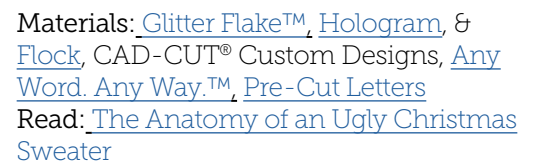
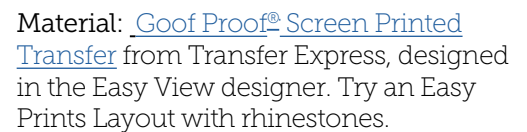
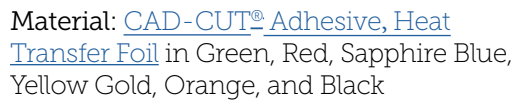
Pillow Covers

You can never have too many throw pillows for a cozy living space. Customized pillow covers with a holiday theme or for any milestone event make for stylish and thoughtful gift giving.



How-To

For even more ideas, check out [10 Ways To Maximize Holiday Sales](#) at Stahl's TV and The [12 Shirts Of Christmas](#) blog post series at the Stahl's blog.



How-To



Material: [CAD-PRINTZ®](#)



Material: [CAD-CUT® Fashion-FILM®](#)
Metallic Silver



Material: [CAD-CUT® Reflective](#)



Materials: [CAD-CUT® Glitter Flake™](#) Kelly
+ White



Materials: [CAD-CUT® Glitter Flake™](#) in
Rainbow White

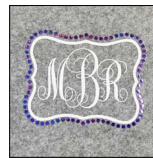


Material: [Transfer Express Peel and Press 2" Letters](#)

Material: [Goof Proof® Screen Printed Transfer](#)
Easy View Designer



Material: [CAD-CUT® Fashion-FILM®](#)
Electric Liquid Gold



Material: [CAD-CUT® Fashion-FILM®](#)
White, [CAD-CUT® Hologram](#) purple for
faux rhinestones
[CAD-CUT® Templates](#) monograms + clip
art faux rhinestone frame



Material: [Goof Proof® Screen Printed Transfer](#)
Easy View Designer



Materials: [CAD-CUT® Glitter Flake™](#) in
Gold, Red, and Green. [CAD-CUT® Fashion-FILM®](#) in Matte Maroon



Material: [CAD-CUT® Fashion-FILM®](#) in
Matte White, Matte Kelly, and Matte Red