

**MONEY MATTERS**

**Expanding Profits Printing Polyester Golf Shirts**

Looking for incremental business opportunities or additional products to offer your customers? Why not sell them something they all need – SHIRTS.

OKI offers a range of Digital Transfer Printers that include white toner for decorating the widest range of shirts: White shirts, Dark shirts, 100% Cotton, Cotton/Poly blends and even 100% Polyester.

Furthermore, OKI has partnered with the industries leaders in transfer media to deliver premium results that last. And digital transfer printers from OKI greatly simplify your life with nearly no maintenance and low running costs that ensure you make money.

Creating custom decorated shirts using an OKI printer, such as the pro8432WT, is much easier then you may think. Layout, Print and Press are the basic steps to a new revenue stream with healthy profit margins.

Simply layout a logo or graphic design to maximize the use of a sheet of transfer media. Next, print your layout to the OKI Digital Transfer Printer just as easily as you would print to your office printer. Using a quality heat press, you can begin turning ordinary shirts into customized garments.

The white printing features offered by the latest generation of OKI Digital Transfer Printers gives you the widest range of decorating capabilities with greater flexibility and profit margins.



FIGURE 1



FIGURE 2

**PREMIUM LOGO POLO SHIRTS**

A customer needs 20 Polyester Polo shirts in a variety of colors with white, black and red logos.

On average, you can fit 20 logo's on a sheet of 8 1/2" x 11" media (Figure 1). This reduces the average cost per logo to just \$0.15, including the transfer media and printing costs (toner and drums).

Quality polo shirts are available for \$10.00 per shirt. Apply the 15¢ logo and your material cost/per shirt is as low as \$10.15.

And here is the best part... Sell the 20 logo polyester polo shirt (Figure 2) for \$25.00 each and your profit is \$297.00

POLYESTER GOLF SHIRT	COST PER SHIRT	SELLING PRICE	PROFIT		
			WEEKLY	MONTH	YEAR
20	\$10.00	\$25.00	\$297.00	\$1,189.40	\$15,462.20
100	\$10.00	\$25.00	\$1,486.75	\$5,947.00	\$77,311.00

For more information on how to printing and pressing, see the Tips & Techniques document (Vol. 18 Issue 102)

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