

MONEY MATTERS

**Expanding Profits Printing
Logo T-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 than 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 – PRINTED TRANSFER SHEET



FIGURE 2 – FRONT AND BACK OF FINISHED SHIRT

FRONT & BACK LOGO T-SHIRTS

A local bakery requests branded t-shirts that include a small logo on the front and larger version on the back of the shirt.

ASSUMPTIONS:

- You sell double-sided shirts for \$20
- Material and printing costs are \$5.00 per shirt...
 - \$2.00 for each blank T-shirt when purchased in bulk
 - \$2.50 for a sheet of 8½" x 11" transfer media used to accommodate the front and back logo for each shirt.
 - \$0.50 in printing costs (printer toner and drum usage)

Selling each shirt for \$20 delivers up to \$15 in profit per shirt.

T-SHIRTS	COST PER SHIRT	SELLING PRICE	PROFIT		
			WEEKLY	MONTH	YEAR
20	\$5.00	\$20.00	\$300.00	\$1200.00	\$15,600.00
100	\$5.00	\$20.00	\$1,500.00	\$6,000.00	\$78,000.00

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