

Presented by



**DECORATION TRENDS:  
3D LOGOS & MORE**

Presenter: Alison Zuccaro



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Agenda

Hats, hat, hats – they are everywhere with even more style, personalization and decoration options than ever before. In this class, we will take you through a quick how-to on hat decoration to keep your business ahead of the trends. You will learn the right decoration method for different fabrics, how to print an entire hat, and get dimensional with 3D logos.



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Poll Question

Do you own a heat press?



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### STATE OF HEADWEAR

PRODUCT OWNERSHIP IN THE UNITED STATES

Product Category	Ownership Percentage
Protective Equipment	89%
Cap	88%
T-Shirts	80%
Hats	77%
Socks	67%
Suspenders	67%
Food Items	55%
New Accessories	54%
Cellphones	52%
USB Drives	45%
Power Banks	35%



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### REASONS FOR KEEPING PRODUCTS

REASON FOR KEEPING PRODUCT

Product Category	Quality	Utility	Attractiveness
Ballpoint Pen	48%	45%	18%
Calendar	50%	43%	48%
Cap	46%	40%	63%
Keychain	43%	48%	17%
Lighter	43%	44%	22%
Mousepad	44%	48%	48%
Pen	44%	48%	48%
Sticker	44%	48%	48%
Travel Kit	44%	48%	48%
Water Bottle	44%	48%	48%
Yoga Mat	44%	48%	48%
Zipper Pouch	44%	48%	48%

Quality..... 46%

Utility..... 40%

Attractiveness.... 63%



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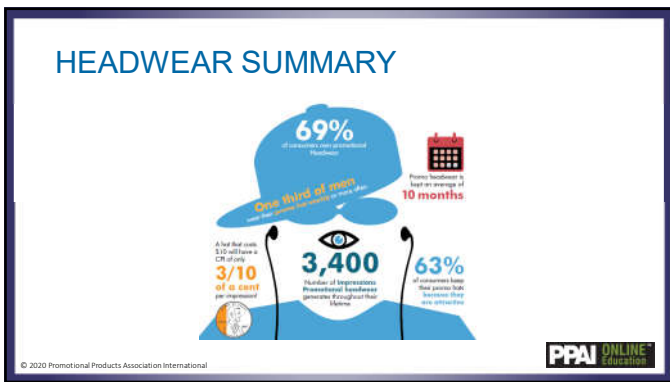
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**Hotronix® 360 IQ Hat Heat Press + FlexStyle® by Stahl's**  
 The Job: 14 Hats  
 Time to Produce: 15 Minutes  
 Selling Price Per Hat: \$25.00  
 Cost to Produce Per Hat: \$15.85  
 Total Job Profit: \$128.10

Machine Cost: \$1495  
 Profit Per Hour: \$512.44\*  
 Heat Printing Time Until ROI: 3 Hours\*  
 \*calculation based on this job

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Tools  
[PRODUCT VIDEO](#)  
[FLIP BOOK](#)

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INCREASING VISIBILITY – 360 DEGREES

Any style, any placement

- Variety of hats
- Endless placements



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Money Saving Tips

- 1 USE COMMON SIZES
- 2 ADHESIVES
- 3 COLOR CHANGES
- 4 PRICING



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HOW TO TRAINING



**HATRONIX**  
**360 IQ**  
**HAT HEAT PRESS**

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Alison Zuccaro  
Strategic Product Manager

Thank You!

Presented by



Email me for a free sample at  
[sdn@stahls.com](mailto:sdn@stahls.com)

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