

# Pocket Partner

A reference guide to keep handy for all things  
custom heat transfer from design to application

# Hey there!

Welcome to 613 Originals, where we make screen printing easier, faster, and more profitable!

Founded by industry vets who know the screen printing grind, we've answered the call to bring the high-quality prints you're used to – minus the headache of traditional setups. Say goodbye to endless maintenance, bulky equipment, and inventory overload.

Our goal? To empower business owners like you with more flexibility, control, and (let's be honest) some free time. Whether you're taking on high-quantity orders or just looking for efficiency, our screen and digitally printed heat transfers are ready to work as hard as you do.

At 613 Originals, we're all about letting you focus on the parts of your business you love, while we handle the heavy lifting. All you need is a heat press to step into the smartest phase of your business!

Ready to level up your workflow and take back your time?

**Let's do this!**



# Our Go-to Formulas

Whether you're looking traditionally screen printed or our digitally printed transfers, we've got a variety to help you make almost anything. Here are a few favorites:

## Screen Printed Transfers

Printed with traditional methods and plastisol inks.



### ORIGINAL FULL COLOR

Decorate almost anything with our low-temp Original Full Color transfer. This super-soft formula was designed to give you consistently bright, vivid colors.



### PUFF

Available in 18+ popular colors, our Puff transfers will raise your prints and your profits. Or add puff to a regular transfer print by using our Multidimensional Puff transfers!

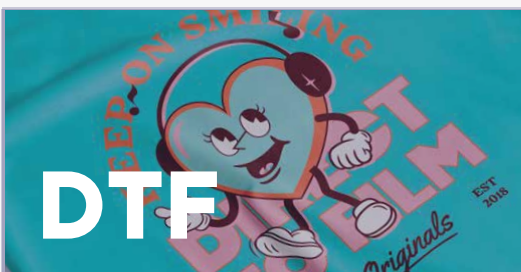


### VARSAITY

The easiest transfer you'll ever apply. Available in 1, 2, or 3 color prints, our Varsity transfer is beloved by 20,000+ customers for its quality and affordability. Get 100 transfers for \$40 with our 15¢ 1 Color program!

## Digital Transfers

For when you need just a few or a few thousand, digitally printed transfers are a hit.



### DIRECT TO FILM

Direct to Film (DTF) transfers are digitally printed on a clear carrier film for easy application. Achieve unrivaled high detail, and excellent quality (without breaking the bank).

# Design Sizing & Placement

Create at the right scale for every location, every time.

When you're working on creating a print-ready design file, there are a few industry standards we recommend following to ensure you get the best results. Please note: These are general suggestions for the most popular print locations but every garment differs so be sure to measure your apparel before ordering!



**12" X 9"**

**ADULT  
CENTER  
CHEST/BACK**

Scale Proportionally  
6" - 12" wide  
6" - 8" tall

Apply 3 - 3.5" below  
the neckline, 1.5"  
below on a v-neck



**3.5" X 3.5"**

**ADULT  
POCKET**

Scale Proportionally  
2.5" - 5" wide  
2.5" - 5" tall

Apply 4" down from  
top of shoulder seam  
centered to outside  
edge of collar



**12" X 16"**

**ADULT  
OVERSIZED  
CHEST/BACK**

Scale Proportionally  
10" - 12" wide  
10" - 15" tall

Apply 3 - 3.5" below  
the neckline, 1.5"  
below on a v-neck



**1.5" X 2"**

**TAGLESS  
LABEL/  
BACK COLLAR**

Scale Proportionally  
1" - 3" wide  
1" - 3" tall

Apply just below the  
back collar, whether  
in or outside garment



**10" X 8"**

**YOUTH  
FRONT/BACK**

Scale Proportionally  
6" - 10" wide  
4" - 10" tall

Apply 3" below the  
neckline, 1.5" for a  
v-neck



**3" X 3"**

**INFANT  
BODYSUIT/  
SHIRT FRONT**

Scale Proportionally  
3" - 5" wide  
2" - 5" tall

Apply 1" below  
the neckline avoiding  
seams and closures



**12" X 12"**

**CANVAS  
TOTE**

Scale Proportionally  
10" - 13" wide  
13" - 15" tall

Apply centered to all  
sides for square  
prints, 4" below top  
for rectangular



**4.75" X 2.75"**

**BASEBALL  
CAP**

Scale Proportionally  
2" - 5" wide  
2" - 3" tall

Apply to center of  
front panel, avoid  
hats with front seams



# 5 Golden Tips ★★★★★ for Every Transfer Pro

After 40+ years in the screen printing industry, we've learned a thing or two about how to work smarter and win big. While this reference guide is packed with useful information, we're calling out pro tips that have changed the game for our customers over the years.

## **MEASURE, MEASURE, MEASURE**

This is a good life rule but it's especially important when preparing to design and order transfers. Save yourself a headache by knowing the printable area of your garment.

## **VARIETY IS THE SPICE OF LIFE**

Use the same transfer on different colors and styles to offer more products to your customer. Stick with 2-3 options for each variable as too many choices can also create friction for shoppers.

## **ALWAYS, ALWAYS ORDER EXTRAS**

Order more to save on setup costs and allow yourself some wiggle room to figure out the specifics of application. When stored flat in a climate-controlled room, transfers can last for years!

## **INVEST IN YOUR GROWTH**

Started off small? Use the money you made from your first project to reinvest into a high quality heat press. It'll save you time, guesswork, and money - not to mention potential frustration!

## **READ THE REVIEWS**

Reviews are a great resource for learning indirectly from other garment designers. While you're soaking it all in, leave a note about own experience with our transfers and throw in a tip or two for the next person. Your feedback helps us grow so we read them too!

Interested in more how to's, tips, or general support information?  
Check out the articles at [support.613originals.com](https://support.613originals.com)!

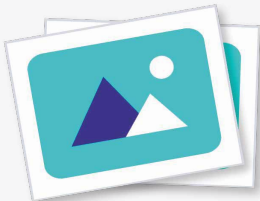




# Single Image or Gang Sheet?

## What's a Single Image?

Any design intended to be applied to one area, without cutting the transfer sheet apart. Your artwork can be any size, as long as it fits on the sheet size you selected.



## What's a Gang Sheet?

Multiple designs with similar specs are printed on one sheet (typically using the same ink colors) even if they're not intended to be applied to a single garment.



### How It Works

1. You upload your artwork at the size you want it to print.
2. We print your image and cut the carrier sheet down so that the transfer is evenly centered on the sheet.
3. You receive a transfer that's ready to apply, without needing to cut anything apart.

### How It Works

1. You "gang" or arrange your images together using software like Adobe Creative Suite or Canva at the exact sizes you need
2. Upload your art file scaled to the canvas size you want printed (be sure to check the available dimensions for your specific product)
3. We print your gang sheet
4. You receive your transfer sheets ready to be cut apart

Perfect for when your project needs 1 or 2 images per shirt.

Save money on more than one design or placement!

# File Specifications

Our Prepress team have some recommendations for your files to be ready to print smoothly. Accurate artwork specs help your art get through our 33-point check and on press as quickly as possible.

### FILE TYPE

1. Save your art file in an accepted file format.

Recommended: PDF, AI, EPS or PSD

Accepted: PDF, AI, EPS, PSD, JPG, PNG or TIFF

If using Corel Draw, please save your file as a PDF before submitting.

### ARTWORK SIZING

2. Submit your artwork at the exact size you want it to print.

We will print at the size you submit. We do not resize your artwork to the sheet size selected.

For example, if you submit an 3" circle logo on a 12 x 12" sheet, you will receive your transfer cut down to center the 3" circle.

### COLOR SETTINGS

3. Artwork should be in the CMYK color space (except for DTF, for which RGB is preferred!)

If there's white in the artwork, we will print white. If it's intended to be transparent, please remove any background colors.

### TEXT SETTINGS

4. Convert any text in your file to outlines before submitting your file.

This means they are no longer "live" or editable text but vectors.

Need help with your artwork? Our Art Services team can resize, vectorize, and gang your artwork within 48 hours.

# Heat Transfer Application Settings by Fabric Type

Our transfers are designed to work on a range of fabrics. Use this guide to adjust your application settings according to the fabric you're decorating. As with anything, these are recommendations so be sure to order a few extra transfers to use while you get your press temperature and pressure settings dialed in!

	Classic	DTF	DTF Hybrid	Glow & Neon	NonWoven	Nylon	Original	Puff	Stretch	Varsity	Vintage
100% Cotton	350°	320°	300°	325°			320°	350°	325°	325°	375°
Cotton/Polyester Blend	350°	310°	300°	325°			320°	350°	325°	325°	375°
100% Polyester		300°	290°	300°			300°		325°	300°	
Tri-blends		300°	300°	325°			325°		325°	325°	
Spandex or Lycra							315°		325°		
Nylon						300°					
Non Woven/ Polypro		300°			275°		275°				
Neoprene		300°	300°	300°			300°			300°	
Denim/Canvas	350°	320°	300°	325°			320°	350°	325°	325°	



# So happy you're here.

Get in Touch!

   /613originals

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