

# JOHNSON PLASTICS PLUS

## 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.
- + UniNet 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, we have partnered with the industries leaders in transfer media to deliver premium results that last. And Toner-Based Digital Transfer Printer from UniNet greatly simplify your life with nearly no maintenance and low running costs that ensure you make money.
- + Creating custom decorated shirts 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 UniNet 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.



## UniNet®



**TOP:** Printed Transfer Sheet

**BOTTOM:** Front & 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)

	Cost per shirt	Selling Price	Profit		
T-SHIRTS			WEEKLY	MONTHLY	YEARLY
20	\$5.00	\$20.00	\$300.00	\$1,200.00	\$15,600.00
100	\$5.00	\$20.00	\$1,500.00	\$6,000.00	\$78,000.00