



THE
Holiday Lookbook

FOR HEAT PRINTERS



What's Inside:

The holiday shopping season is the most profitable for retailers. From custom apparel and accessories, to home décor and personalized gifts, your business will

find many opportunities to profit during this busy time of year.



Hot Holiday Trends

From STAHL'S' Experts!





HOT HOLIDAY TRENDS



THE BELOVED UGLY SWEATER

Store bought or homemade, ugly sweaters are all the rage. Whether it's a basic knit with classic Christmas imagery, or crazy embellishments like tinsel, glitter, or even actual ornaments, ugly sweaters are popular every holiday season.

Celebrate this fun annual trend where everyone loves to participate, even your dog! You can use HTV or full color transfers to add seasonal style to the ugliest sweater.

Materials used:
Goof Proof® Screen Printed Transfer



-Kelly Walters,
 Content and Education



COZY PERSONALIZED JAMMIES USING LINES FROM A HOLIDAY FAVORITE MOVIE

Snuggling up in your favorite pair of jammies is a holiday tradition. Easily personalize comfy pajama fabrics like flannel with HTV that's soft and plush.

Materials used:
CAD-CUT® Flock HTV - White

PRO TIP:

Be careful with those bright colors! Dye migration is tricky with some flannels and thermal fabrics. Make sure you test your HTV for compatibility. You may need to use CAD-CUT® Thermo-FILM or CAD-COLOR® SuperTEK Sublistop™ on fabrics that bleed when hit with a heat press.

SPECIAL EFFECT HTV

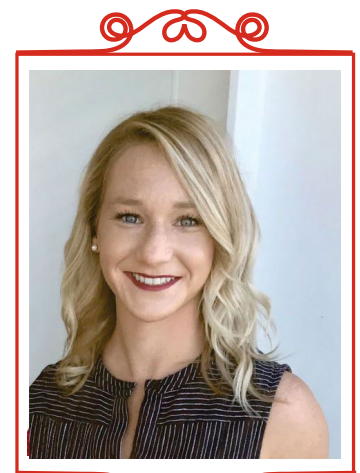


There's so much creative potential using special effect HTV! Get into the holiday spirit with glitter, holographic, or reflective effects and add eye-catching elements to any design. Use your vinyl cutter and heat press to create unique holiday items from apparel and home décor to gift boxes, cards, and more!

Materials used:
CAD-CUT® UltraWeed HTV - Cream
CAD-CUT® Metallic HTV - Gold

PRO TIP:

The more the merrier – combine materials with different finishes for an even more unique look!



-Sarah Gulock,
 Sales & Marketing Coordinator
 Hobby/Craft Market



HOT HOLIDAY TRENDS

HOLIDAY ORNAMENTS AND DECOR



Spread cheer and encouraging words this holiday season. Simple words or phrases added to ring dishes and ornaments are a fantastic way for your customers to show family and friends they care.

Material used on Ring Dishes and Ornaments

CAD-CUT® Permanent P.S. Sign Vinyl - Black



Joy to the World

CAD-CUT® Permanent P.S. Sign Vinyl - Red

PRO TIP:

Ornaments aren't only for trees - when the holiday is over, keep the festivity a little longer by hanging them on a stand for all to see.

PRO TIP:

Great gift idea - Add a monogram to any hard surface to make it that much more personal for the recipient.



-Danielle Petroskey,
Social Media
Marketing Manager

FESTIVE FLEECE



A little mixing of solid and patterned HTV can go a long way! Mixed media gives your customers more options to choose from and increases the perceived value of your decorated apparel. You can offer the most festive finishes while increasing profits. It's a win, win!

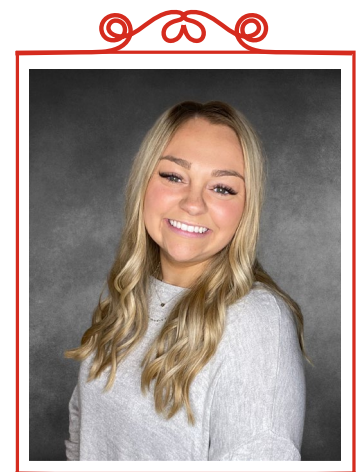
Materials used:

CAD-CUT® Fashion-Film Electric - Pearl

CAD-CUT® Patterns HTV - Christmas

PRO TIP:

When working with Patterned HTV - remember not to mirror the design.



-Carlie McCarthy,
Social Media Coordinator



HOT HOLIDAY TRENDS

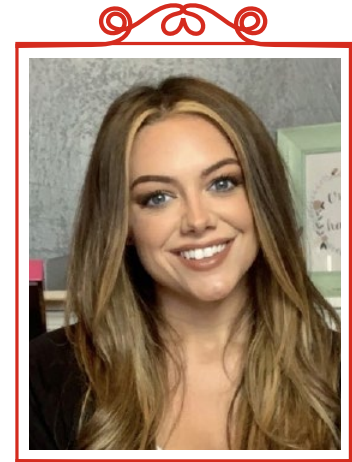
FANWEAR DENIM JACKET



Fanwear is popular year-round, so why not take advantage of this big profit opportunity during the holiday season? Everyone is a fan of something –whether it’s a team, a favorite band or show, or even an influencer they follow. Using a few materials and your heat press, you can easily customize trendy apparel and accessories that help your customers show support.

Materials used:

- CAD-PRINTZ® Texture-TWILL - Full Color
- CAD-CUT Soft Foam HTV - White
- CAD-CUT® Glitter Flake HTV - Red



*-Jenna Sackett,
Brand Activation Manager*

BAGS FOR EVERYONE



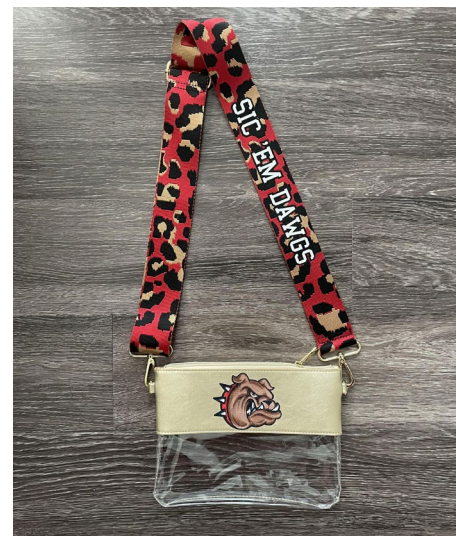
Materials used:

- CAD-CUT® UltraWeed HTV - Black
- CAD-CUT® Fashion-FILM® Electric HTV - Red & Gold



Materials used:

- CAD-PRINTZ® Glitter - Full Color



Materials used:

- CAD-PRINTZ® Texture-TWILL - Full Color
- CAD-CUT® Soft Foam HTV - White
- CAD-CUT® Glitter Flake HTV - Gold

PRO TIP:

Add value to accessories by decorating with special effect finishes.



Baby
it's cold
outside

Holiday Apparel & Accessories





HOLIDAY APPAREL & ACCESSORIES

HERE ARE THE LOOKS



HERE'S HOW WE MADE THEM

1. Merry & Bright Wood Tray

CAD-CUT® P.S. Glitter Adhesive Vinyl - Emerald & Red

3. Pom Pom Knit Beanie

CAD-CUT® Textured Soft Foam HTV - White
CAD-CUT® Glitter Flake™ HTV - Pink

2. Stethoscope Tote

CAD-CUT® UltraWeed HTV - Dark Green
CAD-CUT® Glitter Flake™ HTV - Light Green
CAD-CUT® Hologram™ HTV - Dark Pink

4. Wine Tote

CAD-CUT® Chroma Bling HTV - Blue Shift

HOLIDAY APPAREL & ACCESSORIES

HERE ARE THE LOOKS



5



6



7



8

HERE'S HOW WE MADE THEM

5. Christmas Crewneck Sweatshirt

UltraColor® MAX Direct to Film Heat Transfer

6. Sherpa Vest

CAD-CUT® Soft Flock HTV - Bright Red

7. Merry Fleece

CAD-CUT® Adhesive
Heat Transfer Foil - Kiwi, Pink, and Green

8. Patterned "Merry Christmas" Shirt

CAD-CUT® Patterns HTV in Express Print®
• Pattern 1: Seasons Greetings
• Pattern 2: Pine Lights



HOLIDAY APPAREL & ACCESSORIES

HERE ARE THE LOOKS



9



12



10



11

HERE'S HOW WE MADE THEM

9. "Fa La La La Llama" Sweater

CAD-CUT® Patterns HTV in Glitter
 • Pattern: Fa La La Llamas

10. "Santa Baby" Body Suit

CAD-CUT® Premium Plus™ HTV - Kelly
CAD-CUT® Patterns HTV in Express Print®
 • Pattern: Buffalo Plaid

11. "Christmas Tree Farm" Canvas Bag

CAD-CUT® Soft Flock HTV - Bright Red
CAD-CUT® Patterns HTV in Express Print®
 • Pattern: Holiday Pine

12. Family Christmas Pajamas

CAD-PRINTZ® Digital Transfers in Perma -TWILL™
CAD-CUT® Glitter Flake™ - HTV Red



Gifts & Home Décor

HAPPY
Holidays



GIFTS & HOME DÉCOR

HERE ARE THE LOOKS



HERE'S HOW WE MADE THEM

1. Burlap Treat Bag

CAD-CUT® Glitter Flake HTV - Red

2. Custom Bottle Labels

CAD-PRINTZ® Full Color Vinyl Stickers/Decals

3. Glitter Ornaments

CAD-CUT® P. S. Sign Vinyl Light Green & Red

4. Tote Bag

CAD-CUT® UltraWeed™ - Metallic Gold



GIFTS & HOME DÉCOR

HERE ARE THE LOOKS



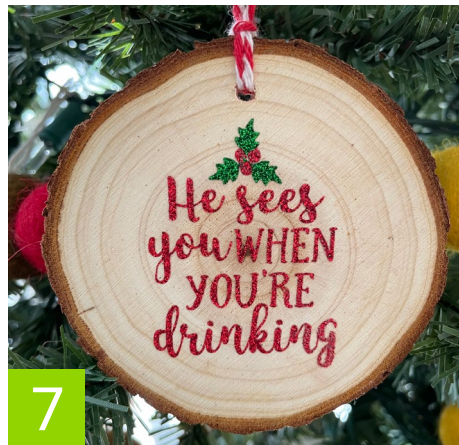
5



8



6



7

HERE'S HOW WE MADE THEM

5. Glass Blocks

CAD-CUT® Permanent P.S. Vinyl - Silver & Black

7. Wood Ornament

CAD-CUT® Glitter Flake HTV - Red, Kelly

6. Festive Pillow

Elasti Prints® Screen Printed Transfers - White

8. Santa Gift Bag

Goof Proof® Screen Printed Transfers - Black
CAD-CUT® Soft Flock HTV - Red



GIFTS & HOME DÉCOR

HERE ARE THE LOOKS



9



10



11



12

HERE'S HOW WE MADE THEM

9. Holiday Welcome Mat

CAD-CUT® Glitter Flake™ HTV - Dark Green, Gold, Red
CAD-CUT® Thermo-FILM® HTV - Dark Green

11. Pennant Christmas Flag

CAD-CUT® UltraWeed™ HTV - Black, Kelly
CAD-CUT® Glitter Flake™ HTV - Red

10. Jewelry Dishes

CAD-CUT® Permanent P.S. Sign Vinyl - Black, Gold

12. Personalized Tumblers

CAD-CUT® Permanent P.S. Sign Vinyl - Aqua, Cobalt, Lime Green, Red, Olympic Blue



GIFTS & HOME DÉCOR

HERE ARE THE LOOKS



HERE'S HOW WE MADE THEM

13. Wine Faux Rhinestone Fleece

CAD-CUT® Glitter Flake HTV - Silver, Gold, Red, Green

15. Canvas Holiday Sign

CAD-CUT® Glitter Flake™ HTV - Dark Green, Red, Black

14. Personalized Elves

CAD-CUT® Soft Flock HTV - Bright Red

16. Flour Sack Towel

CAD-CUT® Soft Flock HTV - Emerald
CAD-CUT® Glitter Flake HTV - Red



HAPPY
Holiday
HEAT PRINTING

———— FROM STAHL'S' ————

