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STAHLS' Becomes Official Distributor of Siser® HTV

Chesterfield, MI. November 3rd, 2025 – STAHLS', the global leader in apparel decoration technology, has announced a new partnership with Siser®, officially becoming a Siser® North American distributor.

Through this partnership, STAHLS' will offer Siser® products directly on stahls.com, including the world's most popular heat transfer vinyl EasyWeed®, expanding the range of high-quality products and service available to businesses of all sizes, all-in-one place.

For years, decorators have turned to STAHLS' for the industry's most complete lineup of heat printing solutions, from Hotronix® heat presses and CAD-CUT® heat transfer vinyl to custom transfers of every kind.

This new distribution partnership continues the STAHLS' mission of creating confident and capable decorators, giving them every tool they need to succeed in the custom apparel decoration industry.

EasyWeed® is recognized across the industry for its versatility, ease of use, and durability, making it a trusted material for both new and experienced decorators.

Siser EasyWeed® Benefits

- **Trusted Worldwide**: EasyWeed® is known for being one of the easiest, most versatile HTV on the market.
- **User-Friendly**: Applies at a low temperature, peels hot or cold, and cuts/weed easily, saving time on every job.
- **Durable & Flexible**: Holds up wash after wash, with a soft hand that wears will love
- **Suitable for All Levels:** Proven results for both entry-level decorators and high-volume production.

"This collaboration is about giving creators more possibilities," said Josh Ellsworth, STAHLS' Chief Revenue Officer. "Adding Siser® products to our offering means more decorators can achieve professional results faster and easier than ever, all supported by STAHLS' trusted quality, service, and education."

By partnering with Siser®, STAHLS' gives decorators access to the largest selection of decoration products and technologies under one roof. Whether it's CAD-CUT® heat transfer vinyl, DTF and screen printed transfers, emblems, patches, LIQUID 3D™, or now Siser® products, businesses can find it all on stahls.com, backed by the STAHLS' leading customer support and education.

Shop the full selection of STAHLS' HTV, now including Siser® EasyWeed®, at stahls.com/heat-transfer-vinyl.

STAHLS', a GroupeSTAHL company, is a world leader specializing in the development, manufacturing, and distribution of custom apparel decorating technologies, with a legacy spanning over nine decades. Committed to advancing the industry, STAHLS' provides customers with the most economical and efficient ways to decorate garments worldwide. STAHLS' is headquartered in St. Clair Shores, MI, with GroupeSTAHL operations located throughout North and South America, Europe, Asia, and Australia. For more information, visit stahls.com, call 800.4.STAHLS, or email karin.bellinghausen@stahls.com.

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