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Stahls' TV Joins ASI Certification Program

You can now earn points toward becoming certified for a Bachelor or a Master of Advertising Specialty Information from the Advertising Specialty Institute (ASI) by viewing specific, free videos and webinars offered on [Stahls' TV](#).

Thanks to this new partnership between Stahls' TV and ASI, there are now 70 additional online videos covering all aspects of decorating with heat-applied materials. Topics range from choosing the right media for the job, to application, marketing, serving niches, multimedia, personalization, pricing and more.

The existing ASI library offers more than 300 videos, which are all are designed to help promotional product distributors and decorators expand their business and earn certification.

To watch ASI certified videos on StahlsTV.com, visit <http://www.stahlstv.com/asi-approved>.

The ASI Certification Program is free for all ASI members. The BASI (Bachelor of Advertising Specialty Information) certification requires 75 points, and the MASI (Master) requires 175 points. Once you earn the number of points required, you have to pass a free online BASI or MASI final exam. For information about joining, go to <http://www.asicentral.com/>.

“We’re thrilled to affiliate with Stahls’ to offer our members BASI/MASI credit for decorating courses they take on StahlsTV.com,” says Nicole Rollender, executive director of professional development for ASI. “This is a natural fit because ASI and Stahls’ are both committed to providing education to industry professionals that will help them stay current and competitive.”

Stahls', a GroupeSTAHL company, is a world leader specializing in the development, manufacturing, and distribution of heat printing technologies. Stahls' provides customers with the most cost effective and efficient ways to decorate garments. Stahls' is located in Sterling Heights, MI, with GroupeSTAHL operations located throughout North and South America, Europe, Asia, and Australia. For more information, go to stahls.com, call 800.4.STAHLs, or email info@stahls.com