



**Heat Transfer Material
for Textiles**

PRODUCT & APPLICATION GUIDE

HEAT TRANSFER FLEX & FLOCK FILMS



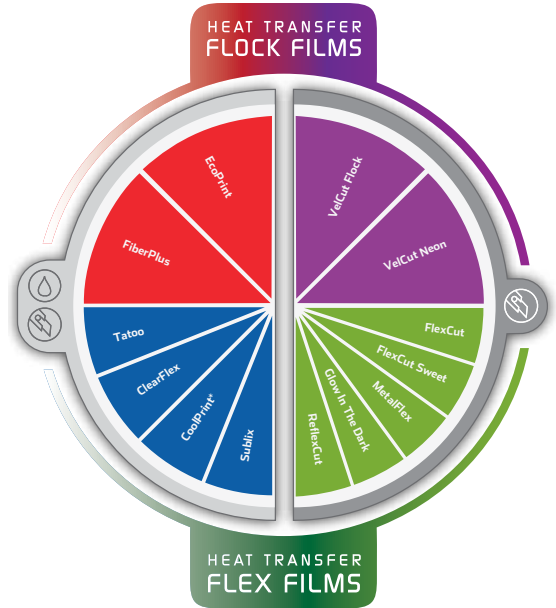
PRINT & CUT

	PRODUCT	DESCRIPTION
FLEX CUT	FlexCut Sticky Maxx	<ul style="list-style-type: none"> Our most popular heat transfer films, PVC free - water based - 100% polyurethane. Features a low tack sticky carrier allowing for fine cutting, fast easy weeding. Available in 33 popular colors. See selector guide.
	FlexCut Sweet	<ul style="list-style-type: none"> Economically priced ultra-thin polyurethane flex film. Simulates "screen print effects." Very stretchable, incredibly soft with great color fastness. Great for athletic / team uniforms.
	FlexCut Sweet Puff	<ul style="list-style-type: none"> Inflates under the heat press to create a 3D effect. Available in 6 colors.
	Glow-in-the-Dark	<ul style="list-style-type: none"> Glow in the dark after exposure to daylight or artificial light.
	MetalFlex	<ul style="list-style-type: none"> A very thin, shiny and stretchable 100% polyurethane film with excellent washing durability. Available in 7 popular colors.
	ReflexCut	<ul style="list-style-type: none"> Safety grade reflective film with micro bead construction. Meets or exceeds safety code, EN471.
FLOCK CUT	VelCut Flock	<ul style="list-style-type: none"> Industry's highest quality flock film, incredibly soft and velvety to the touch. Excellent color fastness and washing durability. 16 popular colors, 4 Neon colors.
FLEX PRINT & CUT	Tattoo 3 Popular Versions	<ul style="list-style-type: none"> Our most popular, latex and eco-solvent / solvent ink printable polyurethane flex films. Super soft, super thin, very stretchable with excellent color retention and washing fastness.
	ClearFlex	<ul style="list-style-type: none"> The ultimate printable transparent film for latex, eco-solvent & solvent printing. Excellent solution for most white fabrics. No transfer tape required, print in reverse, press, encapsulating image between film and textile.
	ClassicPrint Economy Grade	<ul style="list-style-type: none"> Eco-solvent & solvent printable. High production friendly non-sticky liner. Cuts, weeds, & stacks without damage to graphics. Connected designs can be transferred without FlexTape. Very high washing resistance and color fastness.
FLOCK PRINT & CUT	EcoPrint	<ul style="list-style-type: none"> Velvet soft micro fiber printable flock film. Excellent color retention and washing durability. Printable with latex and eco-solvent / solvent based inks.
	FiberPlus Available in rolls or sheets	<ul style="list-style-type: none"> A sublimation receptive Micro Fiber Flock with outstanding color fastness and retention. Excellent choice for anyone with sublimation printing and transfer capabilities.

IGNITE YOUR BUSINESS

WITH HEAT TRANSFER FLEX & FLOCK FILMS FOR TEXTILES

Exceptionally thin profiles for soft hand
Highly durable to withstand multiple washings
Variety of textures, colors and patterns
Fast and easy to create custom heat transfers



HEAT TRANSFER FLEX AND FLOCK FILM - APPLICATION GUIDE



**Heat Transfer Material
for Textiles**

SEFamericas
14476-201 Duval Place West
Jacksonville, FL 32218
T 1-844-720-9600
F 904-423-0899
T 904-423-0211
www.SEFamericas.com
sales@SEFamericas.com

Technical Support:
Toll Free 1-844-720-9601
techsupport@SEFamericas.com

APPLICATION GUIDE

HEAT TRANSFER FLEX AND FLOCK FILMS

FAMILY	PRODUCT TYPE	MATERIAL	COTTON	POLYESTER	COTTON / POLY BLENDS	SPANDEX	NYLON / COATED FABRICS	FLEX & FLOCK TRANSFER TAPE	TEMPERATURE	DWELL	PRESSURE	PRINT DIRECTION	WASHING
FLEX CUT	FlexCut Sticky Maxx	Most Fabrics	✓	✗	✓	✗	∅	N/R	330°F / 165°C	15-17 sec.	Medium: Cotton Medium/High: Polyester	Wrong Reading	Warm 140°F (60°C)
	FlexCut Stick Nylon	Nylon	✗	✗	✗	∅	✓	N/R	240°F / 115°C	15 sec.	Medium	Wrong Reading	Low 104°F (40°C)
	FlexCut Sticky*SBB	Polyesters	✗	✓	✓	∅	∅	N/R	295°F / 145°C	18-20 sec.	Medium/High	Wrong Reading	Warm 140°F (60°C)
	FlexCut Sweet Puff	Most Fabrics	✓	✓	✓	∅	∅	N/R	330°F / 165°C	17 sec.	Low / Very Low	Wrong Reading	Low 104°F (40°C)
	FlexCut Sweet	Most Fabrics	✓	✗	✓	✗	∅	N/R	330°F / 165°C	17sec.	Medium: Cotton Medium/High: Polyester	Wrong Reading	Warm 140°F (60°C)
	MetalFlex (shiny) & 100% polyurethane	Most Fabrics	✓	✗	✓	∅	∅	N/R	330°F / 165°C	17sec.	Medium: Cotton Medium/High: Polyester	Wrong Reading	Low 104°F (40°C)
	ReflexCut	Most Fabrics	✓	✓	✓	∅	∅	N/R			Medium	Wrong Reading	Warm 140°F (60°C)
	Refer to the cutting & application instruction supplied with the material, or contact Technical Support or SEF Americas Sales Office.												
FLOCK CUT	Glow In The Dark	Most Fabrics	✓	✗	✓	✗	∅	N/R	330°F / 165°C	15-17 sec.	Medium: Cotton Medium/High: Polyester	Wrong Reading	Warm 140°F (60°C)
	VelCut Flock	Most Fabrics	✓	✓	✓	∅	∅	N/R	330°F / 165°C	15-17 sec.	Low/Medium	Wrong Reading	Warm 140°F (60°C)
	VelCut Neon	Most Fabrics	✓	✓	✓	∅	∅	N/R	330°F / 165°C	15-17 sec.	Low/Medium	Wrong Reading	Warm 140°F (60°C)
FLEX PRINT & CUT	Tatoo	Most Fabrics	✓	✗	✓	✗	∅	FlexTape	330°F / 165°C	17sec.	Medium/High	Right Reading	Warm 140°F (60°C)
	Tatoo Nylon	Nylon	✗	✗	✗	∅	✓	FlexTape	240°F / 115°C	15 sec.	Medium/High	Right Reading	Low 104°F (40°C)
	Tatoo *SBB	Polyesters	✗	✓	✓	∅	∅	FlexTape	295°F / 145°C	18-20 sec.	Medium/High	Right Reading	Warm 140°F (60°C)
	ClearFlex	Light Colored Fabrics	✓	✓	✓	∅	∅	N/R	330°F / 165°C	15 sec.	Medium/High	Wrong Reading	Warm 140°F (60°C)
	ClassicPrint	Most Fabrics	✓	✗	✓	✗	∅	FlexTape	330°F / 165°C	17sec.	Medium/High	Right Reading	Warm 140°F (60°C)
FLOCK PRINT & CUT	EcoPrint	Most Fabrics	✓	✓	✓	∅	∅	Flock-Tape	330°F / 165°C	15-17 sec.	Low/Medium	Right Reading	Low 104°F (40°C)
	FiberPlus	Most Fabrics	✓	✗	✓	∅	∅	Flock-Tape	330°F / 165°C	15-17 sec.	Low/Medium	Right Reading	Warm 140°F (60°C)

LEGEND: ✓ Proven Performer | ∅ Not Recommended | N/R Not Required | ✗ Results can vary depending on fabric composition and production environment, requires testing | ✗ Color Sensitive, requires testing | *SBB SubliBlock, Ink Migration Blocking Barrier | Washing & Drying: Turn garment inside out; do not use bleach or a detergent with bleach additives. Do not exceed washing temperatures specific to each SEF heat transfer product. Hang to dry or use a dryer setting on "Fluff."



Technical Support:
Toll Free 1-844-720-9601
techsupport@SEFamericas.com

Distributed by:



VISIT US ONLINE
SourceOne.Nazdar.com

CALL US
888-578-5713

© 2022 Nazdar. All Rights Reserved.
Specifications subject to change without notice.



Manufacturing processes and related products are protected by existing patents: FR 97 12921; EUR 98 402 542.9; US 6.224.707; FR 98 12862; EUR 99 402 398.4; US 6.249.297; FR 04 08625; FR 05 05379; FR 05 05380. International extensions and new applications pending.



FlexCut

HEAT TRANSFER FLEX & FLOCK FILMS

Heat Transfer Material for Textiles

FlexCut Our most versatile and popular 100% polyurethane, PVC Free, water-based heat transfer film. Featuring our medium tack sticky carrier making it very user friendly for detailed cutting, fast weeding and stacking. FlexCut is a very thin construction which allows for excellent stretch, color fastness and a soft feel.

FlexCut Sticky Maxx

Available in 33 popular colors.

FlexCut Nylon

Features a low temperature (240°F) polyamide hot melt adhesive, which adheres to nylon and coated fabrics.

FlexCut SubliBlock

Designed for sublimated polyester fabrics, such as sports jerseys. Includes an exclusive "SubliBlock" layer that prevents dye migration from discoloring heat transfer appliques.

FlexCut GITD (Glow In The Dark)

FlexCut GITD will glow in the dark after exposure to daylight or artificial light.

MetalFlex

Available in 7 popular colors. MetalFlex is a shiny, stretchable, durable 100% polyurethane material which exhibits very good washing fastness.

FlexCut Sweet is a very thin, soft and stretchable 100% polyurethane heat transfer film that mimics the look and feel of a screen printed design on fabric. It is very popular for athletic and team uniforms. Our non-sticky liner allows for fast easy weeding in a commercial & production environment.

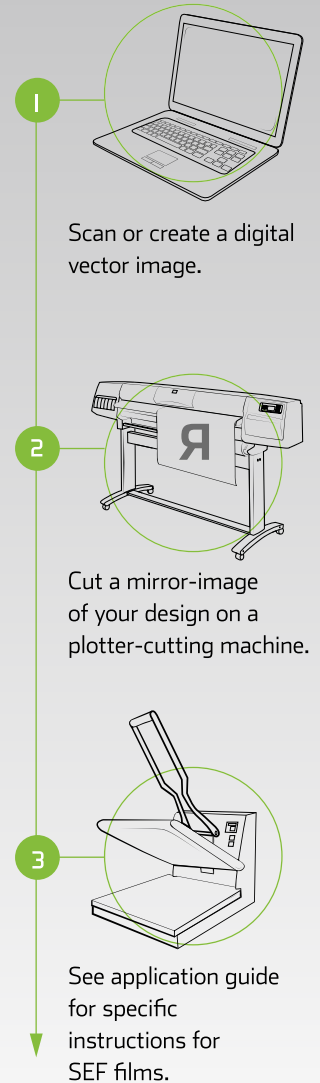
FlexCut Sweet Puff

Inflates under the heat press with a great 3D effect. Available in 6 colors.

ReflexCut, Reflective

A safety grade reflective film. This unique polyurethane and micro bead construction meets safety code EN471. Color: light grey/silver finish.

VelCut Flock A high quality flock film for plotter cutting. VelCut is very user friendly and provides a raised dimensional, velvet, & rich look to apparel. VelCut has excellent color fastness, stretch and washing resistance. Available in 16 standard colors and 4 neon colors.



14476-201 Duval Place West
 Jacksonville, FL 32218
T 844-720-9600 | 904-423-0211
F 904-423-0899
Technical Support: 1-844-720-9601
www.SEFamericas.com | sales@SEFamericas.com

Distributed by:



VISIT US ONLINE
SourceOne.Nazdar.com

CALL US
 888-678-5713

© 2022 Nazdar. All Rights Reserved.
 Specifications subject to change without notice.



PRODUCT COLOR	FLEX CUT								FLOCK CUT		PRINT/CUT				PRINT/CUT	EcoPrint FiberPlus	CLOSEST PMS SOLID COLOR EQUIVALENT	CLOSEST PMS PROCESS COLOR (CMYK) EQUIVALENT
	FlexCut Sticky Maxx	Sticky Nylon	Sticky SBB	Clow In The Dark	Sweet	Sweet Puff*	MetalFlex	ReflexCut	VelCut Flock	VelCut Neon	Tattoo & SBB	Tattoo Nylon	Cool Print	ClassicCut				
White 01	X	X	X	X	X	X			X		X	X	X	X	X	Process White		
Black 02	X	X			X	X										Process Black		
Beige 03	X															7499U	4-1U	
Chocolate 04	X															7589C	26-16U	
Lemon Yellow 05	X	X	X		X	X										108U	0	
Sunny Yellow 06	X															7548U	0	
Orange 07	X															021U	0	
Baby Pink 08	X															1895U/C	71-3U	
Fuchsia 09	X															213U	71-7C	
Red 10	X	X			X											193C	62-8U	
Fire Red 11	X															032U	48-7U	
Electric Red 12	X					X										1797C	45-8U	
Burgundy 13	X															7428C	78-13C	
Cool Grey 14	X															8C	173-6C	
Grey 15	X															430C	173-7C	
Dark Grey 16	X															425C	173-14C	
Sky Blue 17	X															297C	118-4U	
Atoll Blue 18	X															299C	112-7C	
Pacific Blue 19	X															647C	106-16C	
Reflex Blue 20	X						X									Reflex Blue U	102-8C	
Royal Blue 21	X	X			X											288U	104-16U	
Navy Blue 22	X															289U	108-8U	
Purple 23	X															2685C	100-15C	
Apple Green 24	X															382U	157-8C	
Green 25	X	X			X	X										341C	137-15C	
Military Green 26	X															418C	178-16C	
Neon Green 27	X				X											802C	0	
Neon Pink 28	X				X											812C	0	
Neon Yellow 29	X				X											809C	0	
Neon Orange 30	X				X											811U	0	
Silver Metallic 31	X	X			X											877U	0	
Gold Metallic 32	X	X			X											871U	0	
Athletic Gold 33	X															1235C	0	
Shiny Silver							X									Shiny Silver		
Shiny Gold							X									Shiny Gold		
Shiny Red							X									Shiny Red		
Shiny Blue							X									Shiny Blue		
Shiny Green							X									Shiny Green		
Shiny Orange/Copper							X									Shiny Orange/Copper		
Shiny Gun Metal							X									Shiny Gun Metal		
Reflective Silver								X								877C	0	
Lemon Yellow 02								X								109C	0	
Sunny Yellow 03								X								137C	0	
Electric Red 04								X								199C	0	
Red 05								X								200C	0	
Black 06								X								Process Black		
Navy Blue 07								X								2767C	0	
Pacific Blue 08								X								287C	104-16C	
Royal Blue 09								X								280C	0	
Green 10								X								7733C	141-16C	
Cool Grey 11								X								432U	175-13U	
Orange 12								X								1655C	0	
Fuchsia 13								X								215C	73-16C	
Chocolate 14								X								7596C	44-16C	
Sky Blue 15								X								630U	121-5U	
Beige 16								X								7563U	14-5U	
Neon Yellow									X							809C	0	
Neon Green									X							375C	0	
Neon Pink									X							1925C	62-8C	
Neon Orange									X							Warm Red C	0	

All colors: 15x5, 15x10, 15x25, 15x50, 20x10, 20x25, 20x50
 White: 20x5, 20x10, 20x25, 20x25, 20x25, 20x50
 29.5x5, 29.5x10, 29.5x25, 29.5x50
 Roll widths may or may not be accurate to the 1/2"

FlexCut products
 Print & Cut

This color guide represents the closest color match to SEF material with the Pantone color selector guides. For exact color match, please contact your SEF distributor to attain a color sample of the material.
 Note: Color shifting may occur based on the textile's type, color and texture. We recommend testing prior to full production should exact color match be of a critical nature.
 *SWEET PUFF color shift occurs due to expansion of material after application.



Heat Transfer Material for Textiles
Technical Support:
 1-844-720-9601
 techsupport@SEFamericas.com



Heat Transfer Material for Textiles

PRINT & CUT

HEAT TRANSFER FLEX & FLOCK FILMS

TATOO | ClearFlex

PVC Free! 100% Polyurethane Construction

- Excellent Color Retention
- Bright White for Brilliant Images
- Light & Stretchable
- High Resistance to Washing
- Very User Friendly Print & Cut

Tatoo, White Tatoo is our premium and most popular opaque polyurethane film. Suitable for eco-solvent, solvent and latex printing. Known for being super thin & stretchable.

Tatoo Nylon, White Tatoo Nylon is specially formulated for nylons and coated materials. The multi-layer design of Tatoo Nylon contains a hot melt adhesive that was developed especially for adhering to water resistant textiles. We recommend testing prior to full production to ensure proper adhesion.

Tatoo SBB, White Tatoo SBB was formulated with a proprietary (Sublimation Blocking Barrier) layer to prevent sublimated and or dyed polyester inks from migrating through to the first surface. Tatoo SBB has the same color retention and washing resistance, consistent to our line of Tatoo heat transfer products.

ClearFlex For White or Light Colored Fabrics The ultimate clear super thin transparent polyurethane flex film! Once printed and applied, ClearFlex almost feels like a screen printed image. ClearFlex's unique construction allows for the printed image to be sandwiched between the fabric and the polyurethane film. This helps preserve the image's color fastness through washing and exposure to the elements.

- No transfer tape required
- Print with eco-solvent, solvent & latex inks
- Super thin for excellent stretch
- Encapsulated image for total protection
- Print in reverse / mirror image

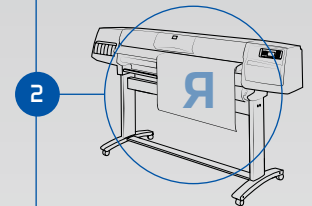
Note: Application of all Tatoo products requires our specially formulated **FlexTape** (a heat stable semi-clear polyester transfer tape) to assist in the application process for textile material. Please refer to our application instruction sheet for transfer settings / recommendations.



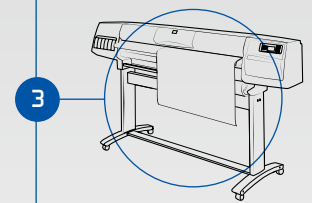
1 Scan or create a digital vector image(s).

SPECIAL NOTE

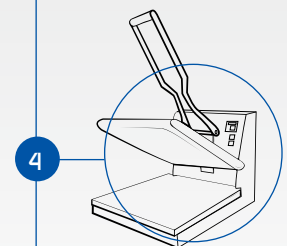
For ClearFlex, print a mirror-image of your design.



2 Print on our material with an ink jet printer.



3 Insert the printed film into a cutting-plotter and cut according to the outlines.



4 See application guide for specific instructions for SEF films.





Heat Transfer Material
for Textiles

PRINT & CUT

HEAT TRANSFER FLEX & FLOCK FILMS

ClassicPrint, White ClassicPrint is our matte finish high quality economy grade print and cut media with very good color fastness and extensibility. It is printable with eco-solvent and solvent ink jet printers. Our construction is very user friendly and allows for fast, easy weeding. Connected graphics can be transferred without the use of **FlexTape**. Unconnected graphics require the use of our **FlexTape**. Please refer to our application instruction sheet for transfer settings / recommendations.

EcoPrint | FiberPlus FLOCK FILMS

EcoPrint Micro-Fiber Flock A great alternative to flex materials. EcoPrint printable flock adds a unique and dimensional look to textile. Our Micro-Fiber Flock is optimized to absorb and retain color fastness through washing and exposure to the elements.

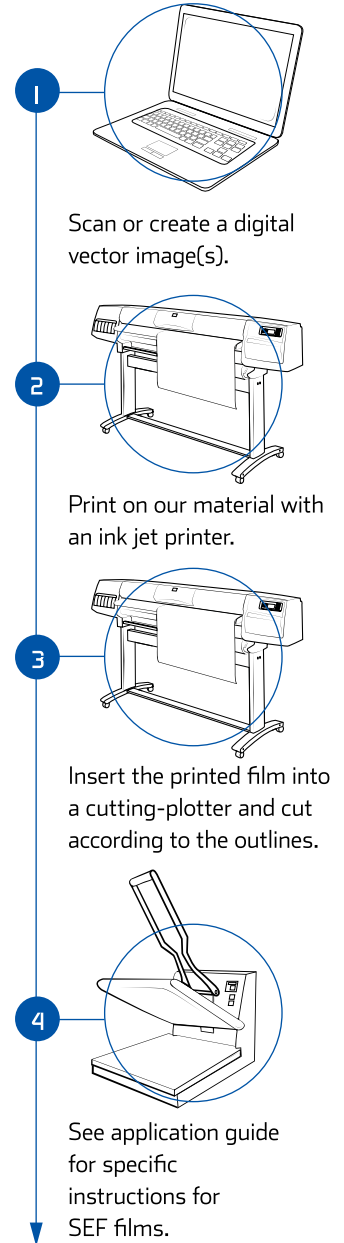
- **Very thin allowing for stretch with the fabric**
- **Printable with eco-solvent, solvent and latex inks**
- **Cuts and weeds easily & cleanly**
- **FlockTape is recommended to assist in the transfer to fabric**

FiberPlus Through many years of R & D, our Sublimation Receptive Micor-Fiber Flock exhibits outstanding color reproduction and color retention. FiberPlus offers the same dimensional high quality look as our EcoPrint and VelCut flock films.

- **Excellent washing fastness**
- **Very light and stretchable**
- **Cuts and weeds easily & cleanly**
- **FlockTape is recommended to assist in the transfer to fabric, connected graphics can be transferred without FlockTape.**
- **Available in rolls or sheets, A3 & A4**



Technical Support:
Toll Free 1-844-720-9601
techsupport@SEFamericas.com



14476-201 Duval Place West
Jacksonville, FL 32218
T 844-720-9600 | 904-423-0211
F 904-423-0899
www.SEFamericas.com | sales@SEFamericas.com

Distributed by:



VISIT US ONLINE
SourceOne.Nazdar.com

CALL US
888-578-5713

© 2022 Nazdar. All Rights Reserved.
Specifications subject to change without notice.



Heat Transfer Material
for Textiles
www.SEFamericas.com

NEW PRODUCT RELEASE BULLETIN

MetalFlex, **5 NEW COLORS!**

Features & Benefits:

- Our MetalFlex is 100% polyurethane
- Excellent stretch with the fabric
- Extended durability & washing fastness*
- Provides a shiny “classy” look and soft to the touch feel
- Multi-color & overlay with FlexCut and print & cut materials
- 7 popular colors
- Available in 15" X 5, 10 & 15yd. rolls



Printed colors are reference only and do not represent a true color match to the product.

- Shiny Silver
- Shiny Gold
- Shiny Orange/Copper
- Shiny Red
- Shiny Blue
- Shiny Green
- Shiny Gun Metal

ClassicPrint, **FAST and EASY** **Printable Matte White!**



Features & Benefits:

- Production friendly Fast & Easy cut and weed!
- Printable with eco-solvent & solvent inks
- A high quality economy grade printable flex film
- Connected graphics may be applied without transfer tape
- Very good washing fastness
- Available in 19.7 & 29.5 X 10, 25 & 50 yd. rolls

*See our respective sell sheets and application/user guide for additional information for application and care of these NEW products.

Distributed by:



Heat Transfer Material
for Textiles

14476-201 Duval Place West
Jacksonville, FL 32218
T 844-720-9600 | 904-423-0211
F 904-423-0899
www.SEFamericas.com | sales@SEFamericas.com

THIS PRODUCT IS BROUGHT TO YOU BY
NAZDAR
SOURCEONE

VISIT US ONLINE
SourceOne.Nazdar.com

CALL US
888-578-5713

© 2022 Nazdar. All Rights Reserved.
Specifications subject to change without notice.