

Practical checklist for choosing personalised tote bags

Formats, handles, materials and printing: the essential checks before ordering.

An effective tote bag is chosen by starting with what it needs to carry, how it will be transported and the type of customisation. This sheet turns the category criteria into a quick checking process.

1. A quick route through a few simple questions

Question	What to check
Main use?	Everyday use, shopping, trade fair or conference, packaging, welcome kit, souvenir.
What does it need to hold?	Brochures and catalogues, bottles, bulky products, small or lightweight items.
How will it be carried?	Over the shoulder with long handles or by hand with short handles.
Need more capacity or less bulk?	Consider a gusset, horizontal format or a foldable model.
What artwork do you want to print?	A few solid colours, detailed artwork, photograph, gradients or textile finish.
Have you checked the product page?	Check print area and position, compatible techniques, load capacity, washing instructions and sample availability.

2. Format and structure: what need do they meet?

Format	When to consider it	Point to check
Standard	Everyday use and corporate promotional item.	Classic rectangular format.
Horizontal	Shopping, beach, bulky or oversized products.	Prioritises width; large and extra-large sizes increase capacity.
Vertical	Bottles and similar products.	Taller and narrower.
Medium	When compact dimensions are needed.	More compact and less bulky.
Gusseted	When more capacity and depth are needed.	The gusset position affects usable volume.
Foldable	Shopping and everyday reuse with minimal bulk.	Designed to be stored easily when not needed.

3. Handles, closures and materials

- Long handles: useful if the tote bag will be carried over the shoulder and you want to keep your hands free.
- Short handles: better suited to carrying by hand and to contexts such as packaging, events and gift wrapping.
- Closures: depending on the model, there may be no closure or it may use a zip, drawstring, carabiner, clip or Velcro.
- Textile materials: cotton, jute and canvas are among the most common options; RPET, cork and hemp broaden the choice.
- Lightweight and economical alternatives: polyester, polypropylene and non-woven fabric.
- Other options: standard or kraft paper, cloth and PVC.

4. Print methods: quick guide

Technique	When to consider it	Practical note
Screen printing	Logos, text and artwork with a few solid colours.	Sharp, durable print; available on many models and materials.
Transfer	Large customisations and detailed graphics with solid colours.	Artwork is transferred using heat.
Digital transfer / DTF	Photographs, gradients and images with many colours.	For detailed, full-colour results, when available for the model.
Embroidery	When a durable and more premium textile customisation is required.	Available only on some models.
Sublimation	When the tote bag material is compatible.	Limited to suitable materials.

5. Final checklist before ordering

- ☐ I have defined what the tote bag needs to hold.
- ☐ I have chosen a format consistent with the intended use.
- ☐ If the contents are heavy, I have checked load capacity, material, seams and handle strength.
- ☐ I have chosen between long and short handles based on how it will be carried.
- ☐ I have considered whether I need a gusset, closure or foldable structure.
- ☐ I have checked the print area, position and maximum dimensions.
- ☐ I have chosen a technique compatible with the material and artwork.
- ☐ If I want to print both sides, I have checked that the model allows it.
- ☐ If I plan to wash it, I have checked the product and customisation instructions.
- ☐ If available, I have considered ordering a sample before production.

View the category: [Personalised Tote bags](#)