

Practical checklist to help you choose printed bookmarks

A practical worksheet for comparing format, materials, covers, accessories and customisation before ordering.

1. Start with the context of use

Context	What to prioritise	Practical check
Bookshops, libraries and comic shops	Classic, slim format that is easy to place between pages.	Consider magnetic models or those with a cord if you want greater stability.
Schools, universities and training	Practicality and functions useful for study.	A ruler, sticky page markers, magnifying lens or LED light can increase usefulness.
Trade fairs, congresses and festivals	Simple, lightweight models that are easy to distribute.	Consider paper, cardboard or sustainability-related materials when consistent with the event.
Museums, attractions and tourism	A practical item that continues to recall the experience.	Prioritise practicality and versatility to keep the memory of the visit alive.

2. Choose the format and functions

Format	Features	When it may be suitable
Classic vertical	Slim, elongated and designed not to add thickness between pages.	When you want a versatile bookmark with a good surface for a logo or graphic.
Flexible	Very thin, adaptable and lightweight.	When you want a soft solution that is easy to use with books of different sizes.
Multifunction	Can include a ruler, sticky page markers, magnifying lens or LED light.	When you want to add useful features for study, work or reading.

3. Compare the materials

Material	Product character	Points to consider
Paper and cardboard	Lightweight, thin and economical; also available in recycled versions.	Suitable when simplicity and ease of distribution matter.
Seed paper	A distinctive material that can be planted after use.	Suitable for projects where the environmental theme is central.
Cork	Natural and consistent with a sustainability-oriented approach.	Also check compatibility with the customisation technique.
Wood, plywood and bamboo	More rigid, resistant and durable.	Suitable when you are looking for greater solidity and durability.
RPET felt	Soft and made from recycled textile materials.	Useful when you prefer a flexible option with a recycling connection.

4. Evaluate the cover

Type	What it looks like	Point to check
Simple	Flat, linear and generally elongated.	Usually leaves plenty of space for customisation.
Shaped	Replaces the rectangular profile with distinctive shapes.	May be suitable for themed events or messages.
With cord	Includes a cord at the top.	Makes the bookmark easier to find and remove and adds a decorative element.
Magnetic	Two ends wrap around the edge of the page and stay together magnetically.	Provides a more secure grip on the page.

5. Match the customisation method

Technique	Strength	Limitation
Pad printing	Resistant, versatile and economical; suitable for small print areas.	Up to four solid colours.
Digital printing	Reproduces detailed, multicolour graphics directly on the surface.	Availability depends on material and model.
Digital transfer	Reproduces detailed, multicolour graphics by transferring them from a carrier.	Availability depends on material and model.
Engraving	Elegant, precise and durable result; can be particularly suitable for bamboo, wood and cork when available.	Does not reproduce colours.

6. Logo, colour and sample

Check	Practical guidance
Print area	Check the product page to see whether the logo can be applied to the front, back, both sides or areas dedicated to accessories.
Dimensions and technique	Always check position, maximum dimensions and available techniques under "Print information".
Colour	Look for good contrast with the logo; on natural materials, consider tones that suit the appearance of the surface.
Sample	If the "Buy sample" option is available, it can help you assess the size, material, shape and features before placing a larger order.

7. Final checklist before ordering

- ☐ I have defined the context in which the bookmarks will be distributed.
- ☐ I have chosen between classic, flexible or multifunction format.
- ☐ If needed, I have checked for a ruler, sticky page markers, magnifying lens or LED light.
- ☐ The material is consistent with the durability, flexibility and message I want to convey.
- ☐ I have evaluated a simple, shaped, cord or magnetic cover.
- ☐ I have checked the available area for the logo and graphics.
- ☐ The customisation technique is available for the selected material and model.
- ☐ The product colour creates suitable contrast with the logo or graphic.
- ☐ For large quantities, I have considered practicality, light weight and ease of distribution.
- ☐ If I need to check the item in person, I have verified whether the “Buy sample” option is available.

Useful links

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- [Promotional Highlighter pens](#)
- [Personalised Pencil cases](#)