

Practical guide to choosing custom greeting cards

Formats, materials, printing techniques and a checklist to guide your choice based on the occasion.

Custom greeting cards make it possible to enhance occasions and events with a physical medium, choosing from different formats, materials and printing techniques. This guide brings together comparisons and checks that may be useful before ordering.

1. Formats: quick comparison

Type	Dimensions	Practical guidance
A6	105x148 mm	One of the largest formats available.
A5	148x210 mm	One of the largest formats available.
Square	148x148 mm	Alternative with all sides equal.
3D pop-up	105x155 mm	Intermediate format with an internal 3D figure, such as a Christmas tree or gift boxes.
Hangtag label	Generally within 90x60 mm	Compact format designed to stay attached to other gift products.

2. Materials: what changes

Material	Appearance	Key characteristic
High-quality card	White or angora	Suitable for both professional and informal settings.
Recycled cardboard with kraft finish	Darker colour	Conveys a stronger handcrafted feel.
Natural wood	Grained finish	Simple alternative that is pleasant to the touch.

3. Printing techniques: selection matrix

Technique	Characteristics	Suggested use
Embossing	Permanent and elegant finish.	Corporate celebrations and professional settings.
Debossing	Refined appearance and pleasant tactile effect.	When you want the finish itself to attract attention.
Digitally printed paper insert	Durable, high-quality print protected by transparent materials; it is not direct printing on the item.	Suitable with embossing and debossing for A6 and A5 formats.
Digital printing	Full colour, even gradients and sharp details.	Versatile; also suitable for cards with 3D figures.
Screen printing	Economical especially for large quantities and durable; maximum four solid colours.	Probably the most suitable technique for recycled cardboard.
Pad printing	Economical and versatile; maximum four solid colours.	Works well on hangtag-style cards.
Engraving	Creates depth and a slightly rough texture to the touch.	Probably the best choice for natural wood cards.

4. Cover, tone and signature

Element	Practical guidance
Cover	Customisation should make the main theme immediately recognisable. A good first impression can create a pleasant memory of the company.
Christmas or birthday	Creative colours and informal messages are suitable.
Corporate celebration	A formal tone and understated colours may be more appropriate.
Digital signature	Suitable when the message is addressed generally to people or companies.
Handwritten signature	More suitable for important customers or partner companies, when paired with the right product.

5. Occasions and uses

Occasion	Indicated use
Christmas	Include in corporate Christmas boxes, also with personalised chocolates and personalised mugs.
Graduations and birthdays	Occasions indicated among the most common uses of greeting cards.
Retirement	An occasion for accompanying good wishes to an employee.
Corporate party or anniversary	The card can also serve as an invitation.
Centenary of a sports club	Can be handed out during a match to celebrate the occasion with supporters.

6. Checklist before ordering

Check	What to verify
Print areas	Check the product page to see whether printing is available on the front, back and, for book-style models, also on the inside.
Tone of the greeting	Choose the tone according to the occasion: more creative and informal for Christmas or birthdays, more understated for a corporate celebration.
Signature	Consider a digital signature for general messages or a handwritten signature for important customers or partner companies, if suitable for the chosen product.
Printing technique	Check the technique according to material, format and the desired result.
Sample	When available, request a sample from the product page using the «BUY SAMPLE» button.
Sustainability	For eco-friendly products, check the green leaves shown on product pages, from one to three according to the indicated sustainability level.

Useful links

[Personalised Water bottles](#) • [Personalised Backpacks](#)

[Personalised Chocolates](#) • [Personalised Mugs](#)

[HiGift Contacts](#)