

Practical guide to choosing personalised gift bags

Checklist and comparisons for choosing material, format, closure and print method based on the contents.

This summary helps compare the main characteristics of personalised gift bags before ordering. Sizes, colours, print areas and the print methods actually available should always be checked on the product page of the selected item.

1. Start with the contents

Contents / use	Practical guidance	What to check
Watches and jewellery	Choose a soft pouch to reduce the risk of scratches.	Internal dimensions, closure and softness of the material.
Perfumes and cosmetics	Choose a format that holds the product without leaving too much empty space.	Height, width and stability of the contents.
Welcome gifts	Assess the bag according to the items included in the kit.	Overall size and ease of opening.
Souvenirs and small gifts	The format can be compact, provided it is suitable for the item.	Actual dimensions and type of closure.

2. Materials: quick comparison

Material	Characteristics	Guidance
Cotton	Soft; also available in organic or bio versions.	Particularly suitable when the contents are delicate.
Jute	Natural appearance and a rougher texture.	Consider direct contact with delicate surfaces.
Recycled kraft paper	Natural beige/brown colour and an understated appearance.	Suitable when a simple, natural presentation is preferred.
PVC / polyester	Plastic-based materials; also available in different colours.	PVC is also found in small formats with a side opening.
Cork	An alternative among materials with a more natural character.	Always check the format and print method on the selected model.

3. Formats and closures

The range includes sizes from very small formats to larger bags. Some items are available in S, M and L sizes. Before choosing, always compare the dimensions of the contents with those shown on the product page.

Detail	When it is useful	Practical check
Drawstring / cord	When quick opening and closing are needed.	Cord material and how it slides through the folded edge.
Ribbon	When a more decorative finish is preferred.	Match with the material and colour of the bag.
Side opening	Especially on small pouches, often made of PVC.	Compatibility with small objects.

4. Checklist before choosing the print method

- Does the logo require solid colours, or does it contain gradients and details?
- Is the surface to be customised flat and large enough?
- Does the selected product offer screen printing, transfer or other techniques?
- Should the print be applied to the front, back or both sides?
- Does the product page state specific limits for print area, colours or logo position?

5. Screen printing and transfer compared

Technique	Strengths	Stated limits
Screen printing	Economical, versatile, durable and with a pleasant raised feel.	Maximum four colours; does not reproduce gradients.
Transfer	Resistant to wear and washing; suitable for flat surfaces and detailed graphics.	Up to eight colours; ironing can damage the print.

6. Colours and presentation

Material / family	Colours	Visual impression
Organic cotton	Cream white	Light, natural finish.
Jute and recycled kraft paper	Beige / brown	Natural and recognisable appearance.
Polyester	Green, blue, red, transparent white, pastel black and others	Wider colour choice than natural materials.

7. Dimensions to compare

Example	Size	How to use it in comparison
Compact format	77x357 mm or 8x10 cm	Compare the overall dimensions with the actual contents.
Larger format	30x40 cm	Assess the usable space in relation to the gift.
Size S	14x22 cm	Compare with M and L when the same item offers several sizes.
Size M	25x32 cm	Compare with S and L when the same item offers several sizes.
Size L	30x47 cm	Compare with S and M when the same item offers several sizes.

8. Quick check for delicate gifts

For watches and jewellery, cotton is the recommended choice when a soft surface is the priority. Rougher materials such as jute and kraft paper require more care because they can come into contact with glass and delicate surfaces.

- Check that the product is not squeezed inside the pouch.
- Avoid a format that is excessively large compared with the contents.
- Check that the cord or closure does not touch delicate parts.
- When available, consider a sample before placing the full order.

9. Use ideas to keep in mind

Context	Possible use
Jewellery shops, perfumeries and boutiques	Packaging for rings, necklaces, watches, perfumes and cosmetics.
Hotels	Small welcome gifts and gifts for guests.
Real estate agencies	A more original presentation for small gifts or handing over keys.
Weddings	Pairing with wedding favours.
Museums, galleries and cultural institutions	Packaging for souvenirs and merchandising.

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Note: formats, sizes, colours, print areas, front/back customisation options and available print methods may vary from one item to another. For the final choice, refer to the product page of the selected item.