

Personalised pillows: practical selection criteria

Comparisons, print methods and a checklist to help you choose between models and uses.

Choose by four factors: format, structure, weight and personalisation. The models cover different needs, from hotels and common areas to events, stadiums and initiatives for communities and supporters.

1. Quick comparison of models

Model	Dimensions / weight	Features	Recommended contexts
Thermal	100x100x20 mm or 160x130x20 mm; 65 or 130 g	Compact; designed for head and ears	Personal comfort; settings where a compact format is useful
Cylindrical	Just under 70 g	Soft body; numerous colours	Trade fairs and corporate events
Round or folding	340x30 mm; 100 g	Very thin; soft faux leather; some models with handle	Outdoor use (e.g. stadium or picnic)
Zippered pillow cover	400x400 mm or 500x500 mm; 135 g/m ²	Cover for pillows already available; can be personalised over the entire surface	Furnishing, protection and personalisation of existing pillows

2. Covers and fillings

Comfort depends on both the outer finish and the filling. The covers mentioned include RPET microfibre, polyester and faux leather. Inside, there are solutions with microbeads, expanded polyurethane foam and, in some cases, cherry stones.

3. Print methods compared

Technique	Strengths	Points to consider	Recommended models
Sublimation	Large surface; almost photographic quality; sharp colours and accurate gradients; resistant to washing and scratches	Not suitable for natural fabrics such as cotton or untreated wood	Thermal pillows and zippered pillow covers
Screen printing	Durable and economical; raised effect pleasant to the touch	Maximum four solid colours	Round and folding pillows
Pad printing	Suitable even for small print areas; fast production times	Available only in a few cases	Cylindrical pillows, for example on the outer label

4. Choosing according to context

Hospitality and catering venues: branded pillows for rooms, outdoor areas, relaxation corners and indoor spaces.

Gyms, showrooms and clinics: make reception areas and waiting rooms more welcoming.

Schools, universities and associations: furnish common areas and help strengthen a sense of belonging.

Sports organisations: take-home pillows or round and folding models for stadiums and away games.

Creators and brands: a product for the community and to strengthen the relationship with the audience.

5. Checklist before choosing

Define where the pillow will be used: room, reception, relaxation area, event, common space or stadium.

Consider whether you need a complete product or a zippered pillow cover for a pillow you already have.

Compare dimensions, weight or fabric weight according to the chosen format.

Check the product page to see whether printing is available on the front, the back or both surfaces.

Check whether sublimation, when available, is included in the price and which setup costs apply.

Check whether a sample can be purchased for the selected model.

For round and folding models, check on the product page whether both surfaces can be personalised.

6. Pairing ideas

In common areas of schools, universities and associations, pillows can be paired with [Personalised Mugs](#), [Personalised Water bottles & Sport bottles](#) and [Personalised Backpacks](#) to create a varied mix.

Practical note: for print availability, double-sided personalisation and samples, always refer to the product page of the selected item.

7. Checks to make on the product page

Check	Practical indication
Front / back printing	In most cases it can be applied on both sides, but the product page of the selected model should be checked.
Sublimation and price	In many cases sublimation is included in the purchase price; when this happens, only the print setup cost remains.
Sample	Availability depends on the product. When offered, the product page allows you to purchase a sample.
Round and folding models	They are double-sided; to find out whether both surfaces can be personalised, check the product page.