

Practical checklist for choosing personalised backpacks

An operational sheet for comparing materials, size, closures, comfort and customisation before ordering.

Use this checklist to narrow down the choice quickly according to the intended use and the features that matter most. For availability, branding areas and technique compatibility, always check the individual product page.

View the available Personalised Backpacks

1. Start with the intended use

Context	What to prioritise	Types to compare
Everyday use	Versatile size, comfort, pockets and organisation	Classic, urban, standard
Work and technology	Padded compartment, internal organiser, back and shoulder straps	Custom PC backpacks , business, convertible
Sport and gym	Lightness, resistance, accessible pockets; optional shoe or racket compartment	Branded Sport backpacks , compact, drawstring bags
Travel and outdoor	Capacity, durability, ease of carrying and closure	Travel, roll-top, Branded Folding backpacks , convertible
Schools and children	Low weight, proportions suited to age, ease of use	Promotional Kids backpacks , slim, Promotional Drawstring bags
Trade fairs and large distributions	Reduced bulk, lightness and good value for money	Classic, drawstring bags

2. Material: what to compare in practice

Family	What to assess	When it can be useful
PVC, PU, non-woven, nylon, polyester	Lightness, abrasion resistance, quick drying	When practicality and ease of use are important
RPET and recycled materials	Fabric performance and consistency with a sustainability-oriented project	Welcome kits, events and projects where the material is part of the message
Cotton, hemp, jute, cork	Feel, appearance, structure and type of covering	When a more natural look is desired
Canvas, denim, ripstop	Structure, distinctive appearance and tear resistance	When a more characterised or technical material is required

3. Size and closure: combine the two choices

Size mainly determines bulk and capacity; the closure affects access, security and practicality. Compare them together, not separately.

Choice	Practical indication
Slim / mini	To carry the essentials and reduce bulk.
Standard	A versatile solution for everyday use.
Large / maxi	For more volume and load capacity, also suitable for travel and outdoor activities.
Folding / convertible	To reduce bulk or change configuration according to use.
Zip	Quick and common; suitable for classic, business and laptop backpacks.
Roll-top / buckles	Suitable for urban and travel models; in some cases it helps adjust volume.
Drawstring	Simple and quick, typical of drawstring bags.

4. Comfort and organisation

- ☐ Are the shoulder straps adjustable and, where necessary, padded?
- ☐ Is the back padded for the intended use?
- ☐ Are pockets and compartments sufficient for the items to be carried?
- ☐ Is a specific pocket needed for a laptop, tablet or water bottle?
- ☐ Would handles, trolley straps or other carrying systems be useful?
- ☐ Are specific features needed, such as an insulated compartment, shoe compartment or reflective details?
- ☐ Does the closure provide the required level of access and security?

5. Customisation: quick matrix

Technique	Strengths	Points to consider
DTF on fabric	Photographic quality, full colour, gradients and complex details	Can be damaged by ironing
Digital transfer	Photographic quality, full colour, complex details	May have limitations on uneven surfaces
Screen printing	Economical, versatile and durable; pleasant feel	Less suitable for very small or fine details
Sublimation	Full colour and, where supported, large print areas	Only on polyester or suitably treated surfaces
Embroidery	Elegant and professional appearance	Requires sufficiently resistant and structured fabrics
Transfer	Detailed and long-lasting graphics	Almost exclusively on textiles; up to eight solid colours

6. Final check before ordering

- ☐ Have I defined who will use the backpack and in what context?
- ☐ Are size and capacity suitable for the items to be carried?
- ☐ Are material, durability and feel consistent with the project?
- ☐ Are closure, shoulder straps, back and internal organisation suitable for the intended use?
- ☐ Have I checked the maximum available branding position on the model?
- ☐ Is the selected technique compatible with the material, surface and complexity of the logo?
- ☐ For important orders, is it worth checking a sample before the full supply?

Specific models to compare

- [Printed Cooler backpacks](#)
- [Custom Picnic backpacks](#)
- [Printed Anti-door backpacks](#)
- [Custom Sustainable backpacks](#)

Comparison sheet to complete

Criterion	Model A	Model B	Model C
Intended use			
Size / capacity			
Material			
Closure			
Comfort			
Pockets / compartments			
Branding area			
Compatible technique			
Sample checked			

Before finalising the order, the product page remains the reference for dimensions, branding areas, available techniques and the option to purchase a sample.

Useful resources

[History of the backpack](#)

[Personalised Business cards](#)

[Personalised Water bottles & Sport bottles](#)

[Personalised Diaries](#)