

Checklist for choosing Personalised Stickers & labels

A comparison sheet to complete before ordering: start with the result you want and check the available model, size and material.

1. Identify the main purpose

Purpose	Option to consider	Check before choosing
Decorate or identify objects	Geometric or custom-cut sticker	Application surface and usable space
Accompany packaging and gifts	Adhesive label or hanging tag	Adhesion to the surface or attachment as a tag
Offer a creative activity	Sticker set on sheets	Designs and number of stickers per sheet
Display an image or message	A4 or A3 poster	Visibility and available display space

2. Compare shapes and sizes

Type	Catalogue reference	Check before confirming
Geometric stickers	XS to XL; approx. 25-125 mm	Logo and text readability
Custom-cut stickers	Up to 210 × 297 mm	Artwork outline and print area
Sticker sets	Sheets generally up to 140 × 210 mm	Sheet dimensions and designs supplied
Rectangular labels	Including 50 × 100 mm models	Size of product or packaging
Posters	A4: 210 × 297 mm; A3: 297 × 420 mm	Orientation and viewing distance

The dimensions shown are indicative. Confirm available variations and print areas on each product page.

3. Match the setting to a practical choice

Setting	Option to consider	Practical check
Trade fair or conference	Small stickers, also with other items	Ease of distribution and quantity
Shop or gift packaging	Packaging stickers or hanging tags	Surface, shape and legibility
Office or professional practice	Labels to identify or decorate	Dimensions and printed information
School or education centre	Creative sticker sets	Number and type of stickers on each sheet
Nursery or garden centre	Plant labels	Moisture exposure and material
Showroom or display space	Posters for images and messages	Format and visibility

Materials, printing and order confirmation

Compare materials with actual conditions of use, check the artwork and collect the information needed to place your order.

4. Match materials to the setting

Material	Consider it when...	Point to check
Self-adhesive paper	Stickers must be applied to objects and packaging	Check the surface and conditions of use
Water- and tear-resistant paper	Plant labels face humidity and frequent handling	Confirm that the model offers this material
Seed paper	You want a biodegradable, plantable tag	Check which version is available
Premium matt uncoated paper, 250 g/m ²	A poster should display artwork clearly with less reflection	Confirm the size and orientation

5. Match artwork to printing methods

Artwork	Printing method to check	Why it matters
Photographs, colours and gradients	Full-colour digital printing	Suited to detailed images, where offered
Simple logo or lettering	Pad printing	Only available on selected items
Artwork applied with an adhesive	Full-colour printed adhesive	The adhesive support is printed first

6. Checks before sending your artwork

- ☐ Logos, text and photos remain legible at the selected size.
- ☐ I checked the print area and whether the design can reach the edges.
- ☐ The requested printing method is available for the chosen item.

7. Order confirmation checklist

- ☐ Product code, shape and size: _____
- ☐ Material and conditions of use: _____
- ☐ Print position and area: _____
- ☐ Printing method and quantity: _____
- ☐ I checked setup fees and any printing charges before payment.
- ☐ I considered ordering a sample, where available.

Note: minimum orders vary by product. They are often 100 pieces, but some require 250; always consult the product page.

Useful links

- [Personalised Stickers & labels](#)
- [Personalised Water bottles & Sport bottles](#)
- [Personalised Diaries](#)
- [Personalised Notebooks](#)