Checklist for choosing personalised bars

Compare shape, ingredients, packaging and printing before confirming your quantity.

1. Choose the shape and weight for your purpose

Type	Approximate weight	Recommended use
Wafer	Around 10 g	Light snack for large-scale distribution
Classic rectangular	Under 30 g and up to 100 g	Kits, trade fairs, receptions, breaks and gifts
Square	35–75 g	Compact presentation and elegant packaging
Shaped	Mostly 65 g; some 35 g	Hearts, stars, flowers, Christmas, trucks, tools and more

2. Compare flavours and ingredients

Type	What to consider
Chocolate	Milk or white chocolate; redcurrant and orange versions
Fit and diet	Forest fruits, prunes, hazelnuts, brownie, pineapple and coconut; buckwheat, sesame and goji
Cereal	Seeds, honey and crunchy ingredients
With toppings	Strawberries, sour cherries, pears and biscuits; or pretzels, salted almonds, coarse salt and chilli

3. Choose the packaging

Packaging	When to choose it
White paper	For multicolour logos and gradients
Kraft paper	For a natural look and simple artwork
Ecru paper with grass fibres	For a softer, more natural presentation
Transparent or white wrapper	To show the bar or print the wrapper
RPET inner tray	To protect shaped bars

Printing and verification checklist

Practical checks before ordering personalised bars.

4. Check the customisation technique

Technique	How it is used
Digital printing	Boxes and certain bars; edible inks for chocolate
Flexography	Wrappers, especially for large quantities
Full-colour adhesive label	Printed label applied to the packaging
Embossing	Logos and designs pressed into chocolate for a relief effect

5. Checklist before confirming the order

[ ] **Use:** Decide whether to hand them out at a fair, hotel, gym, shop or in a gift pack.

[ ] **Shape:** Compare rectangular, square, wafer and shaped bars.

[ ] **Flavour:** Consider recipients, ingredients and sweet-and-savoury combinations.

[ ] **Packaging:** Check wrappers, paper boxes and possible inner trays.

[ ] **Artwork:** Check the substrate, print area and techniques on the product page.

[ ] **Quantity:** Check the product page: some items start at 100 or 200 pieces; wafers may require 5,000.

[ ] **Shelf life:** Check the minimum shelf life; it can range from around 2 to 8 months by model.

[ ] **Sample:** Consider ordering a sample before purchasing the full quantity.

6. Useful combinations

In sport, bars can be paired with products from the categories Personalised Cuffs and Personalised Silicone wristbands. At fairs and conferences they can be combined with Custom Sweets.

Minimum quantities, printing options and shelf life must always be checked on each product page.