Personalised Classic cooler bags

Practical guide · Quick comparisons to choose sizes, materials and printing.

1. Start with the intended use

Main use	Model / capacity to consider	Check before choosing
Drinks, cans and tastings	Insulated bottle carrier or compact bag of about 3 L	Number and height of containers; space for the logo
Staff and guest lunch kits	4–7 L cooler bag	Actual dimensions of lunch boxes and packaging
Picnics, beach and excursions	9–16 L cooler bag	Closure, base, handles and shoulder strap
Shopping and loyalty campaigns	Insulated shopping bag	Wide opening and room for different package sizes
Sporting events and light kits	Soft insulated drawstring bag	Drawstring closure; room for snacks and drinks

2. Compare outer materials

Material	Why consider it	What to check
Polyester	Durable and practical for frequent use	Fabric texture and ease of cleaning
RPET	Similar properties to polyester; highlights PET recovery	Declared materials and model specifications
Non-woven fabric	Lightweight, flexible and generally economical	Inner lining and bag structure
PVC	Moisture-resistant and easy to clean	Print compatibility and available area
Nylon	Strong and lightweight	Construction, closure and details
Laminated or kraft paper	Paper-bag look; gourmet gift kits	Wear resistance: less suited to heavy use

3. Match the artwork with the printing method

Method	When to consider it
Screen printing	Simple logos, few colours, clear outlines; useful for large quantities
Transfer printing	Logos with multiple colours and details
Digital transfer	Photos, gradients and complex full-colour designs

Note: the available techniques and logo positions vary by model. Always check the "Printing info" section on the relevant product page.

Comparison sheet for three models

Complete one column for each candidate bag, using its product details and the needs of your campaign.

Criterion	Model A	Model B	Model C
Item name / code			
Intended use			
Planned contents			
Capacity in litres			
Dimensions in cm			
Outer material			
Inner lining			
Closure			
Handles / shoulder strap			
Pockets / compartments			
Logo position			
Printing methods			
Sample needed?			
Advantages / limits			
Result: yes / no / review			

Checks to complete before ordering

[ ] Actual capacity and dimensions checked

[ ] Handles, strap and compartments assessed

[ ] Print position and method confirmed

[ ] Closure suits the intended use

[ ] Materials and lining checked

[ ] Sample assessed, if necessary

Complementary products and alternatives

For food-related kits: Personalised Water bottles & Sport bottles and Corporate Branded Aprons.

For sustainability campaigns: Personalised Cooler bags in natural materials and Personalised Thermal bags in recycled materials.