

# Practical guide to personalised cooler bags in natural materials

Choice matrix and practical checks · use before ordering

This worksheet helps you compare sizes, materials and customisation according to the intended use. Always check dimensions, capacity and printing options on each product page.

## 1. Start with the purpose: which type should you compare?

| Intended use              | Style to compare              | What to check                           |
|---------------------------|-------------------------------|-----------------------------------------|
| Employee lunch kit        | Box-shaped or medium-size bag | Space for containers, closure, carrying |
| Trade fairs and giveaways | Compact or upright lunch bag  | Size, number of items, logo visibility  |
| Shopping, picnics, beach  | Shopper or large-capacity bag | Handles, access, capacity               |
| Hiking and camping        | Box-shaped or upright bag     | Zip, outer pockets, shoulder strap      |

## 2. Compare the outer material and the inner lining

| Outer material  | Distinctive feature                   | What to check                          |
|-----------------|---------------------------------------|----------------------------------------|
| Cotton / canvas | Soft feel, versatile use              | Strength and fabric thickness          |
| Jute            | Coarse weave, rustic look             | Optional moisture-resistant lamination |
| Hemp and cork   | Plant fibres or textured surface      | Construction and printable area        |
| Recycled paper  | Alternative using recovered materials | Available protective finishes          |
| Denim           | Tightly woven casual cotton           | Weight, shape and practicality         |

Check separately: the inner lining may be aluminium or PEVA, sometimes with extra insulating layers. Do not infer it from the outer material alone.

## 3. Choose three priorities before comparing prices

- ☐ What you need to carry: bottles, food tubs, snacks or several items
- ☐ Size and portability: dimensions, handles, shoulder strap, bulk
- ☐ Protection and organisation: zips, other fastenings, pockets, compartments
- ☐ Customisation: available branding area and complexity of the design

## Project notes

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## 4. Compare up to three models before you order

| What to check       | Model A | Model B | Model C |
|---------------------|---------|---------|---------|
| Product code / name |         |         |         |
| Main intended use   |         |         |         |
| Style and capacity  |         |         |         |
| Actual dimensions   |         |         |         |
| Outer material      |         |         |         |

| What to check           | Model A | Model B | Model C |
|-------------------------|---------|---------|---------|
| Inner lining            |         |         |         |
| Closure                 |         |         |         |
| Handles, strap, pockets |         |         |         |
| Printing area           |         |         |         |
| Printing technique      |         |         |         |
| Quantity and cost       |         |         |         |
| Sample requested?       |         |         |         |

## 5. Quick comparison of printing techniques

| Method           | When to consider it                            |
|------------------|------------------------------------------------|
| Screen printing  | Simple logos with few colours                  |
| Transfer         | Designs with several colours and details       |
| Digital transfer | Gradients, complex images, full-colour artwork |

*The technique actually available depends on the material, design and print area of the selected model.*

## 6. Final checks

- ☐ Confirm sizes before packing rigid containers or tall bottles
- ☐ Check "Printing info" for the customisable area
- ☐ Compare the product and printing costs at your required quantity
- ☐ If available, select "BUY SAMPLE" to inspect the model in person

To create a lunch kit, also consider [Personalised Water bottles & Sport bottles](#) and [Personalised Placemats](#).