

THE COMPLETE GUIDE TO MATERIALS FOR STICKERS AND LABELS

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1. WHY THE MATERIAL IS IMPORTANT

After your design, choosing the right material is probably the most important decision you've got to make before buying stickers or labels.

The material you choose forms the foundation of your stickers and labels, as it impacts their colour and look, how sticky they are, their finish and how long they will last in various applications.

So, finding the right material for your stickers and labels is pretty essential, right? But don't worry, we are here to help you find your perfect match.

This is your jargon-free, go-to guide with lots of expert advice to educate you so you can make the right decisions.

Let's dive straight in.

2. THE MAIN TYPES OF MATERIALS

There are 3 main types, or categories, of material:

- Plastic
- Paper
- Eco-friendly

Plastic materials are the most durable and waterproof. You will often find them referred to as vinyl stickers. For example, if you need stickers to go in the dishwasher, you'll need a plastic material.

Paper materials are great for short-term use or indoor applications. As the name suggests, they're printed on paper, or paper-like materials.

Eco-friendly materials are made from organic materials and therefore much better for the environment because they degrade after use.



SCAN OR CLICK HERE TO GET
SAMPLES OF OUR MATERIALS

3. HOW TO CHOOSE THE RIGHT MATERIAL FOR YOUR APPLICATION

There are various points to think about when choosing the right material.

We'll list the **most important points** below so you can have a think as you read this guide and determine which may be best for your use.

They are:

- What surface are you sticking to?
- How long do you need your sticker or label to last?
- Do you need your stickers or labels to be waterproof?
- Will they experience any heavy contact such as scuffs from machines?
- How important is sustainability to you or your brand?

”

USE THE KEY POINTS ABOVE TO
MAKE THE BEST DECISION FOR YOUR
APPLICATION.

4. AN IN-DEPTH MATERIAL GUIDE

PLASTIC MATERIALS

Here is a list of every plastic material we offer:

- White vinyl
- Clear vinyl
- Holographic
- Glitter
- Mirror silver
- Mirror gold
- Fluorescent
- Heavy duty

All of these materials, apart from our heavy-duty stickers use our medium-strength adhesive so are suitable for sticking to almost any surface.

This makes picking the right material easier.

Our heavy duty stickers use an ultra-tacky glue that 2x thicker than normal. This means they'll stick to just about anything! If you find your current stickers lifting, these are the ones for you!

We can further break down the plastic materials into 3 subcategories:

1. Standard
2. Fluorescent
3. Heavy duty

STANDARD PLASTIC MATERIALS

The first is our most popular materials. They include:

- White
- Clear
- Holographic
- Glitter
- Silver
- Gold

All of these materials have the same properties with one obvious difference – they are different colours.

They are all polypropylene (PP) based with the same medium-strength adhesive on the back.

This makes choosing easy as you do not have to worry about different adhesive strengths or levels of resistance to water, sunlight or solvents, but can simply go with your favourite look.

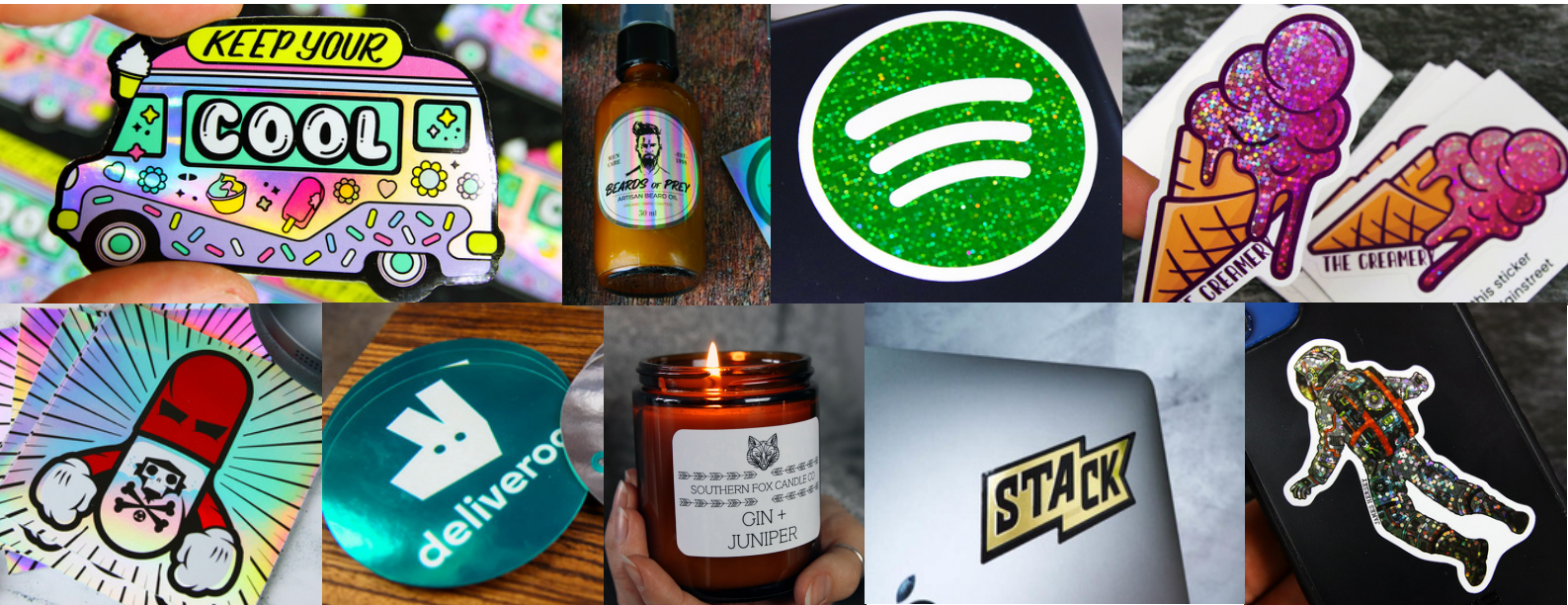
If you're after a durable plastic sticker, you can choose any of these and the only difference is the colour which will impact your design.

If you want something a bit fancy with metallic colours go for holographic for example.

” IF YOU'RE AFTER A DURABLE PLASTIC STICKER OR LABEL, YOU CAN CHOOSE ANY OF OUR PLASTIC MATERIALS.

STANDARD PLASTIC MATERIALS CONTD..

Here are a few examples to show you some of the effects that are possible:

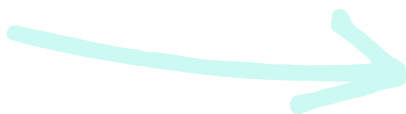


Materials from top left to bottom right: Holographic, holographic, glitter, glitter, holographic, silver, white, gold, glitter.

The odd-one-out is our clear material.

This clear plastic material is *incredibly transparent* so is perfect for applying to windows or other surfaces where you want to either see-through it or you want the surface showing around your design.

Here's a great example of a beautiful clear label



FLUORESCENT PLASTIC MATERIALS

The second subcategory is our fluorescent material which sits on its own for two reasons:

1. It's made from PVC which is slightly harder to recycle than the other colours above.
2. The fluorescent pigments that make it so bright only last outside about six months.

Fluorescent stickers are used for applications where you want your design to stand out and really pop! Like this:



We often see them used on safety signs to grab peoples' attention or as stand-out logo stickers where the brand wants a high visual impact.

Fluorescent stickers use the same medium-strength adhesive as vinyl stickers, which are perfect for sticking to almost anything.

HEAVY DUTY PLASTIC MATERIALS

The final category is our heavy-duty material.

This is **super thick** and **super sticky** so great for extreme environments and heavy contact. It's also made from PVC so is harder to recycle than PP.

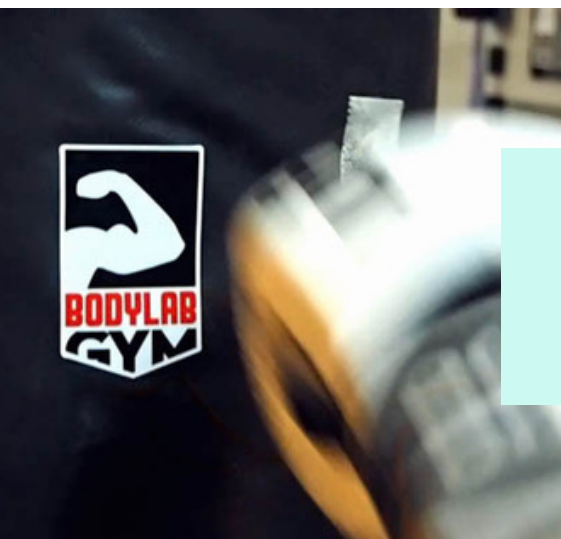
This material is typically used in the following applications:

- Extreme sports (karting, motocross)
- Watersports
- Industrial environments

A word of warning: please do not underestimate our heavy-duty stickers. Yes, we all want a sticker that “really sticks”, but chances are that a standard vinyl sticker with a medium strength adhesive is sticky enough for 90% of all uses.

Heavy-duty stickers are not just “sticky”, they are twice as sticky as a normal sticker and can often impact the surface they are applied to, so be careful.

Use heavy duty stickers when applying to very rough surfaces or low-energy plastics, such as large plastic mouldings. The thick layer of glue helps to reach down into the rough surfaces so they stick.



”HEAVY DUTY STICKERS ARE 2X STICKIER AND 8X THICKER THAN STANDARD MATERIALS

Heavy duty material is so tough, it can survive a punch (or 200)

PAPER MATERIALS

The second category is paper materials.

There are loads of self-adhesive papers on the market for label & sticker applications, and most of them are quite similar in their features.

But not ours. We've taken the time to choose the very best; a thick, textured and biodegradable paper!

Paper materials are:

- Suitable for short-term use
- Easy to recycle
- Have a matte or gloss finish
- Come in various colours
- Not waterproof



We currently offer one paper material, our biodegradable paper.

It's a beautiful material that's nice and thick. It has a matte finish which gives a premium look, compared to most paper materials.

It's **made from a sugarcane by-product** called bagasse and because it's compostable, also fits into our next category 'Eco-friendly materials', but more on that later.

If you want the technical details, you can read the [data sheet for this material](#).

But what is most important is that this material is not only wood-free but made from natural ingredients, which makes it biodegradable. This means that these stickers and labels will decompose within 12 weeks after being put in the food waste bin.

If you'd like an easy to recycle, paper label or sticker, this is the material for you.

ECO-FRIENDLY MATERIALS

Eco-friendly can mean different things.

We only include materials that can **fully degrade in a compostable environment**. These are the most environmentally friendly options available.

There are various, non-plastic, compostable materials available that we offer.

In our compostable range we have:

- White eco-friendly
- Clear eco-friendly
- Biodegradable paper (matte white)

We'll only discuss the eco-friendly white & clear options as we've already mentioned the biodegradable paper material earlier.

The white and clear materials are made from wood, but look at feel like plastic.



Top: Eco-friendly clear material
Bottom: Eco-friendly white material

” COMPOSTS IN MONTHS IN
YOUR COMPOST BIN.

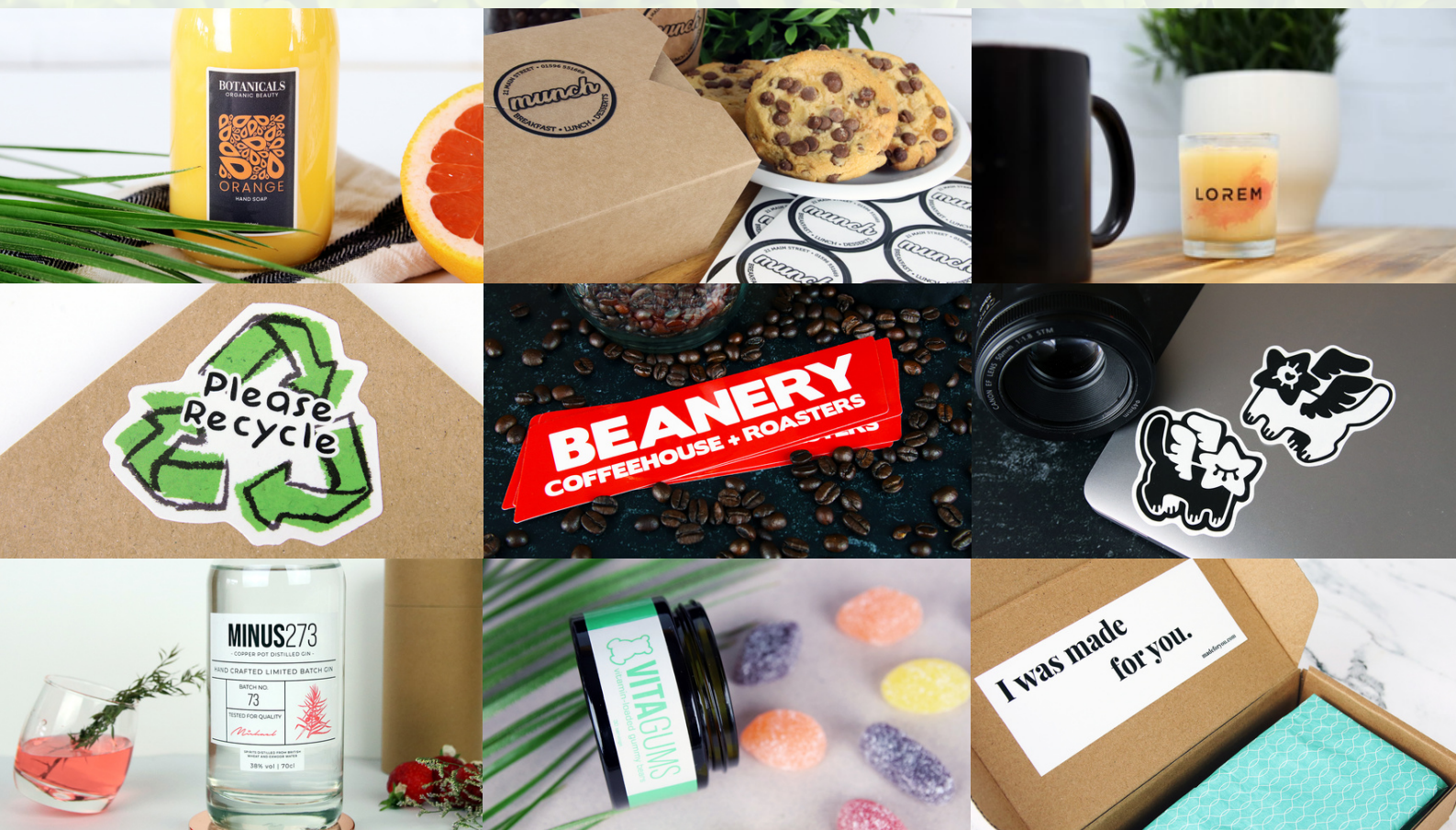
ECO-FRIENDLY MATERIALS CONTD..

Key features about these materials:

- Looks and feels like a premium plastic
- Gloss finish
- Totally compostable!
- Durable, just not quite as tough as plastic
- Suitable for outdoor use (medium-term)
- Ok with occasional contact with lots of water
- Can't go in the dishwasher

If you'd like to get into the technical details, you can download the data sheets on our [materials page](#) online.

Here are some more, mouthwatering examples to enjoy!



Materials from top left to bottom right: Eco-white, eco-clear, eco-clear, eco-white, eco-white, eco-white, eco-white, eco-white, eco-white.

5. THE FINAL WORD

We hope this guide helps you to choose the right material for your stickers or labels.

If you're still unsure about the next steps, you can get advice from our experts.

Alternatively, there is lots of information about all of our materials on our materials page.



**STILL UNSURE?
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SAMPLES OF OUR MATERIALS**

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WWW.STICKERIT.CO**