



How to choose materials for stickers and labels

Introduction

Are you seeking guidance for your label and sticker projects? Unsure which materials are best suited for your products? In this blog we'll explore these topics, emphasising why selecting the correct material and label format, not only for the appearance of your labels and stickers, but also for their functionality.

The different types of labels and materials

When it comes to labels and stickers, there's a wide variety of materials to choose from. Each material offers unique benefits depending on your specific requirements. The same applies to different types of labels and stickers, such as custom printed, plain, paper, or ecofriendly options. Your choice of material and label type should always suit your specific application. Is it going into a fridge or freezer, will they encounter moisture or oily substances? Strong branding, and loyalty to your company's values, such as sustainability is also a key factor to consider.

Materials for labels and stickers can vary, so you should pick the one best suited for your objectives, do you need a hardwearing label or something more sustainable? Here are some examples of the materials:

- Matt paper
- Gloss paper
- Semi-gloss paper
- Antique craft paper
- Clear synthetic
- Biodegradable and compostable paper
- Biodegradable and compostable clear and white filmic
- Thermal direct and thermal transfer papers

There are also different types of labels you can choose from when starting your labelling projects, and the type you pick needs to align with your unique requirements. Here is a list of possible label types:

- Roll labels
- Sheet labels
- Cut single labels
- Fan folded labels
- Product labels (food, drink, candle, beauty, medical, etc.)
- Shape labels (rectangle, square, circle, oval, heart, hexagon, etc.)

When should I use custom labels?

Custom labels are a very powerful tool used to enhance your brand identity and provide you with the perfect shape for your products. By choosing a personalised label, you are allowing for a much bigger opportunity to showcase bespoke designs, colours, logos and your brand.

When labels are customised, they can become an essential component of your marketing strategy, using specific materials and printing technologies will give you a variety of looks. High build inks for 3D effect, special embellishments to make your labels “pop” foils to make them shine, the list is endless.

When should I use plain labels?

Plain labels are a great choice as a cost-effective way to label items used in despatch, basic product identification, barcoding and more. Plain labels are a very versatile label suited to all types of environments ranging from offices to warehouses. They are a practical fit for any business and boast straightforward applications. Whether you want to label files, packages, products or simply identify storage boxes, plain labels offer a simple solution for you!

When should I use eco-friendly labels?

For businesses and brands who are dedicated to sustainability and wish to lower their carbon footprint and comply with more sustainable practices, eco-friendly labels are the ideal option. Brands and businesses may demonstrate their commitment to environmental responsibility and consumer appeal through choosing eco-friendly labels.

This helps their brand become more appealing to environmentally conscious consumers. These labels help to cultivate a sense of loyalty with these audiences while adhering to industry-specific requirements, which may place a greater emphasis on eco-friendly materials.

Roll labels vs Sheet labels, which should I use?

Roll labels are the perfect choice if you are using labels for anything large-scale and used in conjunction with an applicator or print and apply capabilities. They offer a very efficient and quick application where speed and consistency are crucial. Roll labels can be a great cost-effective choice for businesses that need to purchase large quantities at once, and they are perfect at labelling quickly in large volumes.

Sheet labels can be better suited for smaller print runs or even personal use and offer a lot more flexibility. With sheet labels you can get varying sizes from stock, making them the perfect label for businesses wanting to inhouse print their own labels to showcase their products or corporate identity.

Therefore, if you are looking for labels that are more efficient and used in larger volumes, such as product labels, roll labels may be the best choice. However, if you are aiming for something that can be more versatile for office use, sheet labels may be more equipped to your objectives.

Conclusion

Making sure your stickers and labels fulfil your needs requires selecting the appropriate materials and label types. Every decision you make affects how effective your labels will be, whether your goal is to emphasise sustainability with eco-friendly choices, improve brand identity with personalised labels, or cut expenses with plain labels.

Deciding between roll and sheet labels also matters. Roll labels are best for high-volume, automated processes, while sheet labels offer flexibility for smaller, custom projects.

Ultimately, the right choice depends on your specific needs—whether it's scale, design, sustainability, or cost. By considering these factors, you can select labels and materials that not only meet your goals but also strengthen your brand and appeal to your audience.