

Custom Die Cut Stickers Buying Guide

A practical buyer's guide for choosing die cut sticker materials, artwork settings, finishing options, and quote details before production.

Status: Formal sample Category page asset Zigpac

1. What this category is for

Custom die cut stickers are individually cut around the artwork outline, making them suitable for brand packaging, product inserts, giveaways, retail labels, event merchandise, and promotional bundles.

Best fit: buyers who need a clean sticker shape, brand-specific artwork, and flexible quantities without making every design a standard rectangle or circle.

2. Core buying decisions

Decision	Common choices	What to confirm before quote
Material	White vinyl, clear vinyl, paper, holographic film	Indoor/outdoor use, surface type, durability expectation

Decision	Common choices	What to confirm before quote
Finish	Gloss, matte, soft-touch, holographic, transparent	Visual style, scratch resistance, premium feel
Cut style	Die cut, kiss cut, sheeted, roll labels	Application method and packing preference
Adhesive	Permanent, removable, strong adhesive	Product surface, removal need, temperature exposure
Quantity	Short run to bulk order	Number of designs, quantity per design, reorder plan

3. Material and finish guide

White vinyl

A strong default for most brand stickers. Good color opacity, clean edges, and reliable application.

Clear vinyl

Best when the product surface should show through. Artwork needs white ink planning to avoid weak colors.

Holographic film

High visual impact for promotions, beauty, entertainment, sports, and creator merchandise.

4. Artwork preparation checklist

- Send vector artwork when possible: AI, PDF, SVG, or EPS.

- If using bitmap artwork, provide high-resolution PNG/PSD with transparent background.
- Keep important text and logo details away from the cut edge.
- Confirm whether a white border is needed.
- Confirm whether white ink is needed for clear or holographic materials.
- For multiple designs, name files clearly and provide quantities per design.

Artwork rule of thumb: the cleaner the cutline and the clearer the layer naming, the faster the prepress team can confirm proof details.

5. Quote information Zigpac needs

Information	Example
Sticker size	2 in, 3 in, 50 mm, 75 mm
Quantity	500 pcs, 1,000 pcs, 5,000 pcs
Number of designs	1 design, 5 designs, 20 designs
Material	White vinyl / clear vinyl / holographic
Finish	Gloss / matte / custom finish
Packing	Individual pieces / sheets / rolls / bundles
Delivery country	Needed for shipping estimate

6. Production flow

1. Buyer sends artwork, size, material, quantity, and delivery country.
2. Zigpac checks artwork and confirms quote options.
3. Digital proof confirms cutline, size, color notes, and finish.

4. Production starts after proof approval.
5. Finished stickers are packed according to the agreed method.
6. Shipment tracking is provided after dispatch.

7. Common use cases

Use case	Recommended direction
Packaging inserts	White vinyl or paper, clean brand shape, bulk packing
Retail labels	Material selected by product surface and durability need
Creator merchandise	Die cut vinyl, strong color, optional holographic version
Event giveaways	Cost-efficient size, easy packing, fast reorder file setup
Premium product launch	Matte or specialty film, tighter proof review

8. RFQ checklist

Before asking for a quote, prepare:

- Artwork file or design preview
- Sticker size
- Quantity and number of designs
- Material/finish preference
- Packing preference
- Delivery country and expected timeline

9. Final note

If you are not sure which material or finish to choose, send the artwork and application scenario first. Zigpac can suggest the practical options for cost, durability, and visual effect.

For the fastest quote, send artwork + size + quantity + material preference + delivery country in one message.