

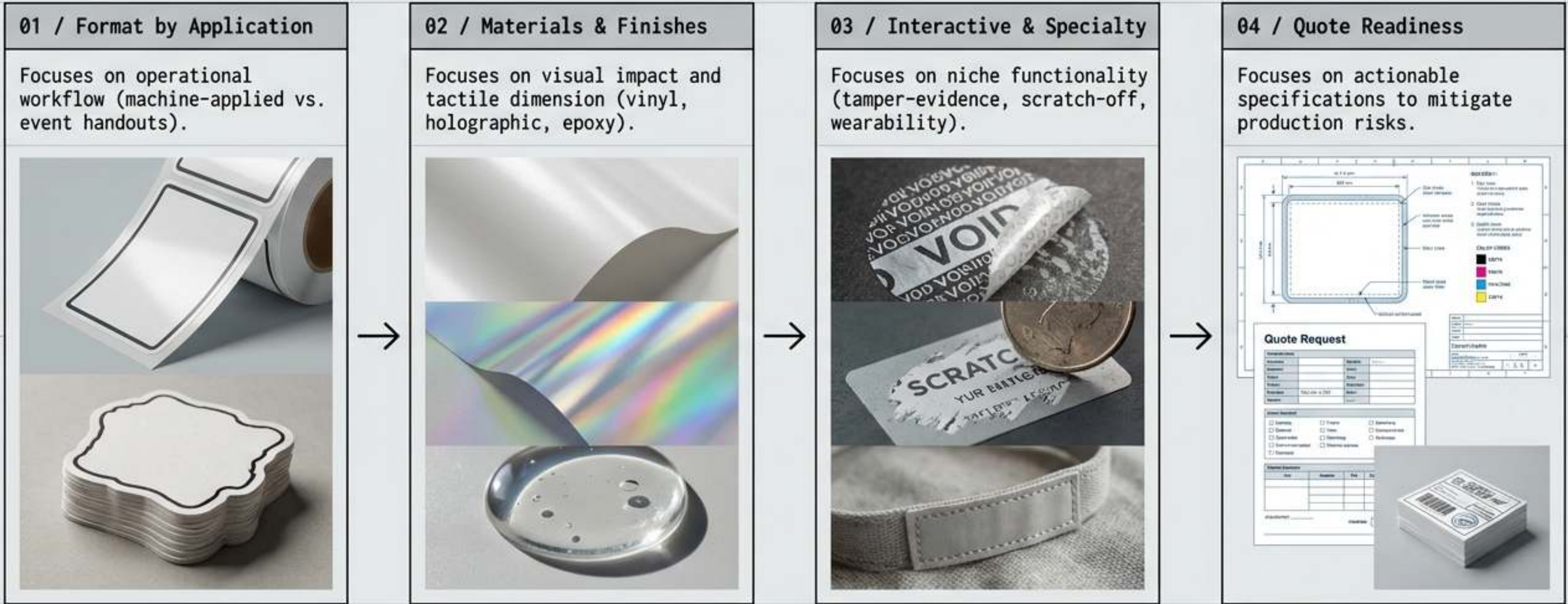
# CUSTOM STICKER PRINT SPECIFICATIONS

## A Decision-Support Buyer's Guide for Formats, Materials, and Finishes

ZIGPAC PRINT STUDIO | STANDARD & SPECIALTY APPLICATIONS



# The Specification Sequence



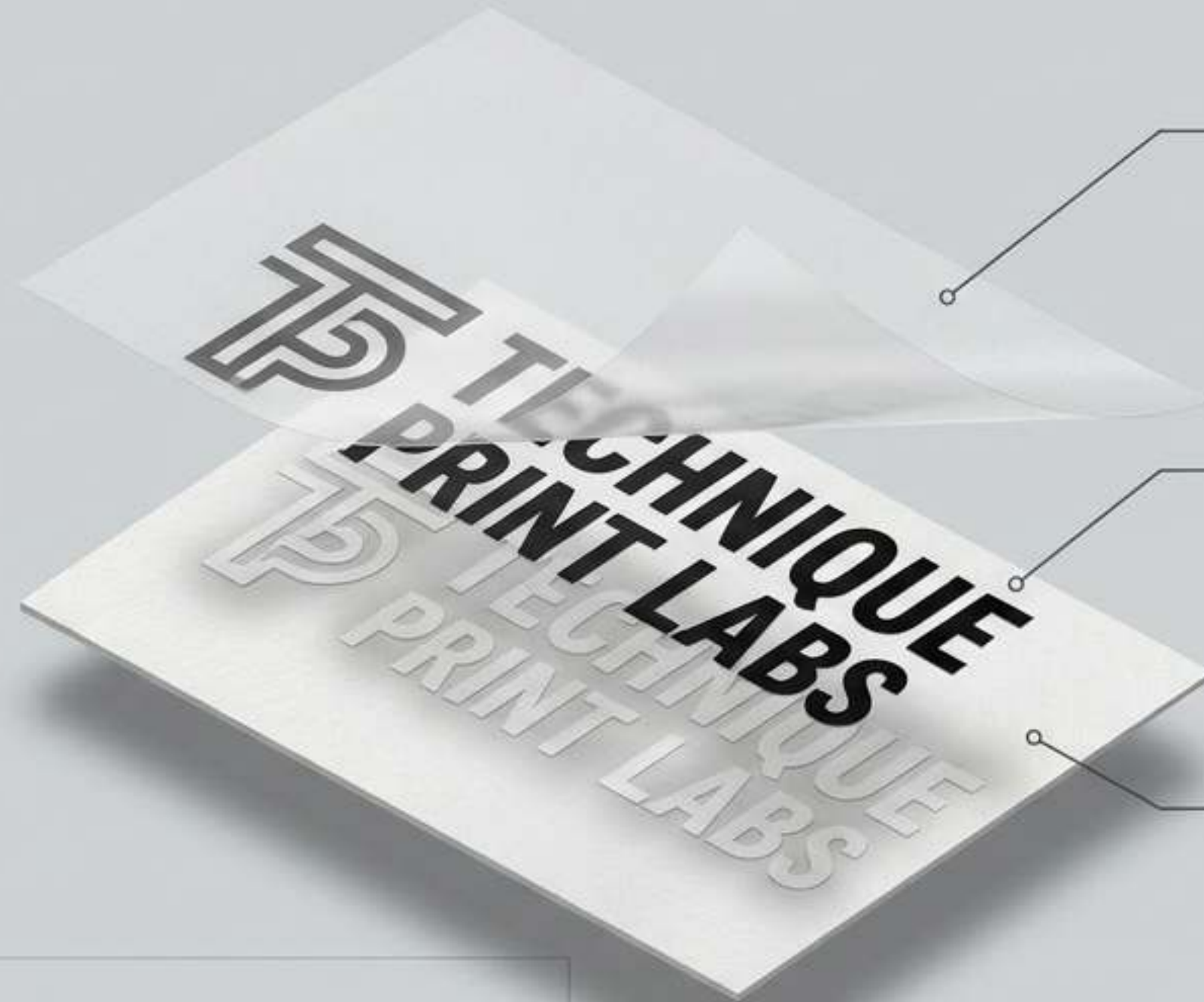
**CRITICAL RULE**

The best starting point is the use case. Finish and material should only be chosen after the application is clear.

# Core Format Comparison Matrix

| Custom Roll Labels                                                                                                                                               | Custom Sticker Sheets                                                                                                                                        | Custom Die Cut Singles                                                                                                                                                                                 | Custom Transfer Decals                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                |                                                                           |                                                                                                                    |                                                                                       |
| <p><b>Best for:</b> Automated packaging workflows, jars, bottles, cartons.</p> <p><b>Advantage:</b> Optimized for repeated, high-volume machine application.</p> | <p><b>Best for:</b> Retail packs, bundled giveaways, kits.</p> <p><b>Advantage:</b> Delivers multiple distinct designs on a single unified carrier page.</p> | <p><b>Best for:</b> Brand handouts, promotional inserts, logo giveaways.</p> <p><b>Advantage:</b> The custom outer shape matches the artwork, maximizing brand impact for individual distribution.</p> | <p><b>Best for:</b> Windows, glass, flat product surfaces.</p> <p><b>Advantage:</b> Leaves zero background material upon application; lettering and decals sit flush.</p> |

# Anatomy of a Transfer Sticker



## Layer 3: Transfer Tape

The clear application layer that holds the separate vinyl pieces in perfect alignment during placement.

## Layer 2: Vinyl Design

The actual custom decal, precision-cut with no surrounding background material.

## Layer 1: Backing Paper

The foundation that protects the adhesive side of the vinyl until application.

## TAKEAWAY

Unlike die-cut stickers which include a printed background, transfer stickers rely on this three-layer system to ensure clean, isolated placement of intricate lettering on smooth surfaces.

# The Visual & Tactile Material Grid

Tactile Impact  
(Flat / Standard to High-Relief / 3D)

EVA Foam,  
Rubber/Silicone,  
Blister, Wax Seal



Epoxy Domes,  
Rhinestone,  
Metal Labels,  
Puffy Stickers



Standard Vinyl,  
Felt, Leather,  
Kraft Paper



Hologram, Mirror,  
Metallic,  
Lenticular



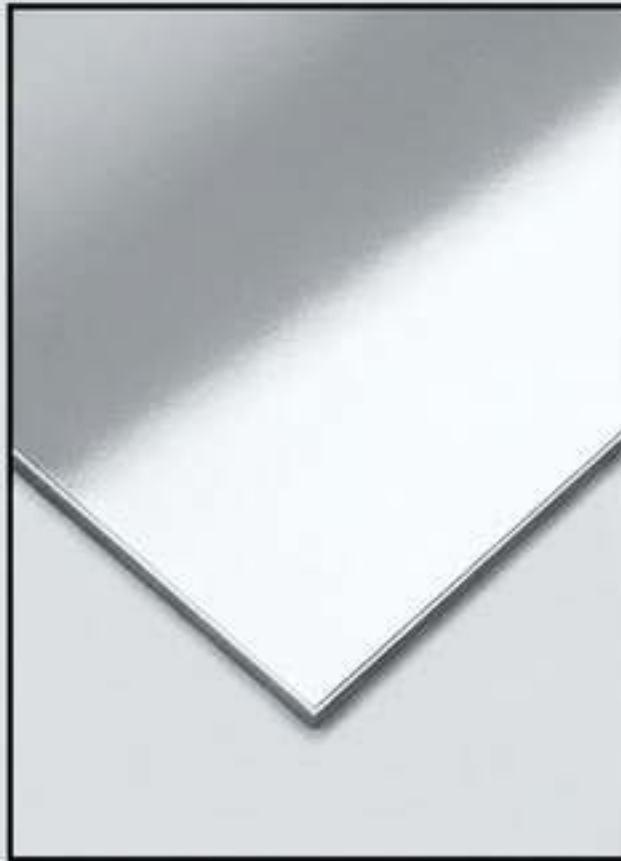
Visual Impact (Subtle / Matte to High-Reflective / Bold)

# Specifying Light & Reflection



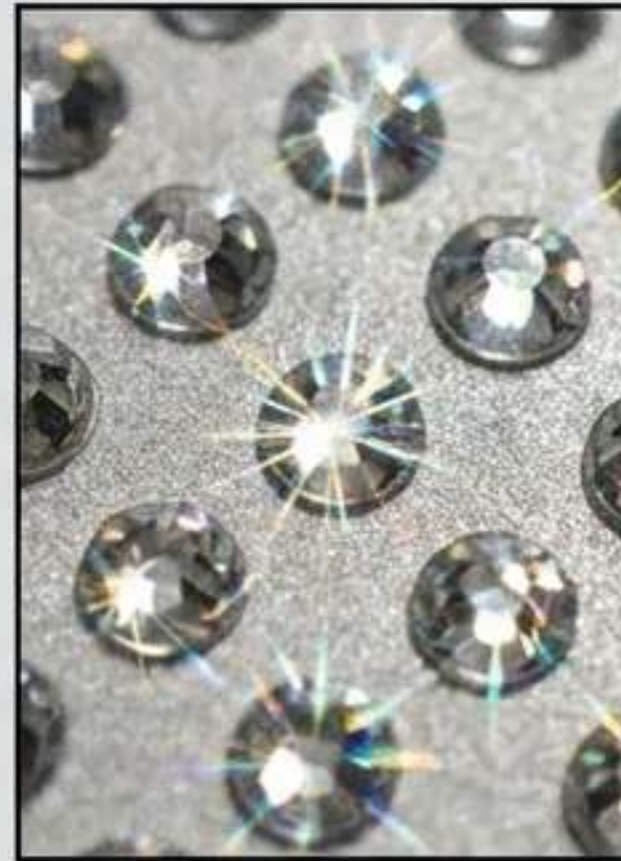
## Custom Hologram Stickers

Rainbow reflective effects for premium packaging and visual disruption.



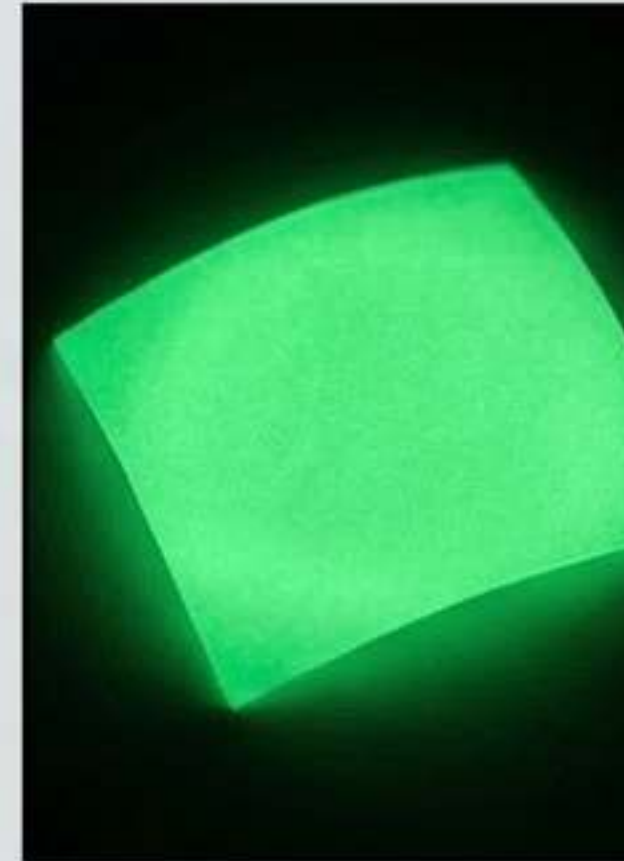
## Custom Mirror Stickers

High-gloss, glass-like reflective surfaces.



## Custom Rhinestone Stickers

Embedded faceted stones for luxury or decorative applications.



## Glow in the Dark Stickers

Light-reactive designs for novelty packaging and events.



## Custom Lenticular Stickers

Interlaced imagery that animates depending on viewing angle.

# Specifying Dimension & Texture

## Rigid & Raised



Epoxy Stickers:  
Raised clear dome  
surfaces for  
premium labels.



Metal Labels:  
Hardweight premium  
branding elements.



Wax Seal Stickers:  
Pre-formed,  
craft-detail seals.



Pre-formed,  
craft-detail  
elements.

## Soft & Pliable



Puffy Stickers:  
Soft 3D feel for  
playful packaging.



Rubber & Silicone  
Labels:  
Durable, flexible,  
tactile branding.



Embroidery Patches:  
Thread-based  
textural branding.



Leather & Felt  
Stickers:  
Natural, crafted  
tactile options.

# Interactive, Security & Niche Applications

## Security & Tamper Evidence



### Eggshell Stickers

Extremely brittle material that fractures upon removal attempts, preventing intact peeling.

### Wholesale ID Hologram Overlay

Transparent security layers for document authentication.

## Interactive Reveal



### Scratch Off Stickers

Opaque top layers for promotions, games, and codes.

### Scratch and Sniff Stickers

Scent-releasing friction layers.

## Skin & Surface Alternatives



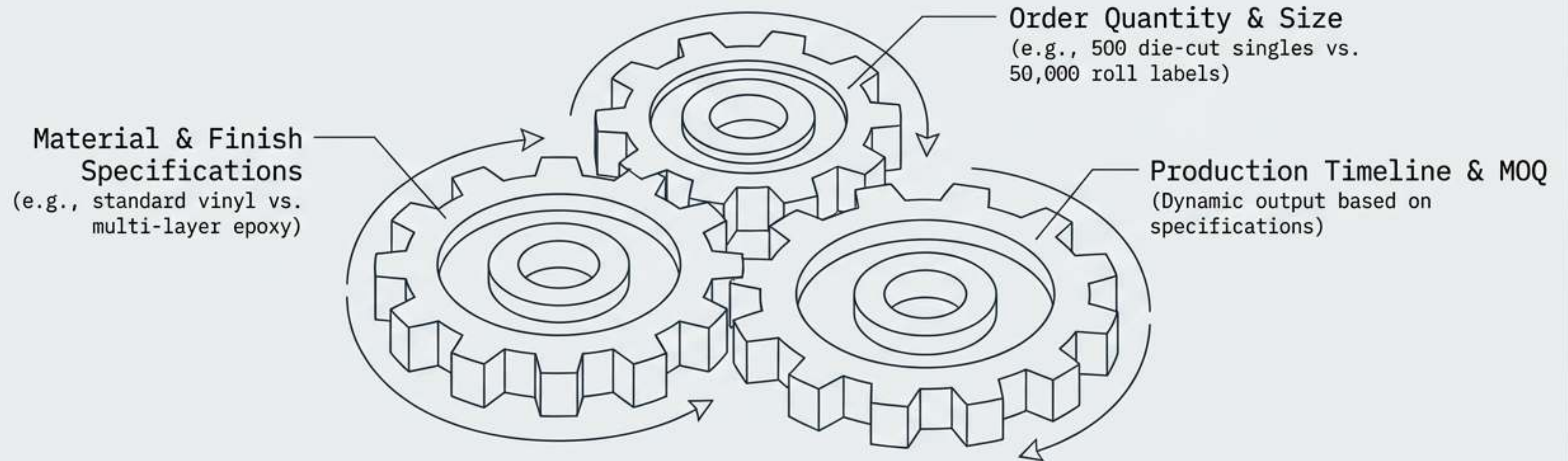
### Tattoo & Nail Stickers

Wearable, skin-safe temporary applications.

### Wall Stickers & Stencils

Large-format or paint-masking environmental applications.

# The Dynamics of Production Variables



## The Production Formula

**Are MOQ and lead times fixed?** No. Minimum order quantities, sample times, production times, and delivery details are fluid. They scale directly based on your selected sticker type, chosen finish, and specific order requirements.

# The Pre-Quote Diagnostic Checklist

## 1. Product Factors

- ☐ Selected format (Roll, Sheet, Die-Cut, Transfer, etc.)
- ☐ Primary material (Vinyl, Foil, Leather, Foam, etc.)
- ☐ Required finish (Holographic, Epoxy dome, Matte, Scratch-off, etc.)

## 2. Design Factors

- ☐ Final artwork readiness (custom artwork vs. conceptual phase).
- ☐ Precise dimensions (length x width required for accurate tooling).

## 3. Logistical Factors

- ☐ Target quantity required.
- ☐ Intended packaging method (e.g., shrink-wrapped in bulk, individually boxed).