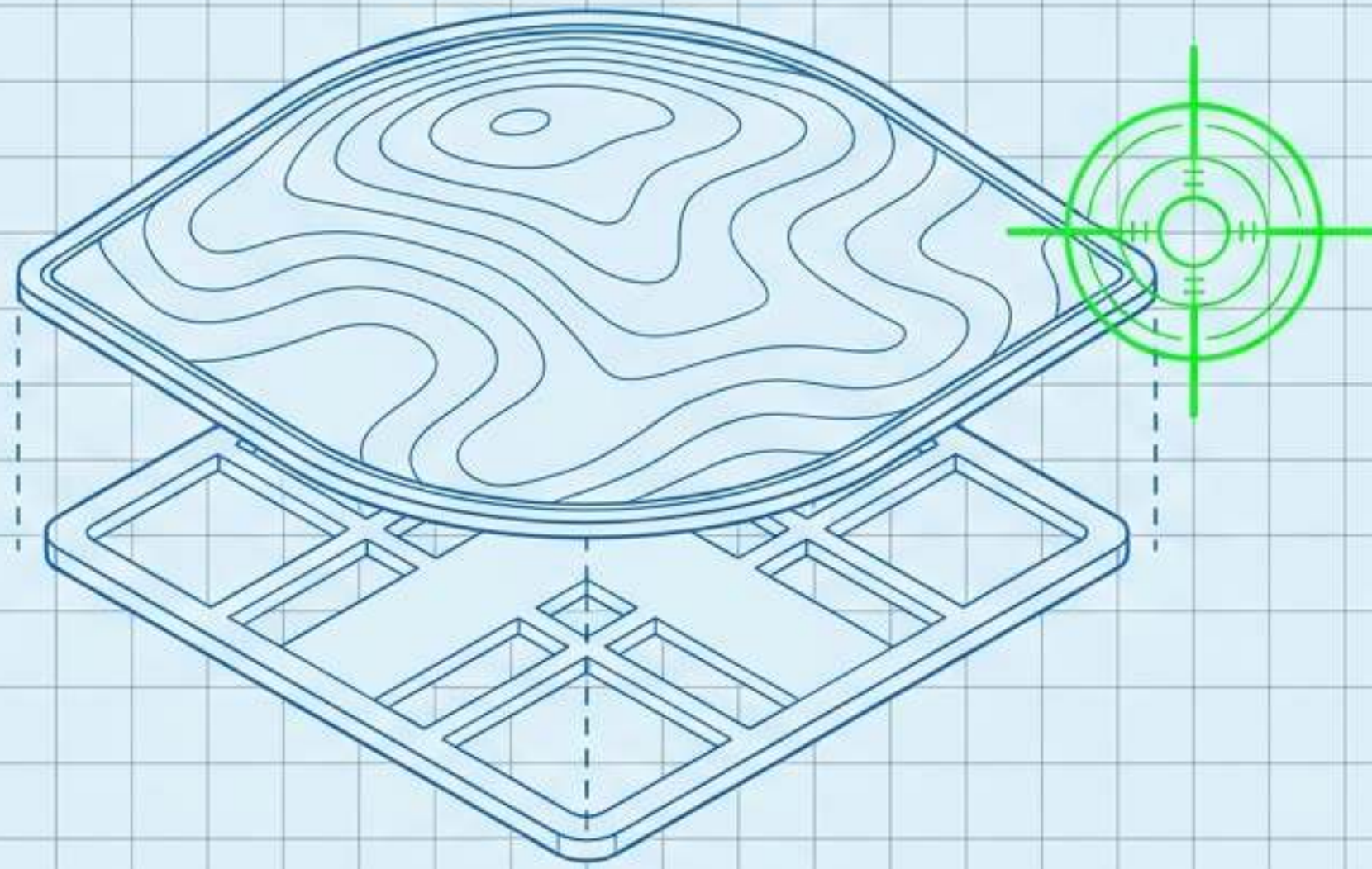




Defining Custom TPE Components

A diagnostic framework for specifying, evaluating, and sourcing thermoplastic elastomer emblems and labels.

Beyond the Conventional Sticker

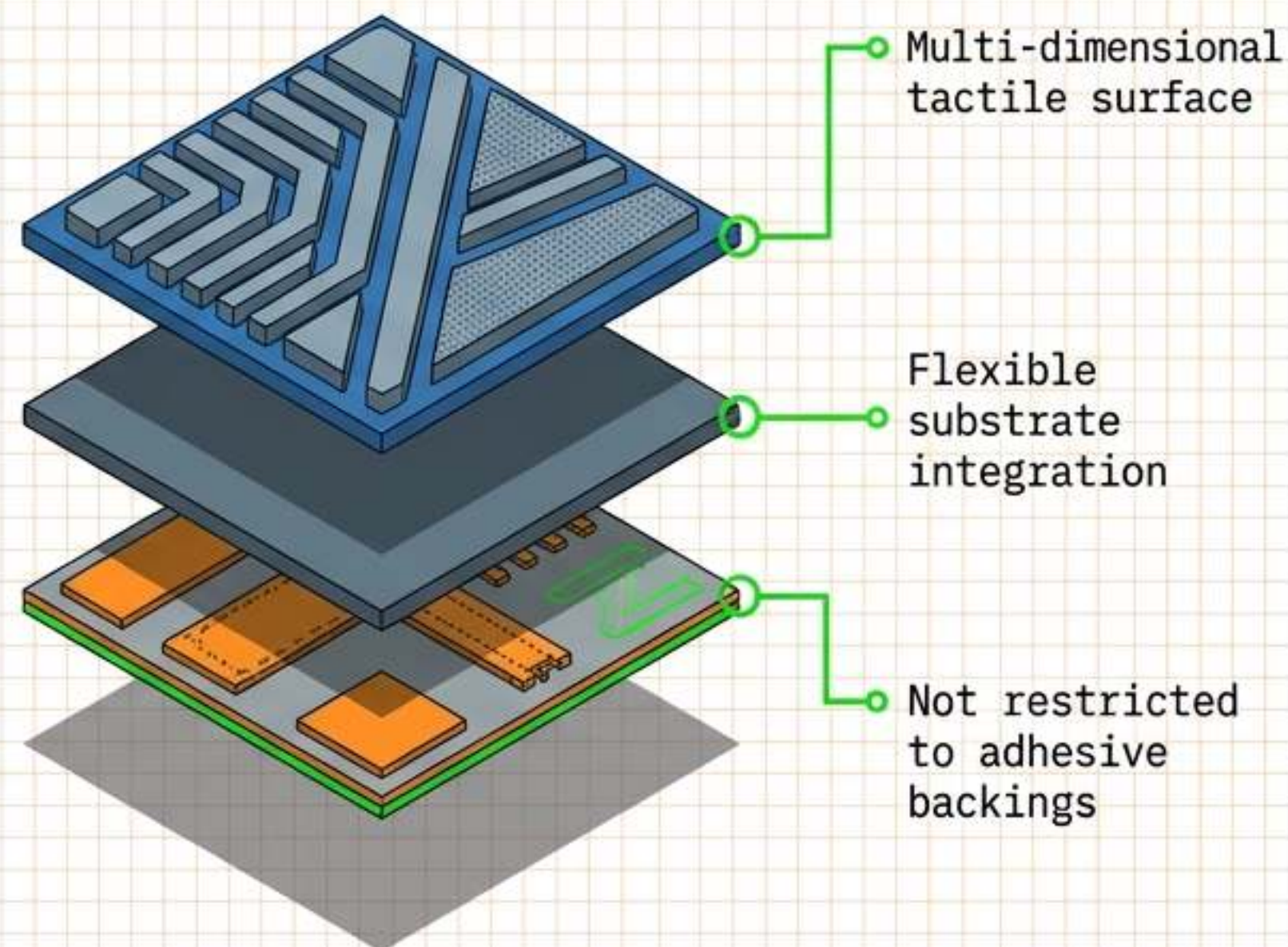
Buyers frequently miscategorize TPE as a standard pressure-sensitive decal. True TPE components require a different sourcing methodology where physical construction and attachment routes are defined before quoting.

Misconception



CONVENTIONAL DECAL: 2D, Single-Layer, Adhesive Only

The Reality



The Material Differentiator

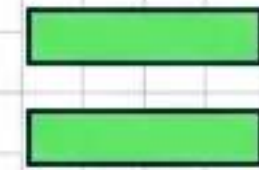
TPE is specifically selected for a rubber-like hand feel and distinct flexibility, differing entirely from paper, vinyl, PET, TPU, silicone, PVC, and woven labels.



**TPE
Material**



**Verified
Testing**

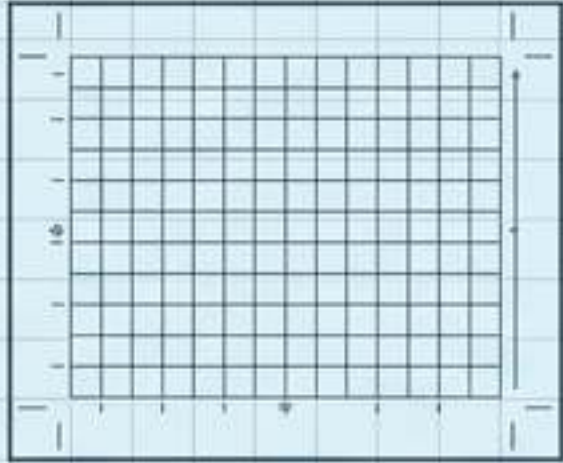


**Approved
Sourcing**

THE ZERO-ASSUMPTION RULE

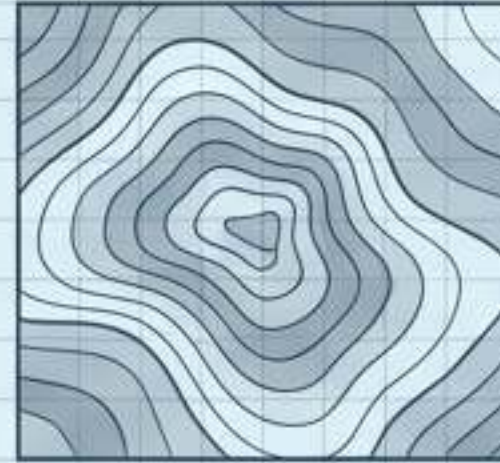
TPE material names alone do NOT establish softness, weather resistance, skin-contact suitability, recyclability, or regulatory status. Performance must be proven, never presumed.

Four Distinct Product Routes



Flexible Printed Label

Flat profile with highly detailed visual reproduction.



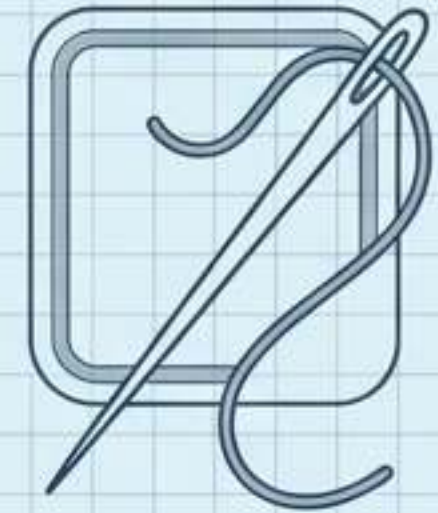
Raised Soft Emblem

Multi-level tactile effect with varying topography.



Moulded Badge

Pre-cast with a dedicated pressure-sensitive adhesive backing.



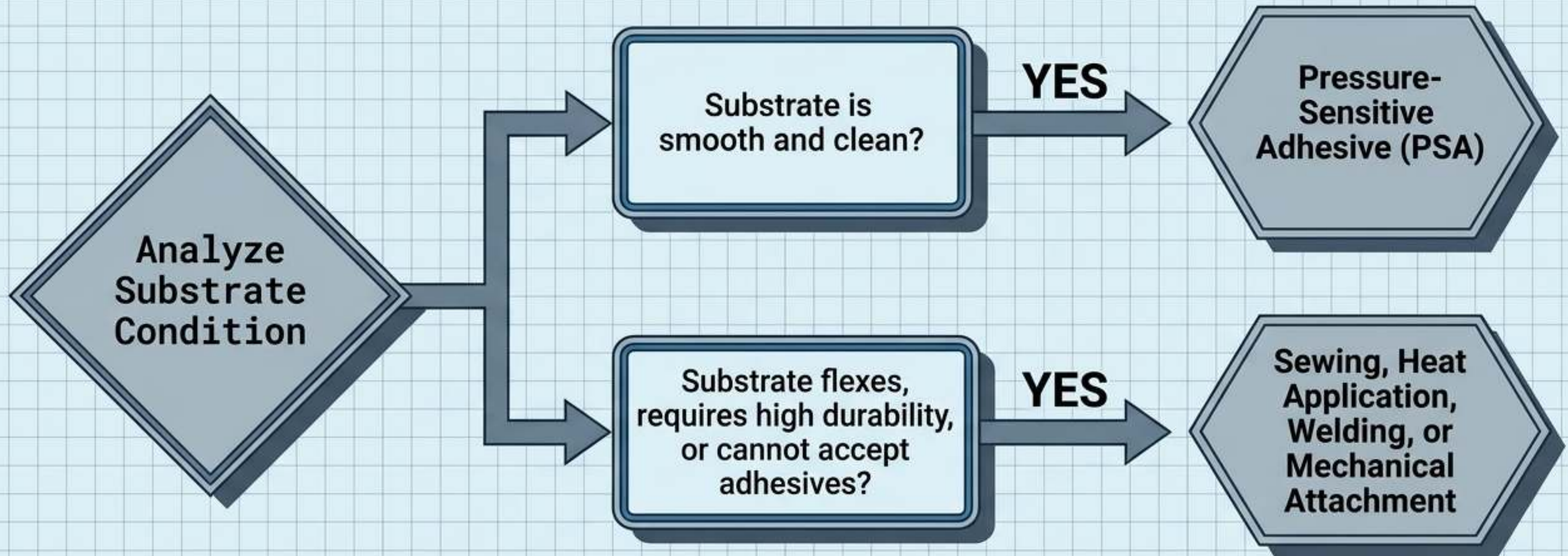
Integrated Component

Intended to be directly sewn, heat-applied, or mechanically attached.



NOTE: A raised moulded emblem possesses fundamentally different artwork constraints than a flat printed decal.

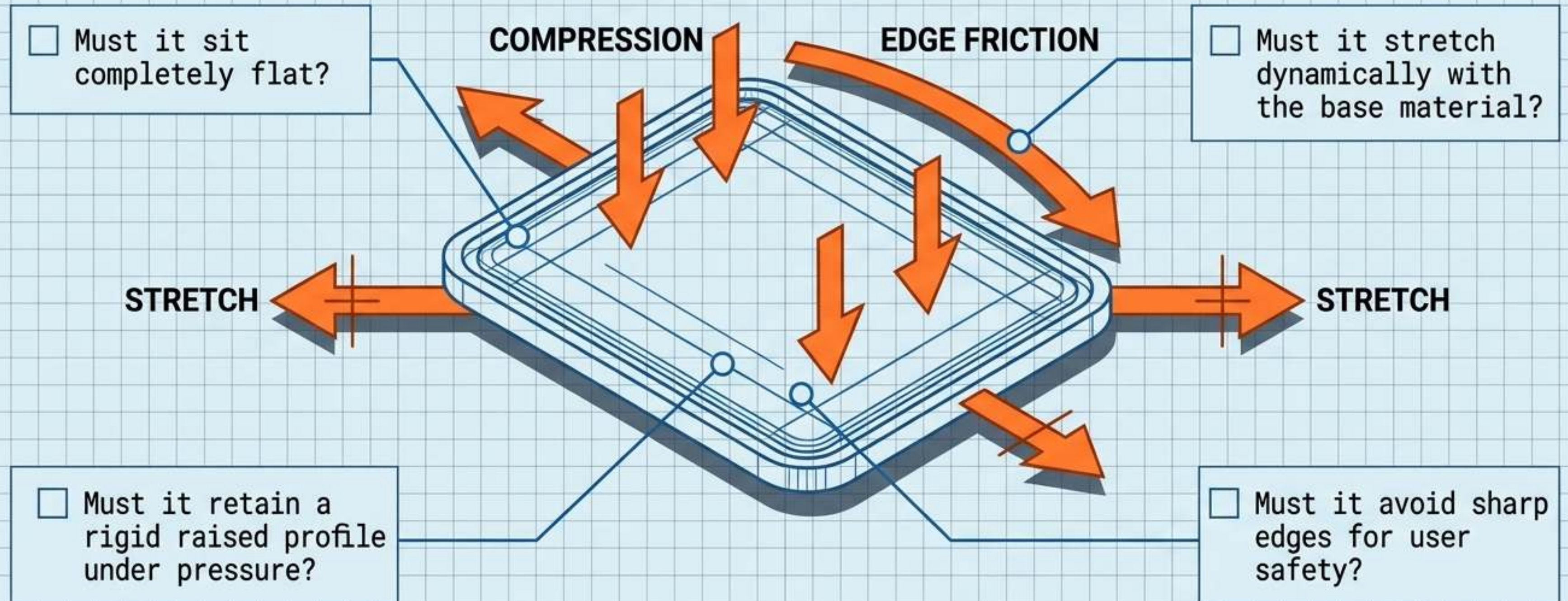
The First Decision is Attachment



KEY DIRECTIVE: Ask suppliers for attachment recommendations based on the actual substrate and process, rather than selecting by appearance alone.

Defining Structural Dynamics

Clarify the physical behavior the emblem must maintain on the final product—whether apparel, footwear, bags, sporting goods, packaging, or equipment.



Identifying Exposure Hazards

Critical surface, material, performance, or compliance requirements demand rigorous sample and testing review. Identify if the item will experience:



Artwork and Specification Anatomy

Supply vector logo files only. Define size, shape, and corner treatments.

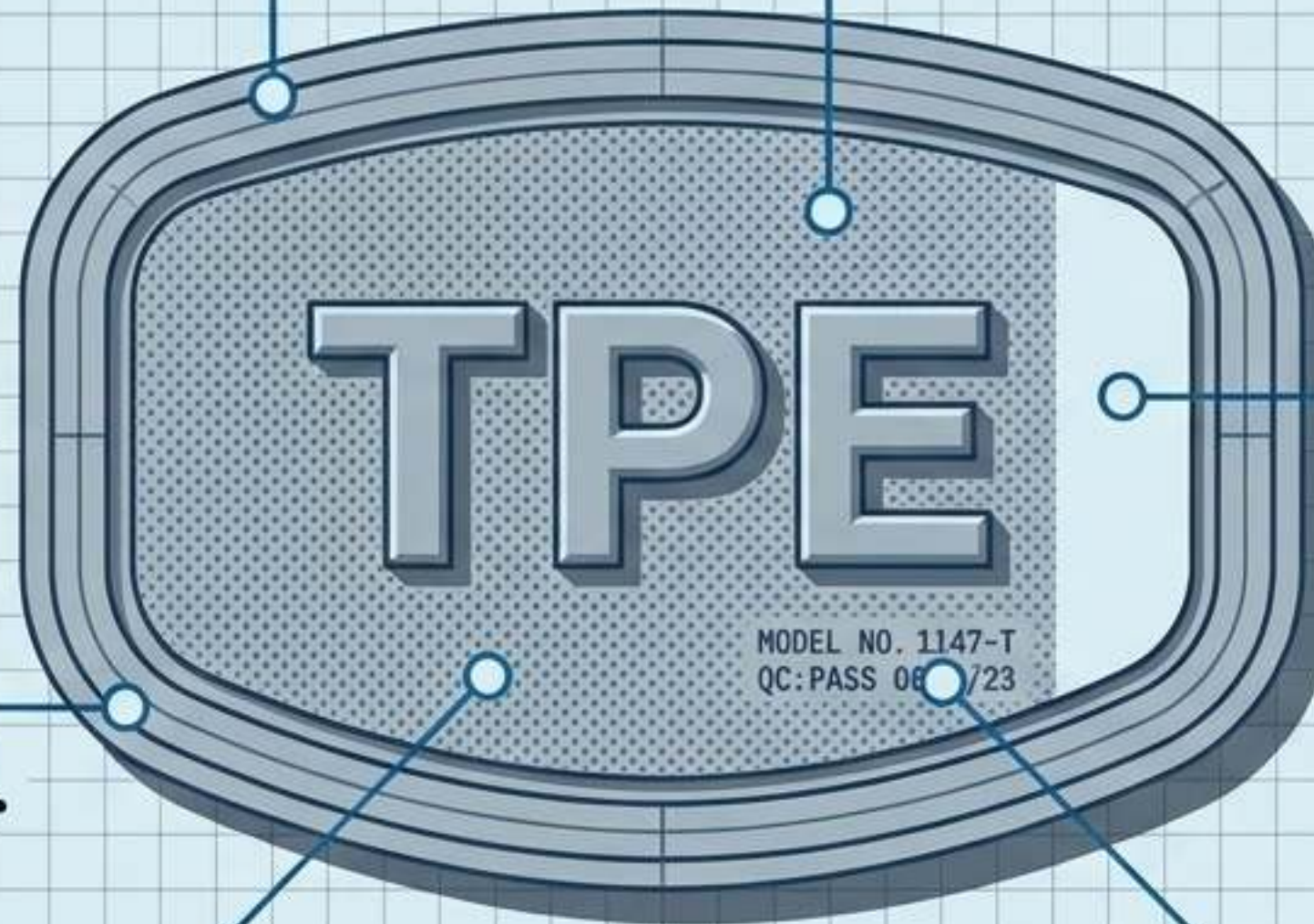
Explicitly separate raised vs. recessed dimensional details.

Define exact color references and any uncolored/transparent zones.

Verify edge definition and color area boundaries.

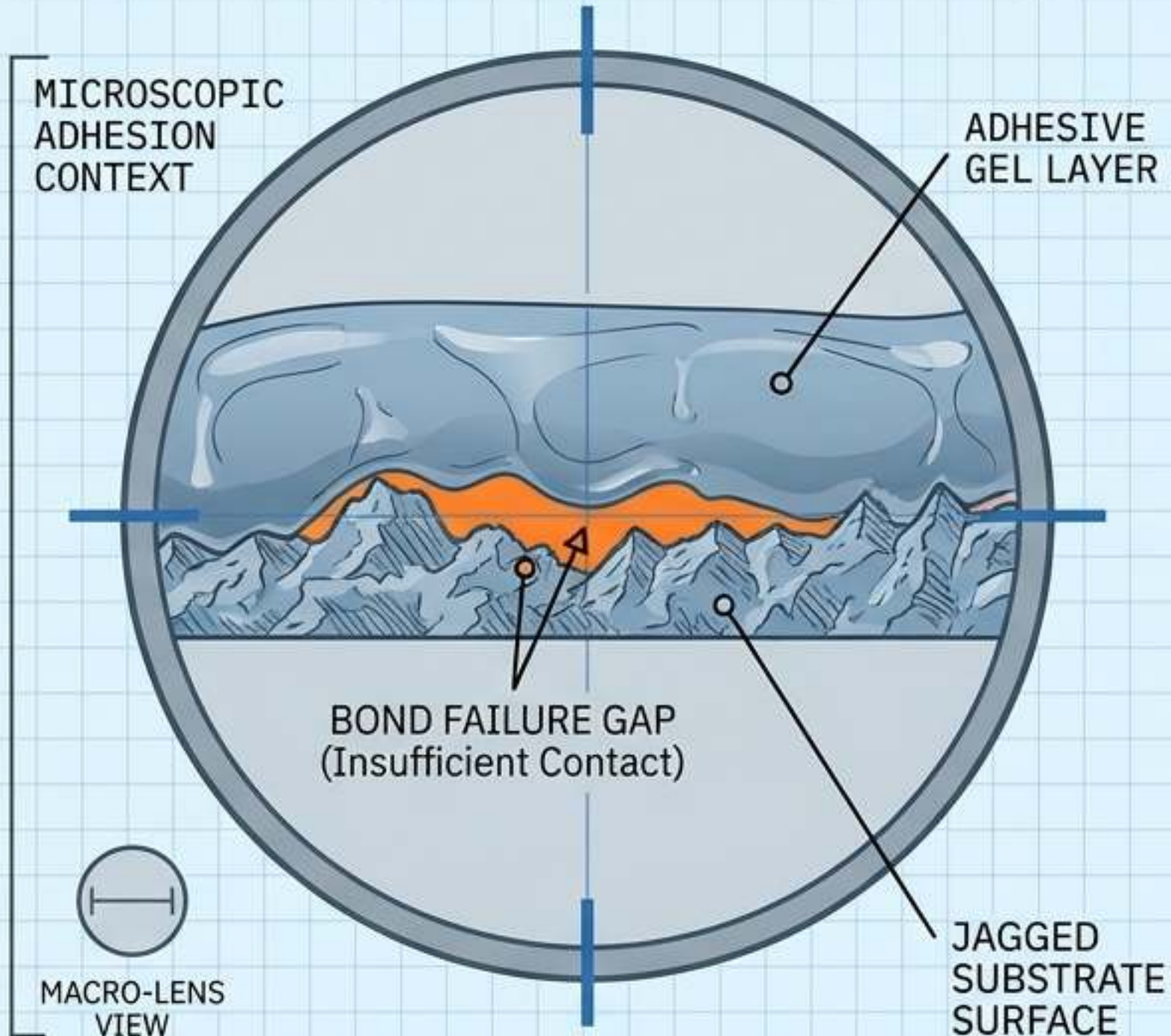
Distinguish purely decorative texture from functional information.

Mark minimum text that must remain fully legible.



Supplying Substrate Operating Context

When specifying adhesive-backed versions, provide the exact base substrate and attachment process. Supply this data as operating context—not as a presumed performance claim.



REQUIRED DATA POINTS (MONOSPACED SPEC)

- [>] Surface energy concerns
- [>] Pre-existing coatings
- [>] Surface texture and curvature
- [>] Pre-application cleaning method
- [>] Application temperature range

Apparel and Wearable Compliance

Visual consistency across multiple material routes requires comparable samples or production proofs. For any item designated for apparel or skin-contact use, proactively state:



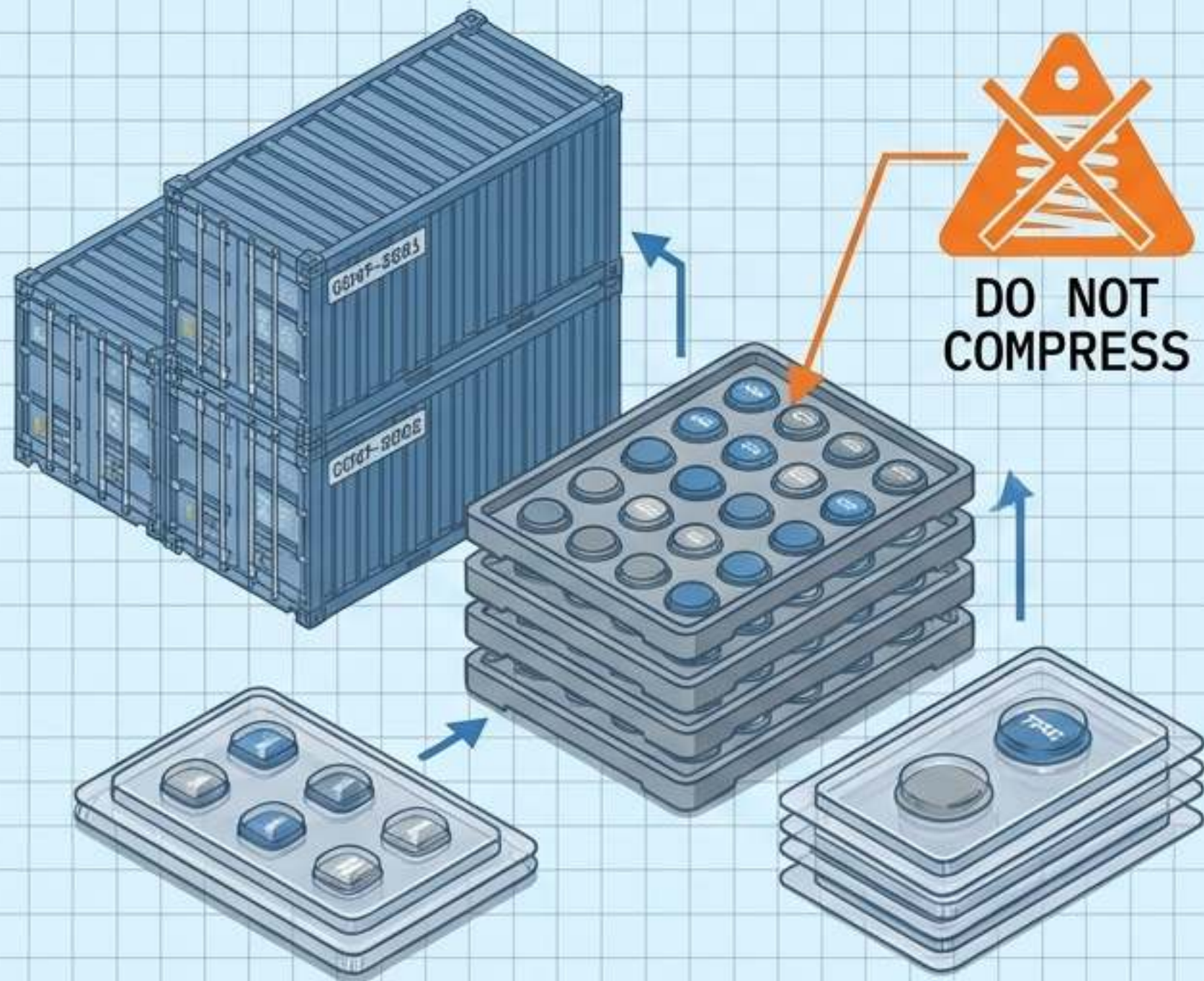
Exact washing and care conditions.

Specific skin-contact suitability standards.

All compliance or restricted-substance requirements for supplier review.

Logistics, Packing, and Protection

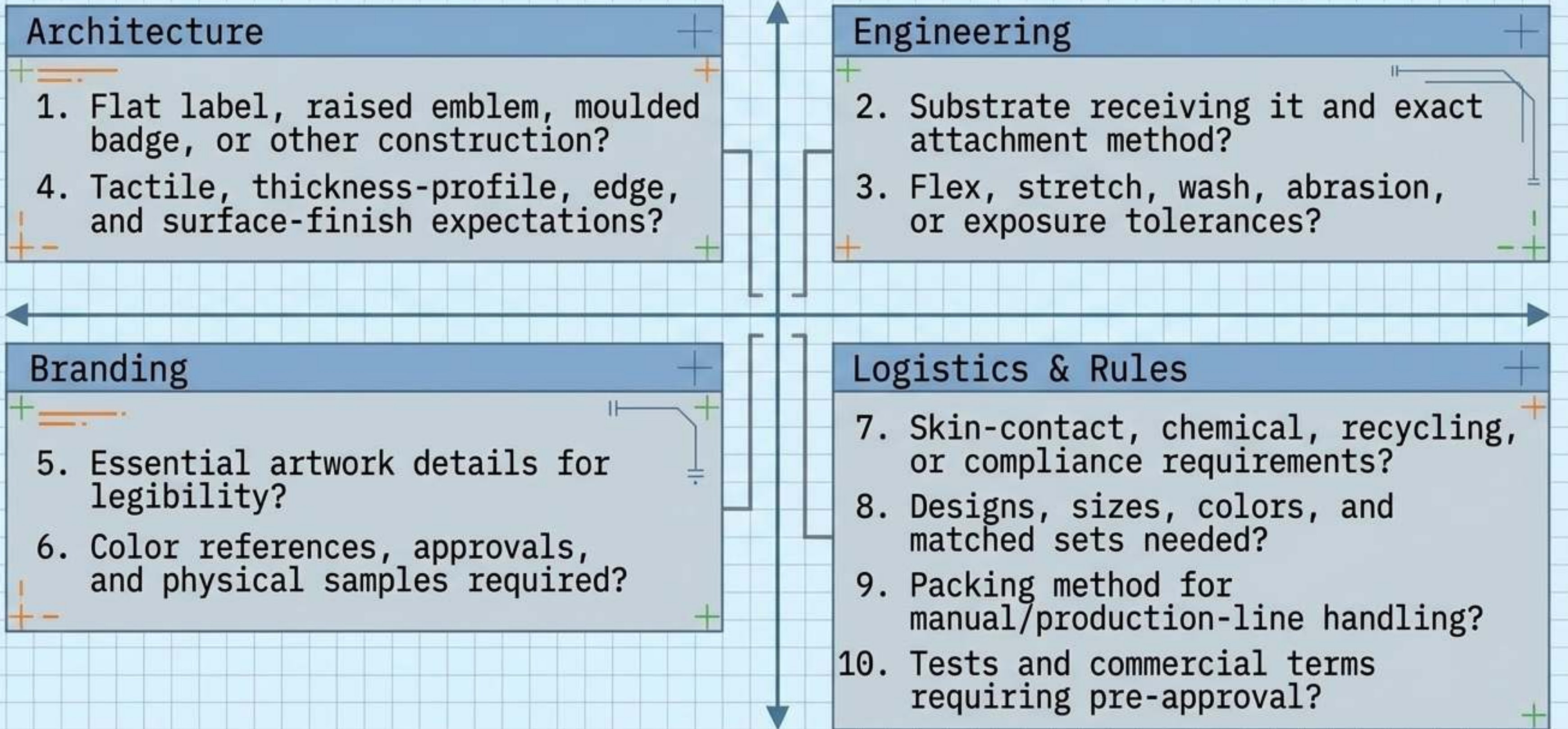
Define quantities rigorously by design, colorway, and size. Ensure variable markings have a defined inspection and reconciliation process.



Logistics Checklist

- ✓ Are assortments packed strictly by SKU?
- ✓ Are left/right or matched sets required?
- ✓ Will pieces feed manually or automatically into a production line?
- ✓ Is there dedicated packing to protect raised surfaces from compression and transfer during transport?

The 10-Point TPE RFQ Dashboard



The Sourcing Axiom

A responsible RFQ requires defining construction, attachment, substrate, use environment, artwork relief, and testing needs. Final technical and commercial commitments require formal quotation, artwork, and material review.



STRICT CONSTRAINTS: Do not claim adhesive performance, wash results, flexibility levels, material grades, or environmental benefits without evidence. Avoid any unverified statements regarding inventory, pricing, quantity, lead-time, certifications, or guarantees.

