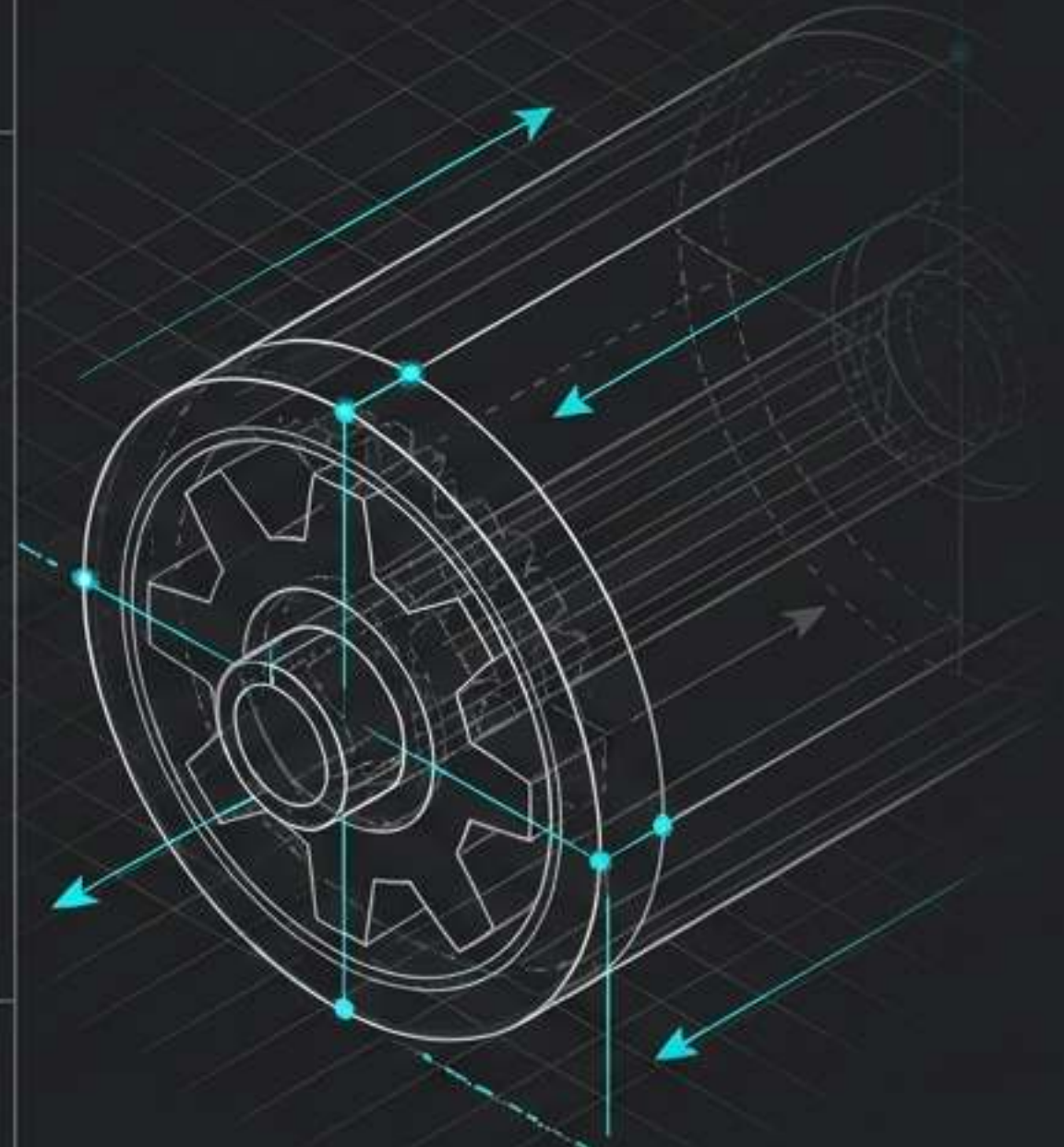


Custom Roll Labels Specification Guide

A decision-oriented blueprint for B2B buyers to validate categories, define structural requirements, and prepare flawless production orders.



Triage & Routing: Validate the Category

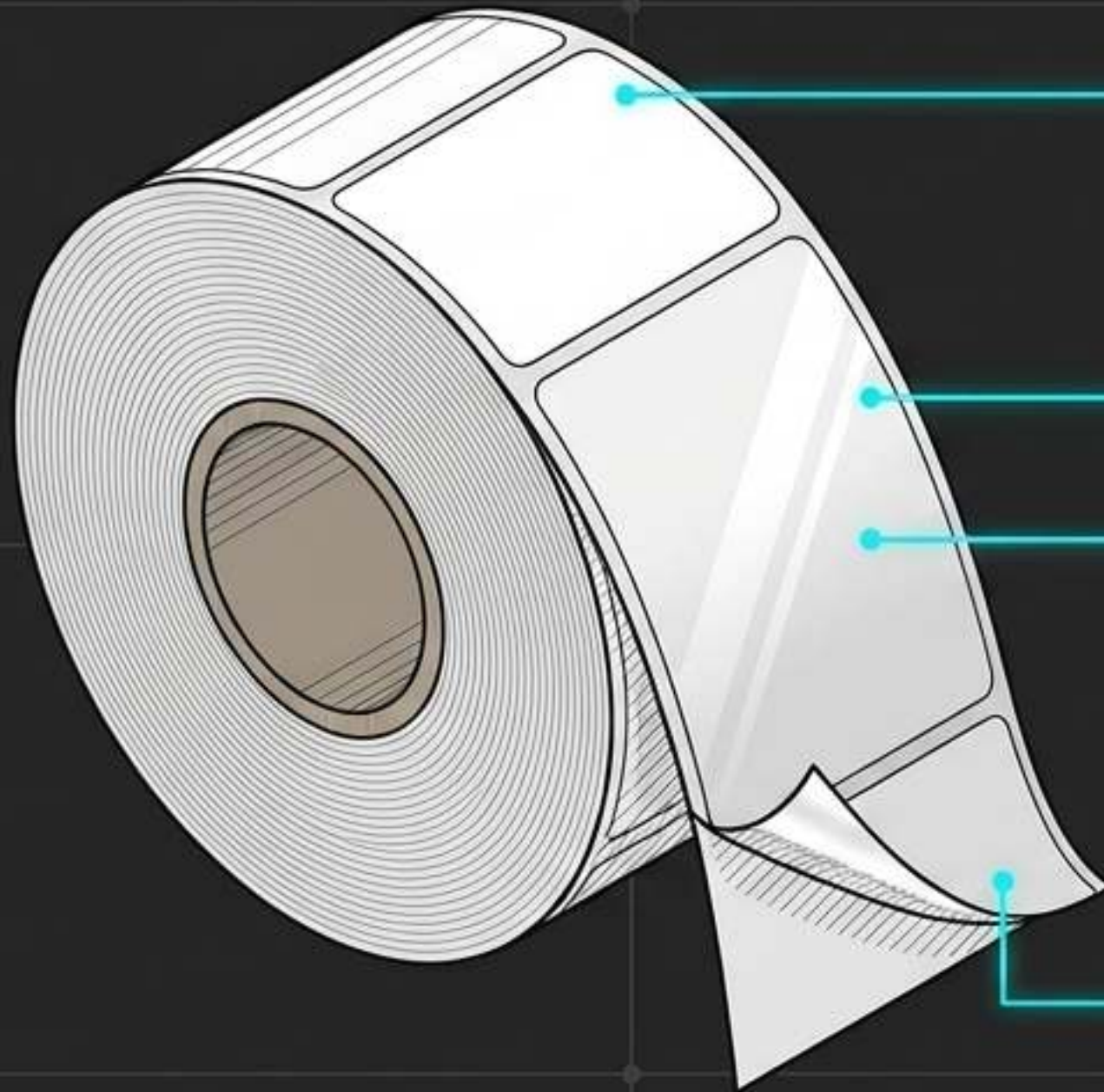
Compare nearby options based on use case, structure, and print method before locking the category.

Sticker Category Routing Matrix

Custom Roll Labels	Custom Die Cut Stickers	Custom Transfer Stickers	Custom Sticker Sheet
			
Best Fit: When the project specifically needs continuous roll labels (e.g., machine application, rapid manual application).	Best Fit: Better when the buyer needs individual structural shapes for handouts or single-item branding.	Best Fit: Better when the use case requires decal application without a background layer.	Best Fit: Better when the use case demands multi-peel retail presentations or clustered sets.

Anatomy of a Roll Label Specification

Define these core physical variables based on where the item will be seen and handled.



[01] SIZE TARGET

Exact width and height dimensions of the individual cut label.

[02] MATERIAL DIRECTION

The specific unwind direction of the labels (critical for machine-applied packaging).

[03] SURFACE FINISH

The precise coating or lamination required for the environment.

[04] STRUCTURE

The underlying material choice dictated by the real use case.

The Specification Engine

A sequential workflow for defining production requirements.

[SPECIFICATION WORKFLOW PIPELINE]

Step 1: Contextualize

Start with the real use case. Define exactly where the item will be seen, handled, and applied.



Step 2: Lock Structure

Confirm the size target and the core structural material based on the environment defined in Step 1.



Step 3: Refine Finish

Select the surface finish and define the required material direction (unwind orientation).



Step 4: Prepare Assets

Finalize the artwork file or reference file to match the locked size and structural constraints.

Hazard Markers: Variables to Verify

Never assume fixed terms before final specification review. The following elements depend entirely on final specifications, artwork, and quantity review:

[!] Minimum Order Quantity (MOQ)

Not a fixed standard. Must be confirmed based on material choice and production route.

[!] Lead Times

Variable. Dependent on structure, finish complexity, and order volume.

[!] Certifications

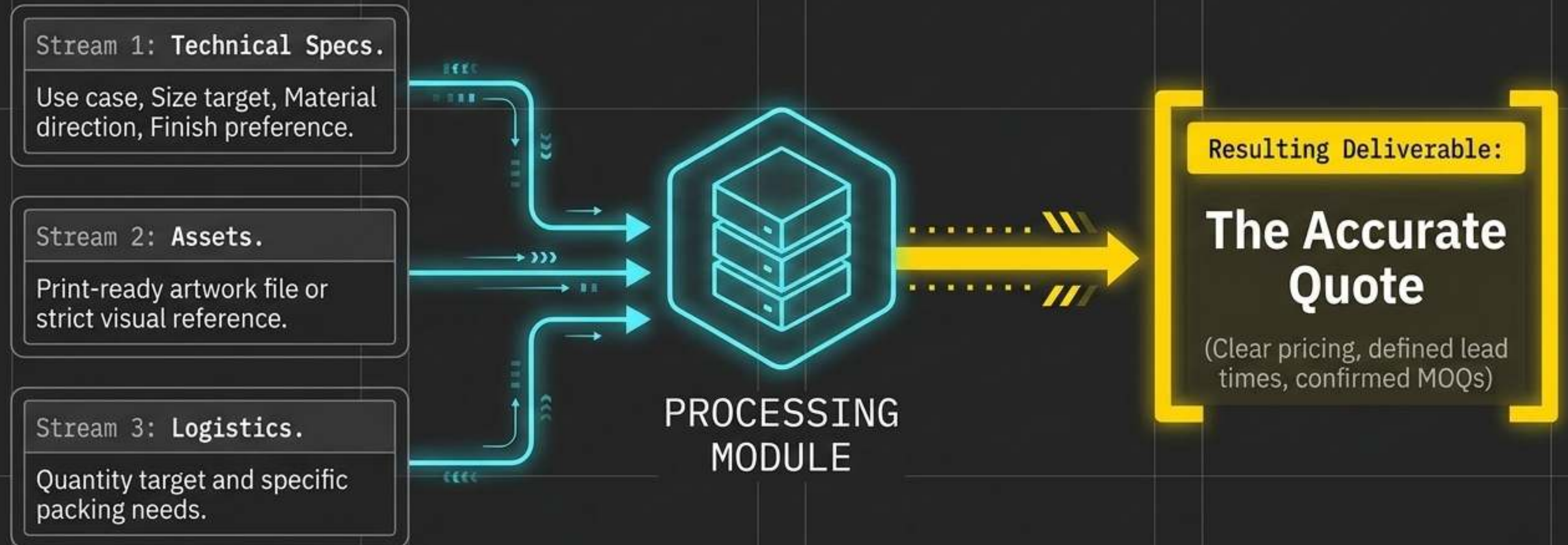
Specific compliance or material certifications must be actively confirmed.

[!] Shipping Terms

Logistics and packaging routes must be defined and quoted individually.

The RFQ Assembly Line

The exact inputs required from the buyer to generate a precise production quote.



The “Ready-for-Quote” Master Checklist

Screenshot or copy this dossier to prepare your RFQ for Zigpac.

BLOCK 01: CORE SPECS		BLOCK 02: PRODUCTION VARIABLES		BLOCK 03: LOGISTICS	
☐ Category Validated: Custom Roll Labels confirmed (vs. Die Cut/Sheet).		☐ Structure & Finish: Surface finish and material selected.		☐ Quantity Target: Initial volume specified.	
☐ Real Use Case: Environment and handling defined.		☐ Material Direction: Roll unwind orientation specified.		☐ Packing Needs: Specific boxing/shipping requirements noted.	
☐ Size Target: Exact dimensions locked.		☐ Artwork: Final file or reference asset prepared.			

Submit these variables to initiate final review of MOQ, lead times, and certifications.