

# SELF-ADHESIVE STICKERS

## UNDERSTANDING DIFFERENT STOCKS AND FINISHES

### Self-adhesive stocks



**White Permanent** - Standard white self-adhesive vinyl that is not transparent. Can only be forward printed.



**Clear** - Standard clear self-adhesive vinyl that is transparent. Can be forward or reverse printed.



**Clear Cling** - This is a non adhesive vinyl. Uses static to adhere to a clean surfaces. Can be forward or reverse printed.

### Self-adhesive shapes



**Square cut** - Stickers are trimmed to the size specified in your order, available in a range of standard sizes and custom size. Ideal for name tags and product labels.



**Cut to shape** - Stickers trimmed to any shape. Provide a cut path as a solid stroke (not dashed) in a **spot colour called CUT**. The cut path must be the top layer in artwork and **set to Overprint**.



**Sticker sheets** - Stickers will be printed onto sheets in variety of shapes and sizes. Precise laser control will cut only the first layer of the adhesive without marking the backing paper.

### Forward print

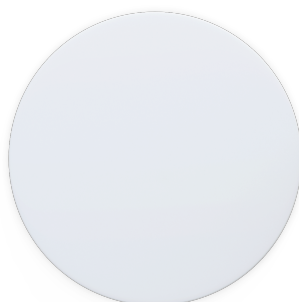
Artwork is printed onto the non-adhesive side of the material and only be readable from the non-adhesive side. Ideal for placement on surfaces and mirrors.

### Reverse print

Your artwork is flipped and printed onto the non-adhesive side of the material. It will be readable from the adhesive side but visible from both sides. Ideal for shop windows.



View from printed side



View from adhesive side



View from printed side



View from adhesive side