

# How to choose the right self-adhesive vinyl for your stickers and signage

Self-Adhesive Vinyl (SAV) with full colour digital print has become very popular for a wide range of signage applications. We offer a diverse selection of large format stickers, printed in high-resolution full colour using the latest HP Latex printers for vibrant, precise results. Our vinyl options cater to various needs, from short-term promotional Avery vinyls to medium-term bubble-free Avery vinyls. For a more versatile solution, we also provide removable and reusable WALLTEX adhesive fabric, which is especially popular for wall murals and self-install window stickers.

There are many uses for stickers, including:

- Wall murals
- Floor stickers
- Large format stickers
- Custom stickers
- Window graphics (applied to the inside and outside)
- Coverage of existing flat panels
- Low surface energy substrates

There are several types of vinyl made for specific purposes. Whether you're looking for eco-friendly PVC-free options or premium brand name vinyls like Avery, we have the perfect solution for your project. Stickers are available in square or rectangular shapes and are individually cut, with fast production times to meet your deadlines. Please note the minimum size for large format stickers is 200mm x 200mm. For smaller sizes, ask about our custom stickers.

So, which one is right for your project? This is an easy guide to help you pick the right vinyl for your needs.

**Note: All stickers are printed with the same high resolution full colour digital print. The only difference is the type of vinyl used.**

## Custom stickers and large format stickers

We can make custom stickers in any size bigger than 35mm, and they're cut to your desired shape. For large format stickers, we offer sizes starting from 200mm x 200mm, available in square or rectangular shapes only.

All of our sticker vinyls have adhesive that can be removed using heat and chemicals. We offer seven types of vinyl for custom stickers; one is clear, and six are white.

Let's look at the next page at the clear sticker category first.



## Clear vinyl stickers

### Clear vinyl stickers (one type only)

#### Why you would choose this product

Use clear stickers when you want to be able to see the background colour of the product it is being applied to (instead of a white or coloured background on the sticker itself).

#### Why you would NOT choose this product

Don't choose clear stickers in these cases:

- You need white colour on the sticker. Our printers don't print white colour, so any white in the design will be transparent.
- You're placing the sticker on glass. The print on clear stickers is difficult to see because colours look almost transparent when the stickers are placed on glass
- You require vibrant colours. As these stickers don't have a white background, the colours will not be as vibrant as they are when printed on white vinyl.

#### Material used

- Clear gloss polymeric premium (3 year) vinyl stickers
- (Optional lamination) Clear polymeric vinyl applied over the printed clear sticker. This lamination will provide mechanical and extra UV protection for the digital print.

#### Printing

The image is printed on the front of the clear sticker in high resolution on HP Latex large format printers.

#### Cutting

The stickers are cut to shape and supplied individually. Note: We can also supply the stickers kiss cut\* on sheets by special request when you order custom stickers. Large format stickers are only available in squares or rectangles.

**Adhesive:** Permanent.

**Application:** Applied directly to smooth flat surfaces.

#### \* Kiss cut

Kiss cut is a printing technique used for stickers. It means the machine cuts through just the top layer of the sticker material (the vinyl), but not through the backing paper. This makes it easy to peel off the sticker while keeping the backing intact. Kiss-cut stickers are often supplied on a sheet, and the sticker can be any shape you want.

Now, let's look at the six white vinyl sticker categories.

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## White vinyl stickers

### Type 1 — Gloss White Economy (1 year) vinyl stickers

#### Why you would choose this product

The gloss white economy stickers are a low-cost product which provides high quality digitally printed stickers for short term (1 year) use and can be used for most applications.

#### Why you would NOT choose this product

This product is not suitable for vehicles, or boat applications (it's not resistant to salt water). For these applications you should use our Gloss Avery Cast / Easy Cast 5-7 Year vinyl.

#### Material Used

- White monomeric vinyl
- (Optional lamination) Clear polymeric vinyl applied over the printed sticker. This lamination will provide mechanical and extra UV protection for the digital print.

#### Printing

Printed on the front of the Gloss White Economy vinyl in high resolution full digital colour on HP Latex large format printers.

#### Cutting

The stickers are cut to shape and supplied individually. We can also supply the stickers kiss cut on sheets by special request when you order Custom Stickers. Large Format Stickers are only available in squares or rectangles.

**Adhesive:** Removable.

**Application:** Applied directly to smooth flat surfaces

### Type 2 — Gloss White Premium (3-year) vinyl stickers

#### Why you would choose this product

The Gloss White Premium stickers are a great all-round product with 3-year vinyl and high-quality digital print. These stickers can be used for bumper stickers, on our Vinyl Banners, and for most applications where greater durability is required.

#### Why you would NOT choose this product

The Gloss White Premium vinyl is more expensive than the economy vinyl, is not compatible with salt water, and will not conform over undulations on a vehicle's body. For these applications we recommend the Avery cast vinyl with Avery cast lamination.

#### Material Used

- White monomeric vinyl
- (Optional lamination) Clear polymeric vinyl applied over the printed sticker. This lamination will provide mechanical and extra UV protection for the digital print.

#### Printing

Printed on the front of the Gloss White Premium vinyl in high resolution full digital colour on HP Latex large format printers.

#### Cutting

The stickers are cut to shape and supplied individually. We can also supply the stickers kiss cut on sheets by special request when you order Custom Stickers. Large Format Stickers are only available in squares or rectangles.

**Adhesive:** Removable.

**Application:** Applied directly to smooth flat surfaces.

### Type 3 — Matte White Premium (3-year) vinyl stickers

Same as gloss white premium stickers - except this product has a matte finish, not gloss.

## Type 4 — Gloss White High Tack (3 year) vinyl stickers

### Why you would choose this product

You would use this if you need to apply new digitally printed signage onto low surface energy materials\* such as plastic bins, caravans, and surfaces which are not completely smooth.

### Why you would NOT choose this product

The aggressive adhesive makes removing this film difficult, so consider carefully when choosing this product. Extra care needs to be taken when installing.

### Material Used

- Avery Gloss White High Tack (3 year) self-adhesive vinyl.
- (Optional lamination) Clear matte, gloss, or gloss anti-graffiti lamination applied over the sticker. The clear lamination provides protection from mechanical and UV damage and assists installation.

### Printing

Printed on the front of the Avery Gloss White High Tack vinyl in high resolution full digital colour on HP Latex large format printers.

### Cutting

The stickers are cut to shape and supplied individually. We can also supply the stickers kiss cut on sheets by special request when you order Custom Stickers. Large Format Stickers are only available in squares or rectangles.

**Adhesive:** High Tack Permanent.

**Application:** Applied directly to the surface.

### \* Low surface energy materials

Low surface energy materials have surfaces that don't easily stick to adhesives. When it comes to stickers, these materials, like certain plastics, make it challenging for the sticker's glue to bond effectively. As a result, stickers placed on these surfaces may not stay put as well as they would on surfaces with higher energy, which are more adhesive-friendly. This characteristic is important to consider when choosing stickers for items made from these materials, as they might need special adhesives to work properly.

## Type 5 — Gloss White Bubble-Free (3 year) vinyl stickers

### Why you would choose this product

This is a good medium-term bubble-free vinyl that is easy to apply due to the adhesive air release channels, making it ideal for applying to existing panels and any other flat surface.

### Why you would NOT choose this product

The aggressive adhesive makes removing this film difficult, so consider carefully when choosing this product. Extra care needs to be taken when installing.

### Material Used

- Avery Gloss white polymeric bubble-free vinyl (3 year). This is a bubble-free vinyl which has adhesive air release channels for easy installation of graphics onto smooth surfaces. It has a permanent adhesive.
- (Optional lamination) Clear gloss or matt polymeric lamination applied over the top of the sticker. The clear lamination provides protection from mechanical and UV damage and assists installation.

### Printing

Printed onto the front of the Gloss White Bubble-Free vinyl in high resolution full digital colour on HP Latex large format printers.

### Cutting

The stickers are cut to shape and supplied individually. We can also supply the stickers kiss cut on sheets by special request when you order Custom Stickers. Large Format Stickers are only available in squares or rectangles

**Adhesive:** Bubble-Free, Permanent.

**Application:** Applied directly to flat smooth surfaces. Bubbles caused by air entrapment can be smoothed out.

## Type 6 — Gloss White Avery Cast (5-7 year) Easy Apply vinyl stickers

### Why you would choose this product

The Gloss White Avery Cast vinyl stickers are the top of the range product and are best suited for use on vehicles and boats, with the longest life expectancy of 5-7 years. It is a bubble-free vinyl which has adhesive air release channels for easy installation. The cast vinyl has a pressure activated adhesive which allows for easy re-positioning and can be stretched and conforms to curves and undulations. It has a removable adhesive and can be removed with heat or chemicals.

### Why you would NOT choose this product

Higher price than the other vinyls.

### Material Used

- Avery gloss cast vinyl (5-7 year) with adhesive air release channels (bubble-free).
- (Optional lamination) Avery gloss cast lamination applied over the top of the printed sticker. This lamination will provide mechanical and extra UV protection for the digital print and is recommended for vehicle applications.

### Printing

Printed on the front of the White Avery gloss cast vinyl in high resolution full digital colour on HP Latex large format printers.

### Cutting

The stickers are cut to shape and supplied individually. We can also supply the stickers kiss cut on sheets by special request when you order Custom Stickers. Large Format Stickers are only available in squares or rectangles.

**Adhesive:** Bubble-Free, removable with heat.

**Application:** Applied directly to smooth flat surfaces. When applying to non-flat surfaces we recommend using an experienced installer and complying with Avery installation instructions.



## Window graphics

### Premium 5 Year Window Graphic Vinyl Applied to the inside of the window (preferred method)

#### Why you would choose this product

This is the preferred method for high quality window graphics. Inside installation protects the signage from vandalism and environmental damage. Viewing the graphic through the glass window also provides a nice gloss finish for the graphic.

#### Why you would NOT choose this product

Your window is tinted and has obstructions on the inside that might prevent installation.

#### Material Used

Clear polymeric window graphic vinyl with a white gloss polymeric vinyl applied over the back of the clear vinyl.

#### Printing

Printed in reverse on the clear vinyl in high resolution full digital colour on HP Latex large format printers.

**Adhesive:** Permanent.

**Application:** Applied directly to smooth flat surfaces. When applying to non-flat surfaces we recommend using an experienced installer and complying with Avery installation instructions.

### Short Term 2-Year Window Graphic Vinyl Applied to the outside of the window

#### Why you would choose this product

This method of window graphics is very popular as a low-cost, high-quality, short-term solution for window signage. It is perfect for promotions and must be applied to the outside of the window.

#### Why you would NOT choose this product

When there is a risk that it can be vandalised, and can be adversely affected by environmental conditions.

#### Material Used

White gloss monomeric window graphic vinyl (no lamination).

#### Printing

Printed onto the front of the vinyl in high resolution full digital colour on HP Latex large format printers.

**Adhesive:** Removable.

**Application:** Applied to the outside of the window so the digitally printed graphic can be viewed from the outside. There will be some translucency of the graphic when viewing from the inside (in reverse), particularly when the sun is shining on the window.

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## Premium 5 Year Window Graphic Vinyl Applied to the outside of the window

### Why you would choose this product

This method of window graphics would be used if your window is tinted, or the inside of the window has obstructions so the vinyl graphic cannot be applied to the inside of the window. Will last longer than the short term 2-year window graphic vinyl.

### Why you would NOT choose this product

When there is a risk that it can be vandalised, and can be adversely affected by environmental conditions.

### Material Used

White gloss polymeric window graphic vinyl with a clear gloss or matte polymeric vinyl applied over the top of the window graphic vinyl to provide extra protection and UV resistance.

### Printing

Printed onto the front of the vinyl in high resolution full digital colour on HP Latex large format printers.

**Adhesive:** Removable.

**Application:** Applied to the outside of the window so the digitally printed graphic can be viewed from the outside. There will be some bleed through of the graphic for viewing from the inside (in reverse), particularly when the sun is shining on the window.

## Digitally Printed One Way Vision Window Graphic Vinyl Applied only to the outside of the window

### Why you would choose this product

One Way Window Film would be used if you need to see through the window when the high-quality graphic has been installed. Suitable for office windows and vehicles.

### Why you would NOT choose this product

When there is a risk that it can be vandalised, and can be adversely affected by environmental conditions. If lamination is not applied, there is little to no visibility through the one-way vision when it is wet. When used for internal offices or at night, the ambient light inside reduces the effect of the graphic and increases the vision through the material from the outside.

### Material Used

- White polymeric one-way vision window graphic vinyl. This product is vinyl which has a number of 1.6mm diameter holes through it, giving a vinyl coverage of only 60% of the total area, with 40% of the area being the holes.
- (Optional lamination) Optically Clear Lamination: This is a clear polyester material which provides good visibility when applied to the one-way vision vinyl as well as providing protection for the digital print and extra UV protection. It also stops water getting into the holes in the one-way vision (which allows visibility when the product is wet). This lamination is recommended for high traffic areas and for vehicles.

### Printing

Printed onto the front of the one-way vision vinyl in high resolution full digital colour on HP Latex large format printers.

**Adhesive:** Permanent.

**Application:** Applied to the outside of the window so the graphic can be viewed from the outside. When viewing from the inside there is very good visibility through the one-way vision material which will have a grey colour appearance.

**Special Note:** The one-way vision material works on the basis of there being more light on the outside than the inside. If there is more light inside than outside (e.g., at night with lights on inside) the visibility of the graphic will be much less, and there will be significantly more vision through the material. That means people will see through the material to the inside.



### WALLTEX™ Indoor Reusable

#### Why you would choose this product

This product would be used if you need a high-quality graphic applied to a smooth, low energy surface such as a painted plasterboard wall. Other vinyls may peel off. It is perfect for long term use on internal walls in businesses or homes. Its removability also makes it ideal for short term promotions. It is a low-cost way of achieving a large digitally printed graphic. The WALLTEX™ drops overlap so joins are barely noticeable.

#### Why you would NOT choose this product

Cannot be used for rougher surfaces such as concrete or timber walls as it will not adhere to these surfaces. You would need to use solid panel signs such as Foam PVC or Aluminium Composite Panel for these rougher walls.

#### Material Used

WALLTEX™ polyester material with no lamination.

#### Printing

Printed onto the front of the wall graphic vinyl in high resolution full digital colour on HP Latex large format printers.

**Adhesive:** Removable, repositionable, and reusable.

#### Application

We recommend it for use on painted plasterboard walls, but not if the walls are painted with “wash & wear” or Teflon paints. Any newly painted surfaces should be left for 40 days to allow outgassing before applying the WALLTEX™ Wall Murals. The manufacturer advises this is suitable for most smooth clean surfaces. For rougher surfaces we recommend the use of solid panel signage such as Foam PVC or Aluminium Composite Panel.

#### Features

- 95% blockout material to cover old colours
- Full colour high resolution digital print
- No professional installation required - easy to self-install
- Can be easily removed without leaving adhesive residue
- Can be used multiple times after removing and storing on original backing paper



## Floor stickers

### Why you would choose this product

This is an excellent product to use when you want to display a message on the floor of a supermarket, shop, or office; on a concrete path, or even on a street - in full view of the people walking over the graphic. The floor sticker can be cut to shape for maximum impact. Ideal for store promotions!

### Why you would NOT choose this product

If the look of graphics on the floor will detract from the aesthetics of your premises or brand.

### Material Used

We have 4 distinct types of Floor Graphics:

- Our Avery Economy R9 Floor Sticker is rated at R9 slip resistance and suitable for indoor applications up to 3 months. The floor should be a dry, flat, smooth sealed surface such as painted concrete, tiles or laminated flooring. Many supermarkets use floor stickers with an R9 slip rating.
- Our MyFloor R9 Floor Sticker is rated at R9 slip resistance (in Europe it is rated at R10) and suitable for indoor applications up to 6 months. It is a higher grade R9 product with a more textured surface. The floor should be a dry, flat, smooth sealed surface such as painted concrete, tiles or laminated flooring.
- Our TexWalk R12 Floor Sticker is rated at R12 slip resistance. It is a textile product and is suitable for indoor or outdoor applications up to 6 months. It is suitable for applying to rough surfaces such as concrete, asphalt, brick or low pile carpet.
- Our Digitac Outdoor Luxury Floor Sticker is rated at R12 slip resistance. It has a tougher aluminium construction and is suitable for indoor or outdoor applications up to 9 months. It is suitable for applying to rough surfaces such as concrete, asphalt, brick or low pile carpet.

R9 materials are a white monomeric vinyl with a special clear anti-slip floor graphic monomeric lamination applied over the top of the digitally printed vinyl. The base vinyl has an adhesive which is removable for up to 12 months. The Texwalk R12 material is a white anti-slip textile and has a solvent acrylic adhesive. The Digitac R12 material is a white anti slip vinyl with an aluminium construction and a solvent acrylic adhesive.

### Printing

Printed onto the front of the floor sticker vinyl in high resolution full digital colour on HP Latex large format printers.

**Adhesive:** Removable.

### Application

Applied directly to the floor. Install it yourself and easily remove it within 12 months.

The various vinyl types are listed in the table below. The information includes other relevant details including the type of adhesive and suggested applications. If you are ordering Reflective Stickers, ensure this material is right for your needs and meets any business and government regulations or restrictions before ordering.

Name	Lamination Available	Applications	Adhesive	Back Colour	Vinyl Thickness	Vinyl Lifespan (Unprinted)
Gloss White Economy (1 Year)	None	Promotions Sold stickers Short term signage	Removable	White	90ums	3 years
Matte White Premium (3 Year)	Matte / Gloss	Medium term signage	Removable	White	95ums	3 years
Gloss White Premium (3 Year)	Matte / Gloss	Medium term signage	Removable	White	90ums	3 years
Gloss Clear Premium (3 Year)	Matte / Gloss	Medium term signage when a clear background is needed	Permanent	Clear	80ums	5 years
One Way Window Film (2 Year)	Ultra Clear	Graphics on car or building windows	Permanent	Black	150ums	3 years
Gloss White Bubble Free (3 Year)	Matte / Gloss / Anti-Graffiti	DIY signage Medium / long term flat panel or slightly curved signage	Bubble free permanent	Grey back	75ums	5 years
Gloss White High Tack (3 Year)	Matte / Gloss / Anti-Graffiti	Bin Stickers Low surface energy substrates Caravans Hard to stick surfaces	High tack	White	80ums	7 years
WALLTEX Indoor Reusable	None	Promotions Wall murals DIY signage Applications Long term indoor applications Short term outdoor applications	Removable and repositionable	White	192ums	Unlimited indoors

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Name	Lamination Available	Applications	Adhesive	Back Colour	Vinyl Thickness	Vinyl Lifespan (Unprinted)
Gloss White Cast Easy Apply (5 - 7 Year)	Gloss Cast	Vehicles Boats Curved surfaces Long term stickers	Bubble free removable with heat	Grey back	50ums	10 years
Prismatic Reflective (Brilliant Grade Premium)	Brilliant Grade Premium Reflective Lamination	Safety Signs Road Signs Warning Signs	Permanent	White	370ums	2 years
Economy Reflective (Engineer Grade)	Engineer Grade Reflective Lamination	Safety Signs Road Signs Warning Signs	Permanent	White	110ums	2 years
PVC Free Matte White Economy (1 Year)	Anti-Graffiti	Promotions Sold stickers Short term signage	Removable	Grey back	90ums	3 years
PVC Free Gloss Avery Cast Vinyl (5 - 7 Year)	Ultra clear	Vehicles Curved surfaces Long term stickers	Bubble free removable with heat	Grey back	60ums	10 years

In summary, our range of self-adhesive vinyl solutions offers versatility, quality, and durability to meet the demands of any project. Whether you need short-term promotional material or long-lasting, reusable options, we have the right vinyl to suit your needs.

With vibrant, high-resolution printing on industry-leading materials, including eco-friendly choices, our products deliver both aesthetic appeal and practical performance. Backed by fast production times and trusted brands, we're here to ensure your projects stand out, with results you can rely on.

If you have any questions or need guidance, don't hesitate to contact us. We're here to help with all your vinyl printing needs. Choose us for your next project and experience the difference in quality and service.

