

# Self-Adhesive Stickers

Stocks and finishes guide

## Self-Adhesive stocks



**White**  
(Permanent / Removable)

White self adhesive vinyl with an opaque finish. Suitable for single sided forward printing only.



**Clear Cling** (Removable)    **Clear** (Semi-Permanent)

Clear self-adhesive vinyl with a transparent finish. Suitable for either forward or reverse printing.



**Anti Slip**  
(Permanent)

Specialist anti slip coated vinyl with an opaque finish. Suitable for single sided forward printing only.

## Self-Adhesive shapes



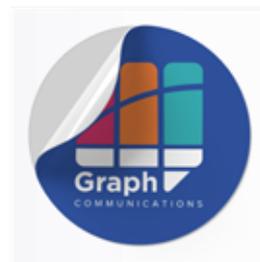
**Square cut**

Stickers are trimmed to the size specified when ordering. Choose from a wide range of standard sizes or select a custom size to suit your sticker requirements.



**Cut to shape**

Stickers are trimmed to a specified shape. Supply a cut path as a solid stroke, set as a **spot colour** called **CUT**. The cut path must be the top layer in the artwork and set to **Overprint**.



**Sticker sheets**

Designs are printed onto kiss cut sheets, allowing each sticker to be peeled away easily. Select from multiple sizes and shapes to match your sticker needs.

## Forward vs Reverse printing



Printed Side



Adhesive side

**Forward printing**

Artwork is printed on the non adhesive side of the material. Readable read from the non adhesive side only. Ideal for glass surfaces and mirrors.



Printed side



Adhesive side

**Reverse printing**

Artwork is flipped and printed on the non adhesive side of the material. Readable from the adhesive side and visible from both sides. Ideal for windows.