

Premier Label & Decal | Label & Print Materials Guide

There are many different label shapes and styles. Choosing the right label material for your product can seem like a daunting task. Below are some of the most common label materials. Of course, we also use many other specialty labels depending on the application. Not sure what to use? Don't worry — we're here to help. We'll walk you through the different print materials to help bring your designs to life.

Film & Synthetic Materials

- Polypropylene (BOPP) – Durable, oil- and water-resistant; ideal for most product labels.
- Polyethylene (PE) – Flexible film used for squeezable bottles and curved containers.
- Polyester (PET) – Extremely durable and temperature-resistant; great for outdoor use.
- Polycarbonate (PC) – High-strength film for industrial and equipment applications.
- PVC (Vinyl) – Flexible and strong; ideal for outdoor decals and heavy-duty stickers.

Paper-Based Materials

- Semi-Gloss Paper – Cost-effective, smooth finish for vivid full-color printing.
- Matte Paper – Non-gloss look for a natural, soft finish.
- High Gloss Paper – Bright, reflective coating for premium appearance.
- Textured Papers – Estate, Linen, Felt, or laid finishes for wine and gourmet packaging.
- Estate Label Paper – A classic, uncoated textured stock widely used in the wine and spirits industry. Offers premium tactile feel and excellent print reproduction. Not ideal for high-moisture environments unless top-coated.
- Vellum Paper – Smooth, slightly translucent finish with a natural, artisan look. Great for premium or handcrafted products; not water-resistant.
- Recycled Paper Stocks – Made from post-consumer fibers; eco-friendly and versatile.
- Fluorescent Paper – Bright neon tones for attention-grabbing labels and inventory tags.

Specialty & Premium Finishes

- Foil Labels – Metallic gold, silver, or holographic shine for luxury appeal.
- Brushed Metal Films – Textured metallic surfaces for an industrial or elegant look.
- Clear-on-Clear Films – Transparent materials for a 'no-label' appearance.
- Pearlescent / Iridescent Films – Subtle shimmer for cosmetics or boutique branding.
- Soft-Touch Films – Velvet-like texture adds tactile luxury to premium packaging.

Functional & Specialty Use

- Tamper-Evident / Destructible Vinyl – Breaks on removal; ideal for security seals.

- Void Labels – Leave a 'VOID' mark when removed, preventing reuse.
- Freezer-Grade Adhesive – Performs in sub-zero temperatures for food storage.
- Chemical-Resistant Films – Withstand harsh environments; ideal for industrial use.
- Thermal Transfer & Direct Thermal – Printable for barcodes and variable data.
- Static Cling Vinyl – Adhesive-free, removable material for temporary window decals.
- Removable Adhesives – Designed for clean removal and repositioning.

Eco-Friendly Options

- BioStone Labels – Eco-friendly label stock made from stone powder; tree-free, durable, and water-resistant.
- Hemp Paper – Sustainable paper made from renewable hemp fibers; strong, biodegradable, and has a natural texture.
- Sugarcane / Bagasse Paper – Tree-free option made from renewable fibers.
- Grass Paper – Made from fast-growing grass pulp; natural look and tone.
- Post-Consumer Recycled Films – Uses recycled PET or polypropylene.
- Compostable PLA Films – Plant-based material that breaks down under composting.
- Biodegradable Papers – Designed to decompose in environmentally friendly ways.

Laminates

- High Gloss – Shiny finish for durability and vivid print protection.
- Matte – Dull finish for a soft, natural appearance.
- Thermal Transfer – Gloss laminate designed for printer compatibility.
- UV Outdoor Gloss – Excellent UV resistance for outdoor durability.