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Stickers and their types by John Davis

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Companies nowadays try to use the most unique and different promotional techniques. Although printed stickers are not a unique technique, but every company tries to make its stickers more attractive and colorful so that they stand out in the market.

Companies are using printed sticker for their marketing purposes. Stickers can also be used to serve many other purposes. They have the ability to reflect thoughts, ideas, views, humor, and political stance.

Stickers are available in a number of shapes, sizes and designs. But there is also an option to customize the stickers. Custom stickers printing can be made available in all sizes and shapes. They can be made from sticker paper or the vinyl paper. They are usually printed using the full color printing process. There are many other types of stickers. Vinyl stickers, static clings, discounted regular stickers, die cut stickers, funny stickers; round shaped stickers etc. but one of the main types of stickers is the car stickers.

They are labels with messages printed on them. They are attached to the bumpers of automobiles and read by the occupants of other vehicles. Bumper stickers can be used for business promotion, humor, marketing, emotions, demonstration, criticism, fundraising and entertainment. Usually CMYK printing process is used to print the stickers because it ensures quality of the stickers. The bumper stickers need to have excellent quality so that they do not lose their freshness when washed. Similarly they should be easy to remove. There are quality control checks used by printing companies to ensure the optimum quality of cheap bumper stickers. The design and the content of the bumper stickers are very important. The viewer would just have a little time to see the sticker so the stickers should not have long messages. They stickers should either have images, graphics or logos printed on them or small punch lines, which can give a proper message in a few words.

Any company who wishes to get its stickers printed has a number of options ahead of it. They can choose between offset printing, digital printing and paper printing. Other than that, the CMYK full color printing and Pantone Matching System printing processes are also available for printing. Therefore there is a wide variety of sticker printing options. The companies try to opt the best, the most economical, and the most cost effective printing option.

Therefore it can be concluded that stickers are a very effective marketing tool. They come in many styles, shapes, sizes and designs. Stickers can even be customized according to the need of the company. Bumper stickers are considered as moving billboards. They are attached to the bumpers of cars and advertise the product where ever the car goes. Other than that, there are a number of options of printing the stickers. We offer cheap vinyl banner printing globally.

Choosing the best option, which is not only cost effective but also ensures quality is the ultimate try of the company. Stickers have a long life and do not loose worth any soon. They are an effective marketing, advertising and promotional tools.

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