



# Professional Printing Made Easy

Brand your business with custom labels,  
stickers, cards, tags & tickets



Visit us at [avery.com/weprint](https://avery.com/weprint)



# Custom Printing by Avery WePrint

Avery WePrint, the professional printing arm of Avery Products, was launched in 2014 as the ideal solution for short-run print jobs. The same principles that fueled our company founders back in 1935 are alive and well at Avery today.

Our products are produced on top-of-the-line digital printers using industry-leading adhesives, materials and finishes. They are all made from responsibly sourced, forest-derived materials. We use the finest-quality materials including photo-quality paper, metallic films, clear and white BOPP films and durable over-laminates for labeling your tins, bottles, jars, boxes, bags and pouches and more.

Our goal is to provide businesses like yours with products that you can confidently use for branding, labeling, marketing and promoting your company. Should you have any questions, our helpful U.S.-based customer service team is here to help.

With WePrint, your satisfaction is always 100% guaranteed and we'll work with you one-on-one until you're completely happy with the results.

## The Avery Difference



### Easy Online Ordering

Free instant cost quote, simple 3-step ordering process & easy 24/7 reordering.



### Fast Turnaround

Fast turnaround in as few as 3 days & free shipping on orders of \$50.



### No Hidden Fees

Free custom shapes & sizes; no extra costs for dies or setup.



### No Minimums

Order just one sticker, one label sheet, or one label on a roll.

# What We Offer

At Avery, we are dedicated to providing you with amazing quality products that bring your brand to life. All of our labels, stickers, cards, tags, and decals are customizable with our free design templates and are made using the highest-quality materials and finishes.



Labels



Stickers



Tags & Tickets



Cards



Decals



Free Design Software



Blank Labels

## We Make it Easy to Order

**Step 1:**  
Get an instant quote

Choose your product shape, size, material & quantity

**Step 2:**  
Upload artwork

Upload artwork or use our designs

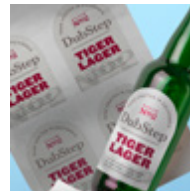
**Step 3:**  
Place your order

Products are shipped in as few as 3 business days

# Shop by Label Application

Find the exact label material, shape, and size you need for your specific products and industry.

- Find speciality labels such as lip balm labels with safety seals or perforated tamperproof labels for food safety
- Try our waterproof roll labels with PET liners for easy machine application



# Shop by Custom Size

Order the exact label size you need at no extra charge on select materials.

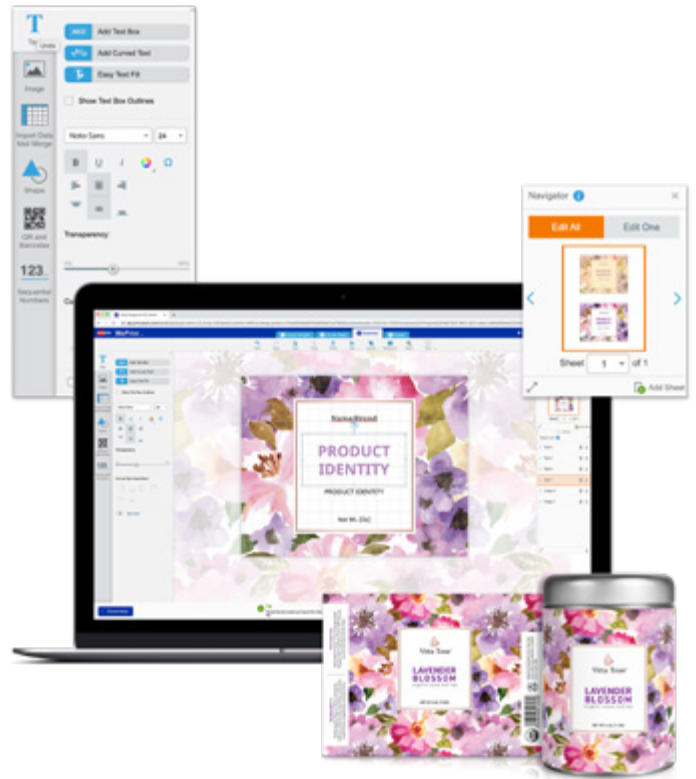
- Simply measure your container to find the right label dimensions
- Enter your label dimensions, personalize your design & order your labels



# Shop by Design

Browse our free template galleries to help you customize coordinating labels, cards, and other marketing materials for your business.

- Simply choose your favorite free design & personalize it your way
- Apply your custom design to labels, stickers, cards, tags & tickets



# Shop by Label Shape

Find the perfect label shape for your products and packaging.

- Standard shapes such as round, rectangle, & square are great for products, mailings & marketing
- Try speciality shapes such as hearts, stars & hexagons to add a unique look to packaging or call out specials



Rectangle



Circle



Square



Arched



Oval



Square Scallop



Round Scallop



Oval Scallop



Rectangle Scallop



Hexagon



Lollipop



Cigar Band

# Shop by Material

All Avery materials are backed by rigorous research and testing. From water- and oil-resistance to durable labels that hold up in freezers and microwaves, our premium materials are engineered to meet the needs of our customers.



## White Film

(Waterproof)

Durable film withstands harsh conditions, making it ideal for food & beverage or health & beauty products.



rolls



sheets



## Clear Film

(Waterproof)

Clear film virtually disappears when applied to provide a no-label look on bottles, jars, pouches, boxes & bags.



rolls



sheets



## Removable Glossy White Film

(Waterproof)

Durable vinyl features removable adhesive that leaves no residue when you want to make a change. Great for reusable containers.



rolls



sheets



## Silver Metallic Film

(Waterproof)

This sleek silver film offers a platinum appearance with a glossy UV coating for a premium look.



sheets



## Chrome Film

(Waterproof)

Shiny chrome film adds a mirror-like finish to premium products & specialty items.



rolls



sheets



## Crystal & Rainbow Holographic Film

(Waterproof)

This durable oriented polypropylene (OPP) film is available in glowing rainbows colors or sparkling crystals that change with light & reflection.



rolls



## Squeezable Film

(Waterproof)

Available in clear or white film, this flexible material prevents wrinkling & peeling on uniquely shaped or squeezable containers.



rolls



## Ultra Durable Glossy Vinyl Film

(Waterproof)

Durable 6 ml vinyl features a glossy UV coating. Strong adhesive prevents peeling on most flat surfaces. Great for outdoor products.



rolls



sheets



**Matte White Paper**

Classic finish offers a smooth, nonglossy surface that's practical for almost any packaging application. Handwritable with permanent marker, ballpoint pen or pencil.



rolls



sheets



**Glossy White Paper**

Photo-quality finish makes graphics pop & text sharper while adding a premium shine to packaging.



rolls



sheets



**Kraft Brown Paper**

Kraft Brown paper is 100% recycled & great for adding a natural, rustic look to organic items or handmade products.



sheets



**Removable White Paper**

Premium glossy or matte label stock features a removable adhesive that leaves no messy residue behind.



rolls



**Estate Paper**

Our Estate #8 & #9 papers offer superior wet strength on a luxurious foundation for foods, beverages & upscale products. Handwritable with a permanent marker, ballpoint pen or pencil.



rolls



**Silver Metallic Paper**

This sleek silver film offers a platinum appearance with a glossy UV coating for a premium look.



rolls



**Textured White Paper**

This bright white textured paper offers a soft, luxurious felt finish that is great for luxury products or items needing added elegance.



rolls



sheets



*Our materials include FDA-compliant adhesives that are safe for indirect food contact. Avery recommends that its adhesives should be kept at room temperature or below to be considered food safe.*







## Sustainably sourced labels

Sustainably sourced label materials are produced from verified renewable resources and are often certified by an independent third party.



## Recyclable labels

Recyclable labels are labels that do not interfere with the recycling of the substrate that the label is adhered. For instance, Environmentally Benign Adhesive (EBA) or Recycling Friendly Adhesive (RCA) are considered recyclable labels because the special adhesives do not clog up screens in the paper recycling process.



## Reduced label materials

By using fewer materials we help conserve limited natural resources and capture lower costs. Many of our label constructions are up to 50% thinner than conventional labels. They are also made with less oil, water and energy, and have a smaller carbon footprint.



## Labels contain PCW

PCW, or Post Consumer Waste, is waste that is the result of a consumer using an item as intended. When those items are recycled through various recycling streams and used to create new products rather than being sent to a landfill, they are considered a PCW product. PCW can be found in both label facestocks and liner materials.

# Specialty Offerings



## White Ink Capability

- Make your label design pop with white ink underprint
- Reduces transparency of text & graphics
- Ensures an accurate color match & improved legibility



## Tamper-Proof Labels

- Pre-cut front slit breaks apart when removed to add extra security to packaging
- Labels can't be removed in one piece or reapplied
- Great for takeout & deliveries

Learn more at [avery.com/tamperevident](https://avery.com/tamperevident)



## Amazon Transparency Labels

- Add your Transparency codes directly on your product labels
- Add your unique Amazon Global Trade Item Number (GTIN) Transparency codes on every unit you manufacture
- Order preprinted over-labels to add to existing products

Learn more at [avery.com/transparency](https://avery.com/transparency)

## The WePrint Difference

- Fast Turnaround (3-6 days)
- Free Shipping Over \$50
- Low Minimum Order Quantities
- Premium Quality

# Premium Finishes



## Holographics

- Create shelf-stopping product labels with shimmering holographic films
- Sleek waterproof films resist fading, oils, abrasions & tearing
- Choose from glowing rainbows or sparkling crystal prisms that change with light & reflection



## Metallics

- Elevate your brand with luxurious metallic roll labels
- Durable chrome film base resists water, oils & abrasions
- Choose from finishes like glossy gold, rich coppers or rose gold



## Spot Varnish

- Add gloss varnish to specific areas of your art to create a 3D look
- Highlight special text or elements in your design
- Create sophistication with contrast & depth

Need help? Contact a sales rep at **(800) 942-8379** or learn more at [avery.com/rollspecialty](https://avery.com/rollspecialty)

# Custom Printed Sheet Labels

Order custom sheet labels online that are perfect for smaller projects or new businesses just getting started.



## What We Offer on Sheets

- Custom printing on HP Indigo printers
- Custom sizes at no extra charge
- No minimum orders or set up fees
- Sequential numbering/barcode within Online Software
- Variable design capability on sheets
- Free instant digital proofs

## Why Use Sheet Labels?

- Perfect for small quantities
- Great for products, packaging, shipping, marketing & shipping materials
- For hand application only
- Add variable data/scents/flavors on the same sheet
- Buy only what you need
- Fast turnaround (3-6 days)
- Free shipping over \$50



Request a **sample pack** from your sales rep at **(800) 942-8379**

# Custom Printed Roll Labels

Roll labels are an affordable way to order labels or stickers in bulk. Popular with businesses needing longer runs and spending more on their labels.



## What We Offer on Rolls

- Custom printing on HP Indigo printers
- 4 color process printing plus white ink
- Unique die-cutting and perforations
- Variable data & imaging
- Top varnish & laminates
- Roll labels up to 12" outer diameter
- Thermal transfer capabilities
- Free digital proofs under 24 hours

Call our sales team for wholesale pricing



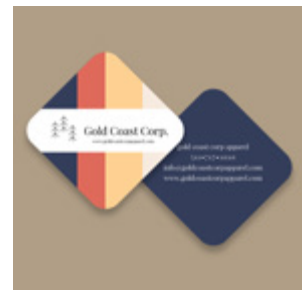
## Why Use Roll Labels?

- Ideal for larger projects
- Dedicated account manager you can rely on
- For hand or machine application
- No upcharge for multiple versions on a roll
- No extra charge for custom shapes & sizes
- Fast turnaround (3-6 days)
- Free shipping over \$50

# Custom Printed Business Cards and Business Card Books

Create a winning impression with premium business cards and business card books you can personalize online in minutes.

- Low minimum order quantities - starting at 100 for books, 250 for cards
- Also great for jewelry display & loyalty rewards cards
- Variable design capability
- Free design templates



## Premium Cardstock Material



### Matte White Cardstock

Classic and practical, our standard matte white cardstock provides you with a smooth, non-glossy finish.



### Glossy White Cardstock

Add premium shine and some extra pop to the front of your cardstock or tickets with our sleek, glossy coating.



### Pearlized Cardstock\*

Get a subtle shimmer and luminous appearance with this pearlescent cardstock finish that adds an extra touch of elegance.

\* Only available on square cards

## Stand Out in the Crowd

Choose from unique square cards with rounded corners or standard corners on rectangle or square cards.

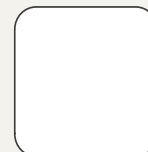
### 3 Die-cut Shapes



2" x 3 1/2" Rectangle Cards



2 1/2" Square Cards

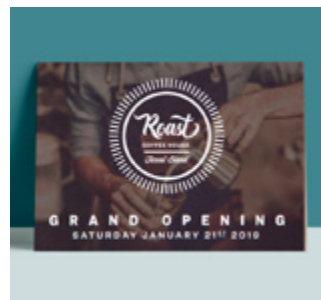


2 1/2" Rounded Corner Square Cards

# Custom Printed Postcards

Create stunning, full-color direct mail promotions, business ads, sale and special event announcements.

- Low minimum order quantities - starting at 50 cards
- Front & back printing available
- Variable design capability
- 3 materials, 4 die-cuts
- Free design templates



## Premium Cardstock Material



### Matte White Cardstock

Classic and practical, our standard matte white cardstock provides you with a smooth, non-glossy finish.



### Glossy White Cardstock

Add premium shine and some extra pop to the front of your cardstock or tickets with our sleek, glossy coating.



### Pearlized Cardstock

Get a subtle shimmer and luminous appearance with this pearlescent cardstock finish that adds an extra touch of elegance.

## Send with Style

Select standard rectangle, rounded corner, scalloped corner or flourish edges.

### 4 Die-cut Shapes



4 1/4" x 5 1/2" & 5" x 7"  
Rectangle



4 1/4" x 5 1/2" & 5" x 7"  
Scalloped Corner



4 1/4" x 5 1/2" & 5" x 7"  
Rounded Corner



4 1/4" x 5 1/2" & 5" x 7"  
Flourish Edge

# Custom Printed Hang Tags

Take your merchandise to another level with custom hang tags that are great for branding, pricing, and promotions.

- Low minimum order quantities - starting at 20 tags
- 3 shapes in 7 different sizes
- 3 premium materials
- Front & back printing available
- Prepunched holes for hanging
- 4.9" fabric strings with permanent clasps included



## Premium Cardstock Material



### Matte White Cardstock

Classic and practical, our standard matte white cardstock provides you with a smooth, non-glossy finish.



### Glossy White Cardstock

Add premium shine and some extra pop to the front of your cardstock or tickets with our sleek, glossy coating.



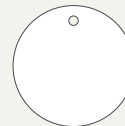
### Pearlized Cardstock

Get a subtle shimmer and luminous appearance with this pearlescent cardstock finish that adds an extra touch of elegance.

## Choose From a Variety of Shapes and Styles

Take merchandise to another level with hang tags in unique shapes and styles.

Find the perfect hang tags for all your projects



2" Round



2" Round Scalloped



2" x 1 1/4" Scalloped



1 1/2" Square



2" Square



2" x 3 1/2" Banner



2" x 3 1/2" Rectangle Square

Tag hole diameter: 4mm (1 1/2" & 2" Square, 2" Round, 2" x 3 1/2" Rectangle, 2" x 1-1/4" Scalloped), 6.35mm (2" x 3-1/2" Banner, 2 1/2" Round Scalloped)



# Custom Printed Die-Cut Stickers

Made from a durable, conformable, water-resistant film our custom stickers easily wrap around mildly curved surfaces. They're coated for protection against scuffing, tearing, and abrasions, while the strong adhesive prevents peeling and lifting.

- No minimums - order just one sticker
- No charge for custom shapes & sizes
- Available in kiss-cut & die cut
- Glossy or matte finishes
- Perfect for brand marketing, logos, clubs, sport teams, bands etc.



## Custom Sticker Material



### Matte White Waterproof Film

Our durable, waterproof vinyl material features a premium, soft-touch, matte UV coating that provides protection against ink scuffing, label tearing, abrasions and extreme temperatures. A strong adhesive prevents lifting and peeling on most flat surfaces. The product is guaranteed for two years unapplied. Once applied, it is guaranteed for 18 months removability from painted metal, glass and most plastic\*.



### Glossy White Waterproof Film

Our durable, waterproof vinyl material features a premium, glossy UV coating that provides a photo-quality appearance along with protection against ink scuffing, label tearing, abrasions and extreme temperatures. A strong adhesive prevents lifting and peeling on most flat surfaces. The product is guaranteed for two years unapplied. Once applied, it is guaranteed for 18 months removability from painted metal, glass and most plastic\*.

\* Do not apply to vinyl materials, as it is not easily removable

## Easy to Design and Order

Simply upload your artwork or use one of our free designs, personalize your stickers and order. It's that easy!



Custom die-cut around your personal image with 1/8" border

Individually kiss cut with backing liner for easy peeling

# Custom Printed Cards, Name Tags and Tickets



## Tent Cards

Premium folded tent cards that are ideal for showcasing special items, sales, and pricing information.

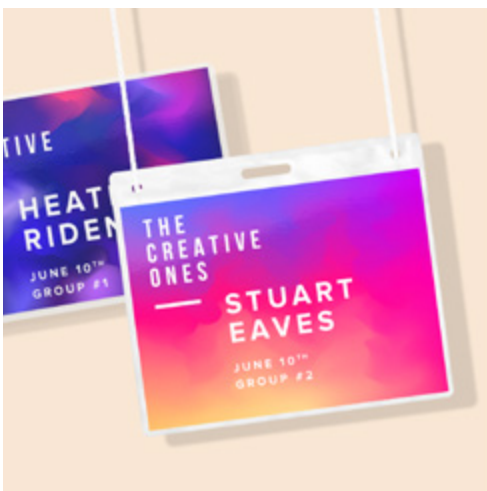
- Durable matte cardstock
- 3 sizes - small, medium, large
- Low minimum order quantities - starting at 25 cards



## Rack Cards

Display price lists, menus, and promotional takeaways at checkout stands, lobbies, and other high-traffic areas.

- Durable matte, glossy, or pearlized cardstock
- 3 1/2" x 8-1/2"
- Front & back printing available
- Low minimum order quantities - starting at 50 cards



## Name Tags and Badges

Get custom adhesive name tags and hanging badges for conferences, meetings, open houses, and other special events.

- Removable adhesive tags move with clothing & won't fall off
- Hanging landscape format badges include holders
- Low minimum order quantities - starting at 16 badges



## Flat Cards with Envelopes

Made from sturdy cardstock these premium cards are great for open houses, sale announcements, special events, and thank-you cards.

- Durable matte, glossy or pearlized cardstock
- 2 sizes - 4 1/4" x 5 1/2", 5" x 7", 4 die-cuts
- Front & back printing available
- Low minimum order quantities - starting at 10 cards



## Greeting Cards with Envelopes

Custom greeting cards you can personalize for your business. Great for thank-you cards, gift certificates, special offers, and more.

- Durable matte or glossy cardstock
- 1 size - 5" x 7"
- Front & back printing available
- Low minimum order quantities - starting at 10 cards



## Tickets

Create custom tickets for special events, raffles, and promotions. Tickets offer full-color printing, perforated stubs, and free sequential numbering on durable cardstock.

- Durable cardstock with matte or glossy coating
- 1 size - 1 3/4" x 5 1/2" with tear off stubs
- Low minimum order quantities - starting at 50 tickets

# Custom Printed Safety Signs and Decals

Custom signs and decals that won't damage most surfaces or leave a sticky residue when removed. Great for safety and compliance signs for walls, doors, tables, and windows.

- Surface Safe® adhesive sticks & stays but removes cleanly
- Choose from pre-designs or create your own sign with free templates
- Great as signs for occupancy, handwashing reminders, open & closed, takeout & more
- No minimums - just order one sign



Table & Chair Signs



Create Your Own



Handwashing Signs



Face Mask Signs



Dine-In & Takeout Signs



Occupancy Signs



## Choose a Design or Create Your Own

Make sure to test your signs on an inconspicuous area to assure suitability for your specific use.

Pick the perfect size for your message



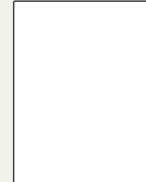
8" Square



5" x 3 1/2" Rectangle



7" x 5" Rectangle



10" x 7" Rectangle

# Custom Printed Indoor Floor Decals

Buy UL-certified slip-resistant floor decals for your business. Tear-resistant, matte-laminated vinyl is designed for smooth, indoor surfaces and commercial floors.

- 3 sizes - 8", 12", 17" squares & circles
- Designed for surfaces such as sealed concrete, wood & certain ceramic tiles
- Great for directional signage, advertising & safety
- No minimums - just order one sign



Entrance Signs



Create Your Own



Order Here Decals



Line Starts Here Signs



Social Distancing Signs

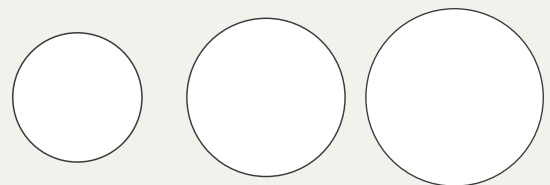


Logo Signs

## Durable Vinyl Floor Signs with Laminate Protection

Simply choose your preferred size and shape. Choose from pre-designed decals or customize your own with free templates.

Pick the perfect size for your message



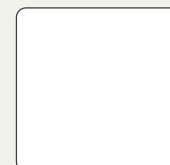
8" Round

12" Round

17" Round



12" Square



17" Square

# Blank Labels by the Sheet

Get the perfect printable sheet labels in your shape, size, material, and quantity. From standard white paper and waterproof films to sleek foils and removable adhesives, you can find the blank labels you need. Over 3000+ label combinations to choose from.



## Why Use Blank Sheet Labels?

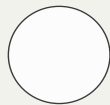
- Buy just one label sheet or thousands
- Available in thousands of shape, size & material combinations
- Compatible with standard inkjet & laser printers
- No charge for custom sizes
- Free shipping over \$50

## Shop for Your Ideal Label Shape

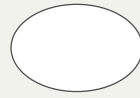
Order your online labels in minutes. Custom sizes at no extra cost. Buy printable labels by the sheet with no minimums, then print from a standard printer.



Rectangle



Round



Oval



Square



Arched



Star



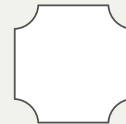
Starburst



Heart



Rectangle



Scalloped



Oval Scalloped



Round Scalloped



Barbell



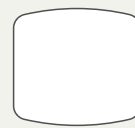
Cigar



Lollipop



Hexagon



Arched

# Superior Printable Materials

Choose from hundreds of shapes, sizes and premium materials\*.



Removeable Matte White Paper

TrueBlock Matte White Paper

Matte White Paper with Sure Feed



Dissolvable Matte White Paper

Matte White Paper

Eco-friendly Matte White Paper



Kraft Brown Paper

Glossy White Paper

Glossy Silver Foil Paper



Glossy Gold Foil Paper

Ultraduty White Film

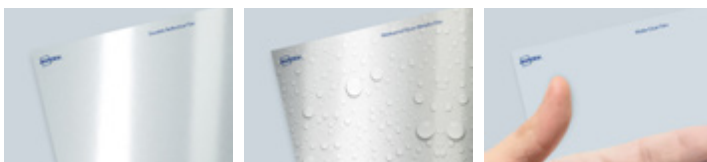
Waterproof White Vinyl Film



Weatherproof White Film

Glossy Clear Film

Durable White Film



Durable Reflective Film

Waterproof Silver Metallic Film

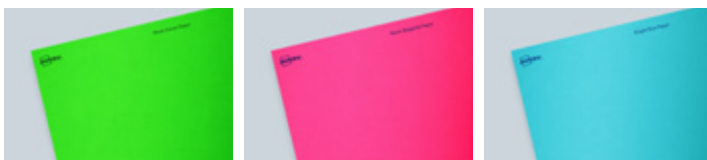
Matte Clear Film



Bright Yellow Paper

Bright Orange Paper

Textured White Paper



Neon Green Paper

Neon Magenta Paper

Bright Blue Paper

\*materials are subject to availability



## On-Demand Labels

When you want to print yourself, Avery blank labels are the way to go. Shop by shape, material, or use.





# Your Custom Printing Experts

Our Avery custom printing experts are here to make sure your entire experience, from design to order to application, is perfect. Your satisfaction is 100% guaranteed. So let us know if you have a problem or question and we'll do our best to make it right.



## Need Help?

Just call (800) 942-8379 and ask for the Account Services Team



### Easy Online Ordering

Free instant cost quote, simple 3-step ordering process & easy 24/7 reordering.



### Fast Turnaround

Fast turnaround in as few as 3 days & free shipping on orders of \$50.



### 100% Satisfaction Guaranteed

No hassles, no hurdles. Because when you're happy, so are we.



### No Hidden Fees

Free custom shapes & sizes; no extra costs for dies or setup.



### Premium Quality

Industry-leading HP indigo digital presses provide superior print performance.

Visit us at [avery.com/weprint](http://avery.com/weprint)

Join Us

