Compare Materials

Find the best materials to use for your custom printed labels. Expand each section below to see all the options we offer.

Roll Labels



Matte White Paper
Classic finish offers a smooth, non-glossy surface that's perfect and practical for almost any packaging application.



Glossy White Paper
Photo-quality finish makes graphics pop and text sharper while adding a premium shine to products and packaging.



Estate #9 Paper
Cream laid paper offers superior wet strength and provides a luxurious foundation for foods, beverages and more.



Silver Metallic Paper
Metalized material adds a polished sheen that reflects light and provides a high-quality look to products and packaging.



White Film Polypropylene
White film withstands harsh conditions and is great for food & beverage or health & beauty packaging.



Clear Film Polypropylene
Clear film virtually disappears when applied and provides a printed-on look to bottles, jars and more.



Chrome Film Polypropylene
Chrome film material adds a shiny, mirror-like finish to premium packaging and specialty items.



White Squeezable Film
Flexible film eliminates peeling and wrinkling on shaped containers and is great for labeling squeezable containers.



Clear Squeezable Film
Clear film virtually disappears when applied and prevents peeling and wrinkling on squeezable containers.

Please note: Due to the coating on WePrint products, they cannot be run through personal inkjet or laser printers. Secondary printing is currently only available on our white film and chrome film roll labels with the Thermal Transfer Printable (Glossy) option on select thermal transfer printers.

	Paper				Film				
	Matte White Paper	Glossy White Paper	Estate #9 Paper	Silver Metallic Paper	White Film Polypropylene	Clear Film Polypropylene	Chrome Film Polypropylene	White Squeezable Film	Clear Squeezable Film
									
Finish	Matte	Glossy	Textured	Matte or Glossy	Matte, Glossy, Thermal Transfer Printable (Glossy)	Matte or Glossy	Matte, Glossy, Thermal Transfer Printable (Glossy)	Matte or Glossy	Matte or Glossy
Permanent Adhesive	●	●	●	●	●	●	●	●	●
Durability	✔	✔	✔✔	✔	✔✔✔	✔✔✔	✔✔✔	✔✔✔	✔✔✔
Abrasion Resistance	✔✔	✔✔	✔	✔✔	✔✔✔	✔✔✔	✔✔✔	✔✔✔	✔✔✔
Sun/Fade Resistant	●	●	○	●	●	●	●	●	●
Water Resistant	●	●	○	●	●	●	●	●	●
Waterproof	○	○	○	○	●	●	●	●	●
Oil Resistant	●	●	○	●	●	●	●	●	●
Tearproof	○	○	○	○	●	●	●	●	●
Freezer Safe	●	●	●	●	●	●	●	●	●
Microwave Safe	○	○	○	○	●	●	○	●	●
White Underprint Available	○	○	○	●	○	●	●	○	●
Weight	60 / 88 (lb/gsm)	55 / 81 (lb/gsm)	60 / 88 (lb/gsm)	56 / 82 (lb/gsm)	N/A	N/A	N/A	N/A	N/A
Thickness	3.5 / 0.089 (pts/mm)	3.2 / 0.081 (pts/mm)	5.5 / 0.140 (pts/mm)	2.6 / 0.066 (pts/mm)	3.3 / 0.0838 (pts/mm)	3.3 / 0.0838 (pts/mm)	3.3 / 0.0838 (pts/mm)	4.3 / 0.1092 (pts/mm)	4.3 / 0.1092 (pts/mm)
Material	Paper	Paper	Paper	Paper	Polypropylene (BOPP)	Polypropylene (BOPP)	Polypropylene (BOPP)	MDO	MDO
Finishing	Matte/Glossy Varnish	Matte/Glossy Varnish	None	Matte/Glossy Varnish	Matte/Glossy Laminate	Matte/Glossy Laminate	Matte/Glossy Laminate	Matte/Glossy Laminate	Matte/Glossy Laminate
Squeezable	○	○	○	○	○	○	○	●	●

White underprint is the ability to print white ink on your labels to help lighter colors stand out on transparent labels. On the images below, view examples of the materials with and without white ink underprinting.

Example: Transparent
(Clear Film & Clear Squeezable Film)



Example: Metallic
(Chrome Film)



Sheet Labels



Matte White Paper
Classic finish offers a smooth, non-glossy surface that's perfect and practical for almost any packaging application.
Starting at $7.00



Glossy White Paper
Photo-quality finish makes graphics pop and text sharper while adding a premium shine to products and packaging.
Starting at $9.00



Kraft Brown Paper
Kraft Brown paper is 100% recycled and great for adding a natural, rustic look to organic items or handmade products.
Starting at $8.00



White Film Polypropylene
White film withstands harsh conditions and is great for food & beverage or health & beauty packaging.
Starting at $12.00



Clear Film Polypropylene
Clear film virtually disappears when applied and provides a printed-on look to bottles, jars and more.
Starting at $12.00



Silver Metallic Film
Durable film that offers a sleek platinum appearance with a glossy coating.
Starting at $12.00

Please note: Due to the coating on WePrint products, they cannot be run through personal inkjet or laser printers. Silver Metallic Film is non-microwave-safe.

	Paper			Film		
	Matte White Paper	**Glossy White Paper**	**Kraft Brown Paper**	**White Film**	**Clear Film**	**Silver Metallic Film**
Material Description						
Finish	Matte	Glossy	Matte	Glossy	Glossy	Glossy
Permanent Adhesive	●	●	●	●	●	●
Durability	✔	✔✔	✔	✔✔✔	✔✔✔	✔✔✔
Abrasion Resistance	✔	✔✔	✔	✔✔✔	✔✔✔	✔✔✔
Sun/Fade Resistant	○	●	○	●	●	●
Water Resistant	○	●	○	●	●	●
Waterproof	○	○	○	●	●	●
Oil Resistant	●	●	●	●	●	●
Tearproof	○	○	○	●	●	●
Freezer Safe	●	●	○	●	●	●
Microwave Safe	●	●	●	●	●	○
Weight	50 / 178 (lb/gsm)	54 / 178 (lb/gsm)	61 / 90 (lb/gsm)	n/a	n/a	n/a
Thickness	2.9 / 0.074 (pts/mm)	3.1 / 0.079 (pts/mm)	4.9 / 0.124 (pts/mm)	2.0 / 0.051 (pts/mm)	2.0 / 0.051 (pts/mm)	2.0 / 0.051 (pts/mm)
Material	Paper	Paper	Paper	Polyester	Polyester	Polyester

Postcards, Invitations, Greeting Cards, Note Cards, Tent & Place Cards



Matte White
Classic and practical, our premium matte stock offers a smooth, non-glossy finish.
Starting at $7.00



Glossy White
Add premium shine and some extra pop to the front of your card with our sleek, glossy coating.
Starting at $9.00

	Paper	
	Matte White	**Glossy White**
Material Description		
Abrasion Resistant	●	●
Finish	Matte	Glossy
Weight	100 / 270 (lb/gsm)	100 / 270 (lb/gsm)
Thickness	12 / 0.305 (pts/mm)	9.8 / 0.249 (pts/mm)
Brightness	98	94
Material	Paper	Paper

Business Cards



Matte White Paper
Classic and practical, our premium matte stock offers a smooth, non-glossy finish.
Starting at $22.50



Glossy White Paper
Add premium shine and some extra pop to the front of your card with our sleek, glossy coating.
Starting at $27.50

	Paper	
	Matte White	**Glossy White**
Material Description		
Abrasion Resistant	●	●
Finish	Matte	Glossy
Weight	120 / 324 (lb/gsm)	120 / 325 (lb/gsm)
Thickness	14.5 / 0.368 (pts/mm)	12.4 / 0.314 (pts/mm)
Brightness	98	94

Business Card Books



Business Card Books
Classic and practical, our premium matte stock offers a smooth, non-glossy finish.
Starting at $24.00

	Paper
	Business Card Books
Material Description	
Abrasion Resistant	●
Finish	Matte
Weight	133 / 360 (lb/gsm)
Thickness	14.57 / 0.3700 (pts/mm)
Front Cover (Thickness)	12 / 0.3048 (pts/mm)
Back Cover (Thickness)	17 / 0.4318 (pts/mm)
Brightness	100
Material	Paper

Tags



Matte White
Classic and practical, our premium matte stock offers a smooth, non-glossy finish. Great for use with permanent markers or ballpoint pen.
Starting at $22.50



Glossy White
Add premium shine and some extra pop to the front of your tag with our sleek, glossy coating.
Starting at $27.50

	Paper	
	Matte White	**Glossy White**
Material Description		
Abrasion Resistant	●	●
Finish	Matte	Glossy
Weight	120 / 324 (lb/gsm)	120 / 325 (lb/gsm)
Thickness	14.9 / 0.378 (pts/mm)	12.4 / 0.314 (pts/mm)
Brightness	98	94
Material	Paper	Paper

Name Tags & Badges

Hanging Name Tags



Matte White Paper (Hanging*)
Classic and practical, our premium matte stock in a clear, flexible plastic holder.
Starting at $22.50

	Paper
	Matte White Paper (Hanging*)
Material Description	
Abrasion Resistant	●
Finish	Matte
Weight	100 / 270 (lb/gsm)
Thickness	12 / 0.305 (pts/mm)
Brightness	98
Material	Paper

*Badge holders (landscape format) included!

Adhesive Name Tags & Badges



White Film (Adhesive)
This flexible matte material moves with fabrics without falling off and adheres safely on most clothing. Let us custom print names for you, or easily write with a permanent marker or ballpoint pen.
Starting at $8.00



Glossy White Film (Adhesive)
Durable with a premium shine that gives logos some extra pop. Handwriting not recommended.
Starting at $8.00

	Film	
	White Film (Adhesive)	**Glossy White Film (Adhesive)**
Material Description		
Abrasion Resistant	●	●
Permanent Adhesive	Removable	Removable
Sun/Fade Resistant	○	○
Water Resistant	○	●
Tearproof	●	●
Finish	Semi-gloss	Glossy
Weight	n/a	n/a
Thickness	2.3 / 0.058 (pts/mm)	3.5 / 0.089 (pts/mm)
Brightness	n/a	n/a
Material	Polypropelyne	Polypropelyne

Tickets



Matte White Paper
Classic and practical, our premium matte stock offers a smooth, non-glossy finish.
Starting at $13.50



Glossy White Paper
Add premium shine and some extra pop to the front of your tickets with our sleek, glossy coating.
Starting at $17.00

	Paper	
	Matte White	**Glossy White**
Material Description		
Abrasion Resistant	●	●
Finish	Matte	Glossy
Weight	120 / 324 (lb/gsm)	120 / 325 (lb/gsm)
Thickness	14.5 / 0.368 (pts/mm)	12.4 / 0.314 (pts/mm)
Brightness	98	94
Material	Paper	Paper

Industrial HazCom Labels (GHS & Safety Signs)

GHS and HazCom Labels, Safety Labels and Signs



White UltraDuty® Film
Strong and durable, our white UltraDuty film labels are waterproof and resistant to chemicals, abrasion, UV, water, tearing and extreme temperatures.
Starting at $16.00



White Film with Surface Safe™ Adhesive
Surface Safe adhesive is engineered to stick long term, but remove cleanly from interior painted walls, drywall, metal and glass, without residue or damage. Durable white film is resistant to water, chemicals and tearing.
Starting at $12.00

	Film		
	White UltraDuty Film (Sheet)	**White UltraDuty Film (Roll)**	**White Film with Surface Safe™ Adhesive (sheet)**
Material Description			
Finish	Semi-gloss	Thermal Transfer Laminate (Glossy)	Matte
Permanent Adhesive	●	●	○
Durability	✔✔✔	✔✔✔	✔✔✔
Abrasion Resistance	✔✔✔✔	✔✔✔✔	✔✔✔✔
Sun/Fade Resistant	●	●	○
Water Resistant	●	●	●
Waterproof	●	●	○
Tearproof	●	●	●
Chemical Resistant	●	●	●
Adhesive Service Temperature	-20°F to 220°F	-40°F to 300°F	-40°F to 250°F
Min. Application Temperature	10°F	23°F	50°F
Weight	78 (lb/gsm)	N/A	100 (lb/gsm)
Thickness	3.5 (mil) / 0.089 (pts/mm)	3.4 (mil) / (Face + Overlam)	3.5 (mil) / 0.089 (pts/mm)
Material	Polyester	Base Material PP – Overlam PET	Polyester

Bumper Stickers



Bumper Sticker Film
Our durable white vinyl material is waterproof and holds up in extreme environments. The stickers are coated with a UV coating, providing protection against scuffing, tearing and abrasion. A strong adhesive prevents lifting and peeling. The product is guaranteed for two years unapplied. Once applied, it is guaranteed for 18 months removability from painted metal, glass and most plastic.*
Starting at $4.00

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

	Film
	Bumper Sticker Film
Material Description	
Abrasion Resistant	●
Permanent Adhesive	●
Sun/Fade Resistant	○
Water Resistant	●
Tearproof	●
Finish	Glossy
Weight	78 (lb/gsm)
Thickness	3.5 (mil) / 0.089 (pts/mm)
Brightness	90
Material	Vinyl