AVERY | WePrint™

Compare WePrint Custom Printed Materials

Find the best materials to use for your custom printed labels.

⊖ 🗍 **Rolls Labels**

	Paper				Film				
	Matte White Paper	**Glossy White Paper**	**Estate #9 Paper**	**Silver Metallic Paper**	**White Film BOPP Polypropylene (waterproof)**	**Clear Film BOPP Polypropylene (waterproof)**	**Chrome Film BOPP Polypropylene (waterproof)**	**White Squeezable MDO Film (waterproof)**	**Clear Squeezable MDO Film (waterproof)**
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)

	Paper				Film				
	Matte White Paper	Glossy White Paper	Estate #9 Paper	Silver Metallic Paper	White Film Polypropylene (waterproof)	Clear Film Polypropylene (waterproof)	Chrome Film Polypropylene (waterproof)	White Squeezable Film (waterproof)	Clear Squeezable Film (waterproof)
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 available on our roll label materials.
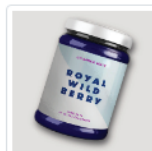
Example: Transparent
(Clear Film & Clear Squeezable Film)

Example: Metallic
(Chrome Film)

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 (waterproof)
Metalized material adds a polished sheen that reflects light and provides a high-quality look to products and packaging.
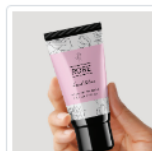
White Film Polypropylene (waterproof)
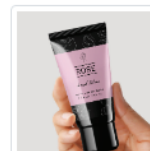White film withstands harsh conditions and is great for food & beverage or health & beauty packaging.

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

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

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

Clear Squeezable Film (waterproof)
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**	**Kraft Brown Paper**	**White Film PET (waterproof)**	**Clear Film PET (waterproof)**	**Silver Metallic Film PET (waterproof)**	**Glossy White Vinyl Film (waterproof)**
Material Description							
Finish	Matte	Glossy	Matte	Glossy	Glossy	Glossy	Glossy
Permanent Adhesive	●	●	●	●	●	●	●
Durability	✔	✔✔	✔	✔✔✔	✔✔✔	✔✔✔	✔✔✔
Abrasion Resistance	✔	✔✔	✔	✔✔✔	✔✔✔	✔✔✔	✔✔✔
Sun/Fade Resistant	○	●	○	●	●	●	●
Water Resistant	○	●	○	●	●	●	●
Waterproof	○	○	○	●	●	●	●
Oil Resistant	●	●	●	●	●	●	●
Tearproof	○	○	○	●	●	●	●
Freezer Safe	●	●	○	●	●	●	n/a
Microwave Safe	●	●	●	●	●	○	n/a
Weight	50 / 178 (lb/gsm)	54 / 178 (lb/gsm)	61 / 90 (lb/gsm)	n/a	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)	3.5 (mil) / 0.089 (pts/mm)
Material	Paper	Paper	Paper	Polyester	Polyester	Polyester	Vinyl
Finishing	n/a	Glossy Varnish	n/a	Glossy Varnish	Glossy Varnish	Glossy Varnish	Glossy Varnish

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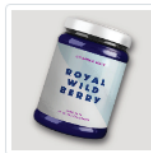**Starting at $7.00**

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

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

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

Glossy White Vinyl Film (waterproof)
Our durable, waterproof vinyl material features a premium, glossy UV coating. A strong adhesive prevents lifting and peeling on most flat surfaces.
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 Labels are not safe for microwave ovens.

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

	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

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

Business Cards

	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

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

Business Card Books

	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

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

Tags

	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

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

Name Tags & Badges

	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!

Hanging Name Tags

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

	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

Adhesive Name Tags & Badges

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

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

Tickets

	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

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.
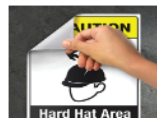**Starting at $17.00**

	Film	
	White UltraDuty Film	**White Film with Surface Safe™ Adhesive Film**
Material Description	Classic and practical, our matte paper offers a smooth, non-glossy finish that's perfect for almost any application. Starting at $16	Sleek, glossy paper adds a premium shine to products and packaging. The photo-quality finish makes vivid colors and sharp text pop. Starting at $12
Durability	✔ ✔ ✔	✔ ✔ ✔
Permanent Adhesive	●	○
Sun/Fade Resistant	●	○
Waterproof	●	●
Tearproof	●	●
Finish	Matte	Matte
Weight	78 (lb/gsm)	26 (lb/gsm)
Thickness	3.5 (mil) / 0.089 (pts/mm)	3.5 (mil) / 0.089 (pts/mm)
Brightness	90	93
Material	Polyester	Polyester

White UltraDuty® Film
Strong and durable, this material is waterproof & resistant to chemicals, abrasion, UV, tearing & extreme temperatures. Recommended for high-durability labeling with low-resolution.
Starting at $16.00

White Film with Surface Safe™ Adhesive Film
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

Asset Tags

	Film	
	PermaTrack™ Matte White Film	**PermaTrack™ Glossy Metallic Film**
Material Description	A water and tear-resistant white polyester film that is ideal for light-duty asset tagging. Starting at $10	A waterproof, silver polyester film that is chemical and abrasion resistant. Starting at $14
Finish	Matte	Glossy
Permanent Adhesive	●	●
Durability	●●○	●●●
Sun/Fade Resistant	○	○
Water Resistant	●	●
Waterproof	○	●
Chemical Resistant	○	●
Abrasion Resistant	○	●
Tearproof	●	●
Adhesive Service Temperature	-45°F to 190°F	-20°F to 300°F
Min. Application Temperature	35°F	20°F
Weight	n/a	n/a
Thickness	2.8mil for film	Film 2 mil Liner 4.6 mil
Material	PET	PET

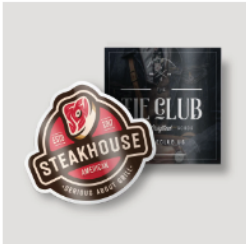**PermaTrack™ Matte White Film**
A water and tear-resistant white polyester film that is ideal for light-duty asset tagging.
Starting at $10.00

PermaTrack™ Glossy Metallic Film
A waterproof, silver polyester film that is chemical and abrasion resistant.
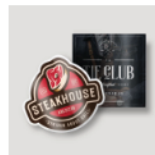**Starting at $14.00**

	Film	Film
	Matte White Vinyl Film	**Glossy White Vinyl Film**
Material Description		
Abrasion Resistant	●	●
Permanent Adhesive	●	●
Sun/Fade Resistant	Up to 9 months	Up to 9 months
Water Resistant	●	●
Waterproof	●	●
Tearproof	●	●
Finish	Matte	Glossy
Weight	78 (lb/gsm)	78 (lb/gsm)
Thickness	3.5 (mil) / 0.089 (pts/mm)	3.5 (mil) / 0.089 (pts/mm)
Brightness	90	90
Material	Vinyl	Vinyl

Matte White Vinyl 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∗.
Starting at $6.00

Glossy White Vinyl 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∗.
Starting at $6.00

∗ 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	Up to 9 months
Water Resistant	●
Tearproof	●
Finish	Glossy
Weight	78 (lb/gsm)
Thickness	3.5 (mil) / 0.089 (pts/mm)
Brightness	90
Material	Vinyl

Bumper Sticker Film
Our durable white vinyl material is waterproof and holds up in extreme environments. The stickers are coated with a glossy 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