

How do I prepare my stickers for printing?

When designing your stickers, there are several things you should pay attention to if you want the best possible result. In this guide, we will explain how to prepare your stickers for print.

When sending your design to us, it must be sent as a PDF or image file to campusprint@adm.ku.dk. If the files are too large for the email system, you can send them via www.wetransfer.com to the same email address. This gives us a temporary link where we can download your file.

Below, we will go through some of the most basic elements of design setup. If you are in doubt, you are always welcome to contact us. These points can also be used as a checklist before sending your stickers for printing.

● Get the exact shape you want

We can produce stickers in almost any imaginable shape and size. We offer both standard formats and custom-designed cuts so your stickers fit perfectly with your design and purpose.

With contour cutting, we can cut your stickers precisely along the shape of the design—whether it's a logo, a figure, or a complex graphic. This means you avoid a visible white background around the design and instead get a clean, professional look where the sticker follows the contours of your design.

We also offer contour cutting for larger designs, e.g., for signage, decorations, or campaigns. Whether you need small labels or large stickers for windows, walls, or vehicles, we can adapt the cutting to your needs.

When sending your design to us, simply specify the desired shape or contour (e.g., round, square, contour-cut, etc.). If you want to create the contour line yourself, include a vector file or a graphic with a clear indication of the cutting edge, preferably as a separate layer or line. Alternatively, you can just explain in your email what you want, and we will create the cutting line for you. If you need help with setup or shape selection, we are ready to assist you.



● Choose the right material for your stickers

We offer a wide range of materials for printing stickers, and the choice of the right medium depends largely on where and how the stickers will be used. To ensure the best result, it is important that you specify the surface the stickers will be applied to and whether they should be temporary or permanent. Below are some examples of materials:

○ Removable film

If your stickers only need to stay in place for a short period - e.g., for campaigns, trade shows, or temporary signage - we use a removable film that can easily be removed without leaving marks or adhesive residue. The film is easy to apply because it contains air channels. The adhesive is removable for up to 6 months after application.

○ Permanent film

If the stickers need to adhere to more difficult surfaces, such as low-energy surfaces like concrete, brick, plastic, or powder-coated surfaces, we use a stronger film with high-tack adhesive to ensure the stickers stay in place - even under demanding conditions. These stickers are not intended to be removed and will leave adhesive residue if left for a long time. The film has a high-tack adhesive with a durability of 3–5 years outdoors.

○ Floor film

Floor films are specially developed to withstand wear and traffic. They have a slip-resistant surface certified to R10 standards, meeting all safety requirements. The film is available with both removable and permanent adhesive and works on both smooth and rough floors.

○ Transparent film

Transparent film is a popular choice when you want the sticker to appear light and discreet or when it is important that the surface underneath remains visible - e.g., for window decorations, glass doors, or transparent packaging.

○ Reflective film

Reflective film is a special material designed to reflect light - especially in darkness or low light conditions. It is typically used for safety purposes, signage, and places where visibility day and night is important. The film may consist of a reflective metal background in both glossy and matte finishes.

● Checklist

- ☐ Shape and cutting: Do you want a standard shape for your stickers, or should they be contour-cut? If the sticker should follow the design's contour, just specify this in your order.
- ☐ Usage and placement: Should the stickers be temporary or permanent?
- ☐ Surface: What type of surface will the stickers be applied to?
- ☐ Material choice: Which material do you want?