

# What is Vinyl Sticker?

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Vinyl sticker is also known as self-adhesive, pressure-sensitive paper, etc. It is a composite material with paper, film, or unique materials as the fabric, adhesive coated on the back, and silicon-coated backing as the protective paper. It becomes a finished label after printing, die-cutting, and other processing. Due to a variety of coating technologies, the formation of instant stickers has different grades. At present, the development direction is from traditional roll coating and scraper coating to high-pressure tape casting coating to ensure the uniformity and sensibility of coating to the greatest extent, avoid the generation of bubbles and pinholes, and ensure the coating quality.

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### Vinyl sticker Material properties

Compared with the traditional label, simultaneous interpreting and printing have advantages of no glue, no paste, no dip in the water, no pollution, and time-saving. It has corrosion resistance, aging resistance, fading, and minor shrinkage and expansion ratio. The flexibility, shrinkage, opacity, processing characteristics and labeling characteristics of paper self-adhesive are excellent. Thin-film self-adhesive features are smooth and dense, uniform density, consistent color, and good light transmittance. For example, TPU elastic sticker, a popular product, has a soft feel and can be stretched and covered. The key is that it is easy to cut, and discharge waste. It does not deform after high-temperature ironing and pressing. It can be used in various scenes.

## The vinyl sticker Manufacturing process

### 1. Substrate film preparation

There are many kinds of carriers for lettering film. Pet is widely used. It has the characteristics of good dimensional stability, uniform tension, good heat resistance, and appropriate release. In particular, it has obvious advantages in the reproduction of color tone originals. The film specifications such as width, thickness, size, and brand shall be selected according to the manufacturer's requirements. At the same time, check the flatness of the film and whether the barrel material has a "protruding rib," "lotus leaf edge,"

other conditions that do not meet the quality requirements.

## 2. Preparation of release agent

A release agent is a low viscosity transparent resin with the release, film-forming, and adhesion. Because the solvent in the release agent volatilizes rapidly, it is necessary to control the viscosity in the coating process to prevent the release agent's solid content. The solid content is generally held at about 23%. If the solid content is lower than 19%, the transfer effect of the heat transfer film after coating the release agent is not ideal. At the same time, pay attention to the transparency of the release agent. Otherwise, it will affect the effect of the printing layer.

## 3. Ink preparation

Heat transfer ink belongs to gravure ink. The drying of ink mainly depends on the volatilization of solvent. After the substrate film is determined, the appropriate ink shall be selected according to the purpose of printing and the properties or requirements of substrate materials. Check the fineness, viscosity, hue, drying power, and other ink indicators to see whether they all meet the printing quality needs for the ink.

## 4. Preparation of adhesive

The adhesive for heat transfer printing is a hot melt adhesive, a colorless, transparent, or light yellow liquid. After coating and drying, the film will be fine. On the surface coated with release agent and ink, it has excellent composite fastness and excellent flexibility, strong abrasion resistance, strong resistance to acid, and alkali, and good weather resistance.

## Vinyl Sticker Application Scenario

From the perspective of daily necessities, almost all children's clothes are decorated with patterns, and adult clothes, bags, hats, and bags are also printed with various designs. The vinyl sticker is the finish on these costumes.

The daily necessities applicable to the lettering film include a hat, scarf, gloves, cotton uniform, casual children's clothes, bags, bedsheets, curtains, etc. From the processing process, the lettering film is straightforward, so it is also easy to learn. The process is first to carve the engraving film with the engraving machine and discharge the waste, then put the engraving film in the position where the hot stamping is needed, adjust the temperature, and press down the hot stamping machine. After a few seconds, a hot stamping dress is completed.

## Advantages and Disadvantages of Vinyl Sticker

The first advantage is that the use cost is reasonable. In fact, no matter what kind of product sales or people pay very great attention to the price. This is because the price will be directly related to the cost. The price is more reasonable under the same quality and uses effect, it will naturally become the choice of people. PVC material is like this. Basically, the sales price of the lettering film of this material in the market

very reasonable. As the sales cost is relatively low, the overall price will be slightly lower when engraved this way, we can meet the needs of more people in all aspects.

Second, the quality is guaranteed. In fact, there are many uses of this material in our daily life. In the of long-term use, we will also find that it has great advantages in terms of quality and other aspects.

And the last one is 24 colors, multi-color options. It has the characteristics of soft hand feel, stretch, h cover, easy carving, easy cutting, and waste discharge. At the same time, after high-temperature hot stamping, it is not deformed, environmentally friendly, and non-toxic. It is suitable for hot stamping personalized patterns on a variety of textiles. Ten minutes, easy to operate.