

STICKER BUILDER DEMO

Checklist

☐ 1. Can you show me the actual print-ready file, not just a preview screenshot?

A preview looks fine on almost every tool. The real test is opening the file the software generates and checking bleed, cut lines, and resolution yourself.

☐ 2. What happens if a customer uploads a low-resolution image?

A good sticker builder flags this before checkout, not after the order lands in your production queue. Some tools offer image upscaling, but that's a workaround, not a fix, since upscaling can't add real detail back into a low-resolution file. The flagging step matters more than the fix.

☐ 3. Can I see a nested sheet from a real order, not a demo example?

This tells you whether imposition is a genuine, working feature or something mentioned only in the sales deck.

☐ 4. Which ecommerce platforms do you have live customers running today?

Supported in theory and working in production are two different things. Ask for a reference customer if you can.

☐ 5. What does the handoff to my production or RIP software look like?

Get specific here. Ask whether it's a manual export or a direct connection, and whether the vendor supports multiple handoff methods, such as hotfolders, webhooks, or API-based integration, so the file reaches your existing workflow without extra manual steps.

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☐ 6. How long does setup typically take for a shop our size?

This sets realistic expectations before you sign anything. For most print shops, a properly scoped sticker builder setup takes two to three weeks, not months.

☐ 7. Can I see stickers that were designed in this tool, actually printed and shipped?

Real, completed orders tell you more than any staged demo.

☐ 8. Can you do die-cuts with image only, or also with text and clipart?

A sticker builder limited to image-based shapes is more restrictive than one that can generate a die-cut shape from text or clipart too. This affects how much creative freedom your customers actually get.

☐ 9. Can you show proofs or previews with different materials?

Glossy vinyl looks different from matte paper under the same design. A tool that renders an accurate preview per material helps set the right customer expectations before the order goes to print.