

# LANYARD GUIDE



# LANYARD GUIDE

How to choose and specify the perfect Lanyard

# Connecting Brands With People

We have been a supplier of popular products to the promotional industry since 1992. During over 30 years of trading, we have built our reputation on great service and time-proven reliability.

Our UK and Hong Kong team of experienced merchandisers and logistics personnel ensure that our orders are supplied on time and to specification.

Eco friendly products are becoming central to the buying policy of many businesses so use this guide to help employees and customers specify the right product without costing the earth.



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# Why a Lanyard?

## IDENTITY

- Identifies employees at a glance
- Shows name badges prominently
- Allows different roles to be identified at a single event

## SAFETY

- Clearly identify workers, visitors
- Encourages a culture of signing in
- Helps identify unauthorised visitors

## CUSTOMER SERVICE

- Allows public to spot team members easily
- Name badges make interactions more personal

## TEAM BUILDING

- Unifies a diverse workforce to be part of the same team
- Acts as an identifier without the need for a uniform
- Helps prompt name recognition



## 2. CHOOSING YOUR LANYARD

### 1

#### WHAT'S YOUR DEADLINE?

##### Next day SUPER URGENT

- Use unprinted UK held stock (Pg 8)
- Use our pre-printed Visitor, Exhibitor, Staff or Contractor tubular lanyards
- Lanyard colour limited to stock colours
- Limited to standard fixings

##### 8-10 Working days UK EXPRESS

- Need to focus on printing UK held stock (Pg 8)
- Stock lanyards limited to 1 colour designs on 1 side
- Dye Sublimation prints can be fully customised
- Limited to standard fixings

##### 10-15 Working Days EXPRESS

- Wider variety of classic and special designs and finishes available including woven logos, applique
- Express Carbon Neutral Shipping

##### 15-20+ Working Days STANDARD

- Access to all materials and finishes including woven logos and applique
- Access to custom branded components
- Options of Carbon Neutral, Low impact and budget shipping options

### 2

#### WHAT'S YOUR PRODUCTS LIFESPAN?

##### One-Off Use BUDGET

- Polyester lanyards in stock shades are best value
- Use standard fittings
- Plan ahead to use cheaper production & shipping
- Look at low carbon and recycled options to minimise your environmental impact

##### One-Off Use PREMIUM

- Look at low carbon and recycled options to minimise your environmental impact

##### Daily Use BUDGET

- Flat Polyester are best value
- For hard wearing end uses upgrade to Nylon
- Use failsafe fixtures and fittings suitable for longer life
- Look at use of Pull Reels to extend ID reach

##### Daily Use PREMIUM

- Look at wider and softer premium finishes
- Use Nylon rather than Polyester
- Use hard wearing buckles

### 3

#### WHO IS THE CUSTOMER?

##### ON A TIGHT BUDGET:

- If affordability and value are crucial then look at ordering in good time as this will allow slower but better value shipping methods.
- Cheaper does not necessarily mean less environmentally friendly. RPET options can be the same price as non recycled if ordered in good time
- Keep to the best selling standard styles and components

##### WITH A MESSAGE TO GET ACROSS:

- Sublimation printing allows the entire lanyard to be printed with their graphics

##### INDUSTRIAL or WORKWEAR:

- Consider the use of Hi Vis colours and reflective trims
- Use heavier construction
- Build in additional features like extra safety breaks

##### PREMIUM BRAND:

- Sublimation printed lanyards need a smooth flat fabric base so can feel thin and less premium.
- For a luxury heavier weave use premium nylon
- Make a simple logo stand out by using 3D printed logo
- Add premium fixings like buckles or leather look trim.
- Make use of subtle secondary logos like badges or embossing

### 4

#### WHAT'S THE DESIGN BRIEF?

##### LOGO SHAPE & SIZE:

- Lanyards come in widths from 10-40mm (Or even wider on request)
- Screen prints are good for logos along the middle
- Sublimation prints can be used right up to the edges
- All except UK stock Flat Polyester Lanyards can be printed on both sides

##### LOGO COLOUR

- All prints can be colour matched
- All materials can be colour matched except UK stock

##### LOGO DETAIL

- Simple logos can be screen or sublimation printed
- Simple logos can be woven into the lanyard
- Complex logos and patterns need to be sublimation printed

##### SOMETHING EYECATCHING

- Use additional layers of fabric (applique) or 3D printing to highlight the logo
- Use effects like a glitter background or reflective strip

##### SECONDARY LOGOS & EXTRAS

- for premium customers logos can be added on components like buckles
- Add extras like phone attachments

NOW FIND YOUR STYLE....

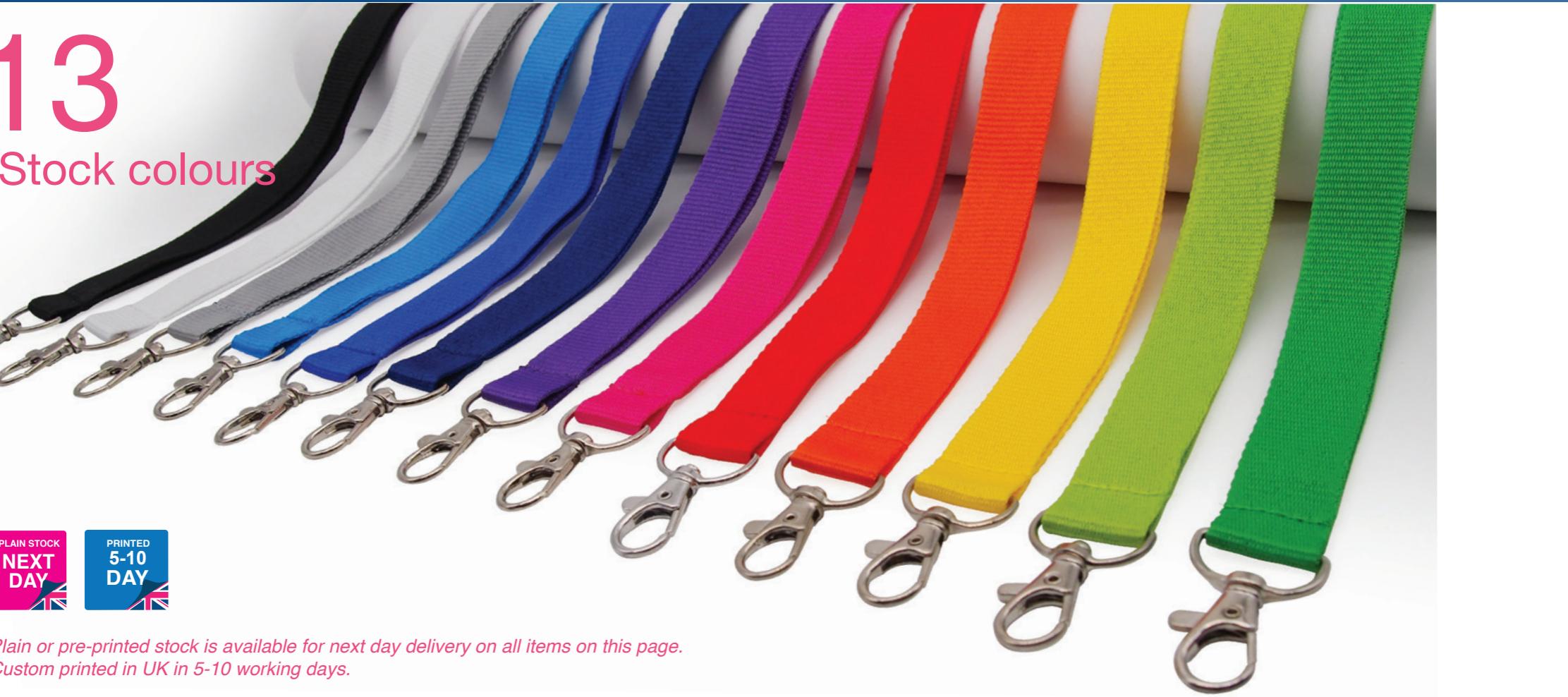
# EXPRESS UK STOCK

Quick turnaround, low Minimum Order Quantity (MOQ), UK-held stock.

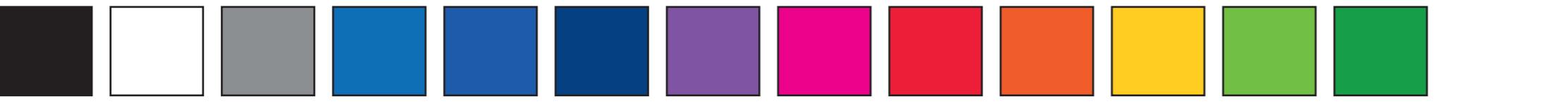
# EXPRESS UK STOCK

Shipped in bulk to our warehouse via low carbon sea freight. Plain stock can be supplied next day or personalisation is available in express lead times.

**13**  
Stock colours



Plain or pre-printed stock is available for next day delivery on all items on this page.  
Custom printed in UK in 5-10 working days.



8

Black  
LSBL

White  
LSW2004

Cool  
Grey 7  
LSGREY

Blue  
PMS 2196  
LSB2196

Reflex  
Blue  
LSB2031

Navy Blue  
PMS 281  
LSNA

Purple  
PMS 268  
LSP2027

Process  
Magenta  
LSMAG

Red  
PMS 021  
LSR185

Orange  
PMS 109  
LSO2019

Yellow  
PMS 368  
LSY2009

Green  
PMS 368  
LSG368

Green  
PMS 355  
LSG2006

## In a hurry?

### NEXT DAY DELIVERY:

1. **20mm Unbranded Flat Polyester Lanyards from Stock**  
13 Stock Colours (shown opposite) can be delivered next day  
No MOQs

### 2. **20mm Sustainable Lanyard Options**

4 sustainable material options in unbleached white available for delivery next day. Discreet print on the inside of the lanyard, next to the safety break, details the material that each lanyard is made of (as pictured).

Available in: Recycled PET, Organic Cotton, Bamboo and Plant Silk.  
No MOQs



1  
4

### 3. Pre printed Lanyards

Pre-printed for urgent requirements, supplied with metal trigger clip & black plastic safety break.  
Pre-Printed VISITOR (Red).  
Pre-Printed EXHIBITOR (Grey).  
Pre-Printed STAFF (Black).  
Pre-Printed CONTRACTOR (Blue).



2  
5

### BRANDED EXPRESS DELIVERY:

#### 4. **20mm Custom Printed Flat Polyester Lanyards from Stock**

13 Stock Colours (shown opposite) customised with a 1 colour logo (on 1 side only) within 5-10 working days.  
No MOQs



3

### 5. **20mm Sustainable Lanyard Options**

4 sustainable material options in unbleached white available customised with a 1 colour logo (on 1 side) within 5-10 working days. Discreet print on the inside of the lanyard, next to the safety break, details the material that each lanyard is made of (as pictured).

Available in: Recycled PET, Organic Cotton, Bamboo and Plant Silk.  
No MOQs

9

# BESTSELLERS

**Our made-to-order solid colour lanyards are available in a wide range of materials and styles. Choose your material, size, colour and fittings. Custom made to your customers requirements and shipped by air or sea depending on their deadlines. All airfreight is offset Carbon Neutral**

## 1. Flat Polyester

Our classic lanyards suitable for all end uses. Can be printed on one or both sides in up to 4 spot colours. Available in: 10, 15, 20 and 25mm widths. MOQ 100.

## 2. Tubular Polyester

Narrower sizes, only in 10 and 15mm widths. Can be printed on one or both sides in up to 4 spot colours.  
MOQ 100

### 3. Flat Weave Nylon

Silky smooth for a perfect print finish. Can be printed on one or both sides in up to 4 spot colours.  
*Available in: 10, 15, 20 and 25mm widths.*  
MOQ 100.

## 4 Executive Woven

For a premium finish, logos can be woven into the lanyard itself.  
*Available in: 15, 20 and 25mm widths.*  
MOQ 100

*ALL options shown on this page can be made using one of our Eco friendly materials such as RPET.*

*These examples show the scope of what's possible with screen printing.*

10

solid colour lanyards with screen printed or woven logo

to your customer's requirements and shipped by air or sea in their deadlines. All airfreight is offset Carbon Neutral.

## BESTSELLERS



**Deluxe**

25mm premium-quality smooth flat weave nylon offering a high degree of customisation.  
*MOQ 100*

## Embossing: An extra detail that adds value

**Value** Our Deluxe lanyards allow the brand to emboss their logo into the PU strap for a sophisticated and subtle extra.

Embossing can also be used on the Lanyard webbing as a more subtle alternative to print.



# BESTSELLERS

All over Sublimation Print lanyards in a variety of widths

Our made-to-order Sublimation printed lanyards allow the entire surface to be branded and printed to your specifications. Choose your size, colour and fittings.

Printed on both sides in full colour with excellent detail suitable for the most complicated logo or pattern. All sublimation printed lanyards use an ultra smooth polyester material including RPET options.

## Dye Sublimated Lanyards

Dye Sublimation printing really allows the maximum scope for design creativity.

Any print in full colour on both sides of the lanyard.

Printed on ultra-smooth polyester or RPET material.

Compatible with our full range of fixtures and fittings.

Available in: 10, 15, 20, and 25mm widths.

MOQ 100

ALL options shown on this page can be made using one of our Eco friendly materials such as RPET.

These examples show the scope of what's possible with sublimation printing.

All custom-made items on these pages have a 15-20 working day lead time and a MOQ of 100 pieces.

20 DAY



Custom made to your customer's requirements and shipped by air or sea depending on their deadlines. All air freight is offset Carbon Neutral

# BESTSELLERS

## Matching Wristbands....

Don't forget that whatever design you use on your lanyard can also be used on other products for your event or promotion.

Wristbands are the most popular choice, but also consider key rings.

MOQ 100



# ECO FRIENDLY

We encourage sustainability in all our products, these are the key options...

We have offered Eco Friendly options in our lanyard range for many years. With recycled content or sustainably sourced materials. Combine with our low carbon shipping options.

## SUSTAINABLE LANYARD OPTIONS

Lanyards can be manufactured in a wide range of sustainable fabric options.

### UK Held Stock

We hold stock of:

- 20mm Bamboo Fibre
- 20mm Organic Cotton
- 20mm Plant Silk
- 20mm RPET

These can be delivered plain next day or customised with a single colour print in 5-10 working days

No MOQ

### Made to Order

All of the options shown right are available fully customised from our main factories in the Far East. Lead times can be as low as 15 working days.

All options come in 10mm, 15mm, 20mm and 25mm widths.

All options are offered in off white as standard but can be dyed to any shade for a small surcharge.

Almost all of our Lanyard designs can be made with a Recycled RPET content.

All lanyards can be specified with our new Eco Safety Break - made with sustainable Wheat Straw plastic.



Did you know that we are only buying sustainable lanyard options for our own Stock lines going forwards?

# ECO FRIENDLY

## The most ECO friendly lanyard on the market

### ECO OPTIONS

The Bigger Picture. Choosing one of our Recycled or sustainable material options is always going to be the best for the environment, but it's not the whole story.

## Pros and Cons of different materials

**Virgin Polyester** - Readily available, easy to use, suitable for recycling

**Virgin Nylon** - Strong, durable, can be recycled but not as widely as Polyester

**RPET** - Polyester made with Recycled plastic, less strong than virgin Polyester but fine for lanyards. Can be recycled again after use.

**Paper** - Looks like fabric; sustainable, recyclable & biodegrades.

**Organic Cotton** - Farmed without harmful pesticides or genetically modified seeds, but still uses a lot of water to grow. Still the best cotton option.

**Plant Silk** - Woven from yarns that have been derived from naturally grown sources but chemically modified to make cellulose.

**Bamboo Fibre** - Bamboo is a quick growing and self regenerating source of cellulose but still requires a lot of water to grow.

## Dying & Finishing

Every extra process in fabrication uses resources and energy. Using undyed materials only removes 1 small stage from the process, but the natural look is a quick and easy way to highlight that a product is more eco friendly.

## Transport and Shipping

Shipping contributes a large part to the Carbon Footprint of your product.

Buying well in advance allows us to ship by sea which has the lowest carbon emissions of all freight methods.

All of our UK held stock is shipped by sea to minimise its footprint.

If goods are needed within 15-25 days they will need to be shipped by air. This has a higher Carbon Footprint which we offset with our carbon offset by use of Certified Carbon offsetting programs.

## Lifespan, Repurposing and Recycling

We encourage users to look at repurposing used lanyards - if not possible work with venues to ensure correct disposal in line with local recycling guidelines.



Sustainable Wheat  
Straw plastic safety  
break

Metal Clip

Recycled Polyester (RPET)  
Made from recycled plastic like drinks bottles  
our RPET ribbon is one of the ECO options  
you can choose. It's suitable to be recycled  
after use as well

# SPECIALS

Ready to roll designs that add something special to the mix...

These added value designs are always popular and give customers the chance to do something special with their logo. Choose eye catching reflective or glitter appliques or 3D printing that literally make logos stand out!

## 3D Print Construction Lanyards

Special finishes can really make a lanyard distinctive. These highly customisable lanyards can be made in a range of polyester colours and finished with a variety of fittings.

Available in: 10, 15, 20, and 25mm widths.  
MOQ 100

## Applique Lanyards

Applique lanyards give a more premium look and feel that is hard to copy. Choose from a printed or woven applique in 20 or 25mm widths. Also available in eyecatching GLITTER or REFLECTIVE options, see below.

MOQ 100

## Rope Lanyards

These strong rope lanyards with woven labels offer an excellent alternative to a traditional lanyard. The rope can be colour matched to corporate colours.

MOQ 100

ALL options shown on this page can be made using one of our Eco friendly materials such as RPET.

These examples show the scope of what's possible: if you need help let us create your special lanyard.



All custom-made items on these pages have a 15-20 working day lead time and a MOQ of 100 pieces.

20 DAY

## 3D Printing....

Literally makes your logo stand out. The Hi-build print is crisp and really makes lettering or logos more visible as they stand above the surface of the lanyard.

MOQ 100



## Woven labels....

Can be added to any lanyard design for a discreet way to add a logo. Sewn in place or looped round as in our Rope lanyards.

MOQ 100



# SPECIALS

## 3D Printing....

Literally makes your logo stand out. The Hi-build print is crisp and really makes lettering or logos more visible as they stand above the surface of the lanyard.

MOQ 100



## Woven labels....

Can be added to any lanyard design for a discreet way to add a logo. Sewn in place or looped round as in our Rope lanyards.

MOQ 100



# SPECIAL FITTINGS

Lanyards with extra attitude for the customer who wants to stand out

# FITTINGS

The bulk of the lanyards we sell are simple styles with simple logos. However sometimes a customer demands more, so here are a few examples of how you can make your design special.

## Accessories

The simplest way to make a lanyard stand out is to customise it by adding accessories.

Whistles are popular with sports clubs and some workplace applications, keyrings great for charities. Bottle holders or openers are great for exhibitions and outdoor events.

MOQ 100

## Extensions

Adding a short or long extender with a buckle allows the wearer to remove their ID easily for doors and security checks

MOQ 100

## Custom Finishes

We offer a huge range of clips and attachment methods. They come in a standard metal finish but can be painted or coated to your specification.

MOQ 100

*ALL options shown on this page can be made using one of our Eco friendly materials such as RPET.*

*These examples show the scope of what's possible. If you need help let us create your special lanyard.*

20  
DAY

All custom-made items on these pages have a 15-20 working day lead time and a MOQ of 100 pieces.



## Standard Fittings:

These are the most commonly used fittings used on lanyards:

Standard Trigger Clip:



Dog Clip:



Crocodile Clip:



G-Clip:



Phone Loop:



## ID HOLDERS:

**Our range of ID holders for lanyards is second to none.**

### Clear PVC Wallets

Simple and functional. Perfect for a client on a budget, more suited to events and conferences.

We offer a full range of clear PVC wallets in landscape and portrait formats which can be customised with coloured headers if required.

No MOQ from UK Stock

### Pull Reels

Don't forget we offer clip and carabiner pull reels if ID cards need to be kept retracted to avoid machinery.

No MOQ from UK Stock



All items on this page are available from UK stock.



### UK Held Stock



On Request



**Rigid holders are better suited to workplace and daily use than PVC**

### Stock Rigid Plastic Card Holders (UK Held Stock)

Strong, rigid card holders are ideal accessories for lanyards. Credit card size and constructed from plastic.

Available in: Clear, Black, Royal Blue, Green and Red stock colours with other colours available on request (subject to availability).  
No MOQ

### Card Holders Options (On Request)

We offer a full range of alternative card holder options. Portrait, multi card, easy eject, slide eject etc.

Many styles are available for next day delivery. Please contact us to discuss exact requirements. No MOQ

10 mm

UK

STANDARD

SPECIALS

**10mm STANDARD LANYARDS:****SAFE\*** Print Area 370 x 6mm

Full Colour prints 450 x 10m (+ 3mm bleed 456 x 16mm)

**15mm STANDARD LANYARDS:****SAFE\*** Print Area 370 x 11mm

Full Colour prints 450 x 15m (+ 3mm bleed 456 x 21mm)

**15mm SPECIAL LANYARDS:****3D PRINTED** Area 390 x 11mm

APPLIQUE Design area 370 x 6mm (on 10mm applique band)

15 mm

**20mm UK STOCK:**  
Print Area 320 x 17mm**20mm STANDARD LANYARDS:****SAFE\*** Print Area 370 x 16mm

Full Colour prints 450 x 20m (+ 3mm bleed 456 x 26mm)

**20mm SPECIAL LANYARDS:****3D PRINTED** Area 390 x 16mm

APPLIQUE Design area 370 x 11mm (on 15mm applique band)

20 mm

**25mm STANDARD LANYARDS:****SAFE\*** Print Area 370 x 21mm

Full Colour prints 450 x 25mm (+ 3mm bleed 456 x 31mm)

**25mm SPECIAL LANYARDS:****3D PRINTED** Area 390 x 21mm

APPLIQUE Design area 370 x 14mm (on 19mm applique band)

\*SAFE Print Area is the maximum size for screen printed lanyards and is the recommended core message or logo placement area for all over prints where the print can extend to the edges of the lanyard.

Don't forget to specify an ECO friendly safety break

Our product guides are designed to be a useful tool for staff training and better understanding of ordering specific product areas. They reflect our 30 years of expertise in promotional products and will help you guide your customers to find the perfect product for their requirements.