



METAL GIFT GUIDE

How to choose & specify perfect badges & keyrings

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.

Badges and keyrings are a core part of what we do and this guide will help specify better products for you and your customers. It is designed to help with product training for staff and also to give inspiration on the look and design of what's possible.



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SPECIFYING THE PERFECT PRODUCT

1

WHY CHOOSE METAL?

Metal promotional items like badges & keyrings are a mainstay of the promotional industry, providing high quality items highly suited to being branded.

VERSATILE:

- Metal is a cost effect material to create many different shapes & effects from simple classic shapes using standard templates through to full custom 3D forming.

LONG-LASTING:

- The inherent strength of metal goods ensures that they have a long, useful life & can continue to be in daily use with consumers for many years.
- They may have a higher carbon footprint initially but their long lifespan outweighs single use & more disposable materials.

ENDLESSLY RECYCLABLE:

- Much of the metal used in promotional items has already been recycled & can be recycled again after use.

2

RIGHT DESIGN

We will help specify the ideal metal & type of design to give the best performance, appearance & cost for your project.

SIMPLE LOGOS:

- These can be simply stamped or interpreted into any of our enamel or printed styles
- Single colour logos can be laser engraved.
- Can be interpreted into a 3D custom shape.

DETAILED LOGOS (See pg 8):

- Enamelled logos give an excellent high-quality finish.
- Full colour or Screen print is also suitable.

FULL COLOUR OR PHOTOGRAPHIC DESIGNS:

- Full colour process printing works best for fine & photographic details.
- Designs are protected by a hard-wearing epoxy dome.

FULL CUSTOM SHAPES:

- Using injection moulding we can produce a shape to your exact design.

3

FINISH

All our metal items can be made in the finish of your choice.

METAL FINISHES:

- Choose from a wide variety of metal effects from classic silvers & brass through to high shine chrome.

ADD COLOUR WITH ENAMEL (See pg 8):

- Any enamel will give jewel-like colour detail. Using the metal to frame the design.
- Soft enamels sit in between the metal elements, flooding them with colour.
- Hard enamels fill the design & are polished down to give a smooth & precise finish.

ENGRAVING:

- Secondary logos with no colour can be engraved on the back of coins & keyrings.
- Laser engraving gives very precise detail on a small scale.

PAINTING & COATING:

- Specialist paint effects can be applied on metal items.
- Use powder coating for matt finishes.

4

ADD ONS & PRESENTATION

We can add value to any item by creating presentation or POS packaging.

PRESENTATION BOXES:

- Elevate any item to a luxury presentation gift by the use of custom packaging. Perfect for keys to high value items like cars & property.

RETAIL PRESENTATION

- Point of Sale gifts & charity donation boxes can be delivered with your promotional items so they are ready to be used by customers.

COLLECTABLES

- Metal items make great high value commemorative gifts that can be collected & cherished.
- Talk to us about producing limited edition sets.
- Use collectables like pin badges as staff incentives & for team building.

SEASONAL GIFTS

- Luxury items like Christmas decorations can be customised with your logo.

FIND OUT MORE ABOUT THE DIFFERENT METAL TYPES....

METAL TYPES & END USES

Choosing the right material



Badges

Keyrings

Medals

Coins

Decorations

Cufflinks

off

Tie Pins

Why choose metal promotional products?

Metal is infinitely recyclable & has a long product lifespan making it an excellent choice for promotional items.

The choice of which metal is down to the type of design required, cost & weight. The most common & cost effective choices are iron & zinc alloy, with aluminium & steel better in some end uses.

Iron

Iron is the simplest & most commonly used metal. Its perfect for many end uses & can easily be stamped with a logo.

Logos can be recessed into the surface or have the background stamped leaving the logo raised.

- Easy to produce raw material
- Relatively low cost
- Easily recycled
- Quite heavy making it unsuitable for some larger items.

Zinc Alloy

Zinc alloys (zinc combined with one or more of copper, aluminium, nickel or lead).

- Lighter than iron, perfect for larger designs
- Very strong but still easy to work in mouldings & stamping
- Easily recycled

Aluminium

Widely used in engineering, aluminium is an important metal where strength & low weight are crucial. Most often used as a lightweight background option for printed logos.

- Cheaper & lighter than steel
- Easily recycled

Steel

Steels (highly refined combinations of iron & chromium) are used in some components where long lasting strength is required - like the split ring on a keyring.

- Very strong
- Hard to work
- Easily recycled

Will they rust?

Iron & some alloys & steels can rust but in most cases we supply the item with a decorative top coat that protects the base metal underneath from corrosion.

UNDERSTANDING ENAMELS

Enamels, epoxy domes & fixings



Understanding the process of making an enamelled design.

1. Metal disc stamped

The base metal is stamped by a custom made die.

2. Finished & coated

The fixing is added at the back & the chosen metal finish is applied.

3. Soft enamel fill

The simplest type to make, soft enamel is filled between the die lines & then baked to finish ready for final polish. The ridges of the die lines are clearly visible.

4. Epoxy dome option

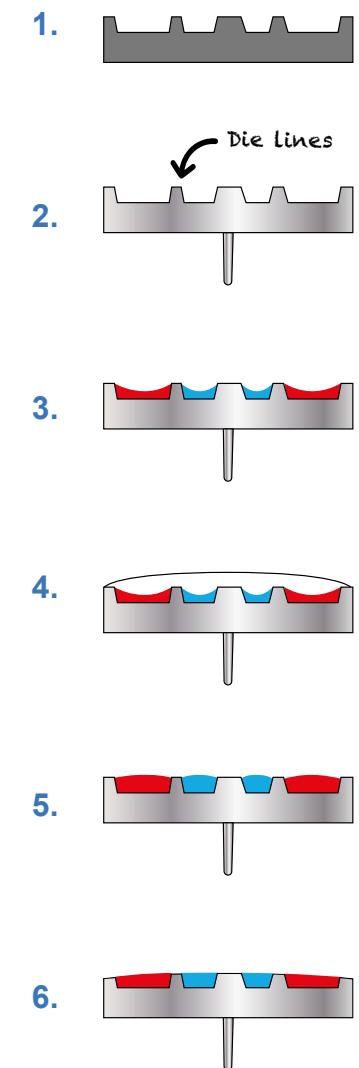
For extra shine & protection an epoxy resin dome can be placed over the whole soft enamel design.

5. Hard enamel (first stage)

With hard designs the whole design is filled with coloured enamel & then baked hard, hence the name.

6 Hard enamel (second stage)

The whole badge is then polished back to a smooth finish with no ridges between the fill & die lines.



Fixing options

1. Lapel pin

For use with more formal jackets & uniforms, designed to be placed in a lapel button hole without making a hole in the material.

2. Simple butterfly fixing

Our standard badge fixing, supplied in a matching metal finish to the main badge.

3. Rubber pin grip

Easy to grip the rubber back is more comfortable next to the skin if worn on a t-shirt.

4. Large brooch pin

Larger items can use 2 butterfly fixings if required but the locking brooch pin is the more secure & stronger option.

5. Small brooch pin

We can provide a locking brooch pin even on some medium to small designs. This pin is only 14mm in length.

6. Magnets

A simple magnet will work on any of our stamped iron badges on non-ferrous metals a second magnet or iron plate can be fixed to the back. Magnetic fastenings are good for sports related uses as they don't rub & make no hole.



We do the artwork!

Let us interpret your customer's logo into a design that is great looking & workable in production.

BADGES

Only constrained by your imagination



The badge is an identifier, shows affiliations, rewards skills & experience & reflects your personality. No wonder they come in so many different shapes & sizes. Here are are a few examples that reflect the diversity of what can be achieved with a small piece of metal & a whole lot of imagination.

1. Classic badges of office

The badge originates from heraldry & is perfect for official logos, ranks & positions.

2. Clubs & associations

Large or small sports clubs & organisations are the mainstay of the badge business.

3. Logo Icons

Simple & understated, no issues having cut out shapes like lettering. Use different metal finishes for added effect.

4. Anniversaries

Significant dates & celebrations or long service awards.

5. Differentiation

The same design can be given different effects through colour & finishing.

6. Major events

Commemorate significant events & reward those taking part. An epoxy dome adds extra shine.

7. Charities

Value items like badges are the perfect fundraiser.

8. Imaginative use of logo

A play on the classic logo for this anniversary.

9. Use shapes associated with the brand

Flags & sailing go hand in hand so it's the perfect shape for a club badge.

10. Fusion of brand & material

Black & white is core to this iconic kit, so the use of black nickel is the perfect choice.

11. High Shine

The smooth edge free design using black nickel gives a high-tech & high shine finish.

12. Go for Gold

Precious metal finishes like gold & silver add extra shine.

13. Campaigns

A badge can reinforce a campaign message & be a gentle reminder worn on the lapel of those implementing them.

14 Break free

Allow your design to take full advantage of the design possibilities to stand out from the standard.

15. Go for it

Use repetition, colour & even multiple attachment clips if needed. Your badge can be a real eye catcher.

16. Team building

Badges can identify & create bonds within teams & recognise success.

17. Low tech marketing for hi-tech ideas

Even the most advanced of technologies need to be launched & marketed. We all know geeks love a badge...

18. Choose your attachment method

Most badges use a butterfly clutch pin as standard but a brooch or magnet are available on request.

19. Add some bling..

A high shine glitter infill makes any badge sparkle.

20. Celebrate the local

The original use of logos to identify regions & tribes.

21. Don't be afraid to go small

Refined & understated but still a high quality message.

22. Keep it simple

Bold & simple - these badges get the job done.

23. Perfect for retro & emojis

The simple colour & outlines of cartoon characters, emojis & retro logos shine through in enamel.

KEYRINGS

Including trolley coin holders



Keyrings have long been one of the most popular promotional items - & for good reason. They are affordable & have a long consumer lifespan literally in the hands of your customers. These examples highlight the range & creativity that can be used to create something much more than just a logo carrier.

1. Printed metal

These trolley coins use a high quality print protected by an epoxy coating. Perfect for fine detail.

2. Stamped with soft enamel

For a hardwearing metal finish with highlights infilled in colour enamels. This can be achieved on both sides if required.

3. Bespoke packaging

Designed to compliment the product we can deliver with retail or presentation packaging.

4. Dog tags

With a longer wearable chain, the dog tag is made from lightweight aluminium & printed or engraved to your requirement.

5. Aluminium

For super lightweight key fobs use aluminium. Design can be engraved or printed in full colour & protected with an epoxy dome as shown here.

6. Classic shapes from UK held stock

Core rectangle, square & circle shapes which can be branded with UK printed logos quickly & in low quantities

7. Mix your effects

This keyring cleverly uses the nickel finish of the metal & a soft enamel to create a very on-brand design.

8. Why stop at one?

Use multiple metal components to create a more unique & added value product. Especially good for items that will be retailed.

9. Add an engraving on the back

This high tech brand wanted the lightest look & chose to print on aluminium & add this extra laser engraving on the back.

10. Make it useful

Trolley coins are always popular but perhaps a bottle opener is more suitable for your target customer?

11. Be creative

If you can draw it we can make it. Shapes can be custom made & achieve fantastic detail with full colour printing.

12. Injection alloy

If you want to push things a bit deeper & have more definition or texture this is easily achieved with an alloy injection moulded fob.

13. Stock Trolley coin holder.

We hold several popular & exclusive designs in stock which can be used with UK printed logos.

14. Hard enamel

For the highest quality enamel use hardened enamel that is polished back to a smooth & fine detailed finish. For more on hard & soft enamel see pg 8.

15. Full 3D moulding

For the ultimate custom shape use 3D alloy injection moulding. Integrate your logo into the design or laser engrave one on in fine detail after.

16. It doesn't have to be solid

Our keyrings are fully customisable in shape & colour, if you need some space just ask...

17. Trade specific

Our radiator shaped keyring is also a radiator valve keyring. Available as UK stock in silver or made to order in any colour you require. If you need a shape specific to your customer we can help develop it.

18-19. Charms

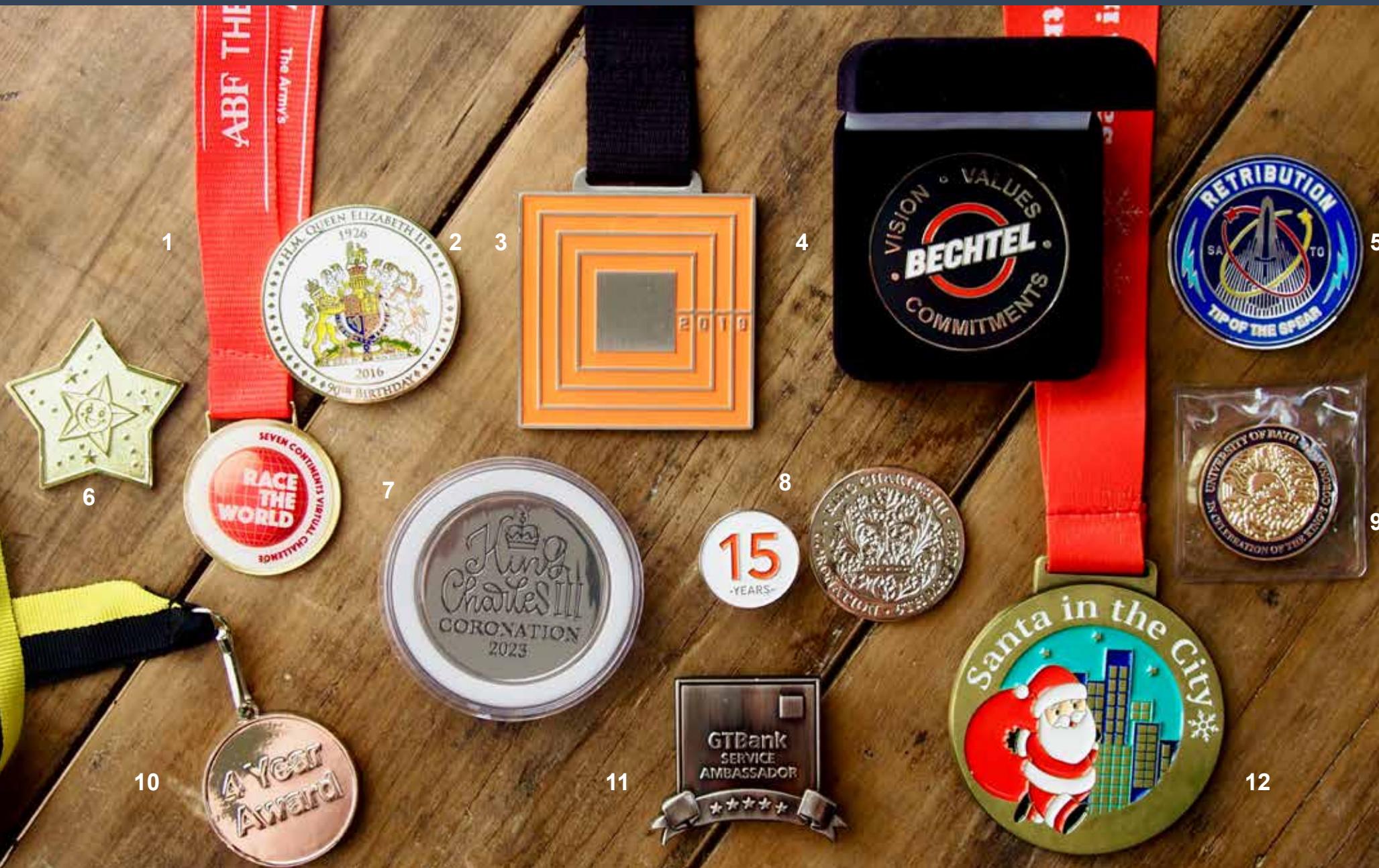
Use our charm shapes or create your own for a more personalised product.

20. Industry targeted

Need a specific shape? We can make it.

MEDALS & COINS

Celebrate with the unique value of metals items



The medal has always been something precious - a trophy with value. We supply medals in many materials from plastics to eco wooden options, but for the real deal it's got to be metal. Commemorative coins use metal for the same reason - to create something long lasting & with weight & value.

1. Printed medals

Full colour printing gives fine detail & works with logos with fades & effects. This can be produced on a simple metal disc in our standard silver colour or, as here, inserted into a stamped shape. The print will be protected with an epoxy dome.

2. Hard enamel commemorative coin

Stamped coins can be finished in any metal colour &, if required, can then have colour added with an enamel infill which is polished back to create a smooth surface.

3. Soft enamel medal

This medal combines a custom stamped shape with a soft enamel colour infill.

4. Presentation boxes

We specialise in adding value with our range of presentation & gift boxes. This jewellery-style velvet box gives long-lasting protection.

5. Double sided hard enamel

We base our standard prices on 4 enamel colours but if you need more then we are happy to give you a personalised quote. This coin has the same hard enamel design on both sides.

6. Shape & colour

Coins don't have to be round. Specify your own shape & choose any finish colour.

7. Protective coin cases

We can supply coins in mint style protective cases.

8. Celebrate events

Coins can be used for significant events large & small from the national scale through to a significant work anniversary.

9. Simple protective sleeves

Protective packaging does maintain the quality of a coin but it doesn't need to be expensive. Our clear sleeves are simple & effective.

10. Use the natural shine of metal

You don't have to use colour, the natural shine of polished metal is often enough..

11. Personalise your finish

There is a wide range of finishes available from hi shine polished through to sanded & antique as used here.

12. Matt finish

A flatter metal finish makes the colours stand out & can sometimes be easier to read.



Remember to include the medal ribbon in the design process.

Coloured stripes can be woven into fabric & there are a huge range of branding options available from simple printing to a full colour all over design.

We offer a wide range of environmentally-friendly options.

DECORATIONS & SPECIALS

Celebrate with the unique value of metalsitems



DECORATIONS & SPECIALS

In a world of disposable items the quality & long life of metal gives huge added value when used for gifts & promotional products. Our specials programme is used by organisations to provide unique corporate gifts.

All items can be supplied in bespoke presentation boxes for extra impact.

1. Custom christmas decorations

Use our range of ready-made blank shapes to design your own branded Christmas gift. We use polished zinc or brass alloy for the classic tinsel colours, combined with a scratch resistant sandblasted background.

Available in minimums from 100 pieces in 20 working days from approval.

2. Metal charms

Upgrade any keyring with the addition of a jewellery-style metal charm. We hold UK stock of some core Chritsmas & other popular shapes, with your own custom option easy to order as a special.

3. Charm keyrings

Specifically designed to work with our charms & with 2 options held in UK stock. These keyrings offer a high quality alternative to the ubiquitous standard industry shapes. Ready to be customised with high quality UK produced decals within 10 working days.

4. UK held stock christmas decorations

This range of classic silver decorations are designed to look amazing on any seasonal tree & have a preformed recess for the addition of a profesionally UK produced decal. Quick 10 working day turnaround & minimums as lows as 50 pieces.



Presentation boxes are custom made to be an exact fit for your design & can be made for single or multiple items.

BESPOKE PACKAGING

Presentation boxes, retail packaging & countertop displays



We deliver all our metal items individually wrapped in their own bag as standard. This protects them from scratches & finger prints.

If, however, you want to increase the perceived value & the potential for branding then we recommend upgrading to a mount card or even a full presentation box.

1. Backing cards

These cards can be large or small & allow you to give more information about the campaign that is not possible to fit on the badge itself. Use it for contact information & websites or simply to reinforce the corporate colours.

We supply mounted items individually wrapped in their own bag.



2. Bespoke card boxes

These are suitable for any products & turn a simple item into a cherished heirloom. We will make a custom shaped hole in the box so that your gift is located precisely everytime.

3. Luxury boxes

If required we can provide boxes lined in velvet or other materials. These luxury cases are perfect for multi item collectors sets where the box holds the full set.

5 Retail packaging

We can supply all items mounted on euro hook or similar hanging cards ready for display.

6 Countertop display boxes

Complete the job by delivering your charity badges ready to go in their own box.



METAL FINISHES

Choosing the right appearance

COPPER



GOLD



BRASS



NICKEL



SILVER



CHROME



BLACK NICKEL



Polished



Sand
Blasted



Antique



METAL FINISHES

Whatever metal is used to make your badge, the final appearance is down to the finish you specify on the outside.

The choice of finish makes a huge difference to the final appearance. Matching the colour & brightness to the customer's brand image ties the product into their marketing mix & will encourage repeat orders.

Colour

The most commonly used metal colours are nickel, silver, brass & gold, but there are many variations available & our product specialists can help you match any metal finish required. See our chart opposite for the most popular finishes.

- Nickel is the perfect all-rounder for many customers as it works with any colour logo.
- Silver is brighter & chrome is brighter still with its high-shine finish.
- Gold has a high shine yellow appearance & brass is slightly whiter & more versatile, both are more traditional.
- Copper has long been associated with the jeans industry & branded rivets, but is now very much on trend.
- Black finishes are great for something different & really make colours stand out.

Texture & Finish

How each metal is prepared & finished affects the final appearance.

- Polishing adds a high-gloss jewellery like finish to any piece.
- Polishing can be used to add contrast between raised (polished) & lower (dull) parts of a logo.
- Sanding gives a rougher finish &, as above, can be combined with polishing to increase contrast.
- A rougher sand like texture can be included in your stamp to give a finish that is harder to scratch & less likely show fingerprints.

Ageing

Not everyone wants their badge to look shiny & bright. An aged look is essential for vintage effects & many traditional brands.

- Antique finishes combine the base metal with darker shadows that mimic years of use.
- Creates a more subtle & understated effect.

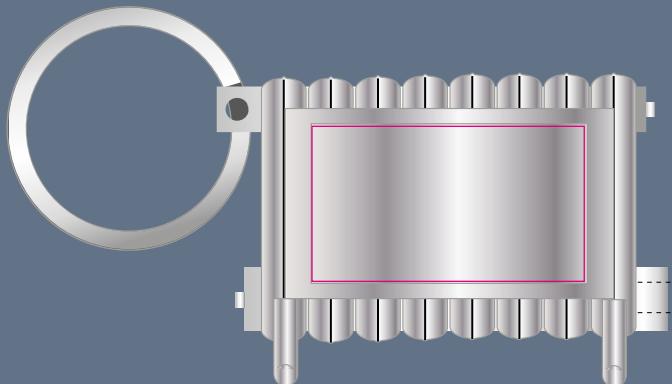


TEMPLATES

UK Stock keyrings ready for quick turnaround printing

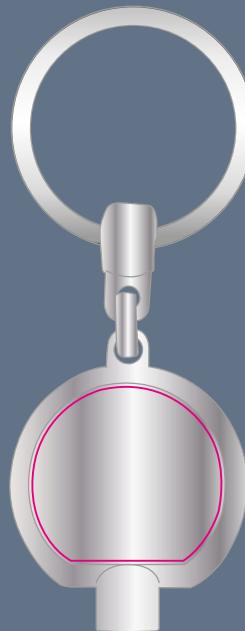
Stock Keyrings

Available from UK stock for quick customised logo printing.



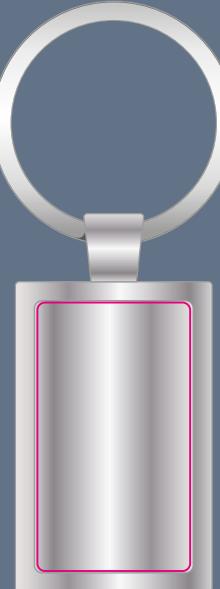
Vintage Radiator

Decal Size:
36mm x 20.5mm



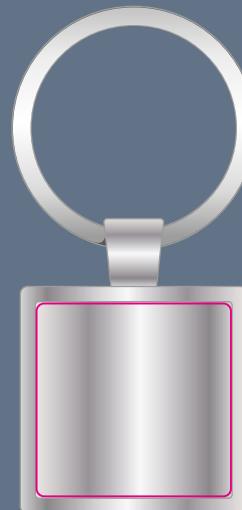
Radiator

Decal Size:
25mm x 23mm



Rectangular

Decal Size:
20.2mm x 35.5mm



Square

Decal Size:
25.7mm x 25.5mm

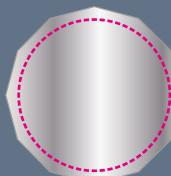


Round

Decal Size:
29.75mm

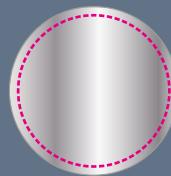
Trolley Coins & Charms

Available from UK stock for quick customised logo printing.



12 Sided

Decal Size:
20mm



Round

Decal Size:
20mm

Any size you want!

Size templates are for UK stock only. All other items can be made to your exact size and shape requirements.

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.

