



Perfect personalized corporate gifts for all

When do you use custom mugs?

Everyone has their habits: some have breakfast at home with **milk and biscuits**, some go to the café to enjoy a cup of cappuccino. There are those who prefer a simple **coffee** break or some tea to sip while they work. In the afternoon, some drink water, while others have a glass of **juice, tea** or espresso to enhance concentration. Whatever the habits of your customers or employees, everyone will benefit from **cups**.



They are **essential** accessories in everyday life. Perhaps this is why they are so successful as personalized **corporate gifts**. They are timeless in the world of marketing, a safe choice that never disappoints. Customising them is the ideal move to **promote your brand** outside the company and **retain the employees** who are part of it. They strengthen cohesion within the team.

[Who can use custom mugs, cups and glasses as personalized corporate gifts?](#)

As these [kitchen accessories](#) can be customised for private use, anyone can personalise them. You can add a **graphic** or your **name** to them. The **success** of personalised products is not a coincidence nor surprising. An object that **speaks of you** and represents you is always welcome. You **identify** with it, and it gives a touch of **colour to the routine**.

Having breakfast with a custom mug with your favourite character, **quote** or a **stimulating phrase** can start the day in the best way.

An original, but frequent way to use cups is as **pen holders**. Whether it is the office or the desk at home, these articles are perfect for **decorating an environment**.

Customising a cup or a glass is accessible to everyone. In the **business** world, however, it becomes an essential method to communicate with the **audience**.

[Custom mugs and personalised glasses for restaurants, pubs, bars](#)

Those who work in the catering industry cannot do without them. Using [custom mugs](#) during the service and distributing them to customers at events or fairs are very profitable **marketing strategies**. An eye-catching logo and slogan can make a difference in how the public **perceives** your business.

**Restaurants**, pubs, **breweries** and bars will gain an additional advantage compared to other market sectors. As they are **catering** products, cups, mugs and glasses will advertise the brand in a **consistent** manner. If the customer sees continuity between what you are, your work and your personalized corporate gifts, he will consider you **more credible**.



Custom mugs, customized cups and personalised glasses for companies

Companies could include these personalized corporate gifts in the employee **welcome kit** or give them away as promotional products at **fairs** or events. Your team can use them at **work** or at home, while your customers will **enjoy a drink** during the day or **offer** it to guests. In this case, the name of the company will fall under the eyes of people who do not know you and may be **interested in you**.

For these reasons, custom mugs, customized cups and glasses are perfect as personalized corporate gifts to promote your brand. They are successful because they are **useful** and, since people use them often, they attract new potential customers.

[What are the types of cups to choose from?](#)

Our assortment includes mugs, thermal mugs, coffee cups and glasses. You can select the type that best meets your needs and the **model** you want to customise. Here is an introductory guide.

Custom mugs

In this subcategory, you will find several types of custom mugs, including:

- Personalised **porcelain** mugs for breakfast.
- **Thermal** mugs for travelling.
- **Glass** cups to enjoy a sip of tea with friends.
- Personalised **metal** mugs, which you can use as pen holders on your desks.

Models differ in material, shape, colour, and size. In particular, it is the **material** that determines the printing techniques you can apply on your custom mugs.

*The personalised ceramic mug*

It is the most common type, the most classic model. Men have been using **ceramics** to craft everyday objects since ancient times. For cups, you can also use **porcelain**, which is a derivative of ceramics but more **resistant**.

In both cases, the **aesthetic** performance is **excellent**. The materials give the item a slightly **vintage** look, but the personalised ceramic mug adapts to any type of furniture and **style**. There are classic **white** as well as **colourful** types.

As for printing techniques, you can choose **ceramic** or **digital** printing, depending on the models.

*Personalised metal mugs*

**Personalised metal mugs** are more unusual. Our selection includes steel cups, made with **stainless steel**. This means that they will not suffer any damage and will always keep an **impeccable appearance**. The same applies to their **functionality**.

*The personalised thermal mug*

The peculiarity of this model is that it can **maintain the temperature** of drinks. As they are effective with both **hot** and **cold** beverages, they are useful in winter and summer alike. As a consequence, a personalised thermal mug is an excellent corporate gift, which you can give away in **any season**.



To best perform their function, they are made of **insulating materials** such as glass, stainless steel and metal. They have **caps**, too, which makes it easier to carry them around.

The [personalised thermal mug](#) has had a surge in purchase in recent years thanks to growing awareness of the **environmental theme**. This has encouraged consumers to prefer **reusable items** to disposable ones. For this reason, they are perfect promotional products. They are ideal for sipping tea or coffee during working hours while maintaining the drink temperature.

You can customise them with **digital printing** and **engraving**. Some models are suitable for the **digital printed insert** as well.



The personalised espresso cup

A [personalised espresso cup](#) is the ideal corporate gift if you want a **break** that speaks about you. Rimbaud once said: "Divine coffee, whose taste remains in your mouth all day long." However, you need the right cup to enjoy it to the fullest.

Personalised espresso cups are a must-have for **bars, bakeries** and **restaurants**, where many customers seek a moment of relaxation with a hot espresso.

They are great personalized corporate gifts for **companies** that manufacture or market **coffee machines**. They are perfect for those that **produce cups** as well. Distributing these personalised promotional products to the public will raise awareness of the brand and build **customer loyalty**.

Among the materials available are **glass** and **ceramics**. You can also find personalised espresso **porcelain** cups. As for personalisation, you can choose **ceramic** and **digital** printing.

Personalised glasses

There are several ways to turn [personalised glasses](#) into corporate gifts. You can **distribute** them or **use them at an event**. You can also give them in a **set with loyalty points** at a supermarket. They are essential for bars, breweries and pubs that want to attract the attention of the customer with a **representative** promotional product.

At HiGift you can choose custom glass cups and personalised glasses made of metal, plastic, stainless steel and paper. Each material will have a different **communicative impact**, but they will all witness **care for the environment**. **Plastic** products, too, are reusable and valid allies against waste and pollution.



Some glasses have a **stopper**, too, which makes them comfortable to carry around, perfect from a **hygienic** point of view and an original idea. You can complete them with [personalised coasters](#) to protect the surfaces in your house or office.

They can be **personalised with engraving, digital** and **ceramic** printing.

[Printing techniques to get perfect custom mugs, customized cups and personalised glasses](#)

**Personalization** is crucial for the cup or glass to be successful as a marketing tool. Printing your logo is the only way to turn them into personalized corporate gifts suitable to **promote** your brand. However, *how* you customize them matters as well.

Choosing the right **colours** and **print** as well as an eye-catching image and **slogan** will make all the difference. Only then will your personalized corporate gifts be used and **intrigue** new people.

The **position** is important, too. It will determine the visual impact of the print. The surface of mugs, cups and glasses offers a wider area and will ensure **maximum visibility** to the graphics. However, a small inscription **inside** of the cup or along the **handle** can be original.

#### Ceramic printing

For ceramic products, you can select **ceramic printing**. A **label** with your logo or slogan will be applied **directly** to the surface, which will then be subjected to **high temperatures** in an oven. It can be used for **metal** products as well, such as personalised glasses, using special paints.

#### Digital Printing

Digital printing includes **various techniques**. In general, however, they all render details and – where possible – **colours** in **high definition**. It is suitable for **smaller runs** of custom mugs and customized cups because you will have no price reduction if you order more products.

#### Screen printing

**Screen printing** accurately reproduces the **details**, too. It is suitable for **simple images**, such as **logos** and **writing**, while complex ones are to be avoided. It is perfect for **larger runs** as the price can be reduced with the increase of the quantity ordered.

#### Engraving

**Laser engraving** cannot reproduce colours, but it ensures a permanent and **high-contrast** result. It gives the graphic **depth** and texture. It is ideal for those who want an original and **sophisticated** effect on your custom mugs or on your personalised espresso cup.





## Circular printing

This type of printing can be performed on the **curved surface opposite the handle**. It is ideal for those who want the logo or slogan to be **clearly visible** throughout the available area. The main advantage is, of course, the great **exposure** of the print on custom mugs and personalised glasses. This will make the logo or slogan more easily **noticed**.

The types of circular printing available are **engraving, screen printing** and **UV led** printing.