



## To the Next Event with an All-Green Look! Find Out Our Eco-Friendly Custom Lanyards

It is of crucial importance to a company that it can be recognised with no more than one look. The fierce competition pushes each business to define its own identity as the only way to impress itself in the shortest time in the memory of the public. It is a rule that applies as much to young activities as to established brands. A simple and advantageous strategy to approach customers is to wear [personalised lanyards](#) with the logo of the activity. Neck straps are a must-have during events, where they help the guests identify the work team. However, they are of great help for companies that work in contact with the public too. Think of travel agencies or dealerships.

In these contexts, knowing who is supporting you builds closeness with the customer. And – needless to say – your logo gains greater exposure as well. That is why [personalised lanyards with card holder](#) are timeless promotional products – and always appreciated! The fact that they are useful for any type of activity plays a role in their luck as well.

Like all successful corporate gifts, a green version of **printed lanyards** too has been created. Besides being useful and effective from the advertising point of view, **eco-**



**friendly custom lanyards** give voice to an ecological sentiment. This is exactly what makes them a highlight in the world of promotional products. They perform the same function as the other types of printed lanyards, but their effect does not end there. On the contrary, they promote the brand that gives them away as eco-friendly as well. And, given the increasing efforts to go for a sustainable lifestyle, associating your company with a green image will respond perfectly to the newest needs, of the audience as well as of the environment.

### Custom Eco Lanyards: Features and Companies They Are Suitable for

Now almost all items can be purchased in their eco-friendly versions. But what does this mean exactly? In other words: which are the main traits of an eco-friendly product? And can **sustainable corporate gifts** be used by all companies, or do they risk being out of place in some contexts?

#### *Branded Eco Lanyards: Which Materials Are Used?*

[Promotional eco-friendly products](#) are such because of what they are made of. The options are many. For the most part, they range from natural materials to those which are not harmful to nature. This can be due to the fact that they are recyclable, biodegradable, or obtained with not too impactful processes. On our website, you will find **eco-friendly custom lanyards** made in:

- Cork, a material which is safe for health and has a thousand properties. Just think of how resistant and lightweight it is. We find it in other successful corporate gifts as well, such as [personalised cork keyrings](#);
- Bamboo, whose use is more recent. It holds several surprises, for instance its strength. Suffice to say that it is also known as “vegetable steel”;



- Eco plastic, that is, a type of plastic material which is considered sustainable for two possible reasons. First, the fact that it can be reused. Secondly, its production processes, which have a low impact on the environment. Think of ABS or RPET, which are often used for corporate gifts. We are talking about [promotional eco-friendly pens](#) and [printed eco-friendly tote bags](#), to name two examples.

There are less-common options as well, ideal if your aim is to amaze your target. You may also find them appealing if you want to try new materials. In any case, choosing branded eco lanyards is a way to win the sympathy of everyone.

### *Eco-Friendly Custom Lanyards – Sustainable Corporate Gifts and Promotional Products for Everyone!*

Being eco-friendly corporate gifts, **branded eco lanyards** are highly coveted by companies attending an eco-themed event or a conference meant to raise awareness. They are also perfect for any brand which is active in the defence of the planet. Promotional eco-friendly products, however, are real passe-partouts. They can



convey the image of a conscious and reliable business, regardless of the sector in which it operates or the products it sells.

Everyone can play its part in reducing the environmental impact. Companies, too, can contribute. Besides, the range of **eco-friendly corporate gifts** to be customised with the logo includes items of all kinds. Thanks to the wide choice, any business can find the promotional product that matches its business and its advertising intent at best. And all this by keeping an eye on the environment. **Custom eco lanyards**, in

particular, can be used by all companies and on many occasions.

It will be enough to make your team wear them to achieve your marketing goal. Like personalised lanyards, they make clients and buyers feel like your employees are closer to them. As a consequence, customers will think that your team is willing to meet their requests or suggest the best solution for their needs. But as they are **eco-friendly custom lanyards**, they will also show that your brand takes the environmental issue seriously and tries to safeguard the planet. Your company will then benefit from an exquisitely positive advertisement. It will namely appear as trustworthy and responsible – and your customers will be delighted of connecting with you.

### Custom Eco Lanyard Models: Not Only Badge Holders, Not Only for the Team

We all know that we cannot do without badge holders during events or ordinary work. However, the functions of **branded eco lanyards** reach far beyond these spaces. The assortment is considerably various. This allows you to create the perfect eco-friendly custom lanyards for your clients, buyers or the visitors at an event or conference.

With [custom lanyards with safety buckle](#), for instance, you will offer your customers a corporate gift which is super easy to unhook. They are a great corporate gift if you wish to be noticed for the comfortability of your products. With [personalised lanyards with double snap-hook](#), on the other hand, your customers will



be able to always carry badges and keyrings with them. An easy and great idea if they need to have these two accessories always at hand. And what about [custom lanyards with detachable clip](#)? They allow you to unhook your keyring and use it separately when you no longer need the cord.



At the top of the wishlist of young people are [personalised phone lanyard straps](#). We need smartphones at work, to take notes, to write down tasks, and to get in touch with friends and family. In short, they are always in our hands. But keeping them in your bag or pocket is not always the most practical solution. The possibility to attach them to a neck strap means that you can always carry them around and grab them in no time. They are – in a word – ready for use. A real treat for high-tech lovers – and not only! Finally, the various types of **eco-friendly custom lanyards** differ for the thickness and width of the strap, which influences the final result of the print. Then, there are fully **customisable eco neck straps**, which can be usually printed with sublimation. This technique produces precise details and well-defined colours. It gives its best with simple logos and is often used for [printed T-shirts](#).

All these types of **branded eco lanyards** can be given to customers or become part of the work uniform. They will be just as functional for your employees as well. Whatever the target they are meant for, **eco-friendly custom lanyards** manage to get your company across as green. Plus, they will win the trust of the public. With the bond they create with customers and the eco-friendly message they spread, custom eco lanyards will no doubt entice people to turn to your business.