



Personalised badges and custom pins: distinctive accessories for your team, stylish items for your audience

Personalised badges and custom pins have been increasingly successful in recent years. They're now **distinctive accessories**, used to **complete looks** in an original and trendy way. They've proved to be very useful especially in the corporate world. Here, their popularity has increased due to the fact that they **combine practicality and style**. They're versatile and you can apply them to clothes, bags, and other items. Their small size makes personalised badges and custom pins **easy to use and carry around**. Besides, they're a great gift idea for customers as well as for employees.

When to use custom pins

Let's start from the general ways in which you can use custom pins. They're accessories in all respects. You must add them to other elements, such as t-shirts or backpacks, to make the best of their potential. The function of custom pins is to **make an item, or an outfit look better**. However, they can reach a much higher value, up to **expressing part of one's personality**. Think of those kids who decorate their cases and backpacks with these small objects. By doing so, they try to distinguish theirs from those of their classmates and show the world what they like best.

On special occasions, such as fairs or other events, custom pins can be a **sign of recognition**. You can give them to **people taking part to a party**, making them feel central to the event. Otherwise, you can add them to the **workwear of animators or of the staff** at the stands of a trade show. In some cases, you may need **personalised badges**, which allow you to add the name of the operator. In this way, custom pins become corporate gifts which are not only decorative, but useful as well.

5 corporate gifts to add your custom pins to

Small, of various shapes and colours, custom pins turn corporate gifts that would otherwise be neutral into unique promotional products. One of the great advantages of these accessories is their **versatility**.

You can place them on any type of fabric item, so that the needle may fix them. When added to a customised product, they make it even more special and **communicative**. A perfect choice if you want to make the best of advertising your brand.



Here are some corporate gifts that, when combined with custom pins and personalised badges, will best sponsor your company.

1. **Personalised t-shirts**

Personalised t-shirts are evergreens in the world of promotional products. Simple and highly customisable, they're among the most versatile corporate gifts. Combined with custom pins or personalised badges, they make a **perfect workwear** for your team. Also, they are original gift ideas for your customers. These latter will have two items with your signature to use on every occasion.

2. **Personalised caps**

Placing custom pins on [personalised caps](#) is a successful way to add a touch of extra sparkle to accessories which are nice by nature. The result is a **playful** and cheerful corporate gift with a positive impact on the audience. This goes for those who see it on your employees as well as for those who receive it. It can be a great idea for an **easy-going restaurant or a pub** looking for an original and compelling workwear for the team. If you combine them with **fun emoticons**, you'll make the atmosphere livelier and snatch a smile from your audience. This is true if you plan to give your personalised caps with custom pins to your customers, too.

3. **Printed sweatshirts**

[Printed sweatshirts](#), too, match perfectly with custom pins. As with t-shirts, hoodies have a large print area, which you can use to best portray your company logo or slogan. A well-made personalised badge will no doubt **emphasise** the image or writing you've printed on your hoodie.



4. **Personalised backpacks**

We've already mentioned it. From an early age we try to make our school backpack unique, often adding custom pins to give a **special touch** to it. This trend doesn't get lost over the years. On the contrary, many people create backpacks and bags that reproduce their personality. For this reason, giving your customers or employees [personalised backpacks](#) with custom **pins** is a

winning move. With this simple action, you'll give your target a **doubly special** gift, as the custom pin will make it even more **unique and complete**.

5. **Personalised pencil cases**

Together with backpacks, pencil cases are the accessories that most represent us when we go to school. If you work with kids or with families who have children, giving away [personalised pencil cases](#) with custom pins will be not only original, but also very centred and effective. **Children** will love such special corporate gifts, especially if you make them **fun** by customising them the right way.

There are many other promotional products on which you can apply your custom pins. For instance, you have [personalised tote bags](#), [personalised cosmetic bags](#), and [personalised lanyards](#).

How useful are personalised badges for a business?

Make your team recognisable at trade shows with personalised badges

While you can add custom pins to many promotional products to put an extra signature to your corporate gift, they can be very **useful** when given to your **team**. We've already mentioned it, though briefly. At a trade



fair, it's important to **distinguish team members**. It can have a decisive impact on how the audience perceives your company.

A clearly recognisable staff will **improve the customer experience**, as they'll immediately understand who to turn to for information or support. Small accessories such as personalised badges have a role in this. They'll also give the public the image of a company that cares for the details and the needs of the customer.

Using personalised badges in the company: small accessories to improve the customer experience

Personalised badges are excellent allies **within the company**, too. Think of hotel **receptionists**. If they wear a **name tag**, they'll convey closeness to the customers, making them feel welcome. The first impression is very important. For this reason, investing in personalised badges for your employees who work with the public will have a good return in terms of image.

The same applies to other **activities open to the public**, such as pubs, bars and restaurants. A personalised badge with the waiter's name will make the **atmosphere more pleasant** and will communicate to customers great attention to detail. Not to mention **supermarkets** or **shops**, where a badge with a name is a must.

How to promote your business with personalised badges and custom pins

We've seen how to use custom pins and the pros of add personalised badges to the workwear. In general, however, choosing these corporate gifts has also other **advantages** and requires some **attention**.

The benefits of giving away personalised badges and custom pins to customers and/or employees

One of the features of custom pins and personalised badges is that they're **cheap**. They're small products that you can combine with other corporate gifts or distribute as a prize. For this reason, they're perfect if you're looking for promotional products to give to a **large number of people**. Giving them to customers in addition to a personalised pencil case or a personalised backpack will bring two great advantages:



1. It will have a **twofold advertising effect**, thanks to two useful and versatile accessories.
2. It will give recipients two corporate gifts to **use together or separately**.

As for the team, besides being very useful in dealing with the public, custom pins and personalised badges create **cohesion** within the group. An essential aspect to ensure maximum **collaboration** between employees.

What to keep in mind when you choose custom pins and personalised badges as corporate gifts

As with all promotional products, custom pins must fulfil a double function. On the one hand, they must **attract attention** and **intrigue** the public. On the other, they must **make those who receive them feel**



special. To this end, it's essential that you customise them in a smart way. Their small dimensions, which make them very easy to handle, require **simple and clearly visible prints.**

In any case, there are many options. For instance, you can choose **bamboo pins to be engraved** for an **elegant** and special effect. If you'd rather have a **playful** and colourful style, brooches that allow **printing on epoxy resin** would be perfect.