



Print Personalised Coasters to Unleash Creativity and Make Your Brand Original!

Small and practical to use, personalised coasters have a significant communication impact as corporate gifts. They cannot miss in pubs and breweries, where they promote beer and wine brands. But not only. They can even advertise for the location itself or for an event. Besides, they have enormous success when they are given to customers or employees. The reason for this is that our **personalised coasters** – where they are cork, cardboard or wooden personalised coasters – come in handy at home as well.

Anyone can then make their wooden personalised coasters. Pub and breweries, on the other hand, will print their own personalised beer coasters. These models are generally made of cardboards. They can sponsor your activity, brand or the event during which they have been offered – if, for instance, you decide to give your custom coasters to participants to a contest or your St. Patrick's party!

Personalised Coasters and Brand Identity

Creating a clear and defined brand identity is key to the success of any brand. Especially considering how competitive contemporary market is. Any business has this need - from shops to companies, up to catering activities. Restaurants, pubs and hotels must give shape to a unique reality and a strong identity, if they want to stand out from the competition. An original and impactful logo is essential, but so is promoting your brand with corporate gifts that represent the image of your company, too.

So, while hotels cannot do without their [personalised towels](#), bars and restaurants make their own [personalised espresso cups](#) sooner or later.

Whenever these promotional products are used, customers can notice the logo – and so, the image of the brand – and appreciate how original it is. Not to mention the impactful messages or images that you can print. They will convey the company's identity even more incisively.

Among the must-have corporate gifts in the catering field, we find **personalised coasters**. Ideal for sponsoring any pub or brewery brand, these promotional products are suitable for different types of advertising. Their usefulness makes them



so versatile that our custom coasters can become corporate gifts for clubs, customers or even weddings.

The Coaster and Its Function: Why Personalised coasters Are Versatile Promotional Products

We all know that the more useful the corporate gift, the better it can promote the company. In this way, our **custom coasters** can make the beer brand and pub name known to all customers. Besides, companies can give away these promotional products to employees, customers and collaborators, after – of course – having them printed with the name and logo of your brand.

Why, then, are personalised coasters promotional products suitable for all businesses? The coaster is used to prevent the table or the surface on which the glass is placed from ruining. It is particularly used by pubs and bars to protect tables and the counter, but it can also be a very useful item at home. How many times,



while we take a sip – not necessarily of beer, but also of wine, juice or tea – do we stain the surface of our desk or coffee table?

This means that our custom coasters are useful to anyone, in the office and within our home walls. Then, if we consider cork or **wooden personalised coasters**, we are in front of perfect promotional products for decorating the table. This type of coaster can be printed with an elegant engraving that makes it suitable for embellishing the environment. Not surprisingly, these custom coasters are very frequent during weddings, Christmas dinners and other occasions.

So, if you print custom coasters, you will give birth to nice and original corporate gifts which turn out to be useful in pubs, houses or during parties. They are highly customisable as well, so that anyone will be able to apply their logo and name as well as text and images. Moreover, the low price needed to make them allows you to combine them with other corporate gifts. They are perfect with [custom mugs](#) and cups, which go well in any office, home and bar. In any case, wooden personalised coasters as much as custom coasters made of cork or cardboard can express the style and personality of your brand – pub or company – and sponsor it in the best possible way.

[Promote Your Pub or Brewery with Personalised Beer Coasters](#)

The number of pubs and breweries is constantly growing. There are many places where young people decide to spend a pleasant evening or aperitif time and new ones are always coming out. For this reason, distinguishing yourself from others through a well-defined identity is the key for your customers to choose your pub over another. This is where our **personalised beer coasters** come into play. Often made of wood and cork, these wine corporate gifts will be in line with the rustic and natural look of your brewery or the elegance of your wine shop. Anyone who is enjoying a sip of wine or beer will easily notice these promotional products and be amazed by them, as they suit the atmosphere so well.



Pub customers are looking for a moment of relaxation and fun. They are not in a hurry, which means they will have time to dwell on your personalised beer coasters and notice the print. Moreover, beer and wine lovers will love to collect the most originally personalised coasters. That is why beer producers must make custom coasters with their logo and a unique print!

[How To Use Personalised Beer Coasters for Bars and Pubs](#)

Thanks to the different ways beer coasters can be printed, pubs and bars can print their corporate gifts and use them during a special occasion. For instance, if they throw a Halloween or Christmas party. And we should not forget Oktoberfest and St. Patrick's Day – the number one beer festivals! All these anniversaries represent perfect occasions to apply a unique print on your **personalised beer coasters**, so as to remember the event and the pub that organised it.



Besides, on these and other occasions, the pub can make other promotional products as well. It can then use them together with its personalised beer coasters to get the best promotion. For instance, you can think of marking [printed t-shirts](#) for your staff. You may print some funny images or writings that refer to the event on them. Or [personalised cups](#) in which to serve beer or to give as a free gift. The maximum promotional effect is obtained by distributing corporate gifts to participants, perhaps as a prize in a contest. That is why [custom sweatshirts](#), [custom pins](#) and [personalised caps](#) are all perfect gifts for those who win the challenge. The pub may have different corporate gifts depending on the score achieved. By taking them home and using them on multiple occasions, the winners will display the company logo far and wide, as well as remembering the event and your venue or pub with pleasure.

If the contest option does not convince you, you can always offer your promotional products as a free gift to the party participants. [Custom tote bags](#) and [custom printed magnets](#) are ideal, because they are cheap and can be ordered in large quantities. They are both excellent corporate gifts. The former are useful in any context, while the latter will probably end up on the fridge, where they will likely be noticed by visitors and decorate the kitchen with the pub logo!

Print Your Personalised Coasters for Wedding: Find Them Out as Elegant Gift Ideas

Available in different materials, designs and sizes, **custom coasters** are perfect for special events as well.



And not just for parties organised by pubs, breweries and wine bars. Our personalised coasters are often sought after as wedding gifts, because they can give an elegant touch to the ceremony.

In this sense, it is advisable to carefully choose the material with which your custom coasters are made. If you want to achieve a chic effect, here are our recommendations:

- **Wooden personalised coasters.** These products are durable and natural. Anyone can engrave their name, an image or an effect phrase on some wooden personalised coasters. The result will be refined and meaningful;
- **Custom cork coasters** made of cork. This type of coaster looks rather rustic, which makes it particularly suitable for country-chic weddings. They can be printed with the initials of the bride and groom and a message to thank the guests.

The possibilities for creating elegant gifts that align with the style of the ceremony, however, are different. Thanks to the variety of models and printing techniques available, you will certainly find the perfect personalised coasters for your wedding!

In conclusion, with these small bar and wine accessories, we are in front of sensational items both as promotional products and as accessories for private events. Any business looking for corporate gifts to be used for a large-scale promotion will find custom coasters a great choice. As we have seen, their usefulness makes them perfect promotional products for pubs and breweries, as much as for customers and employees



– not to mention their effect as wedding gifts! Every company or individual can then print their **personalised coasters** in wood, cork or cardboard and get the maximum promotional or wow effect from their gifts.