



Personalised Cups: The Promotional Products for All Occasions, From Advertising Campaigns to Corporate Parties

Personalised kitchen accessories are gift ideas you can never go wrong with. Always useful and quite common, making them unique with the logo or the name of the company gives birth to original items that will surely find their place in family life. We see it with **custom mugs**. For years, they have held a top position among corporate gifts. The reason for this is that they are frequently used and can be personalised in a thousand ways. They can be valuable gifts when you wish to communicate your affection to a loved one as well.

Just like mugs, **personalised cups** too are very successful both as promotional products and as gifts. They are essential for catering activities, since they can use them to leave an incisive memory to their customers. They are, however, perfect for your team as well. This is especially true in the case of personalised travel cups. Finally, they are always loved by customers, who can no doubt find a place for them in their houses. Needless to say, this makes them first-quality **promotional products**. Everyone who has a printed cup will have a unique product in their hands. So, when they are well made, personalised cups have unparalleled advertising potential.

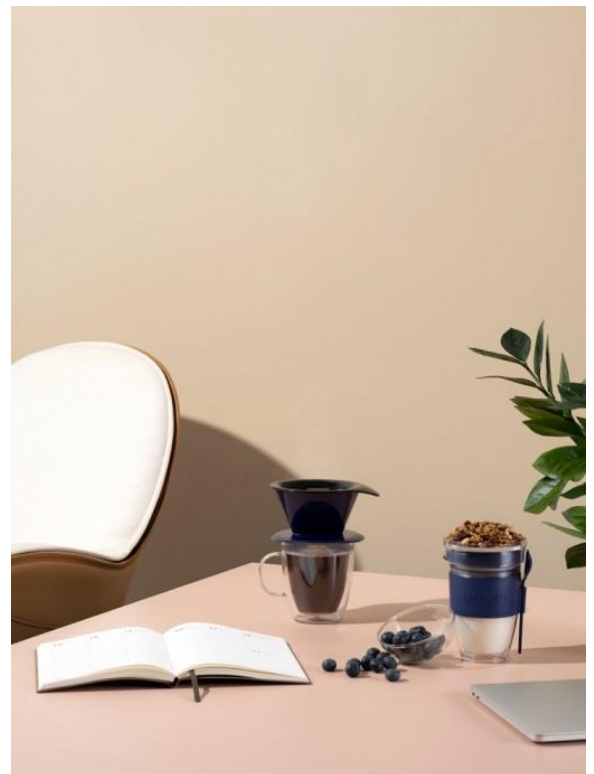
Personalised Cups of All Types: How to Choose the Model That Best Suits Your Needs

If you wish to offer your customers or your work team **printed cups**, you will be in front of a wide variety of items. You can select the model you prefer, based on the capacity and the shape. You will even find printed cups and **personalised glasses** which are equipped with little extras. They are perfect if you wish to give your target special **corporate gifts** with extraordinary comfort.

Giving away a product that is always useful is the first step to make your marketing strategy a great success. However, you can only draw the best of an advertising campaign when your corporate gift elicits a positive reaction in the recipient. It can evoke memories of the event to which it was offered or strike for its unique appearance. It can be chic or fun. And, in either case, win the heart of your clientele or your team. **Personalised cups** have an ace up their sleeve in this case, too. Besides being unquestionably useful in everyday life, they offer a thousand possibilities as for how to customise them. Plus, thanks to their large print area, they can turn your logo or name into the main attraction of the whole kitchen or dining room.

The Models of Printed Cups and Personalised Glasses: Basing Your Choice on the Material

Before you customise your cups, you have to choose the model. This step is important because each cup allows you to apply different printing techniques, depending on its features. Besides, each type of printed cups looks in a typical way. One of the main factors in determining how it is possible to customise your corporate gifts is the material.



In this, **personalised cups** are no exception compared to other **promotional products**. If we take the example of [personalised tote bags](#), we clearly see how the material affects the final product. [Printed cotton bags](#) stand out with embroidery, while you need a crisp colour image to make the most out of [printed paper bags](#). Similarly, the selection of personalised cups can be divided into:



- **Personalised paper cups**, which are suitable for digital printing. The result can be either lively or serious, depending on the colours you choose. In any case, you will have high contrast and very defined details.
- **Personalised plastic cups**, which allow digital printing and accommodate logos and writings in bold colours. This category includes printed cups made of PP, a plastic material often used in the production of corporate gifts because it is resistant and safe for health. We find it for instance in [personalised lunch boxes](#) and in [promotional plastic pens](#).
- **Personalised glasses**, on which it is usually possible to apply digital printing, engraving and/or ceramic printing. With the latter you can reproduce a large number of colours. For this reason, it is suitable for a lively logo, if you aim to hit the eye with contrasts or a complex aesthetic. Engraving, on the other hand, does not add any colour nuance to your **personalised glasses**. The final effect, however, is elegant and able to meet the tastes of many. It is neutral compared to colour printing, and it is ideal on several occasions. For

instance, when you do not know the target well and would rather go for a classic style. Or in case you want to give a serious and polished image of your company. Engraving your logo on glasses can be the most suitable way to satisfy a refined audience, too.

Personalised Cups for All Needs: Standard Models and Personalised Straw Cups

The choice of the model is not limited to the material. On the contrary, factors such as design and capacity must be taken into account as well. Most of all, some **promotional products** feature little extras that make them special. They set them apart from classic models. We are talking specifically of **personalised travel cups** and **personalised straw cups**.

Personalised travel cups are simple kitchen accessories. However, besides fitting perfectly on the table, they can be used anywhere thanks to the practical cap that makes them safe to carry around. They are unique corporate gifts for your customers. They will in all likelihood find your **personalised travel cups** incredibly comfortable when they want to sip a coffee or some water while they are sitting on the couch, in the garden or at their desk. They work much like [personalised water bottles](#) or [personalised thermal mugs](#). In all these corporate gifts, the cap prevents them from spilling the contents on the surface when they fall. A small treat that will be appreciated by your employees, too. No doubt that they will use your **personalised travel cups** during their hours at work.

Personalised straw cups stand out for their utility on the one hand and for their summery look on the other. The straw makes it easier to drink from them. Besides, it takes our thoughts to the warm months,



when we can enjoy a cool drink immersed in nature and caressed by the sun. Personalised straw cups are very appreciated by children too, precisely because they are distinctively practical.

Printed Cups and Personalised Glasses: Essential Corporate Gifts for Bars, Restaurants and Pubs

While on the one hand **personalised cups** are excellent **promotional products** for all sectors because they are useful for everyone, on the other hand they are essential for all catering activities. Bars, restaurants and pubs, creating printed cups with their own logo, will be much more likely to amaze their customers. These latter will be able to notice their attention to detail in these small but appealing items. Moreover, if a brand wants to stress its dedication, it will only have to customise other kitchen accessories in the same way as its printed cups. You can start with [personalised espresso cups](#) and then go on with other items such as [personalised aprons](#) for your staff. The result will not only emphasise your effort and precision. It will return a consistent image of your activity as well.



Besides, by choosing **personalised cups** as corporate gifts for your restaurant, you can benefit from all the advantages of these promotional products. Thanks to the very large printing surface your logo will be able to seize the attention of your customers with great ease. Not to mention that it will be under their eyes for all the time they use your printed cups. An outstanding quality will then be the key to make an excellent impression on your guests. This will likely encourage them to return to your place. Not least because, thanks to your **personalised cups**, they will be able to immediately appreciate your seriousness and the high quality of your work.