



## How to make the most of personalised fridge magnets?

We all know them. Personalised fridge magnets welcome us in our kitchen or in that of our friends. If we look at them carefully, they tell us a lot about who we are. They even tell part of our history. They may look like unimportant, given their small size. However, nothing could be further from the truth. They can acquire a **special meaning** for everyone. This is especially true if you **customise** them.

It goes without saying that personalised fridge magnets are very valuable **communication tools**. They can become **original gifts** or **thoughts to convey your affection**. Nonetheless, they're also **very effective promotional products** and, not surprisingly, are in great demand by companies.

### Ways to use personalised magnets

Since they're magnetic bodies, personalised magnets can attach to any surface made of ferromagnetic substances, as they attract this type of material. For this reason, you can **affix them to any type of furniture and object** that has these features. However, the most common way to use them is to stick them onto the refrigerator door.



Here, they aren't just ornamental objects, which give a **touch of sparkle** to the kitchen. Instead, they can take on a particular meaning, especially if they're **linked to specific moments** in one's life. Some people **collect** them during trips, others **give** them to friends and relatives. Some buy them on a **unique occasion** to keep the memory alive. All in all, these small accessories have a great communicative power.

### *Personalised magnets and their power to tell a story*

You'll surely have in mind the image of a fridge upholstered in magnets. Maybe it belongs to that friend of yours who's so fond of travelling that he always carries a memory of the journey with him. Many create a **collection of magnets**, buying one as a **souvenir** in every place they visit. In this way, fridge magnets form **travel maps**. They tell the story of where we've been and evoke memories every time our gaze rests on them.

Then there are people who ask their friends to bring them a magnet when they go on a trip. In this case, the magnet is almost a **reminder of future destinations**. It reminds those who receive it of where to go next time. In all cases,

personalised fridge magnets have a great power in themselves. They **tell a story**, sealing the moments we've lived and those we still want to enjoy.

### Personalised fridge magnets and the power of images

Many people give importance to these small objects. But what's the reason for such a huge success?

Why are personalised fridge magnets able to attract the attention of most people and arouse positive feelings? The fact that you can add an **image** to them plays a role in it for sure. Drawings and pictures are among the most **evocative** elements for the human eye. They're an **immediate means of communication**,



sometimes even more than words. Plus, they can evoke sensations with a single glance. For this reason, personalisation is the secret to the success of magnets.

Their surface, though smaller than that of items such as [personalised water bottles](#) and [custom mugs](#), can be **entirely decorated with an image**. As a result, personalised fridge magnets become miniature portraits which you can apply on the right surface to keep them always in view.

*How to customise magnets: green light to writing but keep it short!*

The image itself has great communicative power. It acts, however, on an unconscious level. Words are still the most direct means of passing on a message. In the case of personalised fridge magnets, **matching a writing** to the photo or drawing can create an **original and complete gift**. However, you have to pay attention to the size.

The small print area doesn't allow you to reproduce long sentences, but it doesn't set limits when it comes to **short writing** or **simple names**. The name of the friend or company, or a motto made of a few words will make your personalised fridge magnets unique and representative corporate gifts.

Since the writing will be added to the image, the best approach is to look for a phrase that's in line with the background. The words, in practice, must **emphasize** the underlying figure, make it clearer and more incisive. They'll have to be **reinforcements**. Making a **consistent corporate gift** is critical to achieving this effect and the best way to add value to your personalised fridge magnets.

Using personalised magnets as promotional products: all the pros and some tips on how to best personalise them



Personalised fridge magnets are very common as corporate gifts. Although they aren't really useful, they're very successful among the public thanks to several features. Let's take a look at them:

- Personalised fridge magnets are **small** and **practical**. They can be conveniently placed on the refrigerator or on other furniture and objects. The main advantage they offer is that **they aren't bulky**, unlike other [custom kitchen accessories](#) such as aprons and cutting boards. They're the ideal promotional product if you want to make sure it won't be left in a drawer.
- Personalised fridge magnets **can't be replaced**. Although all corporate gifts are unique, personalised magnets will hardly be set aside for a similar item. Unlike more useful accessories, such as [branded thermos](#), they won't compete with other magnets. Their strength lies in **communication** rather than utility. So, they'll only need to **be exposed** to perform their promotional function. The fun thing is that what looks like a flaw turns into an advantage.
- Personalised fridge magnets are **cheap**. Besides being suitable for promotions which involve a **large number of people**, they're great ideas to **add to other corporate gifts**. Giving them



together with [\*personalised lunch boxes\*](#), for example, will provide customers with a useful accessory and a decorative item at once. As a consequence, it'll increase the advertising effect.

- Personalised fridge magnets have a **great communicative force**. As already mentioned, personalised magnets can convey a lot, both emotions and messages. They'll only have to attract the eyes of those who are in the kitchen to promote your brand.
- Some personalised fridge magnets are **useful**, too. This is the case with magnets with a small **notepad**, which is generally used to write the shopping list. These magnets are very **special** gift ideas, which combine uniqueness and practicality. Also, they aren't too common in homes.

### *How to create the perfect personalised fridge magnets to promote your business*

Customising magnets isn't hard. All you need is an image and a targeted writing to **attract attention** and boost their communicative force. This, however, doesn't mean that you shouldn't personalise them with care. On the contrary, choosing the **right background** and **matching the right sentence** to it will determine the impact they'll have on your audience.

To use personalised fridge magnets as promotional products, you'll need to enter your logo and name. These elements can't be missing because they'll **identify** your brand in the eyes of customers. You can choose

different options to customise your magnets, but it's essential to **keep the logo and the name clearly visible**. The best solution is a background colour that **highlights** them. In this case, too, finding a **chromatic choice in line with the company's palette** creates coherence and harmony. The result will be **very pleasant to the eye**.

The possibilities to customise your magnets don't end there. If you want an **original** result, you can choose an **image**. However, in this case the choice is more complex. It'll have to be **simple**, show the colours of the



logo and serve two purposes. On the one hand, it should attract the customer's eyes. On the other, it should highlight your logo and name. The idea of adding an image can be particularly suitable for a **travel agency**, which can choose the photo of a holiday destination. The same goes for a **summer centre**, which can evoke the thought of a day at the beach in the imagination of the person who's looking.

### *Personalised fridge magnets: a perfect gift for friends and family*

Besides being great promotional products, personalised fridge magnets are very successful as **gifts** to friends and family. Choosing an image and a phrase that **communicates your affection** will arouse amazement in those who receive them. They'll appreciate both the gift and the gesture. Even just the **name** will be enough to create a unique and effective object.

When you create a gift for a loved one, **imagination** has no limits. A **phrase of greeting** is perfect for a formal context, while a short **dedication** will show how much you care about them. The result will be a personal object, which evokes the strength of your friendship every time it is looked at. Simply put,



personalised magnets are a perfect gift idea to surprise, convey your affection and leave a symbol of the relationship that binds you both.