

Practical checklist to help you choose personalised keyrings

A practical worksheet to define context of use, material, format, functions and personalisation before making your choice.

Use it as a final check: available techniques, print area and personalisation options always depend on the individual model and should be verified on the relevant product page.

1. Start from the context of use

Context	Priority	Options to consider
Trade shows, congresses and campaigns	Wide distribution and brand visibility	Classic models, simple shapes and lightweight materials; everyday accessories where useful.
Automotive, real estate and construction	Connect the promotional item with keys and the sector	Car, house or key shapes for a more immediate connection.
Sports clubs	Strengthen the bond with the team and its supporters	Club colours and symbols on shapes linked to sport and leisure.
Hotels, tourism, bars and restaurants	Create a recognisable memory of the experience	For hotels: reference to the room or property. For bars, restaurants and wine shops: corkscrews or bottle openers.

2. Select the material

Material	Useful characteristics for choosing
Metal	Rigid, wear-resistant and premium-looking; options include alloys, aluminium and stainless steel, including recycled versions.
Plastic	Lightweight and generally more affordable; ABS for greater rigidity, PVC for flexible and reflective models.
Fabric	Soft, lightweight and foldable.
Leather	More elegant appearance and pleasant feel.
Wood and bamboo	Materials of natural origin, suitable for conveying craftsmanship and enhancing engravings or simple logos.
Cork	Natural, lightweight and softer/more granular than wood and bamboo.
Recycled materials	Worth considering when you want to highlight the use of recovered materials.

3. Decide how functional it needs to be

Type	When to choose it
Classic	When recognition, simplicity and logo visibility matter most.
With accessories	When a single additional function increases the usefulness of the promotional item.
Multi-function	When two or more additional functions are needed in the same keyring.

Accessories to match with real use: bottle openers, corkscrews, can openers, smartphone stands, trolley tokens, LED lights, torches, whistles, small tools, trackers/locators, compasses, measuring tools, floating models, photo keyrings and stress-relief models.

4. Match the technique to the design

Technique	Key point	Useful guidance
Pad printing	Affordable and versatile	Cost-effective, durable and fast; up to four solid colours.
Screen printing	Simple and affordable	Up to four solid colours; better suited to logos without very small or complex details or lettering.
Epoxy resin	Colour with glossy finish	Full colour; glossy, durable effect with a transparent layer that can enhance the design.
Digital transfer	Full-colour graphics	Photographic quality and application to many materials; higher cost than some other techniques.
UV LED printing	Full-colour graphics	Photographic quality and application to many materials; higher cost than some other techniques.
Transfer printing	Detail and durability	Reproduces detailed graphics, resists weathering well and has a limit of eight solid colours.
Engraving	Elegant and precise result	Adds depth and can be applied to many materials; the multicolour version can reach up to six solid colours.

Practical rule: before deciding on a technique, always check the material, size and position of the personalisable area on the product page.

5. Checklist before choosing

- ☐ I have defined the context of use and type of recipient.
- ☐ I have decided whether I need a classic, accessory or multi-function model.
- ☐ The material matches the level of rigidity, lightness, elegance or natural appearance I am looking for.
- ☐ The shape reflects the sector, event or message I want to communicate.

- [] I have established whether the design requires solid colours, full colour, photographic detail or engraving.
- [] I have checked the print area, dimensions, position and personalisable sides on the product page.
- [] I have verified that the chosen technique is available for the selected model.
- [] For large quantities, I have considered simple, compact models and a technique compatible with the budget.
- [] When available, I have considered a sample to check material, dimensions, finishes and personalisation result.

6. Quick worksheet to complete

Item	Decision
Context of use	
Recipients	
Expected quantity	
Material	
Shape / format	
Accessories / functions	
Design or logo	
Number of colours / level of detail	
Technique to consider	
Personalisation area / side	
Sample	

To compare the available models: [Personalised Keyrings on HiGift](#)

7. Useful links

Categories mentioned in the content:

Personalised Metal keyrings	Custom Sustainable keyrings
Promotional Plastic keyrings	Personalised Floating keyrings
Custom Fabric keyrings	Personalised Photo keyrings
Personalised Leather keyrings	Personalised Pens
Personalised Wooden keyrings	Personalised Water bottles & Sport bottles
Promotional Cork keyrings	