

Practical checklist for choosing Personalised Lanyards

A practical worksheet to organise the key decisions: format, material, accessories, printing and usage context.

Quick path: 5 decisions to make before ordering

Decision	What to check	Practical guidance
1. Use	What the lanyard needs to carry	Badge, keys, smartphone or a retractable holder.
2. Format	Logo visibility and lightness	15 mm for greater discretion; 20 mm as the common format; up to 25 mm to give the graphics more visibility.
3. Accessories	Stability, release, safety or quick access	Snap hook, double snap hook, safety buckle, detachable clip, badge holder, phone holder or reel.
4. Material	Appearance, feel and composition	Polyester, RPET, cotton and other natural options; the hook is often metal.
5. Printing	Type of graphics, surface and number of colours	Sublimation, digital transfer, transfer, screen printing or pad printing depending on the product.

Initial check

Define how many lanyards are needed and the context in which they will be used.

Decide what needs to be attached: badge, keys, pass, smartphone or other accessories.

Check whether quick release, a safety buckle or greater stability with two attachment points is required.

Assess how much space the logo needs and how visible it should be from a distance.

For a substantial order, check whether the chosen product can be purchased as a test sample.

Materials and formats: essential comparison

Material	Useful characteristic	When to consider it
Polyester	Lightweight, durable and versatile.	Everyday use and large quantities.
RPET	Similar characteristics to polyester, with recycled material.	When you want to include a recycled material in the choice.
Cotton	Soft to the touch and with a textured look.	When a more natural feel is preferred.
Recycled cardboard / cork	Strongly natural and distinctive appearance.	For an original look.
Silicone	Flexible and elastic, but less common.	When the model makes use of these properties.
Hook	Mostly metal; plastic and aluminium are also available.	Assess together with the product configuration.

How to read the measurements

Format / structure	What changes	Practical impact
Approx. 15 x 475 mm	Narrower strap.	More discreet and lightweight.
Approx. 20 mm	Common standard width.	Balance between comfort and logo visibility.
20 mm up to 550 mm	Longer versions.	Often associated with accessories or more complex configurations.
Up to 25 mm	Wider strap.	Greater visibility for graphics and personalisation.
Tubular / retractable	Different structure from the classic flat strap.	Choose according to the required function.
Short wrist model	Worn on the wrist instead of the neck.	Compact alternative for specific uses.

Accessories: choose according to function

Accessory	Main function	When it is useful
Single snap hook	Simple attachment for badges, keys and small items.	When a single attachment point is enough.
Double snap hook	Two attachment points and greater stability.	For wider holders or when more stability is required.
Neck safety buckle	Automatic release if pulled.	When safety is the priority.
Detachable clip	Quickly separates the end section.	When badges or keys need to be used without removing the lanyard.
Badge holder	Case or holder for cards, credentials and passes.	Trade fairs, conferences, company access and identification.
Smartphone holder	Keeps the phone easy to reach.	Dynamic and operational roles.
Telescopic pass holder	Brings badges and cards close to readers and turnstiles without detaching them.	Frequent access with readers or control systems.
Multifunction accessories	Add functions such as LED light, USB or cable.	When the extra function matches the event or activity.

Company or trade-show staff scenario

Combination to consider: badge holder + snap hook.

Add a detachable clip when badges or keys need to be separated frequently.

Consider a safety buckle if the lanyard could be pulled or become caught.

For frequent use of turnstiles and readers, consider a telescopic pass holder.

For mobile and operational roles, consider a smartphone holder.

Print methods: selection matrix

Method	Strength	Constraints / attention
Sublimation	Four-colour printing, photographic quality and, on some products, very extensive coverage.	Limited to polyester or specially treated items.
Digital transfer	Full colour and high quality.	Works best on flat, even surfaces.
Transfer printing	Durable and suitable for very detailed graphics.	Up to eight solid colours.
Screen printing	Durable, economical for large quantities and may create a raised effect.	Up to four solid colours; better suited to less complex logos.
Pad printing	Durable, economical and suitable even for very small print areas.	Up to four solid colours; suitable for less complex logos.

Before confirming the artwork

Check the print method actually available on the selected product page.

Check the print area and the position permitted on the model.

For photographs, gradients or complex graphics, consider the full-colour techniques available for the product.

For logos with few colours and large quantities, compare techniques that use solid colours.

Consider the contrast between the strap colour and the print so that the logo and text remain easy to read.

Usage contexts and final checklist

Context	Priority	Configuration to consider
Trade fairs, conferences, events	Staff recognition and practicality.	Badge holder, snap hook, optional detachable clip or safety buckle; 15-20 mm for large distributions.
Companies, offices, production sites	Identification and management of keys, badges or smartphones.	Accessory consistent with what staff use every day.
Festivals, public events, sports events	Operations and quick access.	Double snap hook, smartphone holder or telescopic pass holder depending on the function.
Hotels, attractions, schools, shops	Staff identification and everyday use.	Configuration compatible with badges or keys, based on daily activities.

Checklist before ordering

☐ I have defined the main use and what needs to be attached.



- ☐ I have chosen the width and length based on comfort and logo visibility.
- ☐ I have checked whether one or two attachment points are needed.
- ☐ I have distinguished between a safety requirement and simple quick release.
- ☐ I have chosen the material based on appearance, feel and composition.
- ☐ I have checked the available print method and print area and verified the contrast between strap and personalisation.
- ☐ If necessary, I have checked the availability of a sample.

Useful HiGift links

Category: [Personalised Lanyards](#)

[Personalised Ecological lanyards](#)

[Custom Lanyards with double snap hook](#)

[Custom Lanyards with security buckle](#)

[Custom Lanyards with detachable clip](#)

[Personalised Lanyards with phone holder](#)

[Personalised Badge lanyards](#)

[Custom Lanyards with telescopic pass holder](#)

Practical note: the availability of accessories, print methods and samples depends on the individual product. Always check the product page before finalising your order.