



Must-Have Corporate Gifts for Your Team – Make Your Brand Recognisable at a Glance with Personalised Lanyards

You do not need a promotional campaign to sponsor your company. On the contrary, the advertising activity goes on every day. Every brand must always be looking for attractive ways to retain customers and attract new ones. A successful brand is growing in every moment. One of the reason for this is that the market has its pace and requires a constant participation. **Personalised corporate gifts** can be part of specific marketing campaigns, when they are given away to customers or employees. However, they can also be used as accessories for the company. And, in this case, they can show your logo at all time of the year.



Think of the work uniform. [Printed T-shirts](#) not only give an image of consistency and seriousness. Besides that, they have at least two important tasks. On the one hand, they make the team easy to recognise. On the other, they steadily expose your logo to the eyes of visitors. And this is the key to ensure your brand a continuous and lasting advertising. Just give your team items they can use while they are working, and they will attract new customers and be remembered.

If [personalised clothing](#) can become a symbol of identity on the one hand, on the other we find accessories that can further optimise the customer experience at your office or your store. This is the case with **personalised lanyards**.

Custom Lanyards as Corporate Gifts for the Team: A Thousand Advantages in a Small Accessory

Simple and cheap, **printed lanyards** are one of the timeless corporate gifts in the world of advertisement. Whether they are for a trade show, a corporate event, a product launch or a project, they are a safe choice. It only takes a moment to wear them and become the sponsor of your own brand. Personalised lanyards will spread your name. And, in doing so, they will associate it with an image of professionalism.

But let's start with [personalised badges](#), as they are generally used with lanyards. They are usually customised with the employee's name and company logo. In this way, the team member will be directly associated with your brand, which will in turn be remembered more easily. Not least because your logo will be constantly exposed. One of the advantages of **custom badge lanyards** is that they can be used throughout the year. They can be part of the uniform in every season, which results in unlimited advertising.

Badge lanyards can be customised with the logo, so as to draw even more attention to the symbol of the brand. However, they can be decorated with a pattern as well. You can print the image of the launch product or one which is representative of the fair at which you will give them away. Finally, the narrow and long shape of **personalised lanyards** is perfect for sentences. The slogan of your work reality can convey in a more incisive way your core business and philosophy. A theme phrase, on the other hand, can amaze for its appropriateness. Finally, an effect sentence or a cheerful expression can inspire positivity.



Thanks to the variety of choice, **custom lanyards** are a meaningful resource. As we have seen, they give space to creativity. But this is not the only reason why you should take them into account for your promotion. They can also be used in different contexts and there are different models to choose.

When to Use Personalised Lanyards: Must-Have Corporate Gifts for Events, Distinct In-House Accessories

One of the main characteristics of classic **promotional products** is that they can be used in several areas. The direct consequence is that your corporate gifts will have a great range of action. And this in turn translates to an accentuated visibility of the brand. **Custom lanyards** share this versatility. Despite being mainly corporate gifts for the team, they have a significant advertising effect. They will give their best both if they are used during the fair and if they become accessories of the work uniform in everyday business life.



Printed Lanyards for Events: Make Your Team Take the Centre Stage at Fairs

In an event there are a lot of businesses participating. They are usually active in the same sector, which means that the competition is inevitable. For this reason, many brands choose to give away promotional products to visitors. Another option is to use accessories to make their team stand out from the crowd. **Personalised lanyards** are almost never missing. They are able to highlight your stand, making your staff recognisable in the blink of an eye. Thanks to **custom lanyards** with the name of the employee, visitors to the fair will know immediately who to turn to. In a nutshell, their experience will be simple and smooth. And they will certainly appreciate your effort to make it better.

In these cases, crafting **personalised lanyards** with a lot of creativity can take your brand a step ahead. It will set it apart from competitors. Besides, it will be more likely to attract the gaze of potential customers. A captivating customisation can arouse the curiosity of the most. It can also intrigue them to the point that they will be encouraged to approach your stand. And, once there, they will see your logo or the writing or image that you have applied on your **custom lanyards**.

Personalised Lanyards for Shops and Offices: Strengthen Your Team with a Professional and Easy-Going Corporate Gift

Custom lanyards are in the spotlight at fairs and events. However, these are not the only occasions on which you can use these promotional products. They are an important sponsor inside the brand as well. They are [personalised office accessories](#) with a huge potential. They can create cohesion within the team, as the members will be united by a single accessory. This will be comfortable to wear, represent the brand in a discreet way and make the interaction with customers way easier. It is no coincidence that it is a very popular accessory for those who work in contact with the public.

Inside offices and shops, **custom lanyards** can be worn every day, in order to welcome the customer in the best way. Being able to read the name of the operator or salesperson on the badge creates a sense of familiarity. In this way, it shortens the distance between seller and buyer. The result will be a sense of trust



towards your business. And the professionalism suggested by you **personalised lanyards** will play its part in fuelling this feeling as well.

Models of Printed Lanyards: Sustainable Corporate Gifts and Extra Functions for Your Customers

While **personalised lanyards** are essential for many sectors of activity, they can be given to the audience as well. This is especially true for the special versions. These are characterised by small extras that make them particularly comfortable in everyday life.



On our website you will find:

- [Custom badge lanyards](#). This is the classic lanyard which allow you to wear the identification tag in a comfortable and effective way;
- [Eco-friendly custom lanyards](#). These models are designed for those who want to offer sustainable corporate gifts and promote a green lifestyle;
- [Custom lanyards with double snap hook](#). They are perfect for those who want to carry everything they need, for instance a badge and a keyring;
- [Custom lanyards with telescopic pass holder](#). These mini versions of badge lanyards give a fine and minimal touch to the look;
- [Custom lanyards with security buckle](#). With the closure on the back of the neck, they are easy to wear and remove with a simple click;
- [Custom lanyards with detachable clip](#). This type is ideal for those who want to have their keyring always at hand;
- [Personalised lanyards with phone holder](#). They are the best suited as gifts for customers. They will allow them to

use their smartphone with a simple gesture.

In conclusion, **printed lanyards** can be exploited in a thousand ways. From the possibilities of customisation, which allow you to best express the mission of the company, to the areas of use, ranging from fairs to stores or offices, up to advertising campaigns when they can be given to customers. **Personalised lanyards** are unsurprisingly among the most loved corporate gifts ever. Being simple and cheap, they allow any activity to sponsor itself at any time of the year and on any occasion. Even within the walls of your own company.