



Custom Mugs: The Most Classic Models for A Cosy Breakfast!

Some objects arouse **positive emotions**. They convey **joy** or evoke **beautiful memories**. They are items that have **been with us since an early age** and to which we have become attached from the first glance. Simple or colourful, they have made otherwise banal moments **rich in value and affection**. Think of your [personalised keyrings](#) on your cases and backpacks. Or of the [personalised baseball caps](#) that you used to wear during a school trip or a mountain adventure.

While many accessories became loyal companions on outdoor days or at school, others were at **home**, patiently **waiting** for us. Among these, **custom mugs** were undoubtedly the most successful.

They immediately give us the idea of **home**, warmth and **family**. They take us to the table for **breakfast** or on the couch to read a book on a **rainy winter afternoon** in the blink of an eye. Gifted to a loved one, the

custom mug communicates **affection** and becomes a simple and effective way to **be with them** during the day.

Custom Mugs: Valuable Corporate Gifts for Companies

[Custom mugs, cups and glasses](#) are among the most popular **promotional products** of all time. The reason is quite obvious: they are **useful**, serve both the **customer** and the **employee** and can be **made in a thousand ways**. Also, there are **many models**, all of which are very different from each other. Still, they share an

important quality: if customised properly, **they won't be forgotten in the cupboard**, but will be used at all times instead.

Custom mugs have other features beside these. They make you feel **welcomed** and **pampered** and are very **appreciated even by kids**. They are in a nutshell an **item for everyone** and convey **closeness** and **care** to those who receive them. What better way to **build customer loyalty** and **trust among your team**?

A final advantage of the custom mug is its **adaptability**. Besides containing tea, milk and coffee, this corporate gift can become an **ornament** or a pen holder. In any case, it will bring your **logo** and your **name** in people's homes, together with the image of a company that has given a **unique and useful accessory**.

Just Custom Mugs? A Short Journey to Discover All the Models

Whether you want to give your **best friend** a custom mug or get the most out of your **promotional campaign** with this corporate gift, you have a wide **variety** to choose from. The models range from **classic** to **particular** ones. There cups made of **ceramic** and **porcelain** – which you can find in everyone's home and are never too many. Beside them, there are cups of **glass** and mugs of **steel**, which have an original appearance that can arouse curiosity. As for the types, we find cups, **mugs**, the **mug with blackboard** and **travel mugs**.



Custom mugs and cups

The main feature of the mug is its **size**. It is rather **roomy**, so it is suitable for containing large quantities of drinks. Thanks to its dimensions, it is often given as a **souvenir** and used as a **pen holder**. One of the main advantages is that **it has a large surface**, which allows you to print your logo, images and writings so that they are **clearly visible and distinct**.

The custom **mug** is a model which you should take into consideration if your company is looking for a **promotional product that can serve your audience**. Even if it doesn't fit into the cup collection in the kitchen, it could always find a good place on a **desk** or on a **shelf**. Whether it's **served to guests** with a hot drink or **left in plain view** in the living room, the custom mug will **spread your brand** thanks to your logo, which will hardly go unnoticed.

Clearly visible corporate gifts, mugs can be displayed in **bars** and restaurants, too. Placing them in a **showcase** next to [personalised espresso cups](#) will create a **homely atmosphere** that customers will appreciate. **Custom cups**, on the other hand, are smaller in size. Nonetheless, they are perfect for drinks of many kind, from tea to coffee.

Chalkboard Mugs

For those who are always looking for something special and want to leave their mark, **chalkboard mugs** are the right choice. This model has a coating on which you can **write** using simple **chalk** – which is part of the corporate gift. If the chalkboard mug is for a friend or relative, you can customise it by writing a **dedication** or a **witty phrase**, depending on the tone you want to give the gift. However, such a peculiar item can become a very interesting **promotional product**, too. Its greatest value lies in the fact that it **involves those who receive it** in the personalisation.

One of the reasons for the success of personalised items is that they make those who customise them feel like they have **created the object**. Besides giving life to a result that **best reflects** the identity of the creator, it **stimulates creativity** and strengthens the **link between the product and those who make it**. Customers who



receive a custom chalkboard mug will establish an **important connection** with your promotional product and, as a consequence, with your **company**. **Interaction** is always the most effective way to **imprint** yourself in the memory of the public. Giving away custom chalkboard mugs is certainly one way to do it.

Your **logo** can be imprinted on the **remaining surface** of the mug, including the inner lining and handle – depending on the model.

The personalised travel mug

If, on the other hand, you are looking for **practicality** beside **originality**, you may be interested in a personalised **travel mug**. Designed for those who are often away from home, it is equipped with a **lid** that allows you to **carry it around** with extreme ease. These models can come in handy on several occasions.



You can use them **while walking**, to sip a tasty drink between one step and another. They are very useful in the **office** as well, where they can be used to drink tea during working hours **safely**. The **cap** will prevent them from spilling the drink all over the desk in case they fall. An important precaution if you work in front of computers, sheets of paper and with other delicate tools.

The **personalised travel mug** is useful for everyone. Plus, it will be original thanks to the **benefits** it offers. You should take it into account if you run a company whose employees are often out of the office. The same goes for any activity whose target is interested in **innovative and comfortable solutions**.

If you're interested in travel mugs, you can look for [personalised glasses](#), too, as some are **take-away** models. For a long-lasting corporate gift, you can opt for a [personalised thermal mug](#). Thanks to its ability to maintain the temperature, it is suitable for **longer journeys**.

How to Personalise Mugs and Cups

Like all [custom kitchen accessories](#), mugs and cups will surely find their space in the homes of those who receive them. To entrust them with a **message** – whether it is promotional or affective – you need to **personalise them**. There are many options available.

One is to create **personalised mugs with photo**. This idea will certainly bring a smile to your loved one, but it can do the same with your team. A pic of the **whole work group** or a company **mascot** will be an original way to make your cups even more unique. Finally, you should not underestimate the effect that a photo can have on the audience. A **pet** shop or business could print the image of a puppy or of an endangered species to **sensitise** for this subject.

Personalised mugs with name are equally common. It may be the name of the recipient or the name of the company, and it may come together with other **writings**. A company may choose the **slogan** for custom mugs intended for customers – to convey its philosophy to the maximum. For those that are meant for the team, it can go for **motivational phrases**. What a brand can't give up, however, is to print their **logo on the mugs**. More than the writing, it is the **images** that attract attention and remain in mind. This is why the company **symbol** cannot be missing on custom mugs. Even if applied on the inner side, it will be the **signature** of your brand, which will make the corporate gifts **uniquely yours** and **inimitable**.

