

Practical checklist to help you choose personalised USB flash drives

A practical worksheet to define capacity, material, functions and customisation before ordering.

This checklist summarises the points to check before choosing a model. Use it to compare the options consistently with the type of content to be stored, the distribution context and the effect you want to achieve with customisation.

1. Start with the intended use

Scenario	What to prioritise	Practical check
Trade fairs, events and congresses	Practical models, clearly visible logo and good quantity-to-price ratio.	If brochures, catalogues or presentations will be preloaded, consider capacities of at least 8/16 GB.
Professional practices and consultants	Well-finished appearance, easy to carry and materials with a professional feel.	Metal, glass or faux leather may be suitable; engraving is worth considering when compatible.
Training and education	Capacity consistent with handouts, exercises, slides and course materials.	Check whether the model offers a data-loading service.
Design, engineering and architecture	Enough space for catalogues, manuals, graphics and large files.	For heavy content, 64 or 128 GB capacities may be more suitable.

2. Capacity: a quick decision

Available capacities vary by model. The table is a practical reference for matching the volume of content to the approximate memory size required.

Capacity	When it may be suitable	Examples of content
1-8 GB	When little space is needed or files are light.	Documents and essential materials.
16-32 GB	For flexible, general use.	Documents, photos, videos and work files.
64-128 GB	When a large amount of storage is required.	High-resolution videos, graphic projects, large files and complete backups.

3. Material: match functionality and perception

Material / family	Product character	When to consider it
Metal	Compact, durable and professional.	For clients, colleagues and more representative corporate gifts.
Wood	Rigid and original-looking.	When you want a natural alternative.
Plastic	Lightweight and available in many shapes and colours.	For promotional campaigns and large quantities.
Soft PVC	Softer and flexible.	For shaped designs and more playful or themed proposals.
Cork, plant fibres, recycled paper	Communicate attention to sustainability and alternative materials.	For projects in which the environmental message is part of the choice.
Glass / faux leather	Less common and more elegant finish.	For contexts in which appearance has greater importance.

4. Functions and details to check

- [] Connector protection: retractable, hidden, with cap or swivel mechanism.
- [] Carrying: keyring, ring, hook, lanyard or wristband, when useful for the intended use.
- [] Transfer speed: check the technology provided by the individual model.
- [] OTG (on-the-go): consider this function if a direct connection to a smartphone is required.
- [] Combined functions: pen, bottle opener, pin or clip can increase practicality.
- [] Shape: classic for maximum versatility; shaped when you want to recall a sector, hobby or product.

5. Customisation: choose the technique using clear criteria

Technique	Main strength	Points to consider
Screen printing	Economical and suitable for simple logos.	Up to four solid colours; creates a slight raised effect.
Engraving	Precise, elegant and durable result.	Does not reproduce colours; especially suitable when material and area allow it.
UV LED printing	Reproduces detailed images and graphics in full colour.	Costs more than simpler solutions.
Sticker	Vivid colours and broad graphic freedom.	Requires a smooth, non-porous surface; light and moisture can affect durability.
Epoxy resin	Glossy effect and bright colours.	A more refined solution and not among the most economical.

6. Final checklist before ordering

- ☐ I have defined what type of files will be stored and how much space they require.
- ☐ I have checked the capacities actually available for the selected model.
- ☐ The material is consistent with the context and the image I want to convey.
- ☐ The connector protection system is suitable for the expected frequency of use.
- ☐ I have considered any need to carry the drive with a ring, hook or lanyard.
- ☐ If required, the model supports OTG or other additional functions.
- ☐ I have checked the available area, position and dimensions for the logo.
- ☐ The selected customisation technique is compatible with the material and surface.
- ☐ I have checked the minimum order quantity for the model.
- ☐ If I want several colours of the same item, I have checked the available variants and any minimum quantity per variant.
- ☐ If I need a sample, I have checked that the option is available on the product page.
- ☐ If I want to receive the USB flash drives ready to use, I have checked the availability and cost of the data-loading service.

Useful links

- Personalised USB flash drives
- Custom Eco USB sticks
- Promotional Wooden USB flash drives
- Promotional Metal USB flash drives
- Custom USB stick pens