Practical guide to Custom Fabric keyrings

A worksheet for comparing models and defining your personalisation request, from intended use to sample assessment.

1. Start with the intended use

Situation	Model to consider	Main point to check
Trade show or large giveaway	Lightweight polyester strap	Logo visibility and ease of handing out
Car dealership or garage	Rectangular model with ring	Grip and attachment strength
Office or accommodation welcome kit	Cord or small case	Size and ease of use
Evening mobility campaigns	Version with reflective details	Presence of reflective elements
Management of important keys	Model with tracker	Functionality and product specifications

2. Compare indicative dimensions

Format	Catalogue reference	What to check
Rectangular strap	Width about 2–3 cm; length 6–20 cm	Actual area available for the logo
Square case	Dimensions around 5 × 5 cm	Closure and storage capacity
Round model	Diameter generally under 10 cm	Bulk and decorative details
Cord	Size varies according to model	Area that can actually be personalised

3. Match your logo to the technique to check

Artwork requirements	Technique to consider
Simple logo, few solid colours	Pad printing or screen printing
Gradients, details or full colour	Digital transfer; also consider transfer printing
Marking on a metal insert	Engraving, if offered for the model

The actual availability of print areas, positions and techniques depends on the individual product: always check “Print information” on its product page.

4. Essential checks

[ ] I have defined the recipients and distribution occasion.
[ ] I have chosen the format based on frequency of use and size.
[ ] I have compared polyester, PU and RPET against my objective.
[ ] I have checked rings, reinforcements and additional features.
[ ] I have selected a colour that contrasts with the logo.
[ ] I have checked the print area’s position and dimensions.
[ ] I have assessed the personalisation methods available for the model.
[ ] I have decided whether to request a sample before ordering.

5. Quick briefing sheet

Item	Details to fill in
Occasion / recipients	_____
Quantity to assess	_____
Format / dimensions	_____
Material / colour	_____
Accessories or functions	_____
Logo / colours / position	_____
Test sample	[ ] Request [ ] Not needed [ ] To decide

6. Final checks before confirming

Open the selected product page, consult “Print information” and check the available configurations. If offered, use “BUY SAMPLE” to check dimensions and characteristics before distribution.

Related categories: Personalised Keyrings · Personalised Placemats · Personalised Mugs
Category pages: Custom Fabric keyrings