Guide to choosing personalised promotional products for Hairdressers & hair stylists

Practical comparison sheets for salon equipment, gifts and customisation techniques.

1. From the intended use to the choice of products

When	Products to compare	Before choosing
Hair washing and treatments	Towels	Styles, sizes, stock and frequency of replacement
Reception and appointments	Pens, diaries and desk calendars	Everyday use for bookings and organisation
Ambience and decor	Diffusers, candles, wall clocks	Match the salon style and comfort needs
Staff uniform	T-shirts, sweatshirts, pins and badges	Comfort, season, name and role where needed
Services away from salon	Sport bags, wheeled luggage, pouches	Compartments for tools, accessories and personal items
Post-treatment gifts	Hair brushes, combs, compact mirrors	Relevance to the service and usefulness at home
Promotions and loyalty	Toiletry bags, tote bags, lip balms, bottles	Distribution, packaging and frequency of use

2. Materials: quick comparison

Material	Example applications	Selection criterion
Cotton / microfibre	Towels, T-shirts	Absorbency and changes; microfibre dries quickly
Polyester / RPET	Sweatshirts, sport bags, toiletry bags	Wear resistance; consider the RPET option
ABS	Wheeled luggage, rigid accessories	Impact resistance and ease of transport
Glass	Diffusers and candles	Appearance, transparency and finishes
Stainless steel / aluminium	Manicure sets, bottles, pens, badges	Strength or lightness, depending on the item
Wood / bamboo / wheat straw fibre	Brushes, combs, compact mirrors	Natural appearance and match with salon style

3. Techniques: match the result to the surface

Technique	Suitable for…	Examples
Pad printing	Clear logos on small or curved surfaces	Combs, brushes, pens
Screen printing	Simple graphics, few colours, large volumes	Tote bags and water bottles
Transfer / DTF	Fabric designs, including multicolour with DTF	Sport bags, T-shirts and tote bags
Embroidery	Discreet branding, resistant to washing	T-shirts and towels
Engraving	Monograms and symbols on rigid materials	Metal, wood, bamboo
Digital / UV LED printing	Photos or designs on compatible products	Desk calendars, compact mirrors
Sublimation	Large designs on suitable synthetic materials	Certain towel models

4. Checklist before confirming your order

- ☐ I have distinguished staff equipment from customer gifts.
- ☐ I have chosen items according to the treatment, event or loyalty programme.
- ☐ I have considered frequency of use, replacements, washing and available space.
- ☐ I have defined the material, colours and position of the logo.
- ☐ I have assessed the print technique based on the surface and artwork.
- ☐ I have checked the product and customisation in the relevant product listing.

Categories to browse on HiGift

Main category: Hairdressers & hair stylists

Personalised Towels	Personalised T-shirts	Personalised Compact mirrors
Personalised Pens	Printed Sweatshirts	Personalised cosmetic bags
Personalised Diaries	Promotional Badges & pins	Printed Toiletry bags
Personalised Desk calendars	Branded Sport bags	Personalised Manicure & make up sets
Custom Aroma diffusers & umidifiers	Branded Travel bags	Personalised Lip balms
Personalised Candles	Personalised Hair brushes	Personalised Tote bags
Personalised Wall clocks	Personalised Combs	Personalised Water bottles & Sport bottles